

The optimization of marketing communication strategies
of WeChat Based on Shenzhen New Oriental School

MBA

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The optimization of marketing communication strategies of WeChat Based on Shenzhen New Oriental School

ABSTRACT Along with the development of Internet technologies , mobile Internet and social media is increasing, the consumer demand present the characteristics of decentralization and diversification. In the new communication environment, How can the enterprise accurately sent brand value of enterprise, product and service information to customers to meet customers realizing accurate marketing becomes an important way for enterprises to stand out in the competition.

Based on the related theories and literature research of marketing management, this paper conducted the optimization of WeChat marketing communication strategies in ShenZhen new Oriental school as a practical case. The company's WeChat marketing communication strategies has many problems and deficiencies. the main problem lies in the lack of overall planning and operation mechanism of WeChat marketing communication system, which leads to the low coordination of WeChat marketing and other marketing forms, and reduces the marketing effect.

speed, convenient Wechat name entry, and users generated good interaction; Through the convenient online recommendation system, the new students can be promoted more easily, creating more positive word-of-mouth content and encouraging the spread of the users by forwarding and sending gifts.

Finally, in order to ensure the smooth implementation of WeChat marketing communication system, respectively from the product system, It provides guarantee measures from product system, price channel, organization and resources, and provides basic guarantee for the operation of WeChat marketing communication system.

Keywords:WeChat marketing; Market environment; Consumers characteristics; AISAS marketing model

Classification: F27

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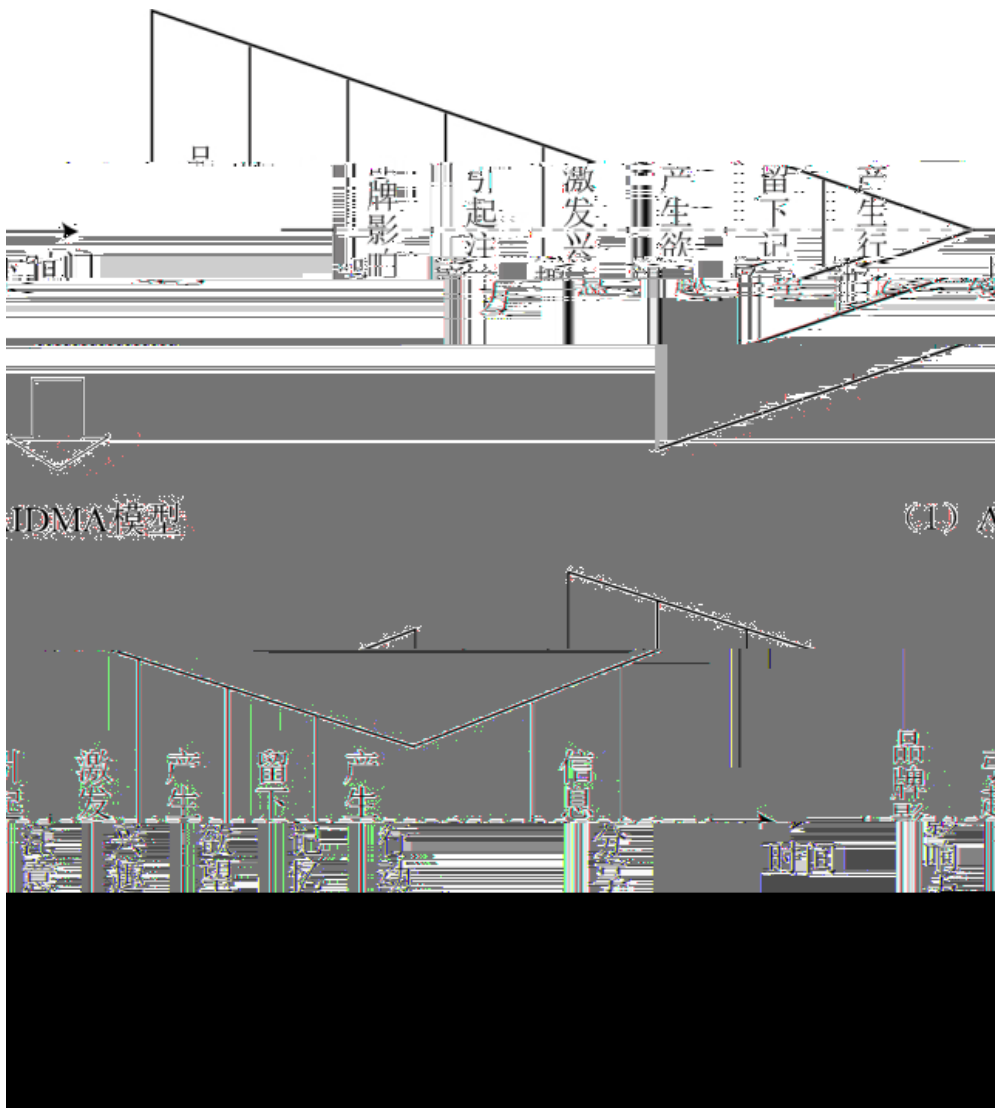
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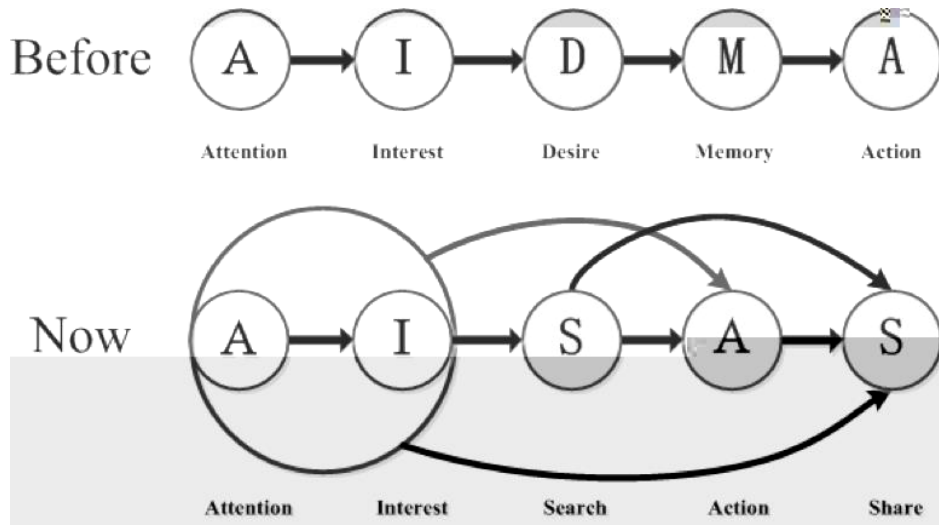
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2-2 AIDMA

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17.59	2015	1.28	7.84%		13
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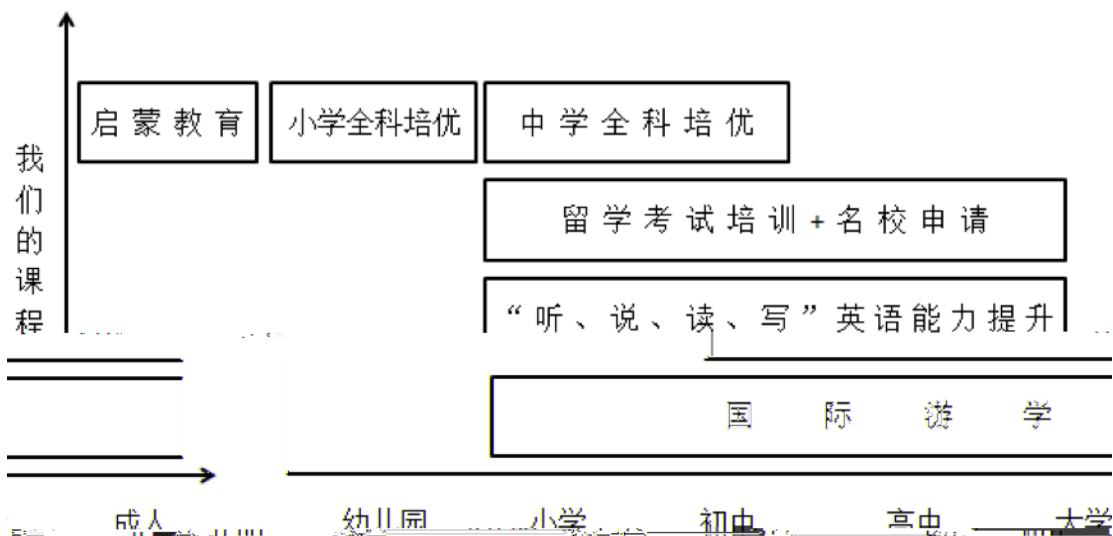
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2016	5741	5366	375	15236	26%
2017	4834	3521	1313	16964	16%

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2016	91295	6436	7%
2017	74753	4388	6%

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2016
 3000 42.6%
 10.8% 40.4% 25.3% 14.4%
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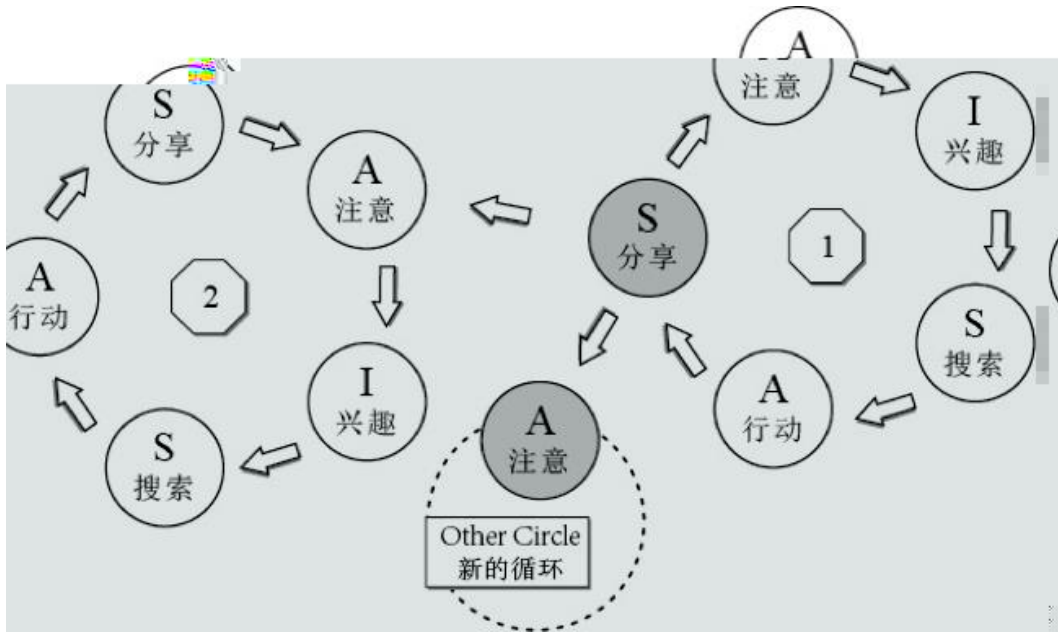
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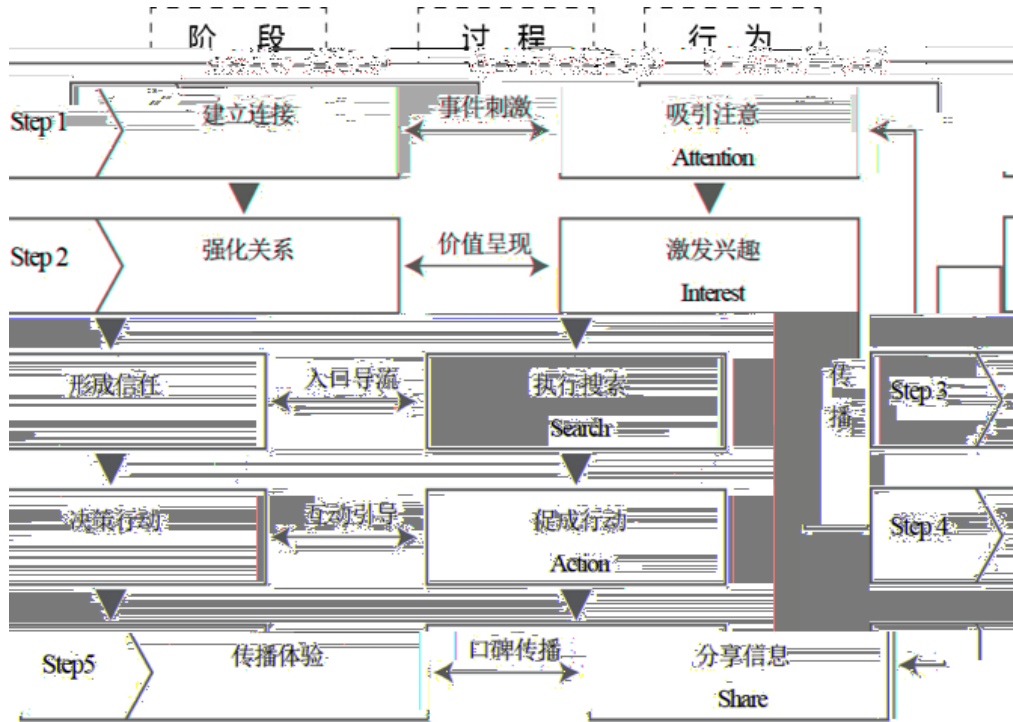
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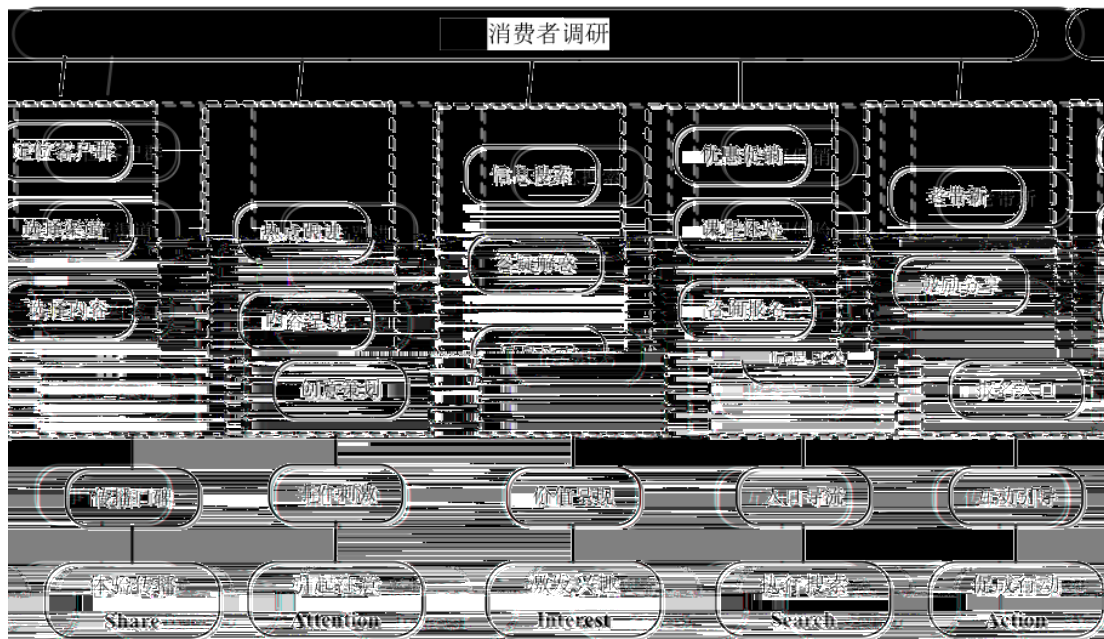
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