Research on Crowdfunding Publishing Marketing Model from Internet Thinking Perspective

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Keywords: Crowdfunding publishing, Internet thinking, Marketing Model.

Abstract. Crowdfunding Publishing is a new publishing model, which Internet+ combined with publishing industry. Internet think reconsidered markets, users, products, enterprise value and entire business ecology. In this paper, we adopted Internet thinking to presented five marketing model that included Social marketing, Internet brand marketing, Subtracting marketing, Personalized marketing and Guide marketing.

Introduction

Crowdfunding platform based on Internet and mobile network, consumers conveniently communicated with a publisher or other consumers. So it not only provided financing and planning topics, but also predicted markets, marketing activities, etc. This paper researched Crowdfunding publishing marketing model from Internet thinking in order to improve economic benefits of a press. Internet think reconsidered markets, users, products, enterprise value and entire business ecology. Rethinking based on rapid developing IT technologies that included Internet thinking did depend on mobile Internet, Big Data and Cloud Computing. The paper represented Social marketing, Internet brand marketing, Subtracting marketing, Personalized marketing and Guide marketing.

Theory Foundation

Crowdfunding Publishing

Crowdfunding whose country of origin is America is to raise capital, to win everyone's attention and support, and to obtain help for enterprises, organizations or individuals using the Internet and the spread of the SNS features. In recent years, crowdfunding is applied to many fields, of which publishing is a small brand. Crowd publishing aims to help authors without financial support with good ideas to raise and achieve the goal of publishing and promotion. The conception of Crowdfunding Publishing includes both printing and spread of books, newspapers, periodicals, audio and video editing software etc. In simple terms, there are three aspects for the complete of Crowdfunding Publishing, including a platform, a target, and an investor willing to pay for it. Now there have been many successful cases, such as Inshares Crowdfunding Publishing platform, the Spwansong music, as well as new movies Monkey King: Hero Is Back (China), Big Fish & Begonia (China), The BFG (America) etc. Taobao and Jingdong and other e-commerce all have their own crowdfunding cases. Though being more and more noticed, Crowdfunding Publishing still is not so social effective that in a mature degree. Crowdfunding Publishing in China began in 2011, grown up in 2013. There are 262 publishing issues in progress of crowdfunding in China in December 2014. Crowdfunding Publishing is not only a new extension under the concept of publishing, but also an innovative publishing way which breakthrough the traditional management pattern of publication. To draw the concept of crowdfund into publication gives more opportunities to the press, author, book market (or readers). It is a new method for searching for works and marketing in publishing, if only the straits can be overcame and make a new life of it.
It is not difficult to figure out from some successful cases that they are mostly proceeding by an internet platform, which is a significant part of crowdfunding. We should make full use of internet thinking to launch the Crowdfunding Publishing marketing and to promote and sale products, rather than confining our thinking only to offline careers. How to launch the Crowdfunding Publishing marketing under internet thinking is the theme of this article.

**Internet Thinking**

Internet thinking is presented by Yan Hong Li, who founder of Beadswomen thinks the definition of it is social marketing of enterprises, and some other one believe it is democratization of commerce and thought of user first. The real prevalence of internet thinking appears after the success of MI, Diaoye beef brisket, Huang Taiji, and Three Little Squirrels. All these platforms apply the open network platform to build their own brand, which is named nine swords dugu, a way that use Internet to innovate, break the inherent thinking mode in traditional industries, and make uniqueness, divide-and-conquer.

Internet thinking brought new direction for marketing and dealing in the environments of internet. Zhenyu Luo, founder of Luogic Show, mentioned in the delivery "using 'craftsmanship 'in business in the future' in geek family that, the time when BAT stand for construction of fundamental facilities is already over in the internet generation. Businesses are about points, making the huge companies smaller, the small ones tinier, and is transforming into a community economy and commerce. Now in mobile internet, the asymmetry of information is increasingly loosening, and information is getting free and opening, which is a challenge for traditional enterprises, chance for innovation. Grabbing the internet community, is grabbing the users, and winning the chance of development.

There comes out many we-media under internet prospection like Luogic Show, through which buyers carry on self-marketing. These platforms think as users, speak out for users, design for users, and even organize users to join the devise of the brand, and to embark a series of marketing activities. For instance, MI founded by Lei Jun, seized its own part through the hunger marketing and internet thinking tactics they advocate. It is apparent that among these online companies, internet thinking is evaluative, becoming a system of marketing commercial model.

**Relationship of Crowdfunding Publishing and Internet Thinking**

Internet thinking marketing born under the system of internet thinking mentioned in the former passage can apply to Crowdfunding Publishing appropriately. Internet thinking is to grab the community economy and the free of charge and opening is chance. Nowadays information explodes, that means everything is easy to catch for the internet users. What is important is that if you can precisely meet their minds. Free things and opening is the best opportunities offered for them who are in Crowdfunding Publishing field.

Traditional paper Medias is not as fast as playing the videos and remaking movies. Luogic Show just seized a chance that people without spare time need to read, sorting out information by videos and verbal messages on WeChat media platform and Youku, where they introduce books in vivid humorous ways and promote sales of books. Marketing methods based on Internet thinking are saturating these ways.

An opinion of Zhenyu Luo is the rising of individuals is more over that of organizations. There will be no information disparity. Only disparity of charm will forever exist, and personality bargaining will be all the origins of price. Sheng Fu, CEO of Jinshan software, held the same opinion with him, who think that the most subversive competition is from the margin. Rivaling with the central market, it changes the resources in the association to fundamental facilities. "Combining the internet thinking marketing with Crowdfunding Publishing, meeting users’ need more precisely, and even building a figure and character, although is not perfectly fan economy, can unite people whose sense of worth, world view and interests are same. However crowdfunding Publishing lacks the carving of characters, which is exactly a vital turning point and chance for it to make progress. As far as we are concerned, it is necessary to build a marketing model of Crowdfunding Publishing under internet thinking."
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Social Marketing

Social marketing is not all content of Internet thinking, but it is under the Internet thinking with one of the users thinking—social thinking of a marketing model. User thinking refers to every link in the value chain which takes the user as the central to consider the problem. The charm of social thinking refers to social marketing. One thing to keep in mind is that since marketing is not the words said only by mouth, it must be standing in the user's point of view, in the form of users and user communication. The essence of social marketing is one of publication approaches produced by the social marketing methods, based on the traditional publishing and production chain transplantation. It is a kind of thinking mode of the Internet in the field of publishing cross-border integration.

We are in a time which the information is exploding and we need to pick up the era when Internet users are extending. Rather than please all users, what enterprises need to do is to find who are their real target users. More user segment to the extreme, make good use of this social group, will be there more people having the same concept.

Internet Brand Marketing

Internet brand marketing refers to platform thinking. The Internet brand are also mentioned in above, like MI, Huang Taiji, Diaoye beef and so on, who all has their own unique characteristics, and Internet brand. In China there are more mature and excellent the crowdfunding publication platform than before, such as Yuetong music. We can find a common point that these platforms have formed their own an Internet brand image. MI is a national hunger marketing mobile phone brand. Huang Taiji created a different pancake. Diaoye beef brisket built the new concept of luxury restaurant. These small enterprises have characteristics and popular products that they turned into brands. In Crowd-publishing, we used an Internet brand or created an Internet brand. When these brands have a certain influence to completed crowding publishing

Subtracting Marketing

Subtracting marketing refers to simple thinking. In process of the crowd founding there are a lot of video, advertising video, text platforms that built product or person. Nevertheless, what we need to pay attention to is that few people can have a lot of time to watch the content, as they regard it as waste of time and waste of production experience. Streamline information and highlight key, instead, enable users to capture the message user want.

Personalized Marketing

Personalized marketing refers to extreme thinking. Extreme thinking is to make products, services, and user experience perfectly. It is considered when looking for the object to crowd. As we all know, when we face the information overload, what we need to do is how to stand out from the crowd. It goes back to the previously mentioned personal charisma. What do users want to highlight the differences? Why will this kind of phenomenon appear? Because the process of information filtering is too complex, users need someone to interpret it for them. Convenient thought also is in the Internet age deeply rooted in the core of the people's way of thinking. You just need to find love of the user, and then return you with double love.

Guide Marketing

Guide marketing refers to Internet experiences. Free is for charging better. In order to make your product a better service, make free of thinking, in short "give is to get", throughout the entire process. Yuetong Music has held at least three live shows since last year. After accumulating a certain popularity and attention, they begin to crowd founding the forth show. However, this time they are not free, with audience to pay for the ticket if they want to join the show and to support it to hold. So we can conclude that free for experience is important and it can make your clients gradually formed a kind of brand loyalty, then they will be willing to pay for it and support it.
can also draw lessons from the crowd founding in its process. The perspective of users designs our product or relevant things, ultimately supporters of investment, and then for product promotion.

**Summary**

With rapidly development of mobile Internet, Big Data and Cloud Computing, some researchers presented Internet thinking that reconsidered markets, users, products, enterprise value and entire business ecology. This paper researched Crowdfunding publishing marketing model from Internet thinking in order to improve economic benefits of a press.

**Acknowledgement**

This research was financially supported by Beijing University college Students Research Program (150116005/169), Information Management Excellent Teaching Team Project (22150116006/010), Database System (22150115132), and Database course group based on Big Data (22150115055).

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Reference to a book:

