4R-Based Crowdfunding Publishing Marketing Strategy Research

He-jie CHEN, Jiu-run ZHANG and Zi-xuan XIANG

School of Economic and management, Beijing Institute of Graphic Communication, Beijing, China

*Corresponding author

Keywords: Crowdfunding publishing, 4R theory, Crowdfunding, Creative crowdfunding.

Abstract. Crowdfunding Publishing is a new publishing model, which Internet+ combined with publishing industry. Crowdfunding Publishing put forward a new way for raising fund, publishing items, marketing prediction etc. With it rapidly development, Crowdfunding publishing have shortcomings- the lack of trust, fuzzy profit model, Lack of legal supervision. In this paper, Crowdfunding publishing divided Crow funding, Creative Crowdfunding, minority Crowdfunding. And we adopted 4R theory to analyze three Crowfunding in order to improve Crowdfunding economic benefits.

Introduction

With Internet+ rapidly development, Crowdfunding publishing is a new publishing model. 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 strategy in order to improve economic benefits of a press. 4R theory considered the market and gave attention to consumers. So we adopted 4R theory. Crowdfunding publishing divided into three types: Crow funding, Creative crowdfunding and niche publishing. Crow funding raise funds. Creative crowdfunding collected the creative publish items, predicted sale and funds. Niche publishing provided a chance for publishing the niche books.

Theoretical foundation

Crowdfunding Publishing. The publishing refers to rise through the Internet platform for publishing project public financing behavior, the raise a publication is the product the raise, mainly composed of books and magazines. The raise publishing for publishing projects to raise funds, publicity and promotion, can also help press prediction markets, judge first run quantity to reduce risk. At the same time, the raise has the characteristics of the Internet's openness and interaction, etc. But at the moment, it has lots of shortcomings. Such as the raise published to all the investors to raise the originator lack of trust, the rule of law and control risk is too big, profit model is not clear and so on.

<table>
<thead>
<tr>
<th>Items</th>
<th>4P</th>
<th>4R</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing concept</td>
<td>Producers guide</td>
<td>Competitor oriented</td>
</tr>
<tr>
<td>Marketing model</td>
<td>Push</td>
<td>The supply chain</td>
</tr>
<tr>
<td>To meet the requirements</td>
<td>The same or similar requirements</td>
<td>Feeling demand</td>
</tr>
<tr>
<td>Marketing</td>
<td>The size of the marketing</td>
<td>Integrated marketing</td>
</tr>
<tr>
<td>Marketing target</td>
<td>Meet the reality, has the same or similar customers demand, and get a goal the profit maximization</td>
<td>To adapt to changes in demand and create demand, the pursuit of the relationship of mutual benefit maximization</td>
</tr>
<tr>
<td>The customer communication</td>
<td>“One to many” one-way communication</td>
<td>“One to one” double or more to communication or cooperation</td>
</tr>
<tr>
<td>Investment cost and time</td>
<td>Low short-term, long-term high</td>
<td>Short-term high and low for a long time</td>
</tr>
</tbody>
</table>
4R theory. An American scholar Schultz presented 4R theory which included association, reaction, relationships, and in return [2]. 4R theory emphasized to establish and develop long-term relationship with customers, in order to form a kind of mutual assistance and mutual, mutual relationship. In compared with 4P, 4R theory emphasized the customers. Distinctive between 4P and 4R theory is shown in Table 1 [3].

4R-Based Crowdfunding Publishing Marketing Strategy

We collected according to the published cases raise, raise funds into the, the raise creative, personalized publishing three aspects, the connection, reaction of 4r theory, relations and the return analysis of these three cases.

Funds Crowdfunding

Currently the raise of publishing books published the most common pattern is to raise capital. Now get more successful case of entrepreneurship, what we are ZhiHu chat?", the social dividend "and so on, we according to the 4R theory of correlation, reaction, relationships, return four aspects analysis of commonness and characteristics of the above two cases.

**Description.** Zhihu launched published the raise in December 2013. Zhihu recruited 1000 joint publisher, 99 yuan per person, the raising of 99000 yuan, for the business, we are zhihu chat?" [4].These 1000 supporters can get made the raise collection edition citic publishing house. Everyone received the book covers bearing his name. In September 2013, sharpens iron raise network planning books as well as the tencent weibo platform ZhiBin Xu, director of new book "social dividend" [5]. Before the first print through the way of "raise" the booking for 3300 copies, published after printing for three times a month, sold 50000 copies.

**Relation.** Microfinance support for many consumers feel is actually involved in publishing. The raise publishing help publishers to predict the market ahead of the wind verify whether the subject plan success, also can have the effect of marketing. In the author raise network platform and consumers is pulled into the distance, both can communicate with each other through comments, communication, so as to modify the corresponding contents, to ensure that support. The startup, what we talked in zhihu raise in the test of the market of the wind. If there is no response all the raise, zhihu and press may give up. Once published books sold well, publishing and Distribution Company is doing the buying and selling at a loss. At the same time also waste of resources. Motie books certainly social dividend, but uncertain market prospects. Through the raise to quickly verify the books market prospect. All the success to raise the motie confidence, they quickly response, started making, book sales rising. Through the raise, publishers can verify the subject plan is successful, have the market.

**Reaction.** Raise publishing help publishers to predict the market ahead of the wind, verify the subject plan, also can have the effect of marketing. The raise is successful, must have good prospects after publication. In the author raise network platform and consumers is pulled into the distance, both can communicate with each other through comments, communication. The sponsors can accord consumers' reaction, thus modify the corresponding contents. The raise of zhihu is the wind in the test market. If there is no response, may give up. Motie books certainly social dividend, but uncertain market. Through the raise to verify the book market prospect. All the success to raise the motie confidence, they quickly response, started making, book sales rising. The social dividend to the raise in the raise the net. Supporters are free to comment, the author can be modified according to comments.

**Relationship.** Because the author raise network platform to consumers can communicate before publishing and communication, to a certain extent, and consumers to achieve the one-to-one communication. The author like to cooperate with customers, completed the book, together with customers to establish a close and harmonious relationship. The startup, what we talked in zhihu collection edition is a customized production is unique in the world, the most attract consumers. The raise activity is successful, consumers are satisfied. When the next zhihu launched the raise
again, there will be more consumers in response to, there will be more willing to cooperate. "Social dividend" the raise publishing success, not only provides capital to press the production security, but also for the press to establish to establish relations with new authors.

**Reward.** Eward is an important part of the raise. Supporters can get returns mainly has four forms: the first can get a customised version of the book; The second is to obtain author related activities; The third is can get special gifts. The fourth is likely to the author's manuscript. For sponsors, book publishing opportunities, get profit. Followed by the initiator by the raise supported by funds, prediction markets, also achieve the result of marketing in advance, to avoid the risk. Then, in the process of the raise, has already begun sales. Sales can relieve pressure. In zhihu platform for publicity to let more people see the book, and get the support of capital. At the same time, also played the publicity and promotion for zhihu platform enhance the brand effect. To see in the journal social dividend, it gives supporters in return way mainly customized version books and gift, free to participate in the salon activities related to the author.

**Creative Crowdfunding**

**Description.** “1 day and hands” [6] is a new serious book by the China Citic Press. It was given a Mook about the Japanese way of life. They investigated the relationship between the people and things and found the aesthetics of daily life. Each issue had a topic, collected stories and edited. Crowdfunding is the media channels which collected many ideas and opinions. Now “1 day and hands” has published 7 books.

**Relation.** “1 day and hands” established the relation with consumers through crowdfunding. Crowdfunding collected a lot of advice provided the customers and increased the interactions. Many consumers’ good ideas and story are included the books, so many other consumers likes the books. In fact, the consumers involved the books’ content. On the other hand, some new products attached the book, Such as apron, hand-made mobile phone holster, etc. These handicraft combined with books to make the products become more aesthetic sex and sexual life; stand out from the ordinary objects. The offer is no longer a single product and service, but a set of integrated solutions, thus to meet the needs of customers and the personality psychological needs. A series of books set up a long-term cooperation relationship between customers and press.

**Reaction.** Nowadays, consumer demand has gradually feeling and personality. Comfortable life is main idea of “1 day and hands” and stretched seven different books. It focused on the marketing and customers. Content revolved the customers’ need and customers’ reply. Each book organized online Weibo, topic discussion on chat, some readers’ communication in online etc. Each book has a relatively perfect information feedback channel which collected much information through online and offline. The information provided the book content and laid the foundation for the next book. This is also a new way which improved enterprise self organizing, self learning, self ability and improved decision-making efficiency.

**Relationship.** “1 day and hands” has established close relationship with consumers. Commercial media published to collect good ideas, put high on the shelf, let more consumers feel very cordial and fresh. “1 day and hands” stimulated the consumers a lot of ideas, consumers are positive to leave a message. And they attracted many consumers to participate in content. Editor Jing Su is chief editor of "knowledge" that is a popular book. So “1 day and hands” have the former reader base. Many customers know “1 day and hands” through Jing Su. Traditionally trading marketing transformed relationship marketing.

**Return.** Participants will get finance and his ideas disseminated. The press collected a lot of good ideas and repeated use in late. Price of “1 day and hands” is higher than other books in order that they focused on the high-end quality life customers. Every book basically all day and hand can see come out is a group of like-minded friends together to make complete. Content present a warm, quiet life style. Higher contents different from other books. So it's easy to get consumers' resonance and reflection, especially the pursuit of a higher quality of life.
Niche Publishing

Along with the advance of social development, marketing needed personalized and niche books. Niche book insisted on the ideal that content is king.


Relation. Crowdfunding publishing provided a chance of publishing niche books. The press is not willing to take risks to publishing niche books. Customer can find the niche books through Internet. And the press found personalized needs. Both the authors of above two books are not famous authors, and items are also niche. The niche books published which connected the readers liking the items.

Reaction. The niche and personalized books provided the consumers the new ideas and contents. Because the authors are unpopularity and books ideal is niche, the press is lack of confidence. The press has decided publish the "Small world", but it want to know the marketing reaction. So the press selected crowdfunding publishing. The press focused on the customs needs and marketing strategy.

Relationship. The niche and individuation, because books subjects on the market is difficult to see. Published by the raise, find a physical book like consumers, build relationships with readers. When the author published a new work again, these consumers will purchase and support. Because of the raise and the physical book publishing, press, and the author can build relationships, to facilitate the next cooperation.

Return. For the author, the best return is the book is published. For the press, the best turn is that Crowdfunding publishing predicted the marketing, gain the funding and avoid the publication risk. Crowdfunding sold a numbers of books.

Discussion

Publishing industry developed well and publishing structure optimized in China. Books species increased constantly. 475800 species Books published and growth of rate is 6.11% in 2015. But there are some problems in the publishing industry. First, there are many different kinds of books but quality is not strong, cannot meet the demand of consumers. Second, the similar topics is serious, very few new ideals appeared. Publishing industry provided personalized and niche books. Third, marketing only depended on sale and lack the integration of marketing strategy. Finally, distribution channels confused. Crowdfunding publishing provide some solutions.

References

[3] Xiaozhong Yu, Bin Feng, 4 p, 4 c and 4 r, comparative analysis of the marketing theory, Research productivity, 1004—2768( 2002) 03—0248—02
[6] 1 day and hands. http://baike.baidu.com/link?url=QSn_IvTE1ck6LmTF3oORn2LM_9URTTh2vo8b4ejcylYcqqAE7CwodA2beJY3o-UxM7ibqrVC9bzdFUYWV4KNlyy1p9OXrWiRiJ MgHAL2x6T5wNeskjZu67EW8mkq4-