On the Expansion of Social Media Marketing Channels under the Computer Technology

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Abstract. With the gradual popularity of various websites of computer social media, many enterprises at home and abroad begin to use social media under computer technology to carry out appropriate marketing activities. At the same time, with the gradual progress of China's media economic strength, more and more enterprises use computer technology to expand social media marketing channels. This media marketing method provides a good marketing platform for enterprises[1]. It also expands a new network marketing channel for the future development of enterprises. This paper describes the marketing concept of social media and its marketing tools. According to the analysis of different ideas, the corresponding conclusions are drawn.

Keywords: Computer Technology, Social media, Marketing channel

1. Introduction

Since entering the 21st century, the development of computer network information technology in China is very rapid. With the gradual popularization of Internet technology, in order to meet people's diversified and multi-level needs, social media websites have been rapidly updated and prospered in the Chinese network. China's network has the largest number of Internet users in the world. Compared with the Internet users in other countries, the consumption level of Chinese netizens in the network is also very high. Many Internet users watch video programs, read e-books and download various resources on social platforms. These computer network operations virtually broaden the marketing channels of social media for various businesses[2]. According to people's online consumption habits, many enterprises have begun to gradually expand their social media marketing channels.

In fact, network marketing is an important product of China's social reform. In recent years, the emergence of the Internet age has expanded the types of media marketing many times. Blog, microblog, QQ and wechat are commonly used software that has opened the door to the media world for people. On the other hand, the software has also broadened channels for marketing social media.
Entrepreneurs can benefit from media marketing. On this basis, many enterprises began to carry out different kinds of media marketing activities. These activities have attracted many network users.

2. A brief overview of social media marketing based on computer network

The concept of social media was first proposed by foreign scholars. A long time ago, experts in China predicted that the pace of social media updating in the future would be very fast. At present, the hot topic of the Internet is social media. In short, the concept of social media refers to a network platform with community as the main area that can provide multi-user interaction. Some Internet users can exchange interest and transfer related information through the social platform of computer. In fact, the main way of social media marketing based on computer network is the dissemination of information. Enterprises actively establish with users in the form of Internet media contact information. To win the interests of users in the Internet through the social network activities. According to the overall marketing idea of social media, social media is essentially a network platform created by people using social network and online community to carry out sales and marketing. Based on a large number of literature search, we found that social media marketing should include three important aspects.

2.1. Dissemination of important news events

The marketing form of social media based on computer technology is not just for people to consume independently. It can use some current news to attract a lot of network users. People have a strong curiosity. Some valuable news events can attract the attention of many users in a moment. We will find a habit problem. In the use of electronic equipment, people will unconsciously click the important news notice.

2.2. Support of fans and application of various promotion methods

Each social platform has an independent fan base. Indeed, most of these fans are self-developed on social platforms. However, in the process of social media marketing, the role of these fans is very obvious. Fans can help promote their favorite social platforms on other websites. This is a very common platform marketing strategy in real life. In addition, there are other promotion methods. These methods include: video advertising insertion, e-book advertising insertion and audio advertising insertion. If you're a regular surfer, you're likely to see different kinds of social media ads embedded in it. You're right. It's also an independent social media marketing tool.

2.3. Good network environment

People's favorite social media must have its own excellent functions. Social media that people hate must have the ability to get bad reviews all the time. There are many kinds of functions mentioned above. Some features are loved, others are hated. We can call these functions the network environment. What we need to note is that the overall revenue of social media marketing is not controlled by the enterprise. Companies can't get the benefits of social media on their own. Social media must get a large number of Internet users. Through the consumption of users' network, the enterprises of social media can obtain corresponding benefits. If the network environment of a media is hated by people, then its benefits will become less. Therefore, for the marketing of computer social media, a good network environment is an essential function.
3. The expansion of marketing channels of social media based on computer technology

With the gradual popularity of social networking sites, many enterprises begin to use social media to carry out appropriate marketing activities. Because the carrier of media is the electronic equipment related to computer technology. Therefore, the marketing of social media cannot do without the support of computer technology[4]. According to the information retrieval of different literature and the investigation in daily life, we can find several computer software of social media that can be used for reference. These software can expand media marketing channels (see Table 1).

| Social media | User's praise rate |
|--------------|--------------------|
| Twitter      | 95%                |
| Facebook     | 90%                |
| Micro-blog   | 85%                |
| YouTube      | 95%                |

3.1. Twitter and Facebook

At this stage, Twitter and Facebook are the two largest social media sites. They each own hundreds of millions of network users. With the help of these two large social media sites, enterprises can increase a lot of fans. These fans will become the basic resources of the enterprise. Enterprises can update and release the information of various products related to the enterprise in the software of Facebook. In addition, companies can also post various forms of information on twitter that appeal to people. However, we should pay attention to the fact that enterprises are not allowed to publish harassing information through these two softwares.

3.2. Use of Micro-blog

In the domestic mobile phone applications, microblog network users are many. When microblogging was first established, people regarded it as a software that could update the web log. After that, microblog put forward various functions of user contact and product marketing. People gradually realize that microblogging can become a powerful social media marketing tool. Microblog attracts many users' attention by updating important news events in the world in time. The news of new media products released through microblog can make customers obtain the relevant product information in time. There is no doubt that this is a more practical social media marketing tool.

3.3. YouTube video software

As a world-famous video software, tubing can definitely be ranked first in the world. If a user's video gets a lot of attention in the pipeline, there's no doubt that the video will be known to Internet users all over the world. The emergence of video software has driven the marketing of social media. It also led to the emergence and development of we media. In fact, we media can be called a special way of
media marketing. Therefore, enterprises can make videos of their products and publish them to the tubing software by means of we media. These video clips will be displayed on the product page. This is a better we media marketing means.

3.4. Other mobile applications

It can be said that the emergence of mobile phones is a miracle of the world. A long time ago, the emergence of 2G network enabled mobile phones to realize people's interactive communication. The emergence of 3G network enables people to send relevant pictures and information through mobile phones. The emergence of 4G network makes people understand the operation mode of we media. Today's mobile phone is no longer a simple information communication device[5]. In fact, it can be called people's PDA. It can be used to surf the Internet and share information and products with friends. In addition to the above four software applications, other mobile applications of today's smartphones can also be used as marketing channels for social media. Tiktok, QQ, WeChat, Kwai and jitter.

4. The effect of computer based social media marketing

4.1. It can increase the brand awareness of enterprises

The main role of social media is that it can shape a well-known brand. Social media marketing can enhance brand awareness. It can promote the trial and final sale of products. Industry insiders believe that the role of this kind of marketing is a more successful way of media marketing.

4.2. New media marketing channels to encourage and innovate

In order to obtain more media benefits, people constantly try to study different media marketing methods. There is no doubt that this rapid and efficient research model will greatly broaden the channel of media marketing. However, researchers must do legal operations to be appreciated[6].

5. Conclusion

At present, due to the rapid development of computer electronic software, the expansion speed of social media marketing channels under computer technology is very rapid. I think many enterprises in our country should correctly understand the importance of social media marketing. Only by carefully operating various marketing channels, enterprises can achieve the goal of channel expansion of social media.

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