The Application of Multimedia Technology in Social Media Content Marketing

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Abstract. With the continuous discussion and dissemination of social media, the rapid growth of content marketing has begun to enter the public's vision. By generating new content and new topics, users and users have a resonance, which attracts attention and carries out content marketing. Starting from the characteristics of content marketing in social media, This article takes multimedia technology in social media content marketing as an example, and analyzes content marketing in social media from three aspects.

Keywords: Social Media, Content Marketing, Playful Social Intercourse, Multimedia Technology

1. Characteristics of content marketing in social media
Social media content marketing has many characteristics, as shown in figure 1.

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{figure1.png}
\caption{The characteristics of social media content marketing.}
\end{figure}

1.1. Social platform doubles the energy of marketing content
At present, marketing is no longer unilaterally disseminated by the media and passively accepted by users, but puts the user's feelings in the first place. By publishing the content that users like, it can attract users' attention and resonate with users, allowing users to spontaneously reproduce and disseminate the marketing content. At present, micro-blog is one of the most successful platforms for enterprises to carry out content marketing. In addition to making "content" more exciting, it also maximizes the value of communication through fission communication\textsuperscript{[1]}. 

1.2. It has better communication effect

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Social network has a large amount of user information, ignoring the content of infringing users' privacy, only the public user data has a large amount of valuable information. In addition to some surface information, such as work and age, data analysis is also carried out by collecting the content of users' interest, to judge user preferences, consumption habits, purchasing power and so on, so as to ensure that users' online and offline secondary dissemination goes smoothly[2].

In addition, the development of mobile internet has led to the increasing proportion of users using mobile terminals. Content marketing in social media is based on the characteristics of the audience in the process of promotion. It specially formulates suitable promotion strategies, maximizes the communication and marketing effects in the most effective way, which improves the conversion rate of marketing, and promotes the sales of products.

1.3. Increase the breadth and depth of brand communication effect
With the joint efforts of enterprises, media and users, the effect of product dissemination can be measured by breadth and depth. The breadth is mainly reflected in the number and scope of people who are in contact with content information. In terms of the communication breadth of content marketing, the industry often differentiates by content differences. For example, the breadth of microblog information dissemination is mainly reflected in the number of forwarding times and fans, and the breadth of marketing micro-film dissemination is mainly reflected in the broadcast volume and so on[3]. However, these standards have not been discussed by academia, but have been widely used in practice.

In addition to the breadth of communication, the effect of content marketing is also reflected in the depth of communication. But at present, the expression and evaluation form of communication depth is abstract, such as the operation theory of Netease Cloud, which uses the recommendation mechanism of growth hacker theory very well, and obtains users through viral marketing, fission growth and other ways, and achieves very good communication effect.

2. Trend of content marketing in social media
The development trend of social media content marketing is shown in Figure 2.

![Figure 2. The development trend of social media content marketing.](image)

2.1. Everyone is a "Drama queen"
With the promotion and empowerment of communication technology, social networks allow people to migrate real role-playing into the virtual space of the network, and people use social networks to shape their online lifestyle[4]. McLuhan, a famous Canadian scholar, argues that human beings can only
participate in communication and other social activities when they have some media technology. Through short video recording, expression and performance and other functions, users can share their short films on the social platform, show their real or ideal life, get the support and love of the audience, and resonate with the audience. Everyone can show themselves, express their opinions, shape their own image and show their lives on various social platforms, and everyone can become a "drama queen" on social networks.

2.2. Content management and integration
In recent years, people have gone through the process from information hunger to information overload. Content creativity has become the main core of social media, and the choice and production of content based on this media has also undergone a great change. With the same product advertisement, the same price budget, it is more direct and convenient for an enterprise or brand to use one idea for all target audiences than to choose ten different creative ways for different circles. From the choice of technology to KOL, to the expression of copywriting and offline practice, integration is the fundamental to promote sales promotion and user feedback[5].

With the arrival and steady development of the era of social media, as well as the diversification of information dissemination methods and content, how to make a scientific summary and systematic induction, so that users can find the content they want more conveniently and directly, how to convey product ideas directly and effectively, and how to integrate and manage content becomes very important.

2.3. Popular communication status
The emergence of operatic social interaction is one of the manifestations of online carnival. In the form of social media and content marketing, group members in society express their emotions and release their emotions around a unified theme with an ideal[6]. Freedom of expression is a group activity phenomenon of network media, which has strong social influence and impact. The virtuality of network communication provides an opportunity for the public to incarnate itself as a virtual image. The popularity of network communication in social media and the satisfaction of users' psychology make the network play an increasingly important role in people's lives. The enormous energy it produces attracts the public, which also makes the "drama-style social interaction" present a more and more widespread, popular and wide-ranging dissemination status quo.

3. Conclusion
Baidu and Google have established information search engines, while social media focus on building relationship recommendation engines. Information recommendation makes it easier to understand the effect of commercial advertisements, while relational recommendation engine makes it easier to measure the business impact of people's interaction. The social network environment is not to unilaterally sell and inculcate to users, but to analyze and link information between users and users through the social network platform, and the return of all marketing will eventually be human.

The content on the platform is the link that connects people's relationship. Not all content has public value, but the dissemination mechanism of social media platform can quickly filter out the content of public value from numerous information fragments. At present, the research on multimedia technology in social media content marketing is much slower academically than in practice.

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