A Brief Analysis of Marketing Innovation Model-Internet Celebrities Marketing

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Abstract

Internet celebrities came into being with the help of self-media platforms, and the Internet celebrity economy has developed with the rapid development of the Internet. The marketing model of online celebrities with goods has slowly penetrated and affected our lives like mushrooms after a spring rain. This article introduces the current status of online celebrity marketing by combing through the development of the influence of influencers in the 1.0, 2.0, and 3.0 eras, and classifies and analyzes the current marketing model of influencers, and summarizes the shortcomings of the online celebrity marketing model. Corresponding strategies, and finally analyze and predict the development trend of Internet celebrity marketing in the context of the virtualization trend in the 5G era.

Keywords

Internet Celebrity; Network Broadcast; Marketing Innovation.

1. Internet celebrity Marketing Summarization

1.1. Definition of Internet celebrities

Internet celebrities generally refer to people who have become popular because of an event or behavior in reality or online life and have become popular by netizens or those who have been continuously outputting professional knowledge for a long time. Their popularity is due to the fact that certain characteristics of their own are magnified under the influence of online media, which are in line with the psychology of netizens' aesthetics, ugliness, entertainment, stimulation, voyeurism, imagination, taste, and spectators, and they are intentionally or unintentionally affected by the online world. Become a "Internet celebrity". In the current era of rapid development of the Internet, Internet celebrities refer to people who have a certain amount of fan followers of their own on various network platforms.

1.2. Development Context of Internet celebrities

The emergence of internet celebrities is not spontaneous, but is the result of a comprehensive community of interests such as the network media environment, internet celebrities, network promoters, traditional media, and the psychological needs of audiences. Since 2016, it has been an explosive period for the formation of Internet celebrities. During this period, social platforms have become increasingly diversified. In addition to WeChat and Weibo, platforms such as Douyin, Xiaohongshu, Douyu, Taobao Live and other platforms continue to penetrate people's lives.

1.3. Internet celebrities "carrying goods" characteristics

1.3.1. Precision marketing

With precision marketing of fan groups, the potential customers of Internet celebrities are their huge fan groups. Fans are attracted due to the personality, appearance, and talents of the Internet celebrities.
1.3.2. Low promotion cost
Sometimes an internet celebrity simply shares a picture or a small video on Weibo, which will attract thousands of attentions. Among all kinds of self-media, most of the self-media are free, which is different from traditional media. As a result, the promotion cost of Internet celebrities on social platforms is very low.

1.3.3. Highly interactive
Compared with traditional celebrities, Internet celebrities have a more direct interaction with fans, and the autonomy and initiative of Internet celebrities are relatively strong, which also promotes the emergence of Internet celebrities "carrying goods" and strengthens the relationship with fans. With the depth of emotional communication, Internet celebrity fans are a group of people with similar ideas and similar hobbies. They communicate with each other and interact with each other, creating a good atmosphere.

2. The status quo of Internet celebrities "carrying goods"
According to data from iResearch, in 2015, China’s network economy revenue exceeded 1.1 trillion yuan for the first time, reaching 11121.87 billion yuan, with an annual growth rate of 47.3%. In the following years, the network economy will continue to maintain a rapid growth rate. The scale of the Internet celebrity economy will exceed 2 trillion yuan. "2016 China e-commerce celebrity big data report", the output value of celebrity industry in 2016 has been close to 58 billion yuan. The influencer itself is the main carrier of influencer marketing, and influencer marketing is carried out based on the number of fans. Fans are the attractors of the
personality, taste and speech of internet celebrities, and at the same time, an emotional identity is established between internet celebrities and fans.
According to the difference in the vertical field, the output mode and the realization method of the Internet celebrities, the modes can be roughly divided into three categories.

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<th>Marketing model</th>
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<td>E-commerce marketing</td>
<td>&quot;Selling&quot; influencers open stores on Taobao, interact through the We-media platform, attract a dedicated marketing team, maintain audiences or customers, and promote products at the same time. Through online promotion and offline sales, a complete industrial chain is formed to make profits. The economic value of Internet celebrities comes from the loyalty and purchasing power of fans. Relying on a huge fan base for targeted marketing, turning fans into purchasing power.</td>
<td>Represented by Li Ziqi, he posted his work and life in the mountain village on the Internet. By publishing on We-media platforms at home and abroad, it has a large number of clicks and has accumulated a large number of fans, and has become a solitary oriental food lifestyle Internet celebrity. Later, on the day of Qixi Festival in 2016, a flagship store was opened on the e-commerce platform. The store opened only in February, and its turnover exceeded 15 million. In 2019, the total turnover of the &quot;Li Ziqi&quot; brand on Double 11 exceeded 80 million.</td>
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<td>Content marketing</td>
<td>Content influencers upload original short videos online to attract traffic and give rewards to fans. At the same time, one of this kind of influencer marketing model is to cooperate with advertisers and use product placement ads to embed in influencer videos to achieve monetization.</td>
<td>Represented by &quot;papi sauce&quot;, we upload original short videos online to attract traffic and give rewards to fans. At the same time, one of this type of influencer marketing model is to cooperate with advertisers and use product placement to embed in influencer videos to achieve Realize. In 2016, &quot;papi sauce&quot; received 12 million financing, Weibo fans exceeded 20 million, and personal brand valuation was 300 million yuan.</td>
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<td>Live marketing</td>
<td>Relying on the live broadcast platform, with its own characteristics to attract the attention of consumers. Signed a contract with an e-commerce platform to conduct a live broadcast shopping guide to attract consumers to make purchases. In order to achieve &quot;monetization&quot;.</td>
<td>With Li Jiaqi as the representative, through the web live broadcast platform, Li Jiaqi once set a record of selling 15,000 lipsticks within 5 minutes of the live broadcast and trading 23,000 orders in five and a half hours with a total value of 3.53 million. On Double Eleven in 2019, Li Jiaqi’s live broadcast had more than 30 million viewers.</td>
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Figure 2. Internet celebrity marketing model category

As the new generation of the Internet economy, Internet celebrities "carrying goods" have successfully evolved to the current marketing model. Internet celebrities represented by the "sale" type Li Ziqi, the content type "papi sauce" and the "live broadcast type" Li Jiaqi, their development speed and economic benefits should not be underestimated. The birth of Internet celebrities realized the "brand premium" in marketing. That is, under the premise that the quality and existing technology remain unchanged, more soft commercial value is given to products and brands, and at the same time, the problem of sales channels is solved by means of circle fans.

3. Disadvantages of the marketing model

3.1. Low-standard

All kinds of pan-entertainment internet celebrities have created opportunities for everyone to become internet celebrities due to the extensiveness and inclusiveness of the network. This makes the quality of internet celebrities uneven. In today’s society, attention means traffic, whether it is Popularity depends on strength or being criticized. For traffic, many Internet celebrities do everything they want. It has not formed positive and healthy values, which is in sharp contrast with a healthy social atmosphere.
3.2. Fan groups update fast
There is a replacement cycle for online democracy forces. When the Internet was just emerging, the post-80s and post-90s were the main force among netizens. With the growth of millennials, netizens of different ages, education backgrounds, and experiences have different preferences. In the face of increasingly rich consumer demand, how to get the preferences of different fans and meet the needs of fans is a question that needs to be considered. How to achieve sustained popularity and maintain the loyalty of fans.

3.3. The quality of the goods is rather spotty
Since the main business is not the influencer himself but the team behind it, individual product influencers have not used it themselves, and are directly promoted to major netizen fans out of profit-driven. Internet celebrities have not consulted on product quality, efficacy, after-sales service and other issues, but just read it according to the promotion draft.

4. Recommendation

4.1. Distinguish the category
The general pan-entertainment internet celebrity marketing model is too singular, and it will soon be copied and replaced by others. In the vertical field, Internet celebrities are due to their deeper professionalism and more refined fan quality. Professional and functional Internet celebrities have a longer life cycle and have greater opportunities for sustainable popularity. In the future, popular internet celebrities represented by pan-entertainment will continue to exist, but vertical internet celebrities will be more competitive.

4.2. Achieve Targeted Marketing
Internet celebrities must have a clear positioning, be familiar with their own fan base, and achieve fan market segmentation. To ensure that the loyalty of fans is maintained in different fan groups.

4.3. Strengthen Supervision
Improve supervision and guide the sustainable development of the Internet celebrity economy. The Internet celebrity economy is an interactive economy. On the one hand, the regulatory authorities must regulate the online social and business platforms such as WeChat and video sites on which the Internet celebrities rely, and on the other hand, they must encourage and support the development of an interactive economy and promote the development of the Internet celebrity economy throughout the entire New growth points are formed under the scope of the Internet economy.

5. Development Trend

5.1. 5G era of virtualization
The virtualization trend in the 5G era With the advent of the 5G era, AR technology has been greatly upgraded. The shopping scene constructed by AR virtual realization conveys the upcoming pace of the virtual world. With the advancement and maturity of new technologies represented by artificial intelligence and AR augmented reality. In the near future, there will be more and more intelligent virtual influencers. Fans can interact with virtual influencers in all directions through AR technology anytime and anywhere. At the same time, live broadcast will also enter the era of the whole people. With the development of network technology and the upgrading of mobile devices, web live broadcast is no longer exclusive to a single group.
5.2. Verticalization

The trend of online celebrity function specialization, the number of fans thinking is shifting to quality thinking, and the value of vertical online celebrity marketing is rising. With the gradual disappearance of the Internet user dividend, the value of traffic is no longer the main goal of the brand’s marketing activities. How to reach and influence users more deeply, and then expand the realizable value, has become the focus of the industry’s common concern and thinking. Therefore, the marketing goal of reaching users vertically is becoming more and more important. In this context, general pan-entertainment internet celebrities can only be used as a communication channel for information diffusion. In the vertical field, Internet celebrities are increasingly favored by enterprises due to their deeper professionalism and more refined fan quality. In the future, popular internet celebrities represented by pan-entertainment will continue to exist, but the value of internet celebrity marketing will continue to shift to the vertical field.

5.3. The advantages of the teamwork are more prominent

The team-based model is strengthened. Behind every Internet celebrity that remains popular for a long time cannot be separated from the support of a team. Perhaps it became popular at the beginning due to accidental events, but it is undeniable that if there is no operation behind the team, the traffic will eventually change over time. Drain. Therefore, more and more Internet celebrities have formed a professional team that integrates marketing planning, public relations capabilities, and operational hype in order to maintain the popularity of sustainability.

5.4. Quality improvement

The threshold for Internet celebrities to "carry goods" has been raised, and the "2018 China Internet celebrity Economic Development Insight Report" (hereinafter referred to as the "Report"). The "Report" shows that as of May 2018, the total number of Chinese Internet celebrity fans reached 588 million. 14.6% of Internet celebrities have a master's degree or above. The improvement of the comprehensive quality of Internet celebrities has promoted the continuous improvement of content quality. While the Internet celebrity market is becoming stable and mature, relevant departments are constantly establishing and improving laws and regulations to further regulate and supervise relevant markets.

5.5. Trending development of personal IP rights

In the future, personal IP and branding will be strengthened. With the development of society, personalization and branding will become more and more important. Only those Internet celebrities with distinctive personality charm and brand image can stand out in the increasingly fierce competition. The unique brand image not only avoids the risk of homogenization, but also increases the extensibility of the topic. While maintaining the fan base, the ability to monetize traffic is increased.

References


