Scene Marketing In The Era Of Big Data

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Abstract. Scene marketing is a marketing activity carried out in a certain scene. Its essence is to meet the real or potential needs of users in a specific scene. The scenes are divided into real scenes, virtual scenes, and scenes that combine real and virtual. In the context of the mobile Internet, with the support of big data, scenes have become the core element of communication, and scene marketing has become a popular marketing model. Scene marketing has the characteristics of precision, fun and closed-loop, and has formed a unique marketing strategy in practice.

Keywords: Scene Marketing, Big Data, Mobile Media, Marketing Strategy

Internet World Statistics (IWS) shows that as of June 2020, there are 4.834 billion Internet users worldwide [1]. The 46th "Statistical Report on China's Internet Development Status" released in September 2020 showed that the number of mobile Internet users in China reached 932 million, and the proportion of Internet users using mobile phones to access the Internet increased to 99.2% [2]. Mobile Internet has been highly popularized in China, completely changing the way people contact and the use of Internet. Compared with the PC Internet era, mobile Internet has a deeper and longer involvement in people's work and life, bringing real-time and portable interaction and making people's living form present the characteristics of comprehensive fragmentation. In this context, the role and value of the scene have become increasingly prominent, and even become the core element of mobile media communication, which is expected to become the next-generation Internet portal.

1. Introduction of Scene Marketing

1.1 Scene and Scene Marketing
The concept of scene refers to the scene of performance or shooting in film and television drama, and the scene is composed of background and objects. In 2004, Yuan Yue discussed the relationship between brand and scene in the article "Ternary Structure of Brand Marketing": “A person's psychology and behavior must be combined with a specific scene to have social significance. Therefore, the brand's achievement requires a specific scene [3].” The term Context mentioned in marketing and communication is not limited to the concept of space, but also includes the context and state of people in the communication process. The value of building scenes lies in providing users with specific services in specific scenes, even predicting the user's next actions, and providing targeted
services in advance. In the era of mobile Internet, scenes have become the basis for the construction of all mobile services [4].

Scene marketing is a marketing activity carried out in a scene. Its essence is to meet the actual or potential needs of users in a specific scene. The key lies in the perception of the scene and the adaptation of information to create benefits and value for advertisers. With the continuous maturity of big data and mutual benefit marketing concepts and technologies, the perception of scenes and the adaptation of user information have become more precise, and scene marketing practices based on big data have become more abundant.

1.2 Type of Scene

1.2.1 Real scene. Real scenes are closely related to users' real lives. Different life states and situations correspond to different typical scenes, and each scene corresponds to different user needs. For example, in the driving scene, people need to listen to the radio and navigation; in the scene of before going to bed, reading and music become the main needs. Real scenes are often related to a certain time and space, real behaviors, and also related to the current psychological state of people. The development of AI driven by big data makes the analysis of people's needs in the scene more accurate, and the insight into the individual is deeper, and the services provided by the application penetrate every detail of the target user's life path.

IKEA’s model rooms are built with real scenes such as kitchens and living rooms. Consumers are experiencing different scenes while visiting the mall, allowing people to treat IKEA as their own home and experience the interaction first-hand. Customers can experience using, lying, making or even sleeping to promote sharing and reputation, thus making the brand concept deeply rooted in the hearts of the people. Focus Media has seized the fragmented time and specific space of waiting for the elevator, and digs into this typical scene, making the posters and videos in the elevator room a high-reach advertising media.

1.2.2 Virtual scene. The virtual scene is a virtual humanistic environment and also a digital scene constructed by a computer. The needs of people in the virtual scene are related to the environment and atmosphere in the scene. The construction of the scene can strengthen the existing needs of consumers and stimulate potential needs. The development of VR technology makes virtual scenes show more possibilities, and immersive virtual experience will attract more and more users’ attention and time. The online shopping scene is a typical virtual scene. Based on the digital footprint of the user's online product browsing, combined with the user's past historical data infer the product and consumption habits that the user may like, and then post the corresponding promotion information. Relying on the integration and mining of data resources, the virtual scene can accurately grasp the user's past, understand the user's present, and guide the user's future.

1.2.3 A scene combines the real and virtual. Real scenes and virtual scenes are not clearly defined. In many O2O applications, the two are often combined to form online and offline linkages. For example, in the electronic payment process, consumers are not only in the real storefront scene, but also in the APP online payment scene, and the barriers between reality and virtual begin to blur. In China, QR codes have become a typical bridge between virtual and reality, and the continuous maturity of AR technology has also given more imagination to the scene. The popularization of wearable devices allows users to continuously upload real-time data such as geographic location and health conditions to obtain more accurate user portraits. At the same time, users can easily travel between reality and virtuality, and improve work and life efficiency.

1.3 The Key to Scene Marketing: User Data

The two main points of scene marketing, one is the perception of the scene, and the other is the timely information adaptation. The key behind it is the collection, analysis and research of user data, which
may be the user’s age, education level, preferences, etc. Basic information can also be a payment, a click, page browsing time, or even one repost, like and comment. A user adds an item in the shopping cart, is he going to buy it himself or give it away? Is there enough motivation to buy? Does it have purchasing ability? The information that cannot be accurately judged through traditional marketing methods and consumer behavior research can be obtained through the analysis of user data. The precipitation of user data on the platform will generate great value. It can help understand the question of each user “where did he come from, how he is now, and where he is going”.

2. The Characteristics of Scene Marketing in the Era of Big Data

2.1 Accumulate Data and Make Precise Insights
The consumer’s personal experience and emotional state influence his behavior, including information acquisition, interaction and purchasing behavior. The combination of big data and mobile media gives scene marketing a powerful data support and communication channels. In specific scenes, post the information that users need to achieve the goal of maintaining brand image and achieving purchase behavior [5].

Traditional Internet advertising methods have universal characteristics and cannot meet the needs of advertisers. The programmatic buying system of Internet advertising allows advertising information to be accurately delivered to each individual user, through personalized post, track a specific person in a specific scene, and even track the same user across platforms.

2.2 Highlight Interest and Entertain Users
The growth of the number of Internet users is slowing down, attention resources are becoming scarcer, and user information acquisition in the mobile media era is highly fragmented. These all put forward requirements for the innovation, fun, and entertainment of scene marketing, so that users' experience in the scene becomes interesting, useful, and happy, thereby generating "empathy" for brands and products.

In 2017, the “Music Critic Train” event in Hangzhou Metro held by NetEase Cloud Music innovated the use of scenes and drove a new way of advertising. It deeply integrated music, user reviews and other content with the subway scene, effectively attracting young passengers' eyes. Through the spread of the passengers, this incident become a hot topic of national concern, and triggered the imitating of Shenzhen Metro, DR diamond ring and other brands.

2.3 Elaborate Construction to Form a Closed Loop
According to the different marketing goals, the evaluation of the effect of scene marketing has two dimensions, one is the communication effect, and the other is the sales effect. There are also some viewpoints that combine the two to pursue "integration of product and effect." To evaluate and improve these two effects, it is necessary to carefully structure the scene to form a closed loop capable of self-renewal and circular diffusion. Closed loop refers to providing users with a complete path from contact-experience-feedback, including information closed loop, payment closed loop, relationship closed loop, etc. Closed-loop is a complete solution that reduces user usage costs, while at the same time enabling the deep integration of mobile media and human behavior, accumulating more accurate user data, and achieving more personalized services.

3. Scene Marketing Strategy in the Era of Big Data

3.1 Supported By Data, Dig Deep Into User Needs and Trigger Points
The prerequisite for scene marketing to function is to predict user behavior. Structured user data is the basic resource for predicting user behavior and the core competitiveness of Internet companies. In the book "The Coming Era of Scenes", Robert Scober and Sher Israel put forward the five core elements of the era of scenes: big data, mobile devices, social media, sensors, and positioning systems [6].
These five elements also represent the data sources that need to be mastered for scene marketing, including both user historical data and real-time user data. These data can help understand users in the scene from multiple angles [7].

The needs and trigger points of users of the same kind are similar. You can divide users into categories through optimized algorithms and collaborative filtering, improve user portraits, and complete standardized adaptation of information. Each user has a unique personality at the same time, which means it is necessary to obtain insights through the mining of individual user data, connect the scene, the brand and the needs of people, and realize the personalized adaptation of information.

In different eras, marketers are constantly studying user psychology and behavior. The maturity of big data makes this research more accurate and ideal. The user will not actively tell you his needs, or the user himself is not clear about his needs, but the data transformed by the user's behavior can help you understand all this.

It should be noted that the information adaptation of scene marketing has a tendency to "post what they like". Whether it will form an "information cocoon" effect, or whether users are repugnant due to insufficient insight, this is worth thinking about by marketers. Therefore, scene marketing should explore a more intelligent information post mechanism, increase effective interaction with users, and achieve emotional resonance with users.

3.2 Build Scenes Based On Product Features

The model of scene marketing is to provide information to people in need in a specific scene. What kind of people will receive this information under what circumstances? This requires the construction of the scene. In the mobile era, scene construction can be carried out from two aspects.

(1) Retrofit existing scenes
Retrofit existing scenes, add interactive means, and stimulate user needs. For example, in the TV watching scene, people and TV are originally a one-way communication relationship, but after many Internet applications have transformed this scene, watching TV has become a unique experience connecting online and offline. When watching TV, users can use "shake it" in WeChat according to the prompts in TV to get the program schedule, receive the e-red envelope, scan the QR code of TV shopping and enter the e-commerce website to purchase directly. The transformation of existing scenes does not change the basic habits of users, and at the same time guides users to respond positively through a trigger mechanism.

(2) Build a new scene
The construction of brand-new scenes is generally carried out according to the needs and trigger points of users' lifestyles, hobbies and so on. For example, Taobao has created "Taobao's Second Floor" for "night owl" users who sleep late at night. From 6 pm to 7 am the next day, pull down on the Taobao homepage to enter a hidden mysterious page. Through the production of micro movies and other content, the efficient conversion of content and e-commerce can be realized. This innovative and interesting new scene has stimulated the curiosity of users and spread through reputation of social media, becoming a phenomenon-level scene marketing case.

(3) Use social media to stimulate secondary communication
Scene marketing affects target users, enabling them to obtain a unique user experience, generate goodwill, and even gain value recognition. On this basis, encouraging users to share and forward their own experiences and cases on social media can expand the influence of the brand, form a secondary communication, and acquire more target users at low cost[8]. The "closed loop" feature of scene marketing also requires that the influence of communication is not limited to core users. In many successful cases of scene marketing, social media has played an important role in detonating communication. Therefore, social media such as WeChat and Weibo are the most important boosters for scene marketing.
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