Artistic Performance of Self-Media Advertisement

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ABSTRACT

To improve the advertising ways and enhance the publicity, an empirical study on the advertising platform based on self-media is designed. Combined with the recent practice of enterprise commercial advertisement, the concept of self-media is expounded by using relevant professional theories. The communication performance strategy of enterprise commercial advertisement in self-media platform and the contribution of the self-media platform to the effectiveness of commercial advertising communication are studied and demonstrated in detail. The empirical study is designed to prove the effectiveness of putting advertisement on self-media platform. The study shows that most people are not disgusted with advertisement on the self-media platform. Based on the above finding, it is concluded that enterprises need to further compensate their ads launching mode in the media to better carry out enterprise product promotion.

KEYWORDS

Self-media, advertising platform, enterprise commercial advertisement.

INTRODUCTION

With the popularity of mobile intelligent network equipment, the rapid development of mobile Internet, cloud services, networking and other information technology, people's attention to information began to shift from the paper and other physical plane to the Internet network platform. Nowadays, with the expansion of the Internet and mobile terminals, microblog and blog are widely used in the platform, which promote the display of autonomy in the process of individual information dissemination. This independent mode of communication fundamentally affects people's life, work, leisure and communication [1]. It can be said that the self-media age has been integrated into all aspects of people's lives. In the era of rapid development of network information, mobile phones, iPad and other mobile network terminal equipment products have been integrated into people's daily life [2]. The commercial advertisement based on mobile client has the characteristics of low promotion cost and precise location. It can display the commodity information comprehensively, and realize the interaction with the target group users. Its future development prospects are more and more favored by businessmen. Compared with
the rigid advertisement information dissemination, the enterprise commodity information from the self-media platform can interact with the user. In the process of experience, users can gradually understand the commodity information, and finally they are occupied by the brand mind, which show that the effect of brand communication is good.

By comparing the similarities and differences of enterprise commercial advertisement in self-media platform and traditional media, the advantages and disadvantages of advertisement from self-media enterprises are analyzed. With the help of the actual cases of advertisement in the self-media platform, the characteristics of self-media enterprises advertisement and its expression methods as well as their creative principles are analyzed [3]. In combination with advertising, marketing, psychology and other related theories, the new features of enterprise commercial advertisements in the media have been analyzed. Among them, the visual expression methods, creative principles and means of promotion are the focus of this study, but also the innovation of this article. The existing research on self-media advertisement focuses on how to disseminate and sell efficiently [4]. Therefore, it ignores the role of late commercial advertising design and makes it exist as an independent one. To this end, these three different disciplines, such as marketing, psychology and advertising, have been combined. They cross each other and merge into one. Enterprise commercial advertising design and marketing promotion are effectively combined, which are conducive to the promotion of advertising design in the self-media platform. The effective dissemination of product information can show the advantages of the self-media platform. At the same time, the product information, brand image and service can also achieve better market value communication effect in the process of promotion.

SUPERIORITY OF SELF-MEDIA PLATFORM

Huge user scale

With the rapid development of the big data and information age, the way people access to information has changed greatly, and the mobile phone has become the main auxiliary tool for users to search information. WeChat and micro-blog, the two major self-media platforms, reached 640 million and 610 million respectively as of September 2016. The mobile terminal has an APP with large number of users, which provides a good channel for brand promotion. Advertisers can also subdivide their different user types through the highly active APP platform. Targeted information release can develop more loyal customers [5]. Through customer advocacy, and then their friends are also developed into advertisers' target customers or potential customers. This unlimited dissemination of information has expanded the number of fans in public accounts, and has also promoted its brand information.

Efficient and accurate information push rate

In January 25, 2015, the WeChat platform set off a wave of screenshots, that is, commercials and friends, that is, to encourage users to screenshot ads forwarded in their circle of friends, and they can get rewards. In form, it doesn't make any
difference to the ordinary circle of friends, but only adds HTML5 links with promotional logos and viewing details. However, in this ad push, the promotion of advertisers is different according to the consumption ability of different groups.

In the new era of rapid development of big data, it is necessary to browse information and statistics according to the target population. The excavation of information orientation technology can achieve more accurate promotion for target groups. Based on this technology, most of the advertising information that users browse is what they are interested in, thus reducing the sense of exclusion of promotional information [6]. Enterprise advertisers can also change the information as needed, and two-way communication with customers can be achieved. The audience can always feedback information to the operations. Careful consumers can find that if we recently often browse information about the trip, then these media platform will recommend some travel related public official number to you according to the usual browsing information. Although the push rate of these messages is not 100%, but if the user can become a public number of fans, then they will receive the account promotion information. Therefore, the primary task of advertisers should focus on how to better improve the content to be promoted, and attract more targeted consumers.

Creative advertising forms

With the rapid development of digital technology, the enterprise commercial advertisement can accurately customize the product information advertisement according to the target consumer group with the help of the media technology and big data information. Based on the interactive one to one principle, self-media enterprise advertisement requires the user experience to be the first place until the promotion content, commodity brands or services occupy the user's mind. Good self-media commercial advertisement is not only a simple combination of text and graphics, but also includes an interactive page with creative HTML5 links. Most importantly, it will carry on the commodity information promotion according to the usual browsing interest and behavior habits of target consumer group [7]. Therefore, in the dissemination of commodity information, the content and layout design of self-media commercial advertisement have shown some new features. Coca-Cola ads, the first ads appeared in WeChat's circle of friends, made up a complete big picture with four separate pictures. Although it is at the peak season of Coca-Cola sales, but this ad has only one slogan, "if you expect a colorful reunion year, Coca-Cola is the best choice". When the user opens the link to see the details, Coca-Cola's exclusive dynamic expression is greeted. There is no brand or product implantation in the expression bag, but a cartoon image of a pair of dolls. It was also the official cartoon image of Coca-Cola in China in 2001. This non-rigid form of advertisement increases consumer goodwill and acceptance of the brand, which is conductive to enhance the influence of brand communication.
INFORMATION EXPRESSION OF ENTERPRISE ADVERTISEMENT IN SELF-MEDIA

Corporate advertising, also known as commercial advertisement or economic advertisement, is different from public service ads and cultural posters which mainly focus on spiritual culture heritage and development. In commercial society, enterprise advertisement is the carrier that can bring economic value, and it is profitable advertisement. In all kinds of commodity promotion and other commercial promotional activities, the commercial value of the enterprise cannot be estimated. Excellent corporate advertising can promote the rapid occupation of the market, realize its commodity value, and promote the rapid economic development.

Attract consumers by quality advertising headlines

Quality content is the real basic skill of advertising information. Copywriting is the voice of corporate brand and product. It is a tool for communicating with consumers and a tool to persuade consumers to buy goods. If the enterprise wants to win in the self-media platform, the high-quality copy is essential. In the era of information explosion, the function of copy has not been dropped out of the stage because of the rapid development of high-tech, but changed into different forms of expression [8]. It helps companies to persuade brands, and spreads corporate products, corporate culture, and enterprise services to consumer groups in a way that persuades consumers.

Before writing a copy, it is vital to know both ourselves and our adversaries. An enterprise should not merely describe itself from the angle of enterprise brand, but bring themselves into the target consumer groups. Enterprises should consider themselves as true consumers to understand what kind of products can meet the needs of consumers. Self-media is a platform for the emergence of enterprise brand, and the purpose is to attract users to read, promote user communication, and finally deepen the user's viscosity of the brand. Therefore, the information promotion based on the self-media platform requires the excellent corporate brand copy: such as the title with headline attribute, attractive copy and expansion of information space.

In fast paced times, users now spend almost one or two seconds looking at the title and then deciding whether to continue clicking on the article. To attract the attention of the user through the title and achieve the purpose of promoting information, it is necessary to the general situation of copywriting headlines. It includes copy content, brand communication and information promotion purposes. Therefore, the functional attributes of the title cannot be ignored.

Expand the space by HTML5 attractive function

The full name of HTML is Hyper Text Markup Language, and it is a web programming language based on Internet. Since it was invented by the world wide web in 1994, it has gradually become an industry standard for web programming [9]. HTML has undergone 5 major changes. The HTML5 was finalized in October 2014, and it also announced the beginning of a new era of communication. With the continuous upgrading of mobile devices, the combination of HTML5 technology and WeChat platform has highlighted the advantages of fast communication and low cost.
Currently, HTML5 is the only cross platform language that takes all of PC, Mac, iPhone, iPad, Android, Windows, Phone and other mainstream platforms. Based on the HTML5 link in the self-media platform, it is displayed from two perspectives: In terms of user experience, HTML5 links are used to display corporate brand names, invitations, games and sweepstakes. In marketing, HTML5 needs to undertake a variety of tasks, such as click refresh, forwarding information to brand communication and electronic mall [10].

EMPIRICAL STUDY OF SELF-MEDIA ADVERTISING PLATFORM

To understand the advertising attitude, actual contact situation and advertising preferences of the users for the self-media platform, a questionnaire about customer satisfaction was designed. The questionnaire is divided into three parts: The first part is the relevant explanation of the questionnaire. It expounds the purpose of the questionnaire survey, and gives a brief explanation of the concept involved in the questionnaire. The second part is the basic information of the respondents, such as gender, age, occupation and so on. The third part is the questionnaire. There are 14 closed questions, including 4 single options and 10 multi-choice options. The questionnaire surveys the audience's acceptance, trust and influence factors from the advertising platform.

To ensure the scientific nature of the questionnaire, the selected respondents were relatively flat with men and women. The subjects of the survey cover students, employees, civil servants and institutions, employees and other professions, and their age spans are also large. A total of 322 people participated in the survey, 322 questionnaires were issued, of which 314 were valid and 8 were invalid.

Contact degree of user with self-media

Question 1: “What are your frequently used self-media platforms?” Considering that there may be more than one self-media that users often contact, this question is set to multiple choice. As shown in figure 1, Survey results show that users have a high utilization rate on WeChat, social networking sites and micro-blog, accounting for the top three, respectively 85.36%, 57.01% and 39.17%. Forum post accounts the second place with 22.61%. However, there are few contacts between blogs and self-media users. The figure shows that WeChat is the most popular self-media platform, and social networking sites and micro-blog aren't as popular as they were in previous years. As one of the earliest media platform, blogs are being snubbed at the moment after the well-known period, accounting for 9.55. After interviewing with respondents, it was discovered that many users have registered blog accounts when blogs have just started. But with the rise of micro-blog, WeChat and other media, blogs are slowly being abandoned. Most people said that in the era with information explosion and fragmentation, they are more willing to see some short information. However, for the use of social networking sites, many people still maintain the habit of using QQ space. They mainly look at the dynamics of their friends, while the use for Kaixin and Renren website gradually decrease.
User acceptance of ad on self-media platforms

Question 2: “What’s your attitude towards advertisement on the self-media platform?” This question is set to single choice. Four options are set based on user acceptance. As shown in figure 2, it shows that only 22.29% of users are against the ad on the self-media platform. These users say that they hate these ads very much and never click on them. 81.71% of users accept the ad on the self-media platform. 23.89% of them say they don't click much, but they skim through the content. Another 49.68% said they clicked occasionally and saw what they were interested in. 4.14% of them said they always click and buy the things they were interested in.

To sum up, most people are not disgusted with advertisement on the self-media platform. If consumers are interested in advertising information, they usually click to view. Advertising forms or advertising ideas attract people to better understand the product and brand information. At the same time, some advertisements forwarded and recommended by friends also can attract the attention of consumers. However, if the advertising frequency is too high, consumers do not have the intention to click the advertisement with less information and advertising form or creativity.
CONCLUSION

Through the collation and generalization of the advantages of the self-media platform, it is concluded that the self-media has a huge user scale and a wide range of communication. The platform can push advertising information in a timely manner and provide varied forms of advertisement. Compared with the traditional media carrier, the self-media platform can push information into the target consumer group accurately. In view of different target consumer groups and different visual expression methods, the practical application of enterprise advertisement in self-media platform is expounded. The empirical study has proved that enterprise marketing communication is an indispensable means of advertising promotion. Combined with advertising and communication theories, the content, form and characteristics of self-media advertising are analyzed in detail. Through empirical investigation, the user's contact information about the advertisement on the self-media platform as well as the acceptance data are obtained. Based on the results of the empirical investigation, the current advertising spread on the media platform is calculated, and the problems faced by the advertising spread on the self-media platform is summarized. In view of these problems, the corresponding optimization strategies and suggestions are put forward.

It is concluded that enterprises need to further compensate their ads launching mode in the media to better carry out enterprise product promotion. Compared to traditional advertisement, self-media advertisement lacks authority and credibility. Therefore, the enterprise should combine the advertisement from the self-media and the traditional media to enhance the credibility of advertising on the media platform. And win the trust and support of the audience. Only in this way can the enterprise win the trust and support of the customers.

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