

Research on the Operation Status and Development Strategy of Wechat Public Account

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Abstract:

With the continuous development and progress of global science and technology, the demand of users is increasing, and Wechat, as an important information exchange platform, plays an indispensable role in daily communication and communication. The Wechat public account, one of its main functions, plays a major advantage in disseminating information and providing facilitation services. However, how to create a fair public account environment so that each content production subject achieves satisfactory communication effects needs to be further studied. This paper studies the operation status and development strategy of Wechat public accounts. By searching and reading relevant materials and literature, it comprehensively analyzes the content production characteristics of different types of Wechat public accounts and finds that the development of science and technology and the needs of users are the main factors that promote the rapid development of Wechat public accounts. It is characterized by diversity of content and subject, fragmentation of content production, low publicity cost and high communication efficiency, accurate positioning of users, and secondary transmission. However, there are still many problems in the operation of Wechat public accounts, such as insufficient attention from content producers, homogeneity and vulgar content, irregular time of content release, fan conversion rate, and insufficient user loyalty. Content producers can win better communication effects by releasing high-quality content, enhancing user loyalty, expanding the dissemination scope by secondary communication, and using Wechat public accounts for product marketing in multiple ways.

Keywords: Wechat public account; communication; content producer.

1. Introduction

With the widespread popularity and application of social media, especially the continuous expansion of Wechat users, Wechat has become the most popular social platform and has evolved into an important link connecting content with readers and transmitting information [1]. However, the increasingly fierce platform competition and the continuous evolution of user need to make the effectiveness of the operation and promotion strategy of Wechat public account, one of the commonly used functions of Wechat, particularly critical [2]. This study focuses on the operation and dissemination of Wechat public accounts, which has certain guiding significance for both content producers to achieve effective content dissemination and users' use. This study mainly focuses on the reasons for the development of Wechat public accounts, the characteristics, and advantages of Wechat public accounts, operation status, and development strategies, explores the status quo of Wechat public accounts, and gives guiding suggestions. The article uses literature analysis method to search and

read relevant materials and literatures. The advantage of this method is that it can well synthesize the characteristics of different types of Wechat public and carry out comprehensive and detailed analysis, which is conducive to the research. The ultimate goal of this research is to better promote the development of Wechat public accounts, make all content producers compete fairly, achieve ideal and effective content dissemination and service, and better meet user needs. In order to achieve the goal, the following analysis is carried out.

2. Reasons for the Rapid Development of Wechat Public Accounts

As a communication software of Tencent, Wechat has developed into a communication tool with the largest number of users and the largest frequency in the world [3]. Wechat public account, as one of the main functions of Wechat, affects all aspects of people's lives. The rapid development of Wechat public accounts is inseparable from the comprehensive effect of many factors.

The development of social economy and technology is an

important driving force. With the development of the social economy, people's material life is gradually rich. The emergence and popularity of smartphones not only improve the efficiency and quality of information exchange but also enhance users' sense of experience [3]. The popularization of the Internet is undoubtedly one of the key factors for the rapid development of Wechat public accounts [4]. In recent years, the state attaches great importance to infrastructure construction and software research and development such as network communication. The emergence of the mobile Internet platform is supported by solid technology [4].

The demand for users is also an important reason for the rapid development of Wechat public accounts. At the beginning of its existence, Wechat provided free SMS and call services [4]. Later, with the maturity of technology and the gradual improvement of functions, it attracted more and more users. As a communication software, Wechat not only provides users with convenient and fast information exchange but also meets the personalized needs of users. Users can choose the appropriate public number content to read according to their preferences and needs. Wechat public accounts push personalized content to users through background analysis to meet the information needs of different groups [3].

3. The Characteristics and Advantages of Wechat Public Accounts

The content and subject of communication are diverse. Wechat public accounts are divided into subscription numbers, service numbers and enterprise numbers according to their communication functions [4]. The subscription number is mainly used by the government or the media or other organizations to transmit information, so that the audience can obtain information in a timely and efficient manner. The service number is mainly used for the inquiry or management of wechat online business, which improves the efficiency of inquiry and management. Enterprise number is mainly used for online office of enterprises, which also makes office efficient and fast. According to the main body of content production, wechat public accounts can be divided into government public accounts, media public accounts, enterprise public accounts and human public accounts [3]. Most of the content production subjects of government public accounts are government departments, and the content is generally based on the issues around the people's concern, so as to better serve the people. Most of the media public accounts are large and authoritative news media, and the hot news content is pushed to the audience through the wechat public account, which is convenient for the audience to watch on the mo-

bile phone [4]. Corporate public accounts and individual public accounts are similar in content production: both recommend their own goods or services by expanding the viewing volume and attracting many fans, so as to better serve the company or personal income [3]. It is just that the content producer of the enterprise public number represents an enterprise group, and the human public number participates in the content production by an individual as a unit.

Content production is fragmented. The content production of wechat public accounts reflects the characteristics of „fragmentation“, mainly from the three aspects of „short“, „flat“ and „fast“. „Short“ is mainly because the content of the wechat public account is some news information, product publicity and promotion, and the content is relatively brief and refined, which is convenient for users to read quickly. There is no lack of public accounts dedicated to promoting long-form articles, but articles with such content generally have a fixed reading group (such as scholars with knowledge and culture, experts in specific fields, etc.). So it is slightly limited in terms of widespread use. „flat“ reflects the content of the wechat public account is generally true, objective and fair. „Fast“ reflects both the speed of content production and dissemination and the rapid reading of the audience.

Low publicity cost and high communication efficiency. For some enterprises or individuals if they want to use the wechat public account to sell products, they only need to register their account and do not need to pay other advertising fees. Compared with traditional media such as newspapers and television, it is necessary to pay a large amount of advertising costs to insert advertisements in the content [5]. Nowadays, with the continuous development of information technology, emerging media such as wechat can be well integrated with mobile terminals, thus breaking the limitation of time and space and realizing the efficient and extensive dissemination of content. Through the analysis of relevant data of wechat platform, it can be seen that its heavy users account for almost a quarter of the total audience of wechat, about 190 million people [6]. It is not difficult to find that product communication and promotion through wechat public accounts can obtain better communication effects in a low-cost way.

Precise positioning of users improves the quality of publicity. Wechat public accounts judge users' preferences and needs through data analysis so that they can better produce products that meet users' expectations. The push content of the wechat public account is attached with the functions of liking, attention, comments, forwarding, and so on. You can click the push content you like, pay attention to the content production subjects you like, and pay close attention to the product information dynamics.

Once users find themselves using the product and continue to pay attention to the news of the public number, users will gradually establish an emotional connection with the brand, and also increase the user loyalty of the brand. Users' praise and forwarding of products also promote product publicity.

Secondary transmission to expand the scope of transmission. Wechat public platform can realize both point-to-point interpersonal communication of information and one-to-many communication of push information. When the user is satisfied with or interested in the content pushed by the wechat public account, the user can choose to forward and share it with friends who are likely to be equally interested and likely to benefit from it through personal wechat or wechat circle of friends or wechat group chat, to achieve secondary transmission. When friends browse the content of the shared wechat public account, if they are forwarded and shared after browsing, they can achieve the third transmission of information, further expanding the scope of transmission, so that the wechat public number that pushes the content is known by more people. Such progressive forwarding has attracted a huge number of users to wechat public accounts [7].

4. The Operation Status of Wechat Public Accounts

Although wechat public accounts have huge communication advantages, due to its low entry threshold and lax market supervision, the quality and professional level of the customers is uneven, which disrupts the market development of wechat public accounts [8].

First, not enough attention has been paid to content producers. Many enterprises use wechat public accounts to promote enterprises and products, but enterprise managers pay less attention to the marketing and publicity of public accounts [5]. Focusing on physical marketing but ignoring the huge benefits of mobile marketing. The level of staff engaged in the content production of wechat public accounts will also have a huge impact on the communication effect of wechat public accounts. A good public account needs originality, interest, and interactivity. But now most of the public accounts seem a bit boring, or some blunt advertising promotion. The operations team can present excellent content through a combination of art, marketing, psychology, computer, copywriting, and other skills [9]. However, this part of the talent is often ignored by the enterprise organization. The ambiguity of content production target positioning of wechat public accounts is also a problem faced by many public numbers. Many public accounts blindly follow the trend without making clear their content characteristics and communication goals [9].

Resulting in scattered content of poor quality, and low dissemination effect. Operators should have a clear plan for the content production of public accounts, so that every piece of content serves the brand and users, and step by step enhances the influence of the product.

Secondly, the phenomenon of homogeneity and vulgar content appears. Due to the lack of attention to the producers of public accounts, the awareness of content production rights protection of public accounts is weak, and the network supervision needs to be further improved. Public accounts are prone to large-scale plagiarism. Plagiarism and consistency drive up the cost of innovation. Moreover, relevant information such as user needs cannot be accurately obtained, which weakens the communication quality [2]. Due to the low entry threshold of wechat public accounts, some producers use all means to obtain wide dissemination, publishing vulgar content such as violence and pornography publishing inflammatory remarks, or directly inserting relevant advertisements to affect users' reading experience and hinder the network environment of fair competition [9].

Third, the content release time is irregular. The time and frequency of the release of the content of the wechat public account is a test for the content producers. If the content is published when the user receives a large amount of information, the content will be overwhelmed by other information and the user will not be able to watch it [7]. If the content of wechat public account is published too frequently, it will disturb users, and the high quality of each content is not easy to reflect. If the release frequency is too low, it cannot reflect the due value of the product, resulting in the reduction of user activity, user loyalty, and product publicity effect [5]. These problems are reflected in various types of wechat public accounts.

The conversion rate of fans is low, and user loyalty needs to be improved. Some enterprises will accumulate a large number of users by some means at the beginning of their establishment, such as wechat public number content forwarding circle of friends can participate in the lottery or pay attention to the company's wechat public number can receive prizes. Such a practice will lead to the low quality and activeness of fans, and the reading amount of articles is not equal to the number of fans, and even the reading amount of some articles is only 1/10 of the number of fans [8]. Some people will cancel their attention after the event, and users who do not cancel their attention may think that this public number is mainly to promote product advertisements and lose their interest in reading this public number, which is not conducive to the establishment of user loyalty. To win back user loyalty and widespread dissemination effect also need to work hard in content production and distribution.

5. The Optimization Strategy

Win wide dissemination with high-quality content. Quality content is the key to the success of wechat public account content producers [10]. If a wechat public account wants to have a sustained, stable, and extensive communication power, it must first have a clear brand positioning. Producers need to consider what kind of content the public account will produce, what type of groups it will serve, and what kind of communication effect evaluation (what impact it will have on the brand). Improving the professionalism of content production personnel helps to improve the quality of content production. Taking People's Daily as an example, People's Daily has a detailed division of labor for the content production of wechat public accounts: copywriting, data analysis, and transmission, and content feedback have formed a systematic operation mechanism. Through this scientific application mode and reasonable management mechanism, the steady operation and wide dissemination of the public account are guaranteed [4].

Enhance user loyalty, and use secondary communication to expand the scope of communication. Wechat public accounts can use functions such as comments to collect users' evaluations of products and produce products that better meet users' needs. Timely responses to user comments can enhance communication with users, enhance user trust, and gradually increase user loyalty to the product. A good grasp of the push time can also effectively improve user loyalty. This requires relevant personnel to understand the browsing rules of users, select the appropriate push time, and ensure that the reading habits of users are satisfied [9]. For example, by analyzing the fragmented reading time and shallow reading time of different groups, multiple topics such as „news morning bus“, „night reading“ and „after-dinner chat“ are set up [9]. In addition, many public accounts choose to release at fixed times every week and month to establish a stable rhythm of content release, help users develop watching habits, know when to expect new content, and improve user participation and interaction [6].

In the process of reading a long article, users will associate the situation of the article, and after resonating with the article, they will forward the article, which will cause a rapid spread like a virus. For example, the content form of the „One person listen“ public account is mainly audio and text, based on their own perception from life as the theme, the language is easy to understand, which has triggered the resonance of the „90“ readers, the reading volume of each article has reached „100,000 +“, and people with common life experience will forward the article because of the same feeling [8].

Use wechat public account for product marketing in multiple ways. The wechat public account has the characteristics of low publicity cost and high communication efficiency for product marketing and promotion. For example, the offline physical store brand carries out product promotion activities, and the activity notification is carried out through the enterprise wechat public account. For another example, once a new product is launched, the product content will be publicized in the form of public accounts, and the influence of the product will be enhanced by collecting customer praise and obtaining better marketing volume. There are also many wechat public accounts by produce high-quality content, win a certain number of loyal users, the use online shopping technology to sell products to obtain considerable profits.

6. Conclusion

This research finds that the development of science and technology and the needs of users are the main factors that promote the rapid development of Wechat public accounts. Wechat public accounts are characterized by the diversity of content and subjects, fragmentation of content production, low publicity cost and high communication efficiency, accurate positioning of users to improve the quality of communication, and expansion of communication scope through secondary communication. However, there are still many problems in the operation of Wechat public accounts, such as insufficient attention from content producers, homogeneity and vulgar content, irregular time of content release, fan conversion rate, and insufficient user loyalty. Therefore, the further development suggestions are to win better communication effect through high-quality content, enhance user loyalty, expand the dissemination scope through secondary communication, and use Wechat public accounts for product marketing in multiple ways. This study provides a lot of valuable reference significance for future research in this direction, which mainly affects the content producers of Wechat public accounts. Future research should focus more on in-depth exploration in the direction of user data analysis and privacy protection.

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