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Abstract

With the rapid development of science and technology, a new media form gradually came into being. With the maturing of social media, social media marketing has gradually become one of the enterprise marketing. In China, social media marketing start later, but development in a rapid speed. Nowadays, in China, there are many kinds of mature social media marketing, which including Blog marketing, BBS marketing, Weibo marketing, WeChat marketing, etc. In addition, with the improvement of people's living standard. Customers' demand has also changed into characteristics of dispersion and diversification, enterprise's marketing environment has also changed a lot. Such a changed result in traditional marketing can't satisfy the demands of consumers and the market demand. More and more enterprises aimed at social media applying in their marketing today, but how to choose an effective marketing intermediary in numerous social media become a huge challenge. Based on this background, this paper selected two major social media in China – Weibo (microblog) and WeChat to conduct a comparison research, aim to make a suggestion, and provide some reasonable reference to the enterprise through a comparative study of the similarities and differences between Weibo marketing and WeChat marketing.

The results show that students become the main groups of online, age between 23 to 30 years old, at ordinary times will be more than three hours on the Internet. WeChat and Weibo mainly use the crowd is also a student, and mostly in the undergraduate education background. Compared the WeChat and Weibo social attribute and media attribute, obtained the result that WeChat towards social attribute, Weibo towards media attribute.

From WeChat and Weibo attributes, indicate WeChat marketing will be more precise, and Weibo marketing range transmission is wider. So on WeChat marketing and Weibo marketing, must positioning their products as well, choose a better marketing strategy. Due to the differences of WeChat and Weibo, put forward some suggestions to the both social media. No matter use WeChat or Weibo, enterprises should focus on the target market and user experience. Now user attaches great importance to communication, so enterprises must communicate with users timely. Although now WeChat and weibo has many users, but also need proper transformation, to keep pace with the times, such enterprises sustainable development

Key words: Social Media, WeChat Marketing, Weibo Marketing, Comparative Study