

# Analysis of the Usage of Social Media for Marketing and Promotion

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**Abstract.** With the development of online information and network communication technology, the Internet is entering people's work and life. In recent years, as an emerging shopping method, online shopping has attracted more and more consumers for its fashion and convenience. In the past two years, live streaming and short videos have become the most important carriers of online marketing and communication activities. Among them, the network anchors represented by Internet celebrities and traffic stars either focus on content marketing, create scenes to endorse brands or use live streaming to bring goods. Different business models are tried in the industry, gradually forming a relatively complete live video industry chain. This article analyzes how businesses use social media for marketing and promotion from two aspects of how companies use social media for marketing and advertising. The paper focuses on the rapid development period of the Internet economy in the post-epidemic era. It analyzes the new way out of brand marketing, such as live streaming and delivery. Consumer groups love social media because of its social and interactive features, which reduce the cost of acquiring customers for brands. Finally, the article starts from two aspects of the social environment and network environment, summarizes the general environment of China's online shopping, and promotes the healthy development of China's online shopping.

**Keywords:** Online shopping; social media; promotion; marketing.

## 1. Introduction

The Internet has become a part of thousands of households thanks to the rapid advancement of science and technology. The rich information resources on the Internet attract people to roam on the Internet, and the popularization of the Internet is an inevitable development trend. Enterprise network marketing is the practice of boosting marketing initiatives through the use of novel approaches, strategies, and ideas. Finding, keeping, and gaining clients is essential to a business's comprehensive marketing strategy. Network marketing is highly dissimilar from traditional marketing in that it is a company activity that uses the network for advertising itself.

Since the beginning of the epidemic, many companies have felt much pressure. Many sales plans have been pushed repeatedly, and the projects that were initially going to be implemented have no choice but to cancel in the face of such force majeure. Network marketing's core function is to promote business branding and marketing. Offline brands of well-known corporations can be proclaimed online, and regular businesses can quickly establish their brand image online to improve their entire company image. Based on the company website's design, the company's public and user recognition can be attained through several promotion techniques.

On average, global internet users spend 2 hours and 27 minutes daily on social media, although local patterns differ significantly. Social media usage has decreased or stayed the same in numerous markets tracked by the Global Web Index in the first quarter of 2020 compared to 2019 and 2018 data. However, this trend has been reversed in several nations by the COVID-19 epidemic. The majority of everyday time is still spent on social networks. This might be because younger people tend to use these apps, with the 16–24 age group driving global growth in social media users [1].

In 2020, China's economy started an internal cycle. It has been a particular year full of social and economic tests [2]. Companies relied on the Internet economy's continued popularity during the pandemic through live streaming, social media, and other channels. Light assets and low cost have become a new way for brands to break through. Many sellers focus more on e-commerce channels regarding brand marketing positioning strategy. Live streaming, academically described as "live

streaming e-commerce," Live streaming e-commerce is a kind of live streaming through the Internet information network generated by combining "live streaming" and "e-commerce." Sales of business activities, including physical and virtual goods, consistently. And then to achieve drainage through KOL and play a promotional role in brand sales and marketing.

With its extensive user reach, high precision relevance, deep user engagement, and exciting social scenes, social media advertising, a new kind of online media advertising in the age of social media, provides advantages for information transmission and economic value [3, 4]. The advertising industry will increasingly rely on social media as a new distribution channel and a powerful booster. One of the difficulties worth investigating in building social media advertising is advertising performance strategy, which is a crucial component of efficient advertising communication.

This article will use the case study method and will use several events as objects to systematically collect data and information for in-depth research. Then use this information to explore social media usage for marketing and promotion in real life.

## 2. Online Streaming

The evolution of network technology has rapidly popularized various live-streaming apps. Nowadays, uploading videos is very convenient, and the host does not need a high level of education and professional training, so the threshold for live streaming has been rapidly lowered. The market size of China's live-streaming industry in 2015 was 10 billion yuan, and in 2018, the live-streaming industry reached 37 billion yuan [5]. China had 560 million online live-streaming subscribers as of March 2020, up 163 million from the end of 2018, making up 62.0% of all Internet users [6]. Live streaming has emerged as a new outlet following the onset of the virus in the first half of 2020, and there are many instances when it has aided in the successful sale of agricultural products.

Due to rapid development, the live-streaming industry generally shows a trend of brutal growth. It can be said that it is commonplace to falsify the number of people visiting the live streaming and purchase false traffic. At the same time, film and television stars and famous entrepreneurs have also expanded across borders, and Jia Nailiang, Zhang Bozhi, Luo Yonghao, and others have joined the ranks of live streaming one by one [7]. In this case, a group of grassroots Internet celebrities native to the short video platform emerged.

"The Lipstick King" Li Jiaqi's company, Mei ONE, has more than 300 employees, all of which revolve around him alone. Now, more than 2 million people watch his Taobao live streaming every night through their mobile screens. Not long ago, his Douyin followers exceeded 45 million [8]. Before becoming a shopping anchor, Li Jiaqi was an offline salesperson at a L'Oreal counter in a shopping mall in Nanchang. At the end of 2016, he stood out in the "BA Internet celebrity" project [9]. After the project ended, Mei ONE offered an olive branch to the seven winners to sign up full-time online, and Li Jiaqi was the only one who seized the opportunity and dared to try something new [10]. It has been streaming for a long time, but there has been no improvement in the live-streaming room. Li Jiaqi almost quit. At that time, the most profitable anchors were all women. For the richness of the ecology, Taobao Live deliberately supported male anchors and gave Li Jiaqi a three-day traffic recommendation. Amazingly, the number of viewers increased tenfold in the first re-streaming; on the second day, it grew from 20,000 to 50,000. The rapid growth of numbers made Li Jiaqi feel a game-like pleasure. He moved from Nanchang to Shanghai. In the first year, except for two meals taken out by his colleagues, Li Jiaqi never went out. He streams live daily, from 7 p.m. to one or two o'clock in the morning. He said: "Taobao has more than 10,000 live streaming every day, so if you do not live streaming today, maybe your fans will be attracted by other people's live streaming [5]."

From the case of Li Jiaqi, it can be found that the Internet celebrity economy refers to a business model in which Internet celebrities realize social value and economic benefit through specific online platforms and use their public influence and social popularity to discover social weight and financial gain. Internet celebrities gain notoriety on specific social network platforms and execute targeted marketing campaigns to enormous fan bases, impacting financial gains. On the other hand, the

Internet celebrity economy is a long-term development process where fashionistas choose and advertise product styles and designs based on their distinctive tastes and turn followers into spending power (China, G. I. 202). Most studies connect the Internet celebrity economy to the monetary worth of Internet celebrities, highlighting the significance of followers to the Internet celebrity economy and the importance of Internet celebrities as a bridge between customers and goods. Through various mobile Internet channels and platforms, numerous online celebrities have directly absorbed supporters, whom they then capitalized on by translating their wants into actual value. They gradually developed into the Internet celebrity economy after a period of development.

Internet celebrity live marketing is based on the webcast platform as a carrier [3]. It conveys product content and information through Internet celebrities to attract the attention of netizens—new online marketing methods for brand promotion or sales growth. In Web 3.0, the online celebrity business model includes relying on the live streaming platform to earn shares and cooperating with brands to collect advertising fees [8]. According to its analysis, Internet celebrities will gradually realize that this model will limit their fame by relying on the live streaming platform to earn dividends [1]. Moreover, only by carrying out characteristic personal marketing, migrating fans for their use, creating network traffic, and monetizing can they get reliable results—ongoing development. Since Internet celebrities are easier to attract and cover core audiences, and their word-of-mouth communication capabilities are more effective than traditional advertisements, they are suitable for live marketing. Online celebrity live streaming marketing with personal characteristics. The online celebrity live-streaming e-commerce model is based on the rapid development of mobile networks. Online celebrities can leverage their influence to turn live-streaming viewers into actual consumers by carefully crafting their marketing campaigns to attract attention, maximize traffic, and recognize their commercial value. By using this model simultaneously, users can realize the experience of buying while having fun, a component of an online interactive marketing model. According to several platforms' attempts to create the online celebrity live-streaming e-commerce model in 2016, the research on online celebrity live-streaming marketing roughly began in 2016 [2]. It still focuses on things like concept definition, development form classification, strategy recommendations, and more, and the study is still not developed and in-depth enough. The relationship has not been thoroughly studied.

Consumer purchase intention is the psychological assessment of whether to purchase a product following the collection of numerous data based on the consumer's consumption history, preferences, and other external environmental factors and following analysis. Multiple elements will influence or determine consumers' purchase intentions. Therefore, it is crucial to comprehend how consumers create their purchasing intentions, how they differ, and which factors will be directly or indirectly impacted. Consumers' purchase intentions can be influenced by their confidence in payment security, brand reputation, and other factors [8]. At the same time, elements like product brand, quality, trust, and online shopping experience directly impact consumers' purchase intentions and actual purchasing experiences. Consumer perceptions, emotions, and trust are influenced by brands, promotions, interactions, opinion leaders, information, and interests, which affects their search, sharing, and buying intentions [9]. Decreasing orders, product quality, online celebrity word-of-mouth, and brand professionalism all impact consumers' intentions to purchase. Consumers' cognition and emotions will be immediately impacted by content relevancy, online celebrity charisma, rewarded promotions, brand influence, interaction, comments, and activity, which will then indirectly affect their buying intentions. Online superstars' competence and attractiveness directly impact consumers' buying intentions. Through consumer identification, they can positively influence their buyers' intentions.

Additionally, the reliability of online celebrities' products can indirectly increase consumers' propensity to buy [4]. Customers will be persuaded by particular circumstances in the internet celebrity live-streaming scene to go with the flow or make impulsive purchases [2]. Possessiveness over material objects and psychological accounts also impact consumers' purchase intentions. In Internet celebrity live-streaming marketing, consumers' emotional states are influenced by incentive mechanisms, Internet celebrity personal charm, highly interactive content, and value-added content.

High-quality content, Internet celebrity personal pleasure, trust, and high interactivity impact consumers' cognitive attitudes [4]. Their emotional attitudes and cognitive viewpoints immediately and favorably influence consumers' purchase intentions. In conclusion, contemporary research on customers' purchase intentions primarily focuses on elements like quality, promotion, trust attitude, the expertise of opinion leaders, and the persona of Internet superstars.

From this, it is possible to draw the following tentative conclusions: Consumers may reconsider the cost-performance of products due to promotion. Consumers will consider purchasing things when the price of products after a promotion hits or is less than their psychological pricing [3]. Consumers' subjective perceptions of Internet superstars help build trust, which has a more pronounced impact on their purchasing behavior. Customers may be willing to purchase when they have faith in the quality of the goods or the person making the recommendation [9]. Consumers will gather product information for reference, and the professional skill of opinion leaders will be represented in the product suggestion process. Consumers' inclination to buy and the veracity of the product information they receive will be influenced by the level of professionalism. An essential indicator of an Internet celebrity's commercial value is how appealing they are personally. This reveals whether they can draw in more fans, realize value realization, and drain their fan base.

### 3. Online Promotion

Since Tencent launched WeChat in January 2011, the customer base of WeChat has proliferated. Various industries have continuously tapped the commercial value of WeChat, and WeChat marketing has become a new marketing method [4]. As early as July 2013, a brand under the L'Oreal Group distributed soothing spray samples through WeChat, becoming the first case in the cosmetics industry to complete the entire process of distribution of samples through WeChat marketing [7]. L'Oreal Group, as the pioneer of WeChat marketing in the cosmetics industry, has aroused scholars' strong interest in studying its WeChat marketing strategy. In addition, L'Oreal Group has stated publicly that one of the critical points of its future marketing strategy is to use WeChat marketing and other means to develop digital marketing. WeChat marketing will occupy an increasingly important position in L'Oreal's marketing system [10]. The development of the group and even the entire cosmetics industry is of great significance.

Social media is a collective term for tools and platforms that allow people to share opinions, experiences, and opinions freely; simultaneously, it is a new online medium that can provide users with participation and space [2]. Social media is a platform for communication that lets users promote themselves. Self-promotion can happen in various ways, such as blogging, tweeting, on social networking sites, through messages, or by leaving comments. People can share, remark, communicate, and even distribute anything via social media, an advanced online arena that might be built on network technologies like the Internet, mobile phones, or mobile applications (APP) [2]. Social media is an organic and complex conversation on the Internet through human language driven by blogging, social networking, video sharing, photo sharing, message boards, and more [6].

Social media allows individuals to discuss, chat, send information, and post comments. Even businesses can post product adverts on social media without any constraints on how they share content [6]. Because of this, marketing specialists in enterprises are now required to connect on social media, exercise influence in various ways, monitor consumer perceptions of their products, and monitor and remove information about unfavorable verbal reviews of their products [2].

Social media's growth has prompted the emergence of social media marketing, which has been accompanied by an increase in individuals and institutions specializing in this marketing area. Social media is increasingly used for marketing [6]. Social media is the ideal tool for marketing because engaging with customers is its core purpose. Businesses and customers can better understand one another through social media. The foundation of social media marketing is developing positive relationships with customers [9]. At the same time, encouraging consumers to participate in topical

discussions about market brands or services on social forums or social media can help improve sales performance and promote traditional media sales.

The expansion of numerous companies using this internet-based marketing tactic to quicken their overall growth has benefited the acceptance of social media for search engine marketing and optimization [10]. Social media can offer advertisers a more affordable means of reaching niche audiences than traditional media. "Marketers need to try to identify 'social marketers' in social networking sites, encourage users of social networking sites to spread positive word-of-mouth related to a particular brand, and prevent them from sharing negative information in their social circles [9]. At the same time, social networking sites serve as an intermediary. Its interactivity allows advertisers to reach some audiences in a way that is less costly than other media. Externally, social media can enhance brand reputation, communicate marketing with potential customers, provide mobile product feedback, serve customers and drive sales [4]. Internally, social collaboration can fully mobilize employees, create ideas, quickly solve customer problems, achieve high project efficiency, and promptly obtain appropriate internal expert support, thereby creating a company's competitive advantage.

The emergence of social media has an impact on brand communication. Brands are communicated through new channels, and new tracks provide more channels for brand communication [5]. The research shows that the increasing phenomenon of brand interaction through social media communication, compared with traditional marketing communication channels, provides a valuable reference for the media to promote the brand value and offers essential inspiration for the company's brand communication activities [7]. The application of social media enables enterprises to deal with public relations in an open system. Taking this approach to looking at the functions of social media is a fruitful way to look at the roles of social media of all kinds at the service of business and public relations.

Personal media, mainly in the form of blogs, microblogs, forums, and social networks, not only stays in publishing personal information and sharing group information but also involves comparison and discussion of news and corporate information (including advertisements) and more. Mode of dissemination: information release has changed from the former B2C way, that is, the mode of publishing from merchants to consumers, to B2C2C--the mode of publishing and sharing from consumers to consumers after merchants release to consumers [6].

Corporate social media marketing is still in the exploratory stage in China, so domestic literature on this aspect is relatively limited [9]. The emergence of social media has changed the previous mode of social and interpersonal communication and provides a sound stage for the marketing communication of enterprises. The combination of social media and marketing emphasizes the participation of customers [3].

Social media endows enterprises with the ability to achieve real-time and frequent communication with consumers and provides new possibilities for understanding dynamic consumer needs and supervising good relationships [2]. Social media marketing is a marketing campaign based on social media platforms. In the social media environment, the marketing communication methods of enterprises have undergone tremendous changes". Enterprise social media marketing started late in China, and there is still a particular gap in theory and practice compared with Western countries. There are still many deficiencies and gaps. However, in the current academic circles, there are very few studies on corporate social marketing from the perspective of consumer purchase decisions on social media [10].

#### 4. Conclusion

With the points mentioned above, in the process of web celebrity live streaming, the influence of Internet celebrities, preferential attributes, two-way interaction, and entertainment attributes positively affect consumers' purchase intentions. In addition, trust and perceived value play an intermediary role in the relationship between online celebrity live delivery and consumers' purchase

intentions during online star live delivery. Traditional e-commerce and live broadcast are more abundant; consumer groups love social e-commerce because of its social and interactive nature, and it reduces the cost of customer acquisition for brands. The three profit models of live broadcast e-commerce are commission sharing, reward sharing, and marketing promotion. Brands can use the previously built marketing system and brand product categories, including the WeChat account, mini program, online store, gift, and welfare mall channels; Dimensional channels have opened up a new model suitable for marketing nourishing products.

Last but not least. With the development of information technology and the popularity of the Internet, the audience foundation has been laid for the development of Internet technology advertising media. The commercial value of Internet advertising has become the focus of attention in the current business field. Compared with traditional advertising media, Internet advertising has its advantages, thus effectively increasing its economic value. Judging from the current status of the development of Internet advertising media, although advertising media has been liberated from traditional media, it has expanded a more expansive space for enterprises to carry out product publicity and promotion. To promote the development of Internet advertising media and meet the actual needs of current enterprises and consumers, it is necessary to address the existing deficiencies and gradually improve them one by one. To realize real-time supervision and management of Internet advertising media, purifying the network environment. The development of Internet advertising media creates a good space and then comprehensively promotes the development of Internet advertising media.

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