

Research on The Marketing Model of Ancient Dolls in Ancient Western Regions Based on Wechat App

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Abstracts

With the advent of the mobile Internet era, more and more art enterprises, art institutions and artists have begun to use the wechat platform for marketing activities. Based on the theory of relationship marketing, this paper sorted out its constituent conditions, constituent elements, constitutive mechanism, marketing process and personality characteristics, and attempted to explore the optimization strategy of the relationship marketing model of art on the wechat platform by analyzing the operating status and defects of the relationship marketing model of art on the wechat platform. The emergence of wechat platform in the marketing focus, marketing drive and marketing methods for art relationship marketing mode has brought adjustment. Through research, it is found that the composition elements of the art relationship marketing mode on wechat platform include relationship, subject, product, platform and user, and its core is the development, development and maintenance of the relationship. The five elements are interrelated and influence each other to form a system with strong structure. It was concluded that The conclusion is that enterprises acquire users by focusing on individuals through wechat marketing matrix and financial media promotion. Under the user communication and training with content and brand tonality as the core, users' personalized perception of customized products and brand fit are formed, thus triggering word-of-mouth communication and user behaviors related to planning. Wechat marketing is an important marketing platform and tool in the new economic era. The huge user community and data information provide basic support for wechat marketing and provide important support for enterprises to win competition.

Keywords: Wechat; An action figure; Marketing model

Introduction

The Western Regions is the general term for the areas west of Yumen Pass and Yangguan after Han Dynasty. During the reign of Emperor Wudi of Han Dynasty, Zhang Qian went to the Western Regions as an envoy. During the reign of Emperor Xuandi of Han Dynasty, the Western Regions were protected (Hausmann A & Poellmann L, 2013 : 143- 161). In the Tang Dynasty, the two capitals of Anxi and Beiting were set up in the western Regions. Since then, the political, economic and cultural exchanges between the Central Plains and the Western

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Regions in the narrow sense have become increasingly close. It was not until the late 19th century that the name "Western Regions" was gradually abandoned and renamed "Xinjiang". Because of its convenient location in the center of the Asian continent, the ancient Silk Road connecting the East and the West connected the isolated oases. In the rocky history of the Western Regions, various ethnic groups have nurtured the splendid culture of the Western Regions through the exchange and integration of cultural communication.

In recent years, the confidence of the national culture is constantly improving, and the cultural industry is also developing rapidly. The concept of collection has gradually entered the hearts of the people(Fillis I,2014 : 9-21). According to statistics, the ancient style figures of the ancient Western Regions have always been the highest collection category; However, if it is in ancient times, the threshold of collection of ancient style figures in ancient Western regions is actually very high, and only high-end groups have the ability to set foot in the field. However, nowadays, people have more and more channels to obtain information and higher consumption power to obtain art products. Therefore, more and more people turn their attention to the ancient style figures of the Western regions as spiritual needs(ZHANG Leizhe,2021 : 13-14). As the most spiritual artistic expression products, the ancient style figures of the Western Regions have become the first choice of many collectors. The continuous positive trend of the market of the ancient Western Regions ancient style figures stimulated the enthusiasm of artists to create, and thus realized the sustainable development of the market.

There is also a deeper integration between the Internet and the art market. The online e-commerce model has already benefited everyone's daily life. Based on the popular Internet platform, the art e-commerce has lowered the threshold of art information, prompting the general public to consume the art(Pei Jianping, 2021 : 56-57).

In the book Principles of Network Marketing, American scholar Ward Hansen systematically introduced the profound changes brought by the network to marketing from the three aspects of online marketing structure, online marketing theme and implementation organization, revealed the basic principles of network marketing, elaborated the framework of network marketing and the specific implementation strategies of network marketing.

This paper takes Xinjiang doll as the representative of the ancient western regions of the ancient style doll, through the introduction of wechat platform Xinjiang doll relationship marketing model development characteristics, composition conditions, the existing defects and how to optimize the shortcomings of the strategy, so that the ancient western regions of the ancient style doll can occupy a place in the field of emerging Internet products, but also carry forward its art and culture.

Research Objectives

1. Analyze the market of ancient Western style action figures: understand the current market demand, competitive situation and consumer characteristics of ancient Western style action figures, so as to provide market background and basis for the development of relationship marketing model.

2. Explore the applicability of wechat APP as a marketing tool: study the functions and advantages of wechat APP in disseminating information, establishing doll brand image, promoting user communication, etc., and determine its application potential in the field of ancient Western regions ancient style doll.

3. Build a relationship marketing model: Based on the characteristics of wechat APP and user behavior habits, design and build a relationship marketing model suitable for the ancient western regions. Including but not limited to the formulation of accurate target customer groups, the use of social interaction functions to enhance user engagement, play the effect of word of mouth and other aspects of the strategy and measures.

4. Evaluate the effect of relationship marketing model: Through data analysis and user feedback, evaluate the effect and influence of the relationship marketing model based on wechat APP in the promotion of ancient Western regions. Focus on indicators such as brand awareness, user engagement, and sales growth to provide a basis for optimizing and improving marketing models.

5. Explore innovative marketing methods: Research the innovation points and highlights of the relationship marketing model of ancient Western style action figures based on wechat APP, including the introduction of virtual reality (VR), shared community, offline experience and other novel ways to enhance users' interest and participation in ancient Western style action figures.

Literature Review

(1) About art marketing

On the research of art marketing, foreign research started earlier and more mature. Art marketing was born from scholars' thinking and extension of the concept of "marketing". In 1967, the issue of cultural marketing was formally raised by the British academic community for the first time, and the concept of "marketing" was transplanted from the commercial field to the non-profit field of culture and art. Since then, the marketing in the field of art began to appear as a branch of marketing. At the beginning, art marketing was mainly applied to performing arts, in order to increase the number of audiences and achieve the purpose of revenue. In the 1990s, the theoretical logic of "art marketing" was formally formed in the field of art. Professor Philip Kotler, known as the "father of modern marketing", pointed out that cultural institutions also face the problem of marketing^[4]. From the current research results, the foreign research is relatively perfect, many scholars have launched a wide, in-depth and detailed discussion on the relevant issues of art marketing from different angles. Diggle K. Tigris believes that no matter in any link of art marketing, artists and artists' works are always the most important. He puts great emphasis on the contact between artists' works and consumers. In *GuidetoArtsMarketing*, he puts forward that "the most fundamental purpose of art marketing is to enable an appropriate number of people to communicate with artists in an appropriate way, and to achieve the best economic benefits in line with the expected goals of enterprises in the process." Diggle,k.1986.*Guideto Arts Marketing:The*

Principles and Practice of Marketing as They Apply to the Arts. London: Rhinegold.

According to Digres, cultural arts marketing focuses on distributing and disseminating works of art and obtaining the best financial returns. The ultimate goal is artistic pursuit, not economic benefit. Introduction to Art Market by Dr. Li Wankang and Art Market by Professor Zhang Liguo of the Central Academy of Fine Arts are among the few works close to the art market in China.

(2) wechat sales and marketing

Wechat was born in early 2011, so the research on wechat has only been more than five years since it was put into the market. At first, the emergence of wechat did not attract much attention in the academic community. Taking CNWS as an example, there were only 27 literatures on wechat in 2011. Since it was in the early stage of development, most of the literatures focused on the simple elaboration of social functions, and there was a shortage of theoretical and academic explanations. After the improvement and innovation of its functions, the number of research literatures related to wechat has increased significantly in 2012, and the research of all academic circles has become increasingly mature. The development momentum of wechat has become more and more vigorous, and some literatures have begun to appear in the academic circle to study the communication mechanism and influence of wechat by means of communication theory. By 2013, by searching the keyword "wechat" on CNKI, the number of publicly published documents reached 269, and the research perspective was not limited to communication theory, but gradually broadened to diversify the perspective. Of course, since wechat has been put into use for a short time, the research on wechat in China's academic circle is still in the initial stage, and its research prospects need to be developed with the enrichment and expansion of wechat functions. And the foreign research literature on wechat is even less.

Research Methodology

This paper uses literature review and case analysis to investigate the literature in related fields, understand the existing marketing models and strategies, and combine cases. Focus on the application experience of wechat APP in other industries and find out what can be used for reference.

Research Scope

The research scope of this paper covers the application of wechat APP in marketing, relationship marketing strategy design, data-driven personalized marketing, user experience and interaction design, etc.

1. Application of wechat APP in marketing: Study the application mode and effect of wechat APP in the marketing field of ancient Western regions. It includes the use of wechat public account, mini program, social communication and other functions, as well as the realization of brand promotion, customer relationship management and sales channel expansion through wechat APP to achieve marketing goals.

2. Relationship marketing strategy design: Explore the relationship marketing strategy applicable to the ancient Western region antique doll industry. Study how to establish and maintain a solid relationship with consumers, improve consumer loyalty and word-of-mouth communication effect. According to the characteristics of wechat APP, design a

specific and effective relationship marketing plan.

3. Data-driven personalized marketing: Research on personalized marketing methods based on wechat APP data. Through the analysis and mining of consumer behavior data, we can understand consumers' interests, preferences and purchasing habits, and implement strategies such as precise targeted advertising and personalized recommendation to improve marketing effects.

4. User experience and interaction design: Study how to improve user experience and interaction through wechat APP. Consider the presentation of the brand image of the ancient Western regions, the design of social interaction functions, the creativity of user participation activities, etc., to provide a pleasant user experience and enhance user stickiness and participation.

Research Results

(1) Online art auction and art e-commerce laid the foundation for the germination of the art relationship marketing model on the wechat platform long before the emergence of wechat software. With the continuous improvement of the functions of the wechat platform, the development of the art relationship marketing model has entered the promotion stage. The emergence of wechat platform in the marketing focus, marketing drive and marketing methods for art relationship marketing mode has brought adjustment.

(2) The composition conditions of the art relationship marketing mode on wechat platform include strong platform support, large-scale user groups and professional marketing subjects. The model consists of relationship, subject, product, platform and user, and its core is the development, development and maintenance of relationship.

(3) There are three main modes of art relationship marketing on wechat platform, namely public account marketing, personal wechat marketing and wechat group chat marketing. In the wechat public account, its marketing process is divided into four stages: attraction, drainage, transformation and internalization. In individual wechat marketing, its marketing process is divided into exploration, familiarity, transformation and evaluation of four stages; In wechat group chat marketing, its marketing process is divided into four stages: focus, share, transformation and check. With a strong sense of user experience, easy to build a brand, low marketing cost, marketing coverage, etc.

(4) There are certain defects in the art relationship marketing model of wechat platform, both in the marketing model itself and in the marketing process, which limits the maximization of the marketing effect and has a negative impact on the development of the marketing model. Specifically, the wechat platform art relationship marketing model has such defects as poor relationship construction mechanism, easy interference of users' cognition and great risks in the transaction process. The causes of these defects include objective restriction of wechat platform, jumble and disorder of marketing content and laws and regulations to be improved.

Discussion

Development characteristics of the marketing model of ancient Western Region doll relationship on wechat platform

In the development process of Xinjiang doll relationship marketing model on wechat platform, it has shown significant differences with traditional marketing model and other works of art wechat marketing model in marketing focus, marketing drive and marketing methods.

1. Marketing focus from content to relationship

In the traditional art marketing mode, marketing content is the carrier of marketing activities based on the art combined with user needs and characteristics, so it is usually the focus and core of the whole marketing process. However, even if these artworks use wechat platform for marketing, the development mode is still in the stage of copying the information of artworks and then simply passing it to users, and they do not realize the importance and key role of the relationship with users in the whole marketing process(Kuang Xiaoyan, Chen Yajie, Qian Linjiao, 2015 : 68-69). Therefore, users will not be very active and involved in this marketing process. This affects the maximization of marketing effect.

In the Xinjiang doll relationship marketing mode of wechat platform, wechat platform not only undertakes the release of marketing content and information transmission and other functions, more importantly, the marketing subject maintains a stable communication with users through wechat platform, so as to build a relationship with users; At the same time, with the help of users' social network on wechat platform, it expands the influence of marketing, which directly relates the focus and core of the whole marketing process to the relationship between users and users. In addition, with the help of wechat, the participation threshold of users is effectively lowered, the enthusiasm of users is enhanced, and the marketing effect is expanded.

2. Marketing drive from creativity to technology

Whether it is the traditional art marketing mode or the wechat platform Xinjiang doll relationship marketing mode, the development of marketing activities is one of the indispensable links. However, in the traditional art marketing mode, whether marketing activities can get user participation mainly depends on the creativity of marketing content. It can be said that creativity drives marketing activities. How to make marketing activities in line with users' preferences and welcomed by users is an important work of traditional art marketing activities. In addition, traditional art marketing activities, such as exhibitions and appreciation meetings, are restricted by objective conditions to some extent.

In the Xinjiang doll relationship marketing mode of wechat platform, although the creativity of marketing activities is still emphasized, the objective restriction of marketing activities by technical conditions is obviously reduced. Marketing activities can be carried out anytime and anywhere through wechat public account or group chat. At the same time, it also simplifies the barriers to user participation, enabling users to participate anytime and anywhere, and enhancing the enthusiasm of users(Yan Gang, 2022 :9). At the same time, the strengthening of technical means also makes the form of Xinjiang doll wechat marketing activities more rich and vivid, such as H5, VR and other new means, can enhance the user's sense of experience, better attract users to participate in it.

3. Marketing methods from single to multiple

In the traditional art marketing mode, the marketing subject promotes and promotes the art through traditional media or interpersonal communication, but the effect and coverage of such marketing are limited, often concentrated in a small range of user groups or user groups in the same area, and requires the marketing subject to invest a lot of human and material costs. In addition, the lack of linkage between different marketing methods leads to a single marketing method can not produce collaborative effect, which limits the influence of marketing activities.

In the art relationship marketing mode of the wechat platform, there are three marketing methods: wechat public account, wechat group chat and personal wechat. The three methods have their own characteristics and advantages in the marketing process (PENG Hongxuan, 2017 : 97). The comprehensive use of the three methods can realize the reasonable allocation of resources and achieve the complementary effect. Effectively reduce marketing costs, so as to maximize the effect of marketing.

Composition conditions of the marketing model of the ancient Western Region doll relationship on wechat platform

Wechat platform art relationship marketing mode needs to have a strong platform support, large-scale user groups and professional marketing subjects, the three are a closely related whole, is the composition of the wechat platform art relationship marketing mode.

1. Strong platform support

Wechat software, with its efficient and convenient means of information transmission, precise positioning of information audiences and diverse ways of information presentation, is increasingly welcomed by marketing subjects, and has realized the transformation from mobile phone software to social media and marketing platform. A considerable part of art marketing is completed through the wechat platform, the role and status of the wechat platform in art marketing is also increasingly prominent, as a marketing platform of the advantages of wechat software is also obvious.

Wechat software as a marketing platform, whether for marketing subjects or marketing objects, its marketing costs compared with traditional marketing platforms have been greatly reduced. The use of wechat software itself is free, whether to register and use the public account, or to build group chat, send circle of friends, will not charge fees (MA Yifei, 2020 : 9). Every individual can use a QQ number to create their own wechat public number, and on the wechat platform to achieve and specific groups of text, pictures, voice all-round communication, interaction, marketing economic cost and time cost is low.

Compared with a single traditional marketing platform, wechat platform information presentation is more diversified, in addition to the public account, personal wechat and wechat group chat, there are shake, drift bottle, nearby people, two-dimensional code and other marketing methods. In addition, text, pictures, video, animation and other multimedia combination of content forms can narrow the distance with users, make marketing activities more lively and interesting, more conducive to the development of marketing activities. At the same time, users have a high degree of freedom when using wechat, and can freely choose whether to receive information or not. By limiting the number of messages pushed by wechat public accounts on a daily basis, users have a larger choice space.

2. Large-scale user groups

Influenced by the Internet marketing environment and social and economic environment, the art user group ushered in a relatively superior investment opportunity. From the perspective of users, young consumers in the art industry have gradually entered the market, gradually transitioning from the "post-50" and "post-60" generation to the "post-70" and "post-80" generation, and even appearing many "post-90" users to participate in auctions and transactions. Young users pay attention to personality, the pursuit of quality, do not follow the crowd, like to be unique, is the love of art, the pursuit of high-quality life of the art lovers group. Young users' love for original art and demand for diversification of investment risks make low-price artworks gradually become the mainstream products of wechat marketing, and also promote the enthusiasm of artists to create. Their participation injects more fresh blood and original power into the art industry.

The formation of large-scale user groups is also due to the wechat platform can meet the value needs of users, experience needs and other personalized requirements. Users can meet the value needs through wechat public accounts, that is, the value generated after receiving marketing services sustained influence and rights and interests. For example, registering as a member of art institutions or art enterprises gives users the right to participate in marketing activities and receive marketing information in advance. Users can according to their own appreciation, collection and consumption needs, through the hyperlink provided by the public accounts, Enter the corresponding page, choose and trade the art, similar to the value of the marketing service generated after the continuous influence and the rights and interests, can enable users to be respected and participate in the sense of responsibility, is conducive to consolidating the relationship between the subject and object of marketing(ZHENG Siyuan, 2018 : 76). Wechat group chat marketing can meet the experience needs of users, that is, the degree of pleasure and satisfaction experienced by users when they accept their services or activities in group chat. Personal wechat marketing can better meet the characteristics of users, that is, users' needs for certain characteristics of artworks or services recommended by marketing subjects, including the age, style, integrity, uniqueness and artists of artworks. For example, marketing subjects recommend artworks to individual users, based on the understanding of users' preferences and economic capacity in the field of artworks and other personal information, The key to attract users is to accurately position users and promote works of art to users.

3. Professional marketing subjects

From the perspective of the main body, art institutions, art enterprises and artists are the key factors to carry out art wechat marketing. Professional marketing subjects are not only conducive to the construction of relationships, but also conducive to the development of marketing activities and the expansion of marketing effects.

Works of art wechat public account marketing subject usually must have the following qualities: good at using the latest user information collection, analysis and organization technology, at the same time master the communication skills with users, in the subtle marketing process to maintain a stable contact with users, the user flow to the public account or related websites; Have a high ability of new media application, understand and master the basic skills of using wechat public account, flexible arrangement and organization of marketing content, through the content to close the relationship with users; With unique brand awareness and keen product insight, he is good at discovering and updating information about artworks. By actively attracting users' attention, he maximizes the transmission of

cultural connotation and aesthetic orientation of artworks and artists to enhance users' attention and user stickiness. Have a deep knowledge of art, but also have enough industry experience, supplemented by communication and psychology and other basic knowledge.

The marketing subject of personal wechat marketing is usually artists or art brokers, which requires them to have a unique artistic aesthetic and art creation, collection ability, to provide individual users with proprietary artworks, improve the user's dependence on the relationship; With good professional ethics, to provide users with safe and efficient trading experience, reduce users' trading costs; Proficient in the use of wechat platform, flexible use of various forms of relationship marketing; Considerate service attitude, quickly establish a good relationship with users, timely follow up user feedback, build different relationship criteria with different users, improve users' trust in the relationship.

Defects of the marketing model of the ancient Western Regions doll relationship on wechat platform

The reasons leading to the above defects in the art relationship marketing mode of wechat platform include the objective conditions of the wechat platform itself and the jumble and disorder of the marketing content to be improved.

1.Objective restrictions on wechat platform

In terms of wechat public accounts, there are two main reasons for low user interaction participation: first, there is no recognized classification and ranking of public accounts list system, which is not conducive to users to pay attention to a public account. Because it requires users to search and find, or by forwarding messages to expand user coverage, and Weibo this highly diffuse platform, the public number in the promotion is not very obvious advantages, wechat itself is lack of open, widely spread way, usually wechat marketing can only be released by advertising leaflets, blogs, Weibo two-dimensional code, etc., Let users scan to pay attention to their own, this way makes the promotion effect of enterprises or personal brands greatly reduced; Secondly, because art is relatively a niche field, it has certain requirements on users' artistic aesthetics and economic ability. Although more and more young users are attracted to the field of art, the mainstream consumer group in the field of art is still the middle-aged and elderly group, and this group is far less familiar with wechat than the young group. The acceptance of wechat marketing is also relatively low.

In terms of personal wechat marketing and group chat marketing, the number of group chat users is limited to 500. At the same time, in order to avoid harassment brought by malicious accounts to group chat and better protect information security, wechat sets screening criteria for group chat users exceeding a certain limit: if more than 40 users are invited, the invitation of the group master needs the consent of the invitee. If there are more than 100 participants, the invitee also needs to complete real-name verification by binding bank card before accepting the invitation. At the same time, the invitee can exit the group chat at any time after entering the group chat. At present, personal wechat can only add 5000 friends at most (excluding the number of groups and public accounts), more than 5000 friends of personal wechat users in the circle of friends published marketing content can only be randomly displayed in the circle of friends of 5000 friends at most. While this is sufficient to meet daily needs, it is far from sufficient to maintain deep interactions with multiple users and maximize marketing effectiveness. Subjectively speaking, if the marketing subject adopts the

wrong marketing strategy, the marketing effect will be weakened. Because the art of personal or group chat marketing inevitably needs to include the art of pictures and a large number of text introduction, and wechat background is given the limit is: the circle of friends can send a maximum of 6 lines of text information (about 114 words), beyond this limit will be folded and displayed, with pictures if the message is copied, more than 5 lines of text will be folded into the title display. Simple presentation changes can dramatically reduce marketing arrival rates (WANG Jiajin, 2019 : 87). At the same time, such as in the moments, group chat "brush the screen" and other forms not only can not serve the marketing campaign well, more likely to deepen the potential users in the heart of the aversion degree, counterproductive.

2. Miscellaneous and disorderly marketing content

The use of social media accelerates the process of information fragmentation, and the disorderly push of a large amount of marketing content is one of the reasons for the interference of users' cognition. Take the wechat public account as an example. Due to the information flow presentation setting of the wechat public account platform, the content in the marketing process of the public account is strong in the current period. With the constant update of marketing content, the message pushed before will be pushed forward. If users have the habit of clearing the wechat chat list, they need to read the previous push content in the column of "view history message" in the main page of the public account, especially the subscription number can be pushed once a day, and can be combined to push. Information jumble will greatly reduce the influence of a single marketing content, the lack of content system will also make users can not complete the system to receive marketing content. Take the subscription account of "Artron.com" as an example, its average daily push messages are 4-5, and the average word count of each message is about 2000, which means that in an ideal state, users will receive about 10,000 words of information every day by following this public account, which causes certain pressure for users virtually. From a realistic point of view, The number of public accounts that almost every user pays attention to is above this, so the arrival rate of push articles is also a problem. The marketing content is jumbled and disorderly, which not only increases the user's receiving pressure, but also reduces the marketing efficiency (Jiang Xin, 2019 : 6). In addition, the imperfect internal communication mechanism of the public platform will also lead to the interference of users' cognition, and the lack of clear access mechanism and speech mechanism will also lead to the sense of confusion when users receive information.

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| Objective restrictions on the wechat platform | <ol style="list-style-type: none">1. There is no recognized public account listing system for classification and ranking2. Target customers' acceptance of wechat marketing is relatively low3. Limit the number of group chat users4. The number of text messages in the moments is limited |
| Miscellaneous and disorderly marketing content | <ol style="list-style-type: none">1. There is too much content pushed by the subscription number, and user information screening is difficult2. Low delivery rate of articles3. The internal communication mechanism of the public platform is not perfect <p>There is no clear access mechanism and speech mechanism</p> |

Recommendations

In the above article, the author analyzes the defects and causes of the relationship marketing mode of artwork on wechat platform. In view of the above analysis of the defects, the following combined with relevant theories to create a normal interaction mechanism and build marketing content system optimization strategy.

1. Build a normal interaction mechanism

Although different marketing subjects use wechat for art marketing purposes are not the same, but there is a common purpose, that is to maximize the marketing effect, which requires marketing coverage, popularity of marketing content, marketing activities influence strength can be improved, but also requires to strengthen communication between users, from both sides of the transaction into friends or even partners. A good interaction and communication mechanism is an important way for users to create trust, reach a relationship, build a brand and create marketing value. Interaction is the process from understanding to familiarity between people. As an instant chat tool of mobile terminals, it is completely possible to build a normal interaction mechanism.

(1) Optimize customer information management

In terms of public accounts, attention should be paid to the first step from the beginning of the marketing campaign -- the push message, through the title, headline cover and summary to attract users to click and read. Wechat public accounts also support push voice messages. One-minute voice messages can show a vivid image that text cannot express, which is more appealing. Voice messages are also more attractive to users, and the click rate is obviously higher than that of graphic messages. Video messaging, on the other hand, is a more intuitive way of presenting content, allowing users to understand the message more clearly. The combination of text, text, voice and video makes the content more attractive and appealing. At the same time, according to user habits to determine the push time, committed to let more users see.

At the same time, the establishment of Customer Relationship Management (CRM) system is also crucial. The concept of user relationship management was first introduced by Gartner Group in 1999. Reiny Iriana defines it as: In order to improve core competitiveness, an enterprise uses corresponding information technology and Internet technology to coordinate the interaction between the enterprise and customers in sales, marketing and service, so as to improve its management mode and provide users with innovative and personalized user interaction and service. The ultimate goal is to attract new users, retain old ones and convert existing ones to loyal ones to increase market share. The purpose of user relationship management is: to meet the special needs of each user, to establish contact with each user, through the contact with users to understand the different needs of users, and on this basis to provide one-to-one personalized services.

(2) Finely customize user requirements

For the marketing of wechat public accounts, the first is the management of user information. Public accounts can establish user information files by obtaining user basic information interface, obtain user location by obtaining user geographical location interface, establish location track management, and record users' attention time and unattention time by following subscription events and unfollowing events. The second is the service management, to strengthen the input to the user call center module.

There are three forms of automatic reply to the public number: one is to be added automatic reply, that is, when the user pays attention to the public number, he can receive such as "Welcome you to pay attention to Artron art network! The perspective determines the point of view, the profession comes from the data, the first art portal. Show you a different and wonderful art world every day!" Welcome message, users can understand and use the public number; The second is automatic message reply, that is, when the user sends a message to the background in the public number, the public number will reply such as "hello, I am Archangjun, thank you for your attention, any questions please leave a message" reply information; The third is the keyword automatic reply, which is the core function of the wechat public number reply message, to constantly update the "keyword" thesauri according to the actual situation, to try to put the common or user frequently asked questions answer through the keyword triggered form, set up the automatic reply in advance. When a user asks a question, even if they know it's an automatic reply, it still solves their information needs and problems.

In addition, the public account can also provide manual replies, and a comment section can be set up below the push message. Users' comments can also be replied through the screening and display of comments. For the public account with full-time customer service staff, it needs to be equipped with a multi-customer service system. The customer service functions can be classified according to the needs of users, which can effectively improve the efficiency of problem solving. In this case, users can choose the field of information they want or specific customer service staff according to the page of the public account. The system can remember the user's choice, and when the user consults again, it can directly match the previous customer service staff, reducing the time cost of both parties.

2. Build marketing content system

As a social behavior and practice, reading has dual attributes: individual independent reading experience and sharing experience based on community interaction. At present, wechat public account users have formed a new mode of mobile reading with content as the core, social relationship as the link, and focus on sharing and interaction, namely the so-called

social reading, and have formed a certain dependence on social reading. According to statistics, more than 60% of users have forwarded articles to the moments of friends, shared to friends and "like" behavior, which also requires the marketing content to be attractive enough for users to build a content system.

(1) Create marketing Matrix

Marketing content should keep up with the trend, the art industry should have an accurate grasp, at the same time to do original, exclusive, highlight their own content characteristics. The marketing subject can build a marketing matrix by constructing multiple public accounts, which is also the practice of many large art institutions at present. When registering the wechat public account, choose to register the service number and subscription number at the same time to integrate multiple accounts to improve the marketing effect, so that the service number reflects the value of user subscription, so that the subscription number to maintain the promotion frequency. The role played by the subscription number is "new", the role played by the service number is "guest", through the combination of the function of the subscription number and the service number to achieve the best marketing effect. The marketing content pushed by different public accounts is subdivided again, so as to improve the content matching degree as far as possible to meet the individual needs of users. The Artron.net subscription account keeps up with the latest art trends, exhibitions and other industry developments through a number of sub-sections, such as Artron.net Articles, Artron.net Personalities, Artron.net Columns and Artron.net Interviews, which include brief interviews with recent representatives or artists in the field of art. At the same time, art critics will be "invited", in addition to "Artronatlas", "Artron.com", "Artron.com", "Artron.com", "Artron.com", "Artron.com", "Artron.com", "Artron.com", "Artron.com", "Artron.com" and other content sections, committed to providing users with exclusive and original content system complete information, with unique content to improve users' click rate and attention.

(2) Make good use of the guiding role of opinion leaders

There is also a need to make good use of opinion leaders in public Spaces. Opinion leaders refer to "active elements" who often provide information, opinions and comments for others and exert influence on others in interpersonal communication networks. They are mediators or filters in the formation process of mass communication effects. Opinion leaders transmit information to the audience, forming a two-level communication of information diffusion. In wechat marketing, opinion leaders play a pivotal role. Taking wechat group chat as an example, opinion leaders are conducive to regulating the complex relationships within the group chat, maintaining the order within the group chat, maintaining the stability of the group chat, and promoting the development of internal activities and healthy development of the group chat. In addition, opinion leaders may also influence the purchasing behaviors of individual members in group chat, but wechat group chat emphasizes "more of the same but little of the difference", that is, internal members of group chat not only maintain the same or similar views and opinions on some general issues by "seeking common ground", but also allow "differences" to maintain individual independence at the specific level. Externally, a good opinion leader can effectively expand the influence and popularity of group chat, attract more potential users to join the group chat and expand the coverage of marketing. Based on the needs of the above two roles, the opinion leaders in group chat are usually assumed by art brokers, artists or art researchers at the present stage. However, since they are not professionals proficient in marketing and social communication, their functions as opinion leaders are limited to a certain extent. It is necessary to look for inter-disciplinary talents who

not only understand the knowledge related to artworks, but also master the skills related to social media marketing, especially wechat marketing, to play the role of opinion leaders and better serve the marketing activities through the construction of the content system.

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