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商业性微博公关活动研究

The Studies of Commercial Microblogging Public Relations Activities

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关键词:

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摘要:

在这个信息高速传播的时代,“织围脖”已经成了一个流行词语,微博的发展渐渐有超过即时通讯工具和传统的SNS社交网站的趋势。自2006年微博的创始twitter产生后,我国内地的微博就有了20多家。新浪等微博巨头占据了微博市场绝大多数份额,从而也引发了其余网站的争夺之势。微博是一种前所未有的媒体传播方式,微博的传播速度是裂变型甚至病毒式的,这超过了其他传统媒体传播方式的效果。众多企业也开始考虑利用微博为自己的产品市场开拓新的道路。在我国内地,已经有包括VANCL、戴尔、欧莱雅、杜蕾斯等企业在新浪微博的平台开始尝试开展微博公关活动及市场营销策略,以此来提升品牌影响力,扩大产品知名度,并做到与消费者零距离沟通。在这个快速发展的“微博时代”,对于企业来说,寻找的不仅是表面上的繁荣,更是可以开拓的蓝海。

At the age of high-speed information transmission, "woven collar" has become a popular word, and the development of microblogging has the trend to surpass the instant messaging tools and traditional SNS websites. Since twitter which was the founding microblogging generated in 2006, there are more than 20 websites providing the service of microblogging in the Mainland of China. Sina and other giant companies have accounted for the vast majority of the microblogging market share, giving rise to the contention of other websites. Microblogging is an unprecedented media form of communication, and the propagation velocity of microblogging is fission or even viral, which is more than the effect of other traditional media forms of communication. Many enterprises have begun to consider using the microblogging market for opening a new road of their products. In the Mainland of China, there are some enterprises containing VANCL, DELL, LOREAL, and DUREX beginning to try the microblog public relations activities and marketing strategy in Sina microblog platform, so as to enhance brand influence, expand product well-knowingness and communicate with consumer without distance. In this fast-paced "microblogging era", for the enterprise, not only the surface of prosperity can be found, but also it is possible to explore the "blue ocean" of the market.

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