

在中國的社交媒體營銷策略

Social media marketing strategies in China

本刊記者 Staff reporter

中國的社交媒體環境與眾不同，需要不同的社交媒體營銷策略。

China's unique social media landscape calls for different social media marketing strategies.

福建華僑大學、香港理工大學的兩名學者認為，中國的「社交媒體環境與眾不同」，海外的目的地營銷組織如要改進在中國的營銷策略，就應多瞭解那個環境，還要考慮多運用社交媒體。

目的地營銷組織不以牟利為目標，旨在推動某特定目的地的觀光業，發展目的地的形象，為旅客提供資訊。然而，近年因為較年輕的旅客做旅遊決定時，往往「相信並依賴」在社交媒體上由用戶生成的內容，而社交媒體卻與電視及網站等傳統渠道的營銷大不相同，目的地營銷組織的社交媒體營銷因而被批評為欠缺效用。

迥然不同的社交媒體環境

在中國，最普及的社交媒體如人人、新浪微博、騰訊微博等，「俘虜了中國互聯網使用者的百分之九十一」，原因是西方國家流行的社交媒體，例如臉書、推特、湯博樂(Tumblr)等，在中國都被屏蔽了。

這項研究挑選了十個目的地營銷組織，分別來自日本、韓國、馬來西亞、印尼、新加坡、泰國、美國、台灣、香港、澳門。七月一日至八月三十一日，是目的地營銷組織「非常起勁地把它們的目的地推銷為夏季度假熱點」的日子，研究人員因此在這期間從它們的官方網站上收集貼文及評語，然後按貼文的頻率分析其內容，並且分析網站與用家互動的程度，以及內容的類別，例如是否由專人製作，是否包含相片、文字、視頻或與遊戲有關的訊息。

目的地營銷組織的表現

那些目的地營銷組織在中國用了三種社交媒體為其目的地推廣：微博(例如新浪微博、騰訊微博)，社交網絡網站(例如人人、豆瓣)，以及流動社交應用程式

According to two researchers, one from Huaqiao University, Fujian and the other from The Hong Kong Polytechnic University, **overseas Destination Marketing Organisations (DMOs) wanting to improve their marketing strategies in China, which they describe as having a “unique social media landscape”, should better understand that landscape and consider expanding their social media presence.**

DMOs are non-profit-making organisations that generate tourism for specific destinations, develop destination images and provide information for visitors. Yet in recent years, as younger tourists have tended to “trust and rely on” user-generated content on social media when making travel-related decisions, DMOs have been criticised for failing to have effective social media marketing, which differs considerably from that on more traditional channels such as TV and websites.

A distinct social media landscape

In China, the most popular Chinese social media sites, such as Renren, Sina Weibo and Tencent Weibo, “have captured 91% of China’s Internet users”, as popular sites in Western countries such as Facebook, Twitter and Tumblr are blocked there.

Ten DMOs from Japan, Korea, Malaysia, Indonesia, Singapore, Thailand, the United States, Taiwan, Hong Kong and Macao were selected for the study. Posts and comments were collected from the official sites of these DMOs between 1 July and 31 August, a time of year when such organisations are “most aggressively promoting their destination as a summer vacation spot”. The researchers then analysed the content of the posts according to their frequency, the amount of interaction with users and the type of content, such as whether it was professionally generated and whether it contained photos, text, videos or game-related messages.

Performance of DMOs

The DMOs used three types of social media for destination marketing in China: micro-blogs (such as Sina Weibo and Tencent Weibo), social networking sites (such as Renren and Douban) and mobile social applications (such as WeChat). Micro-blogs were the “preferred social media marketing vehicle” for most of the DMOs, with

(例如微信)。微博是大多數目的地營銷組織「最愛使用的社交營銷工具」，而新浪微博則最受歡迎。

香港與新加坡的目的地營銷組織最為活躍，兩者都使用多種社交媒體，而且每星期都在每個媒體上貼文最少一次。韓國的目的地營銷組織則另闢蹊徑，把精力只集中在新浪微博上，是那裡最活躍的目的地營銷組織，「有七百七十個貼文，平均每天有十二個」。澳門、泰國、美國、日本、馬來西亞的目的地營銷組織使用多種最流行的渠道，例如新浪微博、微信等，但沒有那麼活躍。不過，台灣及印尼的目的地營銷組織卻在任何社交媒體都隱而不見。

目的地營銷組織做了甚麼

大多數貼文的內容都由專人製作，藉以推廣目的地，並為旅客提供資訊。與遊戲有關的內容是第二受歡迎的類別，特別是在新浪微博上。由用戶生成的內容也受很多目的地營銷組織歡迎。

在新浪微博上，香港旅遊發展局的粉絲最多，為數在一百萬以上；其次是遠遠落後的新加坡旅遊局，粉絲數目稍多於四十萬；再其次是韓國旅遊發展局，有二十萬粉絲。不過，在社交網絡網站上，新加坡旅遊局則有最多粉絲，香港旅遊發展局緊隨其後。

比粉絲數目的多寡更為重要的，是那些粉絲有多活躍。例如在新浪微博上，美國的目的地營銷組織的粉絲不夠五萬，但轉貼數目卻最高，為數超過四萬。

整體評估

整體而言，香港、新加坡、韓國的目的地營銷組織，在粉絲數目、轉貼數目，以及與粉絲的互動上，都勝過其他目的地營銷組織。雖然韓國旅遊發展局的活動限於新浪微博，它卻有很多粉絲，又經常和粉絲互動，因此研究人員特別把它視為「在中國社交媒體上營銷的傑出例子」。

研究人員表示，開了社交媒體賬戶之後，還要「令它活躍生動，內容有趣，有即時回應與反饋，兼且以創新的方式溝通」，否則就絕不足夠。在這個場所要成功，尤其需要努力不懈。✎

Sina Weibo the most popular.

The most active DMOs were those from Hong Kong and Singapore, both of which used several social media outlets and posted on each at least once a week. The Korean DMO adopted a different strategy by focusing on just one micro-blog, Sina Weibo, where it was the most active DMO with "770 posts and an average of 12 posts per day". The Macanese, Thai, US, Japanese and Malaysian DMOs used the most popular outlets, such as Sina Weibo and WeChat, but were less active on them. The Taiwanese and Indonesian DMOs, however, had no presence on any social media channels.

What DMOs have done

Most of the posts contained professionally generated content intended to promote the destination and provide tourist information. Game-related content was the next most popular category, particularly on Sina Weibo. User-generated content was also popular with many of the DMOs.

The Hong Kong Tourism Board had the highest number of followers on the micro-blog channel Sina Weibo at more than a million, with the second highest, the Singapore Tourism Board, way behind with just over 400,000, followed by the Korea Tourism Organisation with 200,000. However, on the social networking sites the Singapore Tourism Board had the highest number of followers, followed by its Hong Kong counterpart.

Perhaps more important than the number of followers is how active those followers were. On Sina Weibo, for instance, although the DMO of the United States had fewer than 50,000 followers, it had the highest number of reposts – over 40,000.

Overall evaluation

Overall, the Hong Kong, Singaporean and Korean DMOs outperformed their counterparts in terms of the number of followers and message reposts, and the frequency of their interactions with followers. The researchers describe the Korea Tourism Organisation, in particular, as an "outstanding example of social media marketing in China". Despite limiting its activity to Sina Weibo, it had many followers and interacted with them frequently.

The researchers comment that it will never be enough to just open a social media account without keeping it "active and alive with interesting content, instant response and feedback, and an innovative style of communication". Success in this arena will require particularly sustained effort. ✎