

Leveraging We-Media for Brand Building and Promotion: Strategies and Collaborations with Content Creators

Sizhuo Pan *

School of Politics and Public Administration, China University of Political Science and Law, Beijing, 102299, China

* Corresponding Author Email: a22402001@cupl.edu.cn

Abstract. This paper examines strategies to build and promote brands with the help of We-media platforms. We-media represents a variety of online platforms that have revolutionized how information is created, disseminated and shared, providing new opportunities for self-expression and interconnected interaction. The unique features of We-media, such as easy content distribution, powerful user interaction, economical publicity costs, fast information delivery and wide coverage, make it a key force in the contemporary media landscape. Understanding the dynamics of We-media platforms requires identifying the different roles of content creators and consumers, which influences how branding and marketing can be done with the help of We-media. In this context, collaboration with content creators has become a strategic approach to brand development and marketing through We-media platforms. Content creators bring innovative, unique perspectives and creative solutions to brand marketing and increase brand awareness. Their influence and capabilities can significantly increase brand awareness and drive traffic to official self-publishing accounts. This paper examines leveraging self-publishing platforms for brand building, providing insights into effective strategies and collaboration with content creators.

Keywords: Marketing, We-media, Brand communication.

1. Introduction

We-media, encompassing various online platforms like blogs, microblogs, social networking sites, and more, has revolutionized how individuals and teams express themselves and disseminate information. This dynamic form of media utilizes text, images, videos, and other multimedia formats, offering users unprecedented opportunities for self-expression and connectivity.

The modern media landscape is teeming with diverse we-media platforms, each with unique characteristics and user demographics. From global giants like YouTube and Facebook to emerging stars such as TikTok and WeChat, these platforms have reshaped how information is created, consumed, and shared globally. We-media's key features, including the ease of content dissemination, robust user interactivity, cost-effective promotion, rapid communication, and extensive reach, have made it a pivotal force in contemporary communication.

Understanding the dynamics of we-media platforms involves recognizing the distinct roles played by content producers and content consumers. Content producers are individuals or entities that generate and share their insights, knowledge, experiences, and creative content, while content consumers are those who rely on, we-media for information, entertainment, and engagement. These differing roles lead to varied behaviors and consumer psychology, influencing how we-media can be harnessed for brand building and marketing.

In this context, collaborations with content creators have emerged as a strategic avenue for brand development and marketing through we-media. Content creators bring innovation, unique perspectives, and creative solutions, elevating brand marketing efforts. Their influence and ability to connect with specific audiences can significantly boost brand recognition and drive traffic to official we-media accounts. This paper delves into the intricacies of leveraging we-media platforms for brand building, offering insights into effective strategies and partnerships with content creators [1-6].

2. Accelerating Brand Building and Promotion

Brand building and brand promotion do not directly bring us profits that can be reflected in the financial statements, and spending a lot of money may have little effect. However, brand building is an important link that enterprises face in the development process, and it is also the key to distinguishing enterprises from competitors. A strong brand can improve enterprises' visibility and enhance consumer trust. With the rise of people's material level in China, the demand for spiritual level is also increasing. Our shopping demand has gradually shifted from paying more attention to the value of the commodity itself to paying more attention to the spiritual and cultural symbols and connotations represented by the brand of the commodity. In the process of this drastic shift, it is accompanied by the development of we media.

We media platform is an important tool for brand building and promotion, which can help enterprises directly establish contact with consumers, spread brand information, and improve brand awareness.

Through content marketing, enterprises can release brand-related content through we-media platforms to attract consumers' attention and improve brand awareness and influence. Through community marketing, enterprises can establish brand communities through we-media platforms, interact with consumers, and enhance brand loyalty. The data analysis tools provided by we-media platforms can help enterprises understand consumers' needs and behaviors and optimize brand strategies.

All these are important roles played by using we-media platforms in brand building and promotion. Compared with brand building and promotion through traditional media, the we-media platform has faster effect, higher flexibility and lower cost, which is a more cost-effective channel to enhance brand awareness [7-10].

3. Strategies for brand building by using We-media platforms

3.1. Effective Strategies for Brand Building

Enterprise and brand we-media operation is a series of operation means for enterprises and brands to use new media to promote and promote products. It refers to the opening, operation, and maintenance of official accounts by enterprises on emerging Internet public media platforms, such as wechat platform, blogs, ins, Twitter, Douyin and other platforms. The operation right of these accounts belongs to the enterprise itself. Groups and organizations granted by enterprises with certain authority usually plan enterprise-related content and online activities and push accurate messages to target users widely. Generally, most mass consumption enterprises will set up relevant accounts of their brands and push extensive or accurate messages to target customers, such as the brand story behind them and product details, to make full use of the influence of new media platforms and achieve corresponding marketing purposes by using the fan economy followed by official accounts. They will care more about the conversion rate of products. May use these Internet channels to sell their goods. For enterprises that do not directly face consumers, the purpose of creating official accounts is mainly to enhance the corporate image and brand awareness [8].

The following two detailed strategies can help enterprises use we-media platforms for brand building. The following two strategies pay more attention to the building of the brand from scratch and pay more attention to the expression of the intrinsic value of the brand rather than focusing on the product itself. In the brand-building phase

Creating high-quality, valuable enterprise content is key to attracting and retaining users. The content can be stories about the brand, tutorials on using the product, the latest developments in the industry, etc. The content should be consistent with the brand image and positioning and should be targeted to meet the needs and interests of the target users. At the same time, we should make good use of the characteristics of we media platforms, such as short videos, live broadcasts, text and other different forms, to make the content more attractive.

Interaction and community building: An important feature of we-media platforms is that they can directly interact with users. By answering users' questions, soliciting users' opinions, and holding online activities, enterprises can enhance their interaction with users and enhance their brand identity and loyalty. At the same time, we media platforms can be used to build brand communities to give users a sense of belonging and enhance their stickiness [7].

The above two strategies are generally for enterprises to achieve marketing by operating their official accounts. Next, this paper will list two examples. From the old global technology companies to the emerging domestic products in China, they build brands through the above two strategies. However, in terms of specific implementation and details, due to the different sizes of their companies and the different natures of their products, they will perform differently in the brand-building of new media platforms.

3.2. Examples of Apple and Luckin Coffee

3.2.1. Apple Inc

Content creation and dissemination: Apple often releases the latest information about its products on its web-media platform, such as new product launches, product usage tutorials, product design concepts, etc. For example, Apple will release videos of product launches on YouTube to let users know the latest product information in the first time. In addition, Apple will release some stories about how the product has changed people's lives to strengthen the user's sense of identity with the product. Apple also releases promotional videos on its official account, which focus on the product itself and further improve its brand building by telling the story behind the brand and the values it wants to express through one video after another.

Interaction and community building: Apple's interaction with users on the We-media platform mainly involves answering users' questions and collecting users' feedback. Apple, for example, answers users' questions and addresses their doubts on Twitter. In addition, Apple will also publish some users' experiences on the We-media platform so that other users can understand the actual effect of the product.

3.2.2. Luckin Coffee

Content creation and communication: Luckin's content marketing focuses on entertainment value. While promoting consumers to purchase products, the platform has developed more entertainment activities. For example, in a previous WeChat push, "Meng! luckin doll machine game, Qiao Mimi updated ", through the WeChat mini program clip doll game, to distribute coupons to consumers, without special emphasis on the characteristics of the product itself, but to shift attention to provide users with entertainment activities. Vivid and interesting activities enable users to get psychological satisfaction from leisure and entertainment in the gap of life.

Interaction and community building: Luckin Coffee is proud of its strength in interaction and community building. The success of Luckin's brand is mainly through social marketing. The following is the path for Luckin to obtain users: they place QR codes in outdoor advertisements, public accounts, mini programs and cashier cards of offline stores so that users can add corporate WeChat and personal WeChat, scan the codes to obtain positioning, and push the nearest store community to identify the QR code of WeChat group to enter the community. After entering the community, they reply to "group welfare" in the group and guide them to receive benefits on the mini program. And regularly push preferential activities every day, guide users to the small program to place orders to buy.

Although these two brands are of different types and sizes, they both actively use the we-media platform to build their own brands to improve brand influence and the commercial value and cultural significance behind the brands. Large companies pay more attention to the construction of brand culture and content. Small companies use the "we media" platform to build their brand and improve visibility. So, they are more inclined to do brand promotion rather than brand building, which is less obvious. Therefore, we will introduce how to use the we-media platform for brand promotion next.

4. The strategy of using a we-media platform for brand promotion

Brands can choose KoLs consistent with their brand image and values to cooperate with them and design ways of cooperation with Kols, such as product experience, evaluation and live broadcasting. Evaluate the effect of KOL promotion, such as increased number of followers, interaction volume of content, conversion rate, etc. Through such screening, we can find Kols that are more compatible with the brand. Improve the cost performance of marketing.

Brands can use user-generated content for brand promotion and encourage users to generate brand-related content through some related brand products, such as sharing experiences and participating in brand activities. For example, in a campaign launched by brands on Douyin and Xiaohongshu in China, users only need to put a TAG on the content they create to receive brand traffic support. High-quality content produced by excellent content creators can help brands promote their popularity and expand the influence of brands. Brands can also manage and promote user-generated content, such as setting up UGC zones and holding UGC solicitation activities. The brand side must also use user-generated content to spread the brand story and improve the brand image and awareness. Tell the brand story from a more diversified perspective and strengthen the brand value from different perspectives.

Brands should use social platforms' powerful big data user portrait function to carry out precision marketing. The we-media platform will collect and analyze users' behavior data on the platform and construct user portraits. As long as the brand has its target users, the head of the we-media platform will have a professional Internet Marketing Department and professional marketing tools to give a set of systematic marketing programs and planning. Relying on these platforms' powerful, precise push capability, brands can more easily promote their brands and products to their potential target users. Brands can also find data changes according to data monitoring by we-media platforms and continuously improve and optimize marketing programs.

In recent years, new consumer brands in China have succeeded through brand building and brand promotion on the "We Media" platform. These brands rose from the Internet and the "we media" era. These brands are hailed as "national trends" and even the embodiment of commodity transformation and upgrading in China. One of the leaders – Huaxizi, has become the leading enterprise in the beauty field in China through a series of strategies for brand building and promotion on the "We Media" platform.

Huaxizi attaches great importance to KOL marketing, and it can even be said that this is the biggest secret of their success. Their KOL marketing and catch up with the era of live goods dividend. After 2017, short video platforms have become China's most influential we-media platforms. And it has also bred many Internet celebrities with great influence. During this period, Li Jiaqi rose to stardom, and every one of his live broadcasts was watched by at least one million people, and the purpose was shopping. Huaxi is deeply bound with Li Jiaqi's e-commerce broadcast room, thus undertaking Li Jiaqi's huge fan flow. The blogger's trial color trial video gives consumers a more intuitive understanding of the product. Of course, in addition to the cooperation with Li Jiaqi, Hua Xizi has also launched on social platforms such as Douyin, Xiaohongshu and Weibo. For example, many Chinese stars cooperate to endorse the brand and strengthen the high-end image of the brand. In addition, Huaxi also selects a variety of head, waist, tail KOL, layout of emotion, beauty and other types of video bloggers, planting grass young groups.

At the same time, Huaxizi also pays attention to the construction of the user community. To make the product more suitable for the needs of consumers, Hua Xizi designed the role of "experience officer" during the research and development process, inviting users to participate in the product's trial. At the beginning of the establishment of the brand, the official Huaxizi issued a "recruitment order for color makeup experience officer" on Weibo, inviting users to participate in the "internal testing" of 6 products. The official platform has occasionally recruited "new product experience officers" to open the "new product experience mode": free samples are sent, and users are invited to try new products and send feedback. Users can participate in the campaign if they tag the relevant topic.

In the era of consumption upgrading, Huaxizi, with its own clear and different brand positioning, has penetrated different circles through multi-dimensional penetration marketing and increased its brand influence. Huaxizi positions its target consumer group as the new generation of users with a strong interest in national culture. By integrating the national style culture into the brand gene and using the national style factor to endow the brand with new marketing potential energy, Huaxizi successfully meets the consumers' psychological needs for displaying Chinese makeup and Oriental beauty content and draws closer the inner distance between the brand and consumers. Through the precise positioning of its brand, Huaxizi grasped the two keywords of Guofeng and Oriental to build its brand and used the user portrait constructed by the powerful data collection ability of the we-media platform to recommend its ads to the target users who were interested in these two keywords.

5. Conclusion

Branding is an important part of the development process that companies face, and it is also the key to differentiating a company from its competitors. A strong brand can increase the visibility of the enterprise and enhance the trust of consumers. With the improvement of the material level, the demand for spiritual level is also increasing. Shopping demand has gradually shifted from paying more attention to the value of the goods themselves to paying more attention to the spiritual and cultural symbols and connotations represented by the brand of the goods. In this drastic change, the development of We-media was born along with it. We-media platform is an important tool for brand building and promotion, which can help enterprises establish direct contact with consumers, disseminate brand information and increase brand awareness. Through content marketing, enterprises can publish brand-related content through We-media platforms to attract consumers' attention and increase brand awareness and influence. Through community marketing, enterprises can establish brand communities through the We-media platform to interact with consumers and enhance brand loyalty. We-media platforms provide data analytics tools to help companies understand consumer needs and behaviors and optimize brand strategies. These are important roles in brand building and promotion through We-media platforms. Compared to traditional media for brand building and promotion, utilizing a We-media platform offers faster results, greater flexibility and lower costs, making it a more cost-effective channel to increase brand awareness.

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