

# Analysis of WeChat Marketing Strategy in Xishuangbanna Wild Elephant Valley Scenic Spot

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## Abstract

In the media era, smart phones have become the preferred device for accessing the Internet. WeChat marketing has gradually become the fastest that most accurate and up-to-date network marketing tool. Aiming at the current situation of WeChat public number in Xishuangbanna Wild Elephant Valley Scenic Area, this paper analyzes the problems of the WeChat marketing in the Wild Elephant Valley Scenic Area from the aspects of the monotonous WeChat content, insufficient interaction with users, unreasonable information push and low loyalty of the audience. On this basis, we put forward strategies to improve the marketing effectiveness of WeChat in Wild Elephant Valley Scenic Area from the aspects of improving platform construction, guiding online consumption, pushing information accurately, improving the use of viscosity, and strengthening safety management.

**Key words:** Xishuangbanna; Wild Elephant Valley Scenic Area; WeChat Marketing; Strategy

## 1. INTRODUCTION

With the development of mobile Internet technology and the popularization of smart phones, the way of information dissemination in modern society has changed since the media. Meanwhile, with its unique advantages, the concepts and methods of traditional marketing modes have been overturned. As the most widely used social software, WeChat has gradually become the fastest, most accurate and up-to-date network marketing tool in the world and has become a self-media marketing platform innovation in the mobile Internet era. On the basis of examining the operating status of WeChat public account of Weixiang Scenic Spot in Xishuangbanna, this article analyzes the existing problems of WeChat marketing and puts forward some strategies to improve its WeChat marketing effectiveness so as to facilitate the scenic use of the WeChat platform to conduct image display and commercial marketing Activities, but also for the development of WeChat tourist attractions practice to provide reference.

Xishuangbanna Elephant Valley Scenic Area is located in the northern part of Jinghong City, Yunnan Province, is a national 4A-level tourist attractions, but also the convergence of wild Asian elephants center. The scenic area set up its own WeChat public platform in 2013 and is managed by a special person. Information such as the dynamic information of the scenic spots, scientific knowledge of tropical rain forests and the outbreak of surrounding wild elephants is regularly sent out. In order to increase the interest of WeChat public domain in the Wild Elephant Valley Scenic Spot, in addition to the publicity provided by the scenic guides in daily guided tours and the shift points (such as the Asian Elephant Museum and Elevated Landscape Elevation), the scenic spot also actively organized Various activities, such as sweep code sweepstakes, "March 8." Women's Day, small environmental protection, eye observers and other activities. Among them, on January 14, 2015, the code sweepstakes held only attracted 639 people for the WeChat public WeChat public platform.

At present, WeChat Scenic Spot WeChat public platform includes "tour guide", "route navigation" and "about us" three forums, as well as from time to time public number push messages. WeChat marketing of the scenic spot is based on its official WeChat public platform. Through the basic forums and push messages of the WeChat public platform, followers can understand the basic situation and recent developments of the scenic area of the Wild Elephant Valley to facilitate tourists' excursions. At the same time, scenic staff will also be in their WeChat circle of friends Weixin public platform for pushing the message to play a role in expanding publicity. Generally speaking, WeChat marketing of this scenic spot is still in its infancy. There are many areas for WeChat public numbers that need further improvement. For example, "QR Code" discounts, business models such as micro-stores and O2O have not yet been fully launched.

Take the news of Wild Elephant Valley 's WeChat public platform pushed from August to October 2016 as an example. Table 1 shows the amount of reading and the number of likes of the platform pushing graphic and text information in the past three months.

As shown in Table 1, the WeChat public platform in the wild elephant valley scenic spot from August 2016 to October has 8 messages, with an average reading amount of 1785 times and an average of 20.625 times. It can be seen that the WeChat public platform of the wild elephant valley scenic area has accumulated a certain amount of attention. They will pay attention to a series of scenic spots released by the WeChat public platform.

On the one hand, these stakeholders are interested in the information released by WeChat public platform in the wild elephant valley scenic area, which plays a positive role in promoting the publicity of the wild elephant valley scenic area. But on the other hand, these concerns are basically had to go to the Wild Elephant Valley Scenic Area visited by tourists, once again to the possibility of small wild elephant valley scenic sightseeing, the wild elephant valley scenic spots increase their visibility and the number of tourists is the role played by the limited. Therefore, the WeChat marketing in the wild elephant valley scenic area has not played the most important effect, and there are still many places to be improved and perfected.

**Table 1.** The statistical table of information reading and point of praise from August 2016 to October of the Wild Elephant Valley Scenic Spot

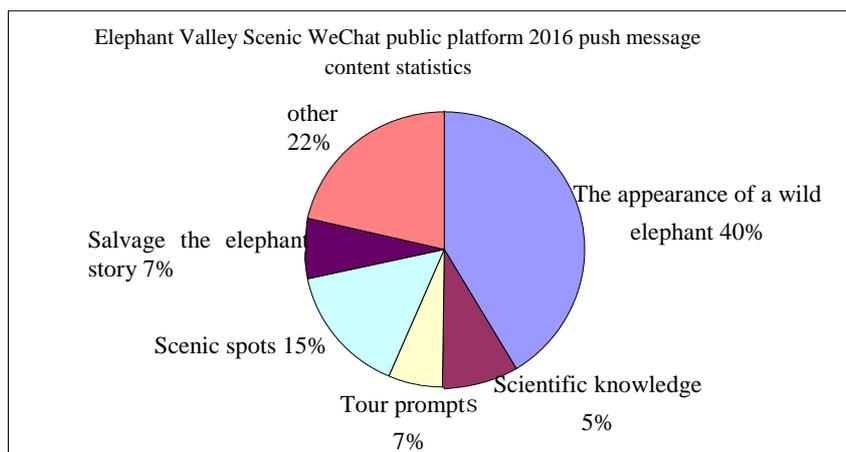
Title	Push date	Reading volume	Point of praise
The small secret of the rain forest in the Wild Elephant Valley	August 7th	1013	20
8.12 world elephant day, we are waiting for you	August 7th	2792	37
Our elephant Dad	August 16th	2834	36
The mid autumn moon, the Elephant Valley group like the party Festival!	September 16th	2977	27
To celebrate the national day, the Wild Elephant Valley Tour "special DIY" wait for you little master	October 1st	731	8
Warm hints of "eleven" tour of Wild Elephant Valley	October 1st	1564	10
King told me to patrol the mountain, wild elephant valley turn around	October 2nd	2074	23
In addition to the National Day in October, there was a world animal day.	October 2nd	295	4

Source: according to the relevant content statistics of the WeChat public platform in the Wild Elephant Valley Scenic Spot

## 2. The problems of WeChat marketing in Xishuangbanna Wild Elephant Valley Scenic Spot

### 2.1. The content of the public number is monotonous

Since the opening of WeChat public platform in Valley in 2013, the platform has sent 322 messages in total. The main contents of these messages can be summarized into six categories: wild elephantiasis, popular science knowledge, tour tips, scenic activities, salvage Like stories and others. Take 2016 as an example. Valley Scenic Spot WeChat public platform pushed a total of 41 messages and released 46 graphic and textual information. The following figure shows the content proportion of WeChat public platform push message in 2016 Elephant Valley Scenic Area.



**Figure 1.** Elephant Valley Scenic WeChat public platform 2016 push message content statistics

Source: According to WeChat Scenic Spot WeChat public platform related content statistics

As can be seen from Figure 1, the Weixin Valley micro-channel public platform push information content distribution is very unbalanced, in which the most push content as "wild elephantiasis", accounting for 40% of

the total number of information, push the least "science Knowledge "only 5% of the total. Push a large number of the same type of information, monotonous repetitive content is easy to make the followers produce aesthetic fatigue, reduce the degree of concern, thus affecting the effectiveness of WeChat marketing.

In addition, the WeChat Valley Scenic WeChat public platform in addition to occasional news push, there are three forums for followers to view, but the contents of these sections are basically introduced information about the Elephant Valley Scenic Area, and did not introduce some Visitors may be interested in the extension of information (such as the surrounding area specialty, Xishuangbanna, customs, etc.), the content is more monotonous, it is difficult to meet the tourist information needs.

### 2.2. *Insufficient interaction with the user*

Through the new media public platform, tourist attractions can not only provide one-way message push to followers, but also interact with followers in real time. When a large number of tourists focus on the public platform, and have interactive needs, tourist attractions also need to arrange special staff to respond to the demands of tourists, which for tourist attractions, will undoubtedly increase labor costs. However, the WeChat public platform has an automatic reply function, users can automatically process some commonly used queries and queries by adding keywords (you can add multiple keywords), scenic spots can also make up for human capital investment by setting the automatic reply of keywords insufficient. WeChat public platform keyword auto-reply feature, not only in time for visitors to provide information needs, but also to increase the interest of information content and the user experience of the scene.

However, in the 2013, the 322 message push from the end of 2013 to the end of 2016 was basically carried out unilaterally without interaction with tourists. On the WeChat public platform, visitors can not respond to the response, and the problem of tourists cannot be answered in time. The demand of tourists is not satisfied, which is likely to cause tourists to reduce the satisfaction degree of scenic spots, damage the reputation and reputation of scenic spots, and further affect the establishment and promotion of the brand image of wild elephant valley.

### 2.3. *Information push is unreasonable*

#### 1. Information push is unreasonable

In WeChat marketing, public platform information push is the most direct and important way to convey information to consumers, and it is also the best channel for enterprises to interact with consumers instantly. But in the actual information push process, there are many mistakes in the wild elephant valley scenic area, which made the effective communication and interaction way failed to play its due role, and even played an opposite role. As an example of the information sent by the wild elephant valley scenic spot in January 2016, the information content and reading situation of this month's push are shown in the following table:

**Table 2.** Information push summary of wild elephant valley scenic spot in January 2016

Serial number	Date	Title	Number of readers	The number of points of praise	The number of push the same day	Content classification
1	1.2	Imagine "2016"	1168	12	1	other
2	1.4	You should not miss her beauty this winter	1027	6	1	other
3	1.7	"Sheep girl" first class of physical education	1123	20	1	Salvage the elephant story
4	1.7	Extra! Extra! Elephant Valley to open expert lecture it!	641	5	1	Scenic spots
5	1.9	The left hand has you, the right hand has the scenery	1289	9	1	other
6	1.12	The sky, like any forest broad tour!	750	9	1	The appearance of a wild elephant
7	1.13	The first phase of the "expert reception day" to teach you to play the wild elephant valley!	658	5	1	Scenic spots
8	1.16	"Road" is also "willful chowhound" group!	1459	12	1	The appearance of a wild elephant
9	1.17	Beauty volunteers and youth "friendship"!	1517	17	1	other
10	1.20	The winter is "like sleeping"!	945	4	1	The appearance

11	1.21	The jungle honey love of "bamboo shoots"	848	8	1	of a wild elephant The appearance of a wild elephant
12	1.23	It is cool in the wild elephant valley as warm as spring!	956	9	1	other
13	1.25	Wild Elephant Game Langya list third: hide and seek!	545	5	1	The appearance of a wild elephant
14	1.29	Wild Elephant Game Langya list second: look like the tongue on the meal!	851	7	1	The appearance of a wild elephant
15	1.31	"Cloud university child" to elephant valley as "detective"?	1134	14	1	other

Source: According to WeChat Scenic Spot WeChat public platform related content statistics

From table 2, we can see that there are 7 reading numbers of more than 1000 people, in turn: "the friendship of beauty volunteers and the youth of elephant elephant". ", " willful "road" and "chowhound" group! "The left hand has you, the right hand has the scenery", "imagination" 2016 "", "Yun University son" to wild elephant valley as a "detective"? "The first PE class of" sheep ", " you shouldn't miss her beauty in this winter. " Among them, are shown in Figure 1 to push the number of most wild elephant "(40%) the contents of only" willful "road" and "chowhound" group! "" one. The highest number of points in the table is the first PE class of "sheep girl", which belongs to the "rescue elephant story" class, which accounts for only 7% of the push message. The amount of reading, the number of points and the quantity of the push are seriously asymmetrical, which reflects the unreasonable content of the information sent by the WeChat public in the wild elephant valley scenic spot.

In addition, table 2 also showed that in January 7, 2016, two articles were sent, respectively: "the friendship of beauty volunteers and the youth of elephant elephant"! "No,! No! The wild elephant valley is going to have an expert lecture! ". The amount of reading and the number of points of praise in the former are 1123 and 20, while the latter are 641 and 5 respectively. Why are the two people's attention so wide? The followers often ignore second articles after reading the first article, which shows that the second information sent on the same day is not reasonable.

## 2. Unreasonable push frequency

Elephant Valley scenic WeChat public platform information push is irregular, a large number of push information each month. In 2016, the number of monthly messages and the total number of messages pushed by the platform are as follows:

**Table 3.** Wild Elephant Valley Scenic Area Monthly Wechat Push 2016 Statistics Table

Month	Push times	The total number of messages	Month	Push times	The total number of messages
January	14	15	July	1	1
February	3	6	August	3	3
March	1	1	September	1	1
April	3	3	October	3	4
May	3	3	November	3	3
June	2	2	December	3	3

Source: according to the relevant content statistics of the WeChat public platform in the Wild Elephant Valley Scenic Spot

It can be seen from Table 3 that in 2016, the frequency of monthly information push of WeChat public platform in Valley is unreasonable. Among them, up to 14 times in January, March, July, September, respectively, only one time, and in January, February, October, there are several times a day pushing information.

How to reasonably grasp the frequency of pushing, without objectionable to the audience, to maximize the effective delivery of information is the principle of WeChat public platform must grasp. Wild Elephant Valley Scenic WeChat public platform Sometimes one day continuous push multiple messages, sometimes a message for many days, this case, either to make users tired, or let the user forget. Reasonable frequency of information

push, users must be annoying and forgotten to find the right balance, which is the Elephant Valley Scenic Micro-channel public messaging platform should grasp the skills.

#### **2.4. Followers loyalty is low**

For the WeChat public platform for tourist attractions, it is harder to obtain fans and retain fans. Obtaining fans through offline QR code scanning is often used by enterprises. Many enterprises encourage users to pick up their mobile phones in order to obtain public platform fans' temptations such as "discounts" and "prizes" Swept away ", pay attention to the enterprise's WeChat public platform. Valley area is also true, such as in August 2015 to December, the area launched a "green guard", "eye observers" and other activities, visitors to the area as long as the micro-channel "sweep", concerned about the scenic area WeChat public platform to participate in activities, you can get the Elephant Valley scenic memorial album and souvenirs.

Through lottery draws attention and attracts attention, it really can see the results in a very short period of time and win a lot of fans for the scenic WeChat public platform. However, the fans obtained through this method have low loyalty, no persistence and it is difficult to maintain their long-term concern for the scenic area. Because of their interest in the scenic area is mainly to receive prizes, rather than out of the scenic area itself or the contents of the public push micro-channel attractions interested. Once the scenic WeChat public platform post-maintenance can not keep up, failed to seize the effective demand of tourists continue to promote fans interest and goodwill on the public platform, tourists will reduce the sense of identity of the area, a substantial decline in the number of followers is often What will happen Therefore, the current Elephant Valley scenic fans is not the real sense of "iron", such fans may be lost at any time. Due to the lag of Weixin Valley's WeChat public platform and unreasonable information content, its followers have low loyalty and poor user stickiness.

### **3. Tactics of Improving Marketing Effect of WeChat in Wild Elephant Valley in Xishuangbanna**

#### **3.1. Improve platform construction, enhance user perception**

Wild Elephant Valley Scenic Area WeChat public platform existing "tour guide", "navigation" and "about us" in three sections, the content is monotonous and weak, difficult to attract the attention of tourists, the need to further improve the platform construction, increase the scenic beauty of the surrounding, the delicacy and places of entertainment, etc., can even have different needs the tourists with personalized travel raiders. This can not only improve the attention of tourists, but also promote the development of service industries in the surrounding areas and other areas.

It should be noted that, in carrying out the various sections of the WeChat public platform content and push the editing of the message content, it is best to use "picture + text" that is a combination of pictures and text, beautiful pictures with vivid and full of interesting The text, easy to attract attention, to win public attention. Research shows that interesting graphics and even video are more capable of generating clicks than plain text, making marketing more effective.

At present, the tourist perception of WeChat public platform in the wild elephant valley scenic area is low, and it should be strengthened through a variety of channels. Now, the wild elephant valley scenic area has set up two-dimensional code scanning images in the scenic spots, display boards and main attractions to increase the exposure rate of WeChat public platform. At the same time, it actively develops scenic spot offline marketing activities or raffle activities, attracting tourists to pay attention to WeChat public number. In addition, can also be used for advertising, Xishuangbanna or Yunnan Province Mobile TV, travel channel or travel magazine; but also on the WeChat platform for public attention through the scenic layout of photo printer, set free WIFI point to attract tourists, scenic spots and experience of WeChat marketing products and services, to enhance user awareness, cultivation habit.

#### **3.2. Integrate offline resources and guide online spending**

WeChat marketing is not a pure online marketing, but an online, offline integration of interactive marketing model. In the realization of the user after the powder, wild Elephant Valley scenic area online marketing activities through the push to take a certain interest temptation caused fan users share reproduced, both for marketing activities and achieve free fission advocacy. At the same time, it is necessary to integrate the existing resources of the Wild Elephant Valley Scenic Spot and develop the unique tourist products of the Wild Elephant Valley Scenic Spot. According to different time, season and festivals (including ethnic festivals), different limited products and special activities are introduced to increase the user experience and form Online to Offline, Offline to Online marketing closed-loop.

In addition, Jinghong City and surrounding hotels, restaurants, traffic cooperation should be formed to form a through-train service. Using the WeChat public platform of the scenic spot, we set up the official micro-store in the scenic spot to guide the tourists to make reservations and purchases of tickets, transportation, hotels, special souvenirs and special events on the scenic WeChat platform. We use the Wechat platform to achieve brand maintenance, product exposure, Accurate communication, quick payment, to achieve the

transformation of marketing value. The O2O (Online To Offline) mode opened up through the function of two-dimensional code has become a link between online and offline.

### ***3.3. Accurately push information to enhance interaction***

If WeChat users are concerned about the public number more, the face of massive information, users will naturally filter, filter information. In practice, we also find that some enterprises are annoyed by over-pushing information and annoying WeChat users and even generate resistance. Of course, if the enterprise does not push information for a long time, do not communicate with the user interaction, but also easy to be canceled by the user's attention. Therefore, the Ye Xianggu Scenic Area, to control the frequency of push information to ensure the quality of the content sent to ensure that attention will not be offended scenic WeChat platform to send the information at the same time, it will not forget the scenic WeChat public platform, And to make the followers have a good impression become loyal users. According to the research, it is most appropriate to push a piece of information daily, and it works best during periods of high fan activity.

WeChat public platform is a bridge between scenic spots and tourists. Scenic WeChat marketing cannot be limited to one-way transfer of information to tourists, visitors must also have feedback channels, and immediate reply, there are questions and answers. Practice has proved that through interaction and interaction, active users, not only can increase visitor satisfaction, but also from the tourists feedback, timely improvement of deficiencies. Research shows that the unique WeChat interaction is an effective way to increase fans and retain fans. Therefore, the Elephant Valley scenic area to grasp the frequency of information push, make good use of the platform keyword reply function, the scenic area of the detailed information integrated into the tourist's smart phone.

### ***3.4. Understand customer needs, improve the use of viscosity***

In the Internet age, the biggest advantage of media marketing over traditional marketing lies in its large free database. Through the analysis of user attributes, Wild Elephant Valley Scenic Area can deeply explore the user's behavioral preferences, value orientation and aesthetic needs and other characteristics of personality, differentiated management for different fan customers in the aspects of information push and strategy design and insight into the most real needs of customers , Accurate introduction of the most useful information to them, directly and efficiently provide maximum benefit services, thereby increasing customer satisfaction and trust. Scenic spots can also be read by the amount of its push graphic information, praise and forwarding volume analysis of the reading interest of tourists, or according to the ups and downs of fans analyze the effectiveness of marketing, and as a marketing material based on the layout To further optimize the WeChat marketing to meet the individual needs of fans and visitors to cultivate their browsing habits and consumer needs so that tourists gradually become accustomed to searching for the necessary travel information through the WeChat public platform to enhance the viscosity of the WeChat public platform. To this end, scenic need to create a professional high-quality WeChat marketing team, improve background management, provide close to the user, fashion diversified, eye-catching information push to improve the attractiveness and practicality of WeChat platform.

Due to the non-repetitive consumption of tourism products in most situations, it is difficult for tourists to enjoy long-term attention and repetitive consumption in pure scenic excursions. In this regard, the scenic area in its WeChat public platform, regular or irregular for visitors to send a variety of two-dimensional code, visitors to the area to scan two-dimensional code can receive gifts or enjoy discounts, so as to provide visitors with a place Re-visit the reasons, more importantly, through the social sharing of tourists to achieve free word-of-mouth marketing. To this end, Ye Xianggu scenic areas need to conduct scientific management of customer relations, through their own customer relationship management system (CRM) to maintain customer loyalty, increase customer dependence, improve user stickiness.

### ***3.5. Strengthen safety management to ensure safe operation***

WeChat is the social software based on LBS (Location Based Services) geographic information service. Because it cannot authenticate with ID number like Weibo, there is a big security loophole. The information in WeChat is easy to be convicted by lawless elements Use for fraud. If you are familiar with the two-dimensional code, itself is a simple network entry, but because of network security risks, easy to cause criminals to take advantage of, they will be two-dimensional code technology into phishing sites, mobile phone viruses, the user a little bit noticed It is possible to be induced scan, account information is stolen, bank card money was looted. Therefore, in the process of using WeChat, if the user's vigilance is not high, it is easy to fall into the trap and cause personal or property losses.

WeChat marketing, the biggest problem than safety issues, the WeChat customers, information security, transaction security, payment security and other issues are affecting the effectiveness of WeChat marketing an important factor. If the safety and security mechanism is not perfect, the consequences must be difficult to attract WeChat users, let alone keep the original WeChat users. Only to provide customers a secure social

platform in order to win the user's long-term trust and support and therefore, the WeChat Valley scenic WeChat platform developers need to be responsible for the user, to ensure that the various functions of the scenic WeChat platform experience the right to know, to ensure that the user data storage security and information transfer security. Scenic areas to take technical measures to establish information security management system to achieve scenic WeChat public account security, but also through the WeChat public platform for tourists to network security knowledge of publicity while not only the scenic area, tourists should also enhance their own network security awareness, the official platform in the public consultation or consumer services, do not just do not scan the area official certification of two-dimensional code, at the same time, Be sure to confirm carefully and pay prudently when it comes to activities that involve the personal safety of property.

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