

Social media marketing strategy and effect evaluation in e-commerce

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Abstract. This paper mainly studies the social media marketing strategy and effect evaluation in e-commerce. First, the concepts of e-commerce and social media and their importance in modern business are introduced. Then, a detailed analysis of social media marketing strategies, including social media platform selection, content, interactive and advertising strategies. Next, the methods and steps of social media effect assessment were discussed, including the selection of key performance indicators, data analysis and interpretation of results, and case analysis of effect assessment. The effects of social media marketing are summarized by analyzing the effects of brand awareness, sales growth and user engagement in the case. Through the research of this paper, we can provide targeted social media marketing strategies for e-commerce enterprises and evaluate their effects to enhance their competitiveness and market share.

Key words: e-commerce; social media; marketing strategy; effect evaluation; customer.

1. Introduction

E-commerce has become an indispensable part of today's business field, and social media is playing an increasingly important role in e-commerce. With the popularity of the Internet and the continuous development of social media platforms, it has become a vital task for businesses and brands to actively participate in social media to attract, interact and retain consumers. Social media not only provides a platform for advertising and advertising, but also an opportunity for businesses to build deeper connections with their customers, boosting brand loyalty and sales growth [1].

This paper aims to explore social media marketing strategies in the e-commerce domain and how to effectively evaluate the effects of these strategies. As a diverse and rapidly changing field, social media needs to constantly adapt to emerging trends and technologies, so developing and implementing effective social media marketing strategies becomes critical. However, the adoption of strategies alone is not enough to ensure success and must be able to accurately assess the effects of strategies to determine which strategies are most valuable and can be continuously improved and optimized [2]. This paper will explore social media marketing strategies from different dimensions, including the selection of appropriate social media platforms, developing content strategies, interactive strategies and advertising strategies. We will also delve into social media effect assessment methods, including the selection of key performance indicators (KPIs), data analysis, and interpretation of results. Through these aspects, our goal is to provide e-commerce practitioners and researchers with practical guidelines on how to achieve successful marketing on social media and how to quantify and evaluate the effects of these efforts [3].

The purpose of this paper is to promote the continuous development and improvement of social media marketing in the e-commerce field to meet the changing market needs and provide strong support for enterprises to achieve success in a competitive environment. In this digital age, social media is not only a communication tool, but also a bridge connecting brands and customers. We expect that this paper can contribute to the practice and research of social media marketing.

2. E-commerce and social media overview

E-commerce has risen rapidly around the world, changing the traditional business model. It refers to the process of trading, selling and delivery of goods and services through the Internet and electronic technology [4]. E-commerce provides enterprises with a broader market, reduces operating costs, improves convenience, and enables consumers to make online shopping anytime and anywhere. This

trend has had a profound impact on the business ecosystem, driving businesses to seek new marketing channels and strategies.

E-commerce is accompanied by the rise of social media. Social media platforms such as WeChat, Kuaishou, TikTok and Xiaohongshu have become part of the daily lives of billions of users [5]. These platforms have not only changed the way people interact socially, but also become important places for businesses to interact with consumers. Companies achieve their marketing goals by connecting with potential customers, sharing content, and promoting products and brands through social media platforms.

The convergence of e-commerce and social media has become a trend. Companies are increasingly using social media platforms to promote their products and services, interact with customers, build brand reputation, and increase sales. Social media provides a powerful tool to help businesses achieve broader market reach and deeper customer engagement [6].

3. Social media marketing strategy analysis

3.1 Social media platform selection

The choice of social media platforms is crucial for social media marketing in e-commerce [7]. Different social media platforms have different user groups and functions, so companies need to carefully consider which platforms to choose to interact with their target audience. WeChat is one of the largest social media platforms in China, with a large user base. Not only is it an instant messaging tool, but it also provides a variety of social, payment, news, small programs and other functions. For enterprises, wechat public account is an important marketing tool, which can be used to release content, interact with customers, online sales, etc. Kuaishou is a short video platform, known for its user-generated content and authenticity [8]. It has attracted a large number of young users in various types of content, including life, entertainment, and travel. Companies can create brand accounts and release short video content to promote their products and services. TikTok Is a popular short video app whose users focus mainly on music, performance, and creative content. For brands, TikTok is an effective way to make fun video ads that appeal to younger audiences. Xiaohongshu is a social e-commerce platform where users can share their shopping experiences, product reviews and fashion beauty suggestions. It is particularly popular among female users, and the Little Red Book is an important market for fashion and beauty brands.

These platforms have become an important part of the hundreds of millions of users in China, and also provide enterprises with powerful tools to promote their products and brands in the Chinese market [9]. Companies need to understand the characteristics and audiences of the different platforms, and then develop appropriate social media marketing strategies to maximize the potential of these platforms. At the same time, the development of the social media industry should be closely followed to adapt to the rapidly changing environment.

3.2 Content strategy

(1) Content type

The type of content on social media is critical to engaging audiences and connecting with them. Text posts, including text and links, are used for sharing information, news, blog posts, etc. Text content should be attractive, triggering interaction and sharing [10]. Visual content such as pictures and images is very appealing on social media, including photos, illustrations, comics, etc. Brand logo and product images should be carefully designed. Video content spreads quickly on social media, and it can be product demonstrations, tutorials, commercials, or brand stories. Users are encouraged to share brand-related content, such as user reviews, photos, videos, or stories. User-generated content can increase trust and engagement.

(2) Content frequency

The frequency of content release is another key factor. Too much release can lead to audience fatigue, while too little can make the audience lose interest [11]. Therefore, the appropriate

publication frequency needs to be developed. Determine weekly or monthly release plans to maintain consistency and predictability; respond to audience comments and messages and establish positive interactions; develop content plans related to seasons, holidays, or specific activities to increase awareness; use analytical tools to monitor release results and adjust release strategies according to the data [12]. By developing appropriate content strategies, companies can build an attractive brand presence on social media, build deep connections with their audience, and maximize marketing effectiveness.

3.3 Interactive strategy

(1) response time

Response time on social media is a key factor that directly affects the user's impression and satisfaction with the brand. Companies should try to respond as soon as users ask questions or leave messages. Usually, response times should be within hours, or even shorter. The long wait may make users dissatisfied and reduce their trust in the brand; using autoreply to ensure instant feedback to users during off-working hours or busy hours, indicating the importance of focusing on users[13]. This can include a simple thank-you message or commitment to respond later; in a large enterprise or team, establishing a service level agreement can specify criteria for response time, ensuring that team members know how to respond to different types of queries and complaints.

(2) Social interaction

Social interaction is at the core of social media marketing. Companies should actively participate in conversations on social media, respond to comments, likes, and share user-generated content. This helps build close relationships with the audience; creating interesting and engaging content can encourage interaction between the audience, including voting, questions and answers, contests with prizes, understanding the interests and needs of individual users and making personalized interactions, such as sending personalized messages or providing personalized advice; and quickly addressing users' problems and concerns to ensure that they are satisfied and concerned.

3.4 Advertising strategy

(1) Target audience positioning

The success of the advertising strategy largely depends on the accurate target audience positioning[14]. Conduct detailed market research to understand potential customer characteristics, needs and preferences. This helps to precisely define the target audience; using user data analysis tools to collect and analyze audience online behaviors and preferences. This can help identify the most valuable audience; further refine the target audience for gender, age, location, interests, and more. This helps to create highly customized ad content.

(2) Advertising methods

Choosing the appropriate advertising method is crucial to improve the effect of advertising. First, it is necessary to create attractive content and organically promote brands and products through social media platforms to avoid disturbing the user experience; use social media platform paid advertising services such as Facebook or TikTok advertising to promote advertising to specific target audiences; establish partnerships with influential social media users or bloggers to share content about products or brands on their social media accounts; monitor advertising effectiveness and adjust the advertising strategy according to the data to ensure that advertising is always efficient. With informed marketing strategies, businesses can build a positive brand image on social media, build deep connections with their target audience, and achieve their marketing goals. Continuous learning and adjustment are key to the success of social media marketing, as the changing social media environment requires flexibility.

4. Social media effectiveness assessment

4.1 Selection of key performance indicators (KPIs)

(1) Exposure: Exposure represents the number of times that social media content is seen by users. This is an important indicator to assess brand awareness and content dissemination.

(2) Click-through rate: indicates the percentage of links or buttons in the social media content that a user clicks on. It can measure the attractiveness of the content and the effect of directing users to your site or sales page.

(3) Engagement: Participation includes how users interact with social media content, such as likes, comments, and sharing. High engagement generally indicates high quality and attractive content.

(4) Conversion rate: The conversion rate represents the percentage of users converting from social media channels to actual customers or completing the desired actions.

(5) Social sharing rate: The social sharing rate represents how often users share your content to their social media platforms. This helps to expand the reach of the content.

(6) Customer satisfaction: Through investigating or monitoring user comments, you can understand their satisfaction with social media activities. High customer satisfaction is often associated with increased loyalty and brand loyalty.

4.2 Data analysis and interpretation of the results

Businesses should ensure that social media channels correctly track and record selected KPIs. Use analytical tools, such as Google Analytics or social media platforms; analyze the trends in data, compare performance across time periods to see whether social media activities have improved or declined; analyze; audience data, including location, gender, age, etc., to better understand who is interacting with your content; study the relationships between different KPIs, such as click-through and conversion rates, to identify potential improvement points; and assess whether your social media activities meet set goals. For example, whether increased brand awareness, increased sales, etc. Explain the possible factors affecting changes in KPIs. This can include content quality, release time, promotions, etc.; develop improvement strategies based on the results of data analysis. If some KPIs perform poorly, consider adjusting strategy or content type; present the data analysis to relevant teams or management to ensure that people understands the effectiveness of social media campaigns.

Social media effectiveness assessment requires selection of appropriate KPIs, collection and analysis of data and then interpretation of the results to develop improvement strategies. This process is key to the success of social media marketing and can help companies better understand their audience and improve the effectiveness of social media campaigns.

4.3 Case analysis of the effect evaluation

(1) Brand awareness promotion

Case analysis: the "Share a Coke" activity of Coca-Cola

The Coca-Cola launched the "Share a Coke" campaign in 2011, in which they replaced the brand name on the Coca-Cola label with people's names. This event aims to increase the interaction with consumers and increase the brand awareness. Coca-Cola monitors discussions and sharing of Share a Coke on the social media platform to measure the social media impact of the event; the company analyzes sales data during and after the event to determine any sales growth; and Coca-Cola conducts market research during the event to understand consumer perception and engagement in the event. The results showed that the "Share a Coke" campaign significantly increased brand awareness. A flood of event-related posts appeared on social media, and sales have increased. This case demonstrates that brand awareness can be significantly enhanced through innovative marketing activities.

(2) Sales growth

Case analysis: Amazon Prime Member program

Amazon Prime Is Amazon's membership program that offers a range of membership benefits, such as fast free delivery, streaming and entertainment. Masson tracks the growth in Prime membership and their shopping habits and frequency; the company analyzes Prime members and non-member purchase data to determine if the membership program caused sales growth. The results showed that the Prime membership program significantly increased membership numbers, and that members tended to shop more frequently. That saw Amazon's sales surge, attesting to the positive impact of the membership program on sales.

(3) User engagement has increased

Case analysis: Starbucks's "Star Gift Card" application

Starbucks The "Star Gift Card" app allows customers to buy coffee through the mobile app and enjoy points and rewards. The company tracked the number of apps downloaded and user activity to see whether users were actively involved; Starbucks monitored the exchange rate of bonus points to determine whether users were willing to actively participate in the app. Also, user feedback was collected to understand their perception of the app and improve on the feedback. The results show that the Star Gift Card app has successfully increased user engagement. App downloads and usage continued to grow, as well as higher reward exchange rates, suggesting that users are actively involved in the app. User feedback was also mostly positive, proving the success of the app. These cases show how results can be evaluated in terms of increased brand awareness, sales growth, and increased user engagement. In each case, companies take a different approach to measure and improve their strategies to achieve better outcomes.

(4) Peroration

Social media marketing is playing an increasingly important role in e-commerce space. With well-developed strategies, companies can achieve closer interaction with their target audience, increase brand awareness, and drive sales growth. However, to ensure the effectiveness of these strategies requires a systematic assessment of the effects. In the future, we can expect the emergence of more innovative social media marketing tools and technologies to meet the changing market needs. At the same time, with the development of data analytics and artificial intelligence technology, we will be able to more accurately evaluate the effectiveness of social media marketing to better optimize the strategy. In the evolving e-commerce environment, social media will continue to be a bridge between brands and consumers, creating broader opportunities for businesses. Therefore, the active adoption of social media marketing strategies and the continuous improvement and evaluation of their effectiveness will be the key elements to the success of future e-commerce.

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