



**WORD-OF-MOUTH MARKETING OF SMALL AND
MEDIUM-SIZED COST MOVIES IN CHINA**

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MEDIUM-SIZED COST MOVIES IN CHINA**

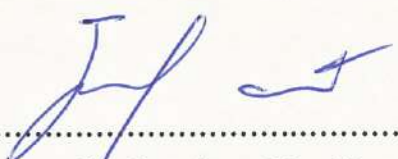
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WORD-OF-MOUTH MARKETING OF SMALL AND MEDIUM-SIZED COST MOVIES IN CHINA

ABSTRACT

Title: Word-of-mouth marketing of small and medium-sized cost
movie in China

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In recent years, a series of small and medium-cost movies have emerged in Chinese domestic films. With excellent movie plots and quality, they have won recognition and praise from the audience. A good word-of-mouth effect has created a miracle at the box office one after another. Word-of-mouth communication has played a key role in the social impact of movie box office and movies. With the help of word-of-mouth marketing, small-to-medium-cost movies have gradually emerged. Movie marketers also continue to innovate word of mouth marketing. However, as the film industry's long and tailed middle-and-low-cost movies, they have a large number and vary in quality. Word-of-mouth marketing has not been effectively used in these medium and small-cost films. Movie marketers have paid less attention to word-of-mouth marketing and lacked effective means, leading to problems in creativeness, interaction, and authenticity of middle-and-low-cost movie word-of-mouth marketing, thus falling into marketing difficulties.

Based on this, this article will use survey research method, case analysis method and literature analysis method, take Chinese medium and small-cost film as the research object, combine word-of-mouth marketing related theories, explore the word-of-mouth marketing of medium and small-cost movies, and conduct word-of-mouth marketing of domestic medium and small-cost movies. System analysis.

The first is the analysis of the unique characteristics and overall status quo of China's medium-to-small-cost movies. Small and medium-cost movies are faced with issues such as less support for the external environment, single types, and rough production; and then based on the status quo of word-of-mouth marketing of domestic small and medium-cost films, marketing from word-of-mouth. Implementer, channels, communicators, major strategies, word-of-mouth information, and word-of-mouth marketing effects analyze the current status of word-of-mouth in low-cost films, and conclude that there are under-marketing, over-marketing, and lack of marketing positioning in medium-small-cost movie word-of-mouth marketing. Lack of interactive means and lack of authenticity. For the development difficulties faced by middle-and-small cost movies and the problems in word-of-mouth marketing, combined with the audience's movie information search and word-of-mouth communication behaviors, the production strategies, communication strategies, tracking and maintenance strategies of medium-small cost movie word-of-mouth marketing were proposed.

In the production strategy, the story power and characteristics of the small-to-medium cost movies themselves are the starting point for word-of-mouth marketing. Provide sufficient film information as a communication material, and capture the fan group as the key word-of-mouth marketing communicator; in the communication strategy: fully play the roles of opinion leaders and the first batch of audiences, key platforms break through key points, and create authentic and trustworthy word-of-mouth information. At the same time, by planning some network events, using schedules, lines, actors, and characters to set up online issues, the word of mouth will be detonated as much as possible. At the same time, rewards will be implemented based on the needs of the audience and the continuous dissemination of word of mouth will be promoted. In the tracking and maintenance strategy: establish an effective emergency response mechanism for word-of-mouth tracking and negative word-of-mouth warning mechanisms to handle negative word-of-mouth reviews reasonably and effectively, and at the same time, pay attention to the long-term effects of word-of-mouth marketing.

Keywords: small and medium-cost movie, word of mouth marketing, movie marketing

摘要

标题：中国中小成本电影的口碑营销

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近些年，中国国产电影涌现出了一批中小成本电影，凭借优秀的电影剧情和品质，获得了观众的认可和赞誉，良好的口碑效应成就了一个又一个的票房奇迹。口碑传播对电影票房和电影的社会影响产生了关键性作用。借助口碑营销，中小成本电影日渐崛起。电影营销人员也在其中不断创新口碑营销手段。但是，作为电影产业长、尾的中小成本电影，它们数量多，质量也参差不齐，口碑营销在这些中小成本电影中仍未有效运用。电影营销人员对口碑营销的重视程度不够，同时缺乏有效的手段，导致中小成本电影口碑营销在创意性、互动性和真实性等方面存在问题，从而陷入营销困境。

基于此，本文将采用调查研究法、案例分析法和文献分析法，以中国中小成本电影为研究对象，结合口碑营销相关理论，探索中小成本电影的口碑营销，对国产中小成本电影的口碑营销进行了系统分析。

首先是对中国中小成本电影独有的特点和整体现状分析，中小成本电影面临着外部环境支持少，类型单一和制作粗糙等问题；然后基于国产中小成本电影的口碑营销的现状，从口碑营销的实施者、渠道、传播者、主要策略、口碑信息和口碑营销效果这几个方面剖析了目前中小成本电影的口碑现状，得出中小成本电影口碑营销中存在营销不足、营销过度、营销定位缺失、互动手段缺乏、真实性不足的问题。对于中小成本电影面临的发展困境和口碑营销中的问题，结合到观众的电影信息搜寻和口碑传播行为，提出中小成本电影口碑营销的生成策略、传播策略、跟踪和维持策略。

在生成策略中，要打造中小成本电影自身的故事力和特色为口碑营销的起点，提供充分的电影信息作为传播素材，抓住粉丝群体作为重点的口碑营销传播者；在传播策略中：充分发挥意见领袖和首批观众的作用，关键平台重点突破，打造真实可信的口碑信息，同时，通过策划一些网络事件，利用档期、台词、演员及人物等

设置网络议题，尽可能将口碑引爆，同时基于观众需求实施奖励，促进口碑的持续传播。在跟踪和维持策略中：建立有效的口碑跟踪和负面口碑预警机制应急方案，合理有效地处理负面口碑，同时，注重口碑营销的长远效应。

关键词：中小成本电影 口碑营销 电影营销



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CHAPTER 1 INTRODUCTION

1.1 Research background

In recent years, China's culture and entertainment industry has entered into an unprecedented "golden age". With box office revenue of RMB44 billion in 2015, China is the fastest growing film market in the world. By 2020, China's box office is expected to reach RMB200 billion and will exceed North America as the world's largest market in box office revenue and audience numbers. In the next five years, China's culture and entertainment industry is on track for speedy development. Mainstream forms of entertainment such as film, online videos, and TV will experience prosperous development; competition between "new giants" and "old giants" will become fiercer; cross-industry cooperation and competition will continuously come into play, the industry chain will be shuffled and transformed, and opportunities and challenges will co-exist. The culture and entertainment industry is ushering in a new era.

The Chinese film market has flourished. In 2015, the total box office of China's film market reached 44 billion, an increase of 48.7% over the same period last year. Qualitatively, in the fierce competition with Hollywood blockbusters, film creation is increasingly market-oriented. Quality has improved significantly and competitive advantage has become increasingly apparent. In modern society, the film industry dominates the entertainment field. Audience members spend hundreds of dollars to sit in rooms and watch recorded footage. Actors and actresses earn millions of dollars for months of work. Big movie studios earn billions of dollars releasing just dozens of films a year. To profit from the undying popularity of movies, studios must competitively market their movies. After all, every moviegoer will only make a certain amount of trips a year (with the rising cost of movie tickets), and many will only see one movie per trip. Although exploring popular brand-names and hiring "big names" does play a role in box office receipts, word of mouth has become increasingly crucial to box office success. In their networks, moviegoers influence each others' decisions. If they enthusiastically love a movie, they will recommend it to their friends. If those friends like the movie as well,

they will continue the cycle of recommendations. On the other hand, if a movie is terrible, people will become less willing to watch the film.

The positive or negative reception to a film . An information cascade occurs when a movie has very positive reception or very negative reception. For example, a person might have private information about the quality of a movie, perhaps from seeing a trailer or hearing from one friend. If the person sees that a movie performed miserably at the box office or that the movie has a low Rotten Tomatoes score, they will ignore their private information and join the crowd and miss the movie. The cascade happens when later people watch the actions of earlier people, and from those actions infer the quality of a film.

Film critics often act as the “earliest people” upon which cascades are formed. Studios purposefully give critics private screenings days before a film opens. The website Rotten-tomatoes compiles reviews from top critics and assigns each film a score based on the percentage of positive reviews. Any film with a score of 60 or above is considered “Fresh” while anything below is considered “Rotten.” Because these critics (supposedly) understand movie quality, moviegoers draw rational inferences based on these scores. There are both informational effects and direct-benefit effects. There is a direct benefit to seeing a popular movie because you will be knowledgeable enough to discuss the movie with many others. You won’t be left out of the conversation, which allows you more opportunities for social networking.

The increased opportunities for word of mouth through the Internet have indeed revolutionized the box office. The 2015 film *Fantastic Four* had a huge brand name in the classic Marvel Comics property, but the film’s director wrote a Twitter message denouncing the film. This negative reception depreciated interest in the film. The film’s box office receipts would become devastating. The few people that did watch the movie just added to the information cascade of negativity.

Ultimately, the increased movie quality networking may benefit the industry. Studios are motivated to make, simply, better movies to increase word of mouth over social media. Critics’ response are more important than ever as the beginners of a potential information cascade.

The film "*Crouching Tiger, Hidden Dragon*," "*Hero*" and other films have ushered in a blockbuster era in China. Since then, every year there have been several large films with

high investment and high cost. These films have been directed by big directors, played by famous actors, and released by powerful distribution companies. Take advantage of channels, rely on intensive propaganda to quickly enter the audience's attention, and trigger discussion, so naturally can reap huge box office results. However, when we look at the audience's comments on these films and word of mouth, we find that high investment and high cost, or even high box office sales, do not necessarily represent a good reputation for the audience, such as several recent blockbusters, "Taiping ship," and so on. The investment is in the hundreds of millions, the director actor has a luxurious lineup, but has not won the audience's good reputation, the box office also goes down with the audience word of mouth, even the box office can not offset the cost, the income is not enough to make ends meet. Therefore, the old general principle of "high investment - high box office" in the film market may not work in the current film market environment.

And this is in sharp contrast, some of the rise of small-and medium-sized domestic movies. The small and medium cost films that have been emerging in recent years have just begun to be unknown under the impact of Hollywood films and domestic blockbusters, but with the quality of the films, "one pass on 10, ten pass on 100," Then it became a "household name," the box office shows a spiral growth trend, Douban and other film review sites about the film more and more, and even triggered the reality of the entire society, into the so-called "phenomenon film." Among them, word-of-mouth communication and word-of-mouth marketing play a key role in box office and social impact.

In the past two years, in the film market, popular small and medium cost movies are common, such as "Charlotte annoyance," and so on. The common factor in their success is that they have accurate insight into the film market and audience needs, and rely on fine production of good plots. The formation of audience to the film's initiative dissemination, that is, word of mouth. Diana Crane, a media culture researcher in the United States, said: "the success of a film depends to a large extent on the word of mouth it appears immediately after the release of a city (Diana, 2011). The rapid development of social media has brought about an increase in the speaking power of the audience. Film propaganda is not the only message to reach the audience, but more from Weibo and We Chat. On the other hand, the information of film review from the platform such as Douban enters the audience's field of vision and expands rapidly. The sensitivity of the audience to the propaganda information of the film is reduced, but it is the word of mouth that increasingly affects the audience's decision to watch the film. More and more viewers

will take the initiative in the new media platform to understand the film's evaluation in "Grass root." here, the opinions of the traditional film critics are fading down, which is killing the most important and small cost movies. Provides an opportunity.

Therefore, how to find out the problem from the current situation of the medium and small cost movie word of mouth marketing, and to use the theory of word of mouth marketing theory and relevant means to solve the problem of word of mouth marketing, to help the small and medium cost film to carry out the word of mouth marketing reasonably and effectively. It is the content and center of this paper.

1.2 Research significance

1.2.1 Relevance

First, the transformation of the film market and small-and medium-cost movies are facing a severe practical dilemma.

The box office in mainland China rose 48.7 percent in 2017 from a year earlier in 2016, with a modest growth of 3.73 percent in 2017. This also shows that the Chinese film market in 2016 years have bid farewell to savage growth, into a stable period. The slowdown in growth is not a bad thing for Chinese films. The "blooming" of the film market before 2017 has a frothy high, and the slowdown in 2017 suggests that the audience's demand for film is becoming more rational. The era of Chinese film adjustment and transformation is coming.

The large number and diversified types of small and medium-cost films constitute an important "long tail" in the Chinese film market.

However, most of the small and medium cost domestic films face many practical difficulties in the aspects of content, production quality, environment support, marketing means and so on. At the same time, they are also facing the competition from foreign blockbusters and large domestic films.

Word of mouth marketing is an effective way of medium and small cost film marketing. Despite the challenges, with the development of social media, word of mouth marketing provides a good opportunity for small and medium cost movies. For example: Charlotte annoyance (\$5000 million, box office \$1.4 billion, "my teenage days") (cost 3 million, box office \$3.6 billion, < 20 years old) (cost 2000 million, box office 3.6 billion),

etc. When we look at the reasons for the success of these phenomenal films at the marketing level, we find common factors for their success. It lies in the effective use of word of mouth marketing. In the era of internet communication, word of mouth communication and word of mouth marketing play a key role in film box office and film social impact.

Domestic medium-and-small-cost film word-of-mouth marketing problems, need to be listed as the research object of specialized research.

In terms of the total number of small and medium-cost films produced in China every year, the real use of word-of-mouth marketing and good results is the chestnut. Most of the low-cost films have very low marketing arrangements and lack of effective marketing interaction, which leads to the film publicity being confined to the small scale propaganda before the release of the film. Many films are released, but silent, no one knows. The phenomenon of "one Day Tour" in cinemas; the fact that some of the small and medium cost films have extremely high reputation but not high box office, and have encountered the situation of "domestic and foreign popularity is not as expected," and there are also many film marketing plans. Lack of strategy and integration in development and implementation In 2001, the marketing means were random. Therefore, in the area of word-of-mouth marketing, in spite of successful marketing cases, judging from the total number of hundreds of small and medium cost films produced each year in China, the real effective operation of word-of-mouth marketing and good results is still Fengmao Diamond. Film marketers pay less attention to word-of-mouth marketing and lack effective means, which leads to the lack of creativity and interactivity in small and medium cost film word-of-mouth marketing, some of which are only simple information release, thus falling into marketing dilemma.

Therefore, it is the purpose and practical significance to find out the problems in the small and medium cost word of mouth marketing and to find the path of the medium and small cost movie word of mouth marketing.

1.2.2 Theoretical meaning

First, enrich the small and medium-cost film marketing means, innovative marketing methods. In view of the specialized research of the small and medium cost film, the research is more detailed and targeted, and expand the film marketing, especially the

correlation of the small and medium cost film marketing, enrich the film marketing theory.

Second, expand the applicability of the theory of word of mouth marketing. Research on the application of word of mouth marketing theory in film marketing can extend the application of word of mouth marketing theory and expand the theoretical framework and model of word of mouth marketing theory in the Internet age.

1.3 Content of research

Through combing the current situation of the medium and small cost movie word-of-mouth marketing, this paper focuses on the means and strategies of the medium and small cost movie's current word-of-mouth marketing, first of all, it analyzes the unique characteristics and the overall status quo of the small and medium-sized cost film. Small and medium cost movies are faced with the problems of little external environment support, single type and rough production. Then, based on the current situation of word of mouth marketing of domestic medium and small cost films, the author, channel, communicator and main strategy of word of mouth marketing are introduced. This paper analyzes the current situation of word-of-mouth (WOM) of medium and small cost movies from the aspects of word-of-mouth information and effect of word-of-mouth marketing, and draws the conclusion that there is insufficient marketing, excessive marketing, and excessive marketing in movies with medium and small cost. Lack of positioning, lack of interactive means, lack of authenticity. In view of the difficulties in the development of small and medium cost movies and the problems in word of mouth marketing, combined with the movie-information search and word-of-mouth communication behavior of the audience, this paper puts forward the generation strategy, communication strategy, tracking and maintenance strategy of the small and medium-sized cost film word-of-mouth marketing.

1.4 Research methods

The main research methods are literature research, case analysis and investigation.

Literature induction : by summarizing the relevant development research , data and literature of Chinese film industry , analyzing the current situation and problems of China ' s film industry and small - medium - cost movies .

Case Analysis: the number of small and medium cost movies is large, need to grasp the typical, through the typical cases to analyze.

Find out the current situation of medium and small cost film word of mouth marketing, including the main marketing methods and problems, the main word of mouth marketing strategy.

Investigation and analysis: the marketing strategy of word-of-mouth should be based on the movie-word-of-mouth information search behavior and word-of-mouth information dissemination behavior, and proceed from the audience's demand and motivation. According to the behavior of movie information searching and word-of-mouth communication, a questionnaire was designed and a small sample survey was carried out. A total of 213 questionnaires were collected, 209 of which were valid, and the collected questionnaires were sorted and analyzed. Then, it is more reasonable to discuss the implementation strategy of medium and small cost movie word of mouth marketing from the perspective of audience demand and motivation.

1.5 Research and innovation

1.5.1 Innovation of research objects

As mentioned above, as the long tail of the Chinese film market, the small and medium cost film occupies an important position in the Chinese film market, and it faces many difficulties in the marketing, which restricts the development of the whole domestic film market. The academic research should take care of the reality, start with the problems that our country faces in the realistic society, the realistic predicament that the medium and small cost movie faces urgently carries on the systematic research and combing, thus make the scientific judgment, put forward the effective solution method. However, in the field of academic and practical research, the research on film marketing is only from the perspective of the overall film, and the specialized research results for small and medium cost films are still relatively few. Can not adapt to the needs of marketing reality. Therefore, focusing on the small and medium cost film, starting from the characteristics and reality of the small and medium cost film, put forward the feasible marketing strategy, which is the innovation of this paper on the research object.

1.5.2 Innovations in research content

This paper is based on the word of mouth marketing of small and medium-cost movies, which is an innovation in the research content. In the past researches on film marketing usually focused on a certain means or marketing methods on a certain media platform such as fan marketing Weibo marketing and so on. With the rapid development of the Internet, the research on word of mouth marketing focused on small and medium-cost movies has not been seen. However, word of mouth has increasingly become the key to affect the box office of movies, and it is also a magic weapon for medium and small cost films to compete with blockbusters. Therefore, it is of great practical significance to study the marketing of word-of-mouth movies with medium and small cost films. At the same time, it is also of great practical significance. Innovative.

At the same time, by combing the current situation of word of mouth marketing, we find that there are some problems, such as excessive marketing, insufficient marketing, lack of communication orientation, lack of effective interactive means, lack of authenticity of word-of-mouth information and so on. In view of the difficulties faced by the small and medium cost movies and the problems in the word of mouth marketing, this paper combines the audience's information search and word-of-mouth communication behavior, systematically and completely puts forward the generation strategy and communication strategy of the small and medium cost movie word of mouth marketing. Track and maintain strategy.

CHAPTER 2

CORE CONCEPTS

AND LITERATURE REVIEW

2.1 Overview of small and medium cost movies

2.1.1 Definition of the concept of small and medium cost movies

Some of the division of the cost of film is based on the investment cost of the film, and some are divided by the way of making the film.

First of all, from the perspective of investment costs to define. Quite a few views suggest that the appearance of the film "Hero".

Marked by the classification of Chinese films formed a new mode of film division, that is, large films and small and medium-cost films¹. The difference between large and medium cost films is obviously one of the most important points in terms of cost. Therefore, many scholars have taken the view of cost to make a division, but the classification levels and standards are also different. Some of them are divided into small costs. Small and medium cost, medium cost, large cost four types, some are only divided into small and medium cost and large.

Professor Zheng Dongtian, a professor at the Beijing Film Academy, holds the view that "according to the current market in China, the investment is 8000 yuan." "The top one should be called a medium cost movie, and the one with a small cost of less than 1000 yuan should be called a medium cost movie" (Zheng, 2009).

This is a talk that is crucial to small and medium-sized movies. Not only are film professors Zheng Dongtian and Ni Zhen, but there are also industry leaders, such as Huang Jianxin, the secretary-general of the China Film Association, Zhao Jun, and Lu Chuan, the famous director. This definition is also recognized by the academic industry, and has a huge impact.

In the industry, Peng Kan says "the cost of an 'independent movie' by the end of 2007 in the United States is overwhelmingly high. Part of it is under \$1000 (Peng, 2012). At the current exchange rate, that is to say, films with a cost of less than 70 million.

Second, from the point of view of production methods to define. Huang Zhi, a scholar at the Communication University of China, wrote in "A Review of the current

situation of small and Medium-Sized movies in China" that "the investment is between 7000 and 1000 million yuan, non-martial arts, commercial or artistic films with war themes." Basically can be called "medium cost film"; the investment is below 10 million yuan RMB, the film that has no or few stars to join basically, can be called "small cost film this is based on investment and production The way to define from a dual angle is more explicit (Huang, 2008).

Therefore, this paper defines the research object, that is, the small and medium cost film, as follows: "A film with an investment of less than 7000 yuan, and which is not a martial arts or war film," Known as small and medium-cost film.

2.1.2 Classification and characteristics of small and medium cost movies

The classification of small and medium cost films: because of the small pressure of small and medium cost movies, the free creation space of screenwriters and directors, the audience segmentation is also serious, so it has a variety of types.

First of all, according to the overall objectives and characteristics of the film can be roughly divided into: commercial film and art film. There is no clear standard for the division of commercial film and art film, but it can be considered that the commercial film is market-oriented, the literary film is based on the creator, but the two are not completely opposite. Nowadays, there are a large number of commercial movies to meet the needs of the market, while the other part is based on the personal style of the creator, which also constitutes half of the small and medium cost movies.

Secondly, it is divided according to the film plot and form, including: first, comedy: comedy: low cost, high viewing and pleasure strong medium and small cost movies are comedy; Youth romance: 2. This is a small and medium cost movie type that has emerged in recent years. The main targets are the post-80s and post-90s, who are mainly devoted to nostalgia and love and friendship. Thirdly, thrillers: low cost thrillers have also frequently appeared in theaters and video websites in recent years. And the number of hits is very high, it can be seen in the audience of thriller demand; fourth, other categories: in addition to the above three types of film, small and medium-cost movies are also common feature films And so on the movie type, they mostly close to the reality, enriched the domestic movie movie type.

Characteristics of small and medium cost movies: small and medium-cost film creation space. Although there is box office pressure in small and medium-sized movies, the pressure is relatively small. This means that it can start new directors, new actors, diverse scripts, etc., the space for free creation; second, small and medium cost of various types of movies; third, storyline innovation and language style strong. The medium-and-small-cost movies are based on rich and diverse realistic society and can draw unique stories from them to create. In terms of language, it coincides with "parody" in postmodern times. It is ironic and playful to reinvent the classics. Many of the lines in the film have been used for reference. "No thieves in the world" and other classic movies, such as the classic movie bridge, such as the "attention to the quality" of dougo, imitates the "no thief" in the world. These lines break the original context, the tone of the banter brings the audience. Four, the medium and small cost films return to the masses, and the domestic blockbusters tend to have strong commercial atmosphere at the same time. At the same time, it is difficult to escape. The film is full of beautiful handsome men, elite white collar, and flowers applause. This film can reflect reality to a certain extent, but it is only the reality of a few people, divorced from the daily life of most common people, and truly reflects the reality to the people. Live-content films focus on conquering the audience with fascinating story-lines and touching emotions, so this type of film is usually invested in small and medium cost. For example, the movie "A spoon" and "Heart Labyrinth", which was released in 2015, is all based on real life. A spoon tells the story of a simple rural couple and a wandering fool. The dialogue between actors and actresses is all interpreted in local language. Meanwhile, the film story comes from real life, which is of great realistic significance and worth pondering.

2.1.3 Current situation and difficulties of small and medium cost Film Market

In 2016, a total of 686 films were created and produced throughout the country, of which more than 7000 million invested in a total of 12. The rest were basically small and medium cost films. In 2017, there were 772 films created and produced nationwide. More than 7000, 000 of the total cost of investment in 16, the rest are small and medium-cost movies, you can see the large number of films.

Box office receipts are "partitioned up" with distributors and colleges, so for filmmakers, box-office receipts have to be more than three times the cost of investment to recover costs. This means that a large-cost film with an investment of \$100 million will have to be refunded by \$300 million at the box office. Limited to space, the above table

only lists the small and medium cost representative films of recent years, with both fame and fortune in the end, as well as films that are ultimately beyond the means of making ends meet. An Xiaofen, a famous producer who once operated many films, said: "small and medium cost films can make only about 10% of the money. In every aspect of the film, such as talent training, production level, personnel quality, etc. In such an environment, the development of small and medium-sized movies is facing the following major difficulties (Wang, 2011).

L type and subject matter is single, innovation ability is insufficient. In recent years, small and medium-cost movies have seen comedies, youth films, romance films, although there are some more theme films, but the number is small. A large number of films have followed the trend seriously. Where the film is on fire, a large number of films of the same subject matter appear, and even their names are seriously identical, which seriously hinders the innovative ability of small and medium cost films to break away from the market and audience demand. Personal color is serious. Often seen in small and medium-cost literary movies, in film creation, easy to be restricted by personal emotions and experience, excessive imagination of some deviations from the audience, or excessive pursuit of grand scenes, guide The result is unsatisfactory. 3. Lack of professionals in shooting and production, low professional level, can pursue spoof and collage, fall into vulgarization, lack of external environment support. Movies not only face a controversy at the box office, but also between cinema and film. For a large number of small and medium cost films in China, less than half of them can be shown in the cinema. Secondly, in terms of film layout, In order to ensure a certain attendance rate and achieve maximum profit, cinemas will abandon the relatively high risk of small and medium-cost movies.

Quality is the basis of medium and small cost movies. Starting from the market and audience demand, quality is the guarantee of winning. Innovation is the key to win small and medium cost. Small and medium-cost movie should focus on continuous improvement and innovation.

2.2 Summary of WOM Marketing in small and medium cost movies

2.2.1 Concept of word-of-mouth marketing

Word-of-mouth marketing (WOM marketing) is when a consumer's interest for a company's product or service is reflected in their daily dialogs. Essentially, is it is free advertising triggered by customer experiences — and usually something that goes beyond what they expected. Word-of-mouth marketing can be encouraged through

different publicity activities set up by companies, or by having opportunities to encourage consumer-to-consumer and consumer-to-marketer communications. Also called referred to as "WOM" or "word-of-mouth advertising," WOM marketing includes buzz, viral, blog, emotional and social media marketing.

Word-of-mouth marketing differs from natural word-of-mouth references to a company's products and services in how it may come as the result of promotion, encouragement or other influence by a company, otherwise known as "seeding." When a diner has a wonderful time at a restaurant because their expectations were exceeded and later tells tweets about it, or when someone had a great experience using a product in a new way and tells everyone they know about it, those are examples of word-of-mouth marketing. Also, word-of-mouth marketing does not stop at the first interaction; it tends to lead to a cascade of follow-on interactions.

The encouragement on the part of a company may take one of several forms. The best way is to give them a reason to talk, such as exceeding expectations or providing insider skills or information about a product. Other strategies include offering consumers new ways to share information about a company's products and services, and engaging and interacting with the consumer, such as through exemplary customer service. This is especially valuable with social media-based customer service, which provides for seamless sharing and promotion.

For the exact definition of word-of-mouth communication, Philip Kotler's book *Marketing Management* defines word-of-mouth communication as follows: "by an individual other than the producer, by express or implied means, without third party processing," The transmission of information about a particular product, brand, manufacturer, seller, and any organization or individual that can remind people of the above object, leading to information for the audience, a change of attitude, Even a two-way interactive communication behavior that affects purchasing behavior. 1 "thus, we can see that the communication subject of word-of-mouth communication is individual consumers, they are not affected by the intervention of producers, and they are word-of-mouth." The free flow of information in the consumer group, the enterprise is in a passive position (Philip & Kevin, 2009).

In 2012 consumers around the world said they trust recommendations from friends and family above all other forms of advertising. That represents a rise of 18% from 2007. Consumers are more emotionally bonded to a company when they feel they are

listened to by the company. That is why many companies will have sales representatives discuss their products and services with consumers personally or through a feedback phone line. This kind of interaction, as well as promotional events, can stimulate conversations about a company's product. There is significant temptation to fabricate word-of-mouth marketing.

Word-of-mouth has different levels, the nature and intensity is not the same all the time. Silverman divides the word-of-mouth into nine different levels, starting from negative that includes four levels, to neutral or positive that has five different levels. The minus 4 level is highly negative and usually relates to scandal that leads people engaging in harmful conversation. People complain about the product, and encourage other people to boycott the product. The next level, minus 3 is much the same, but does not yet include the scandalous proportions. At minus 2 level, people do not anymore actively seek people to badmouth the product, but the talk is highly negative and slows sales. Marketing at this level can be dangerous, as the more people get involved with the product, the more negative word-of-mouth is created. At the last negative level, minus 1, the customers are still slightly 4 unsatisfied, but do not anymore badmouth the product. There is neither positive discussion, nor active complaining.

2.2.2 The reasons for implementing word-of-mouth marketing in small and medium cost films

First, from an internal point of view, because of the limited marketing costs and dissemination points, the small and medium cost films have to rely on their own films.

The advantage obtains the consumer's initiative dissemination.

Small-and medium-cost movies face the dilemma of inadequate environmental support and limited marketing costs. In the era of social media, individuals have a certain channel of communication. The communication cost is actually very low, almost zero. Word of mouth marketing is based on this kind of zero-cost information dissemination. It is based on consumer-initiative information sharing behavior. It can be said that the cost of this kind of information is very, very low.

Spread must have a "tipping point". Now the usual means of film marketing is to get it through actor hype.

Attention, many films before release, will intentionally or unintentionally fabricate some of the film's actor gossip and other topics of audience attention. Although the usual hype has been widely criticized, it can not deny that it played a great role in promoting the film before it was released. Compared with large films, the spread of small and medium cost films is limited. In small and medium cost movies, some films have one or two relatively well-known actors who hype the topic for this one or two actors, and the topic is also limited. However, there is also a large number of small and medium-cost films in which none of the famous actors are available, as opposed to In terms of blockbusters, the means of using actors to engage in topic hype have been greatly restricted. Therefore, the available communication points are relatively limited.

Therefore, the marketing cost of the medium and small cost films is limited, and the communication point is also limited, so it is urgent to have a marketing method and means different from those of the big films. At this time, word of mouth marketing can effectively solve these problems, using celebrity gossip to hype, but rely on film plot, screen, acting and other factors to obtain consumer initiative dissemination

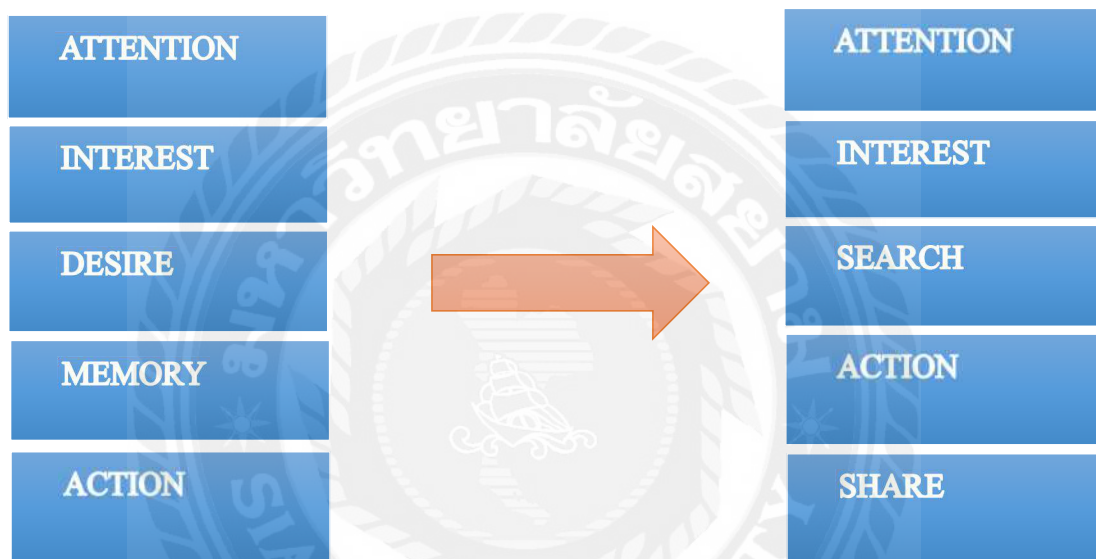
From the external environment, the audience's decision-making from AIDMA to AISAS has changed, which provides an opportunity for the small and medium cost film word-of-mouth marketing.

Before the emergence of the Internet business model, the traditional AIDMA theory of marketing and consumer behavior was widely used, that is, the consumer had to go through five stages from exposure to information to the occurrence of final purchase behavior. The difference is: attracting attention-arousing interest, arousing desire, leaving memories behind memory- buying action, a rule that was put forward by advertising scientist Lewis more than a hundred years ago and has been used to guide marketers in their marketing activities.

But today, a hundred years later, the complexity of the marketing environment, the market environment, and the media environment has led to the fact that the traditional model of describing consumer behavior is no longer accurate. Ordinary consumers have a platform and channel for publishing information and opinions. Thus realized from the consumer to the consumer the information dissemination. In order to adapt to the change of consumers' information acquisition and purchase decision in the Internet era, Dentsu puts forward the AISAS consumption decision pattern: attention, interest, search, purchase and share. When products attract consumers' attention and interest, and unlike

traditional patterns of consumer decision-making, there is a lot of information on the internet Product information, a large part of the consumer after the use of experience and product evaluation, this information is objective, true. In the social media environment, customers will again actively search for product information and make consumer purchase decisions based on word of mouth information. After the experience is over, many consumers will use forums and posts again. Weibo and other social media published their own use experience, rich product word of mouth information, thus providing consumer reference for follow-up.

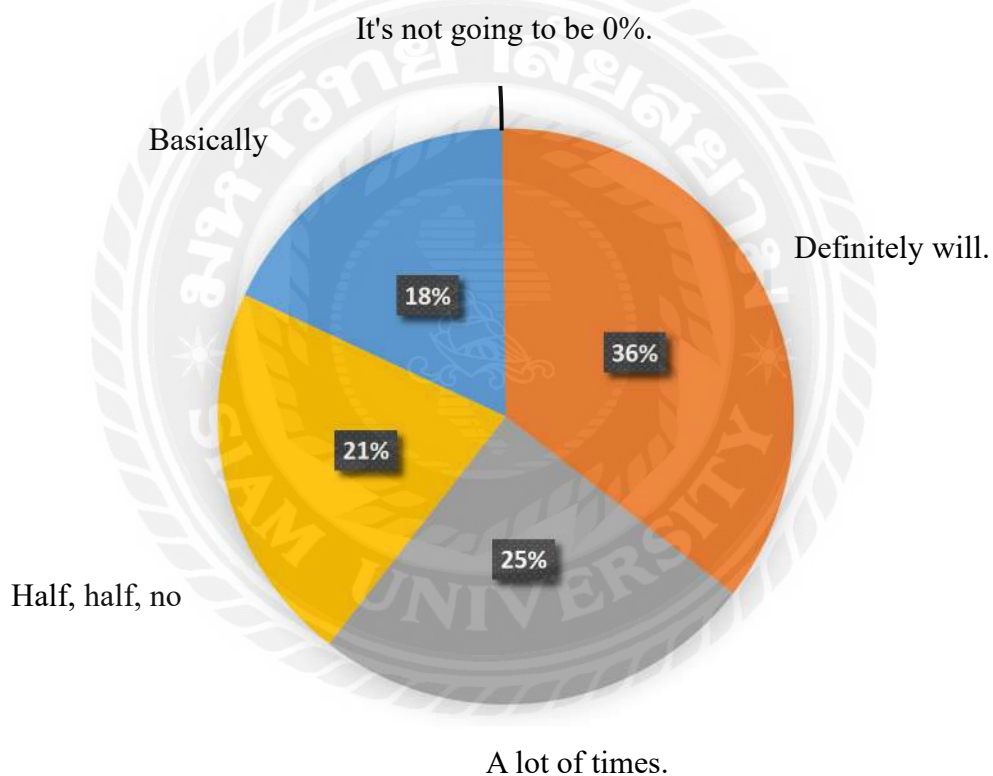
Table 2-1 Transition of consumer behavior from AIDMA to AISAS



In the field of consumption of film consumption, it also follows the transformation from AIDMA to AISAS. The traditional mass media communication era, the film publicity mainly with newspapers, outdoor advertising, into the Web1.0 era, can often see the movie poster and soft message on the web page, mailbox, search engine and so on, but this information is also from In the Web2.0 era, a large number of film reviews appeared in social media such as blogs, forums, posts and micro-blog, We Chat and other social media, and the audience's view behavior was also from the original A. The IDMA model, that is, drawing attention to the film-arousing interest-arousing the desire to watch-- leaves memory---the decision to watch and the occurrence of behavior, to the current AISAS model, in which viewers actively search for information about film reviews. Guide purchasing decisions and then post your own film viewing experience, so that the audience's word of mouth information will become richer and more likely to affect the audience.

In view of audience's information searching and word-of-mouth communication behavior, the author carried out a field investigation. Of the 209 valid questionnaires collected, after the audience had a demand for watching the film, more than half of them would ask their relatives or friends or search the Internet for comments on whether the film was good or bad, and then make a decision to watch the film. Therefore, it has become the normal behavior of most people to search for other people's opinions and make the decision.

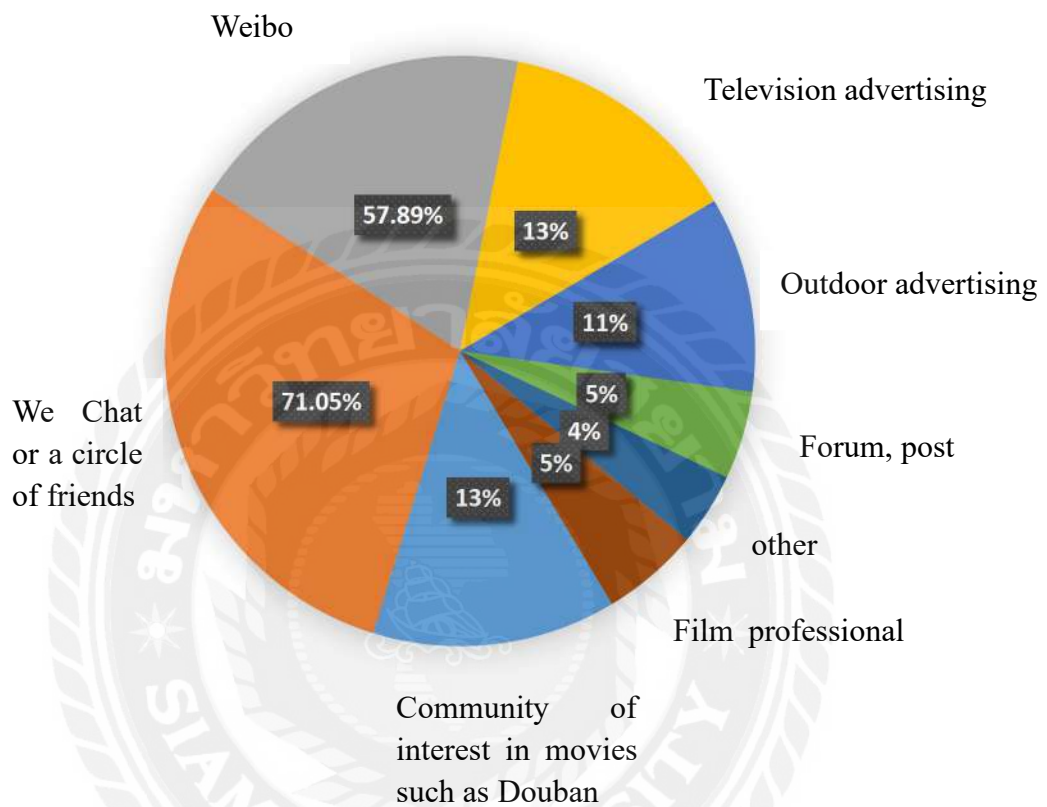
Table 2-2 Shows whether it will ask friends or relatives or search the Internet for word of mouth information about the movie.



At the same time, in the aspect of obtaining the information of a certain movie, see figure 1-3, Weibo with 57.89, We Chat with 71.05%, far exceed the traditional outdoor advertisement and television advertisement, become the most popular channel to obtain the movie information at present. Weibo, as a social platform, based on social relations, is a form of word-of-mouth spread through network media. We Chat, as an instant messaging and social platform, has become the most important movie information exchange platform because of its strong social relationship. In the current communication environment, the audience's film information sources tend to the spread of social media.

That's good enough. Clearly, paying attention to social media, especially the key social media for the dissemination of film information, its dissemination effect will be far higher than the traditional outdoor advertising and television advertising.

Table2-3 Audience access to film information



Third, the particularity of consumer's film consumption behavior and the agreement of word-of-mouth marketing.

First of all, the film product is a kind of spiritual product, that is, to meet the spiritual and cultural needs of consumers. This kind of consumption is different from material consumption. It belongs to non-essential consumption behavior and is a kind of supplementary consumption. This requires that our marketing activities with consumers for the spiritual level of the depth of communication and emotional communication. Word of mouth marketing is a face-to-face communication based on the social relationship between people. Its communication is not only broad, but also deep communication. Secondly, the film products are produced by "cultural factory". Is the popular cultural product, needs the popular marketing dissemination way, one of the biggest characteristic of the word of mouth marketing is he As a cultural product, the film product has a market

segment at the same time, and the consumer demand for the film product is diverse and multi-layered. The film consumption behavior is not only the popular consumption behavior, but also the personal consumption behavior. Following the rule of "use-satisfaction", it needs the individualized marketing communication mode. One of the important characteristics of word-of-mouth marketing is its pertinence. Whether the traditional face-to-face communication or the new network word-of-mouth communication is based on the social group attributes of information dissemination, so that information transmission More targeted.

2.2.3 The Development of Movie word of mouth Marketing with medium and small cost

In 2002, when Zhang Yimou directed the film Hero, Chinese films entered the era of blockbusters. Since then, more and more blockbusters have come into view, but at the same time, Chinese films are also moving towards the post-blockbuster era, and more films are created. In which a large number of small and medium-cost movies emerged, the small-medium-cost movie word of mouth marketing gradually from the start to mature.

The domestic movie "Crazy Stone," which was released in the early stage of: 2006, has become the representative work of small and medium cost movies that break through the box office through word of mouth. The film itself has excellent storylines and unique lines. Bring an approachable black humor to the audience when it comes to the aesthetic fatigue of the blockbusters. At the same time, film marketers are very active in promoting and deploying word-of-mouth marketing, such as inviting film critics and watching movies free of charge. After watching the film, the film critics and the general audience all published their comments on the film without stingy. In 2006, the most active young people in China, MSN QQ and blog, asked about the movie. The theory is also seen repeatedly. Many people write down their own film viewing experience in their own blogs, and movie marketers actively deploy propaganda in MSNNQS and blogs, which has aroused media concern, and many online media platforms have set up columns to discuss films. Become a social phenomenon. Word of mouth spread and word of mouth marketing played an important role in this process, and the next small and medium cost movie, Crazy Racing, Cape No.7, also continued to use the way of online word of mouth marketing. In the years that followed, blockbusters continued to emerge,

small-and-medium-cost films were exploring their way out in obscurity, and a force was on the way.

With the rapid development of social media in China, represented by Weibo, "33 days of lovelorn" released in 2011 is also a successful opportunity to seize the opportunity for Weibo to develop rapidly. "33 days of lovelorn" is based on the life of little people. Having grasped the emotional needs of people at present, it actively used emotional marketing to launch a series of interactive marketing activities on Weibo, such as soliciting Internet citizens'"lovelorn story" videos before the film was released. And successfully spread in social media platforms such as Weibo, at the same time, the launch of the "lovelorn Museum", released a publicity poster, in the mood of collecting lovelorn on Weibo Realize, turn these whole into an image "lovelorn museum".

2015 years and 2017 are the years of the outbreak of small and medium cost movies, with the emergence of "Charlotte worry", "Heart Labyrinth", "Twelve Citizens", "Fanghua", 22 and so on. But some of them can get higher box-office sales. Some have poor box office sales.

2.3 Literature review

2.3.1 Research on the living Environment and Development way of domestic small and medium cost movies

The research on the small and medium cost movies is mainly focused on two aspects: one is from the macro angle, aiming at the small and medium sized films.

The content performance of the film, the study of the artistic approach, and the second is the research on the marketing strategy of the small and medium cost movies from the perspective of marketing, including production, distribution, publicity and so on. From the overall grasp of the development of small and medium cost film; second, from the micro perspective, looking for a typical case, from one or several successful or failed film case analysis, so as to explore the development situation and development direction of the film industry.

As early as 2000 years ago, the academic circles began to pay attention to the small and medium cost films. From 2000 to 2010, the dialogue and discussion around the small and medium cost films in the academic circle have not stopped, including the concept and form of the small and medium cost films. Develop the road, etc. In terms of macro

research, Professor Huang Zhi of Communication University of China in 2008 defined the dividing line between small and medium cost movies and large films of 7000, 000, in the Review of the current situation of small and medium cost movies in China. He pointed out that small and medium cost films are financing. The difficulties encountered in the distribution and internal problems, but at the same time, "there are reasons for it." Letter, small and medium-cost movies will have more opportunities, slowly but firmly surfacing the sea (Huang, 2008). The discussion brought together Professor Zheng Dongtian and Professor Ni Zhen of the Beijing Film Academy, Huang Jianxin, secretary general of the China Film Directors Association, Zhao Jun, chairman of the legendary film and television industry, and Lu Chuan, famous director, etc. In view of the development of small and medium cost films, two ideas are put forward: "small and medium cost films can't have big stars, big productions, big scenes, and can't have what the audience wants." Well, in this case, small and medium-sized movies are just There are two ways to go. First, take the consumption as the direction, the audience needs what, the market needs, provides anything; second, takes the art movie line " (Zheng, 2008). Professor Yin Hong, director of the Film and Television Communication Research Center, pointed out in the 2011 year's "China Film Industry memo" that there is an imbalance between the quantity and the quality of the small and medium cost films, that is, the quantity is large and the quality is not uniform. Going to the stage of New Media Communication, in "on the New Media Communication Strategy of low cost Film", Wang Ruoyi starts from the angle of shooting, marketing, propaganda and distribution. This paper discusses the new media communication strategy of medium and small cost movies, and points out that word-of-mouth, Weibo, fans are the effective means of communication for small and medium cost movies.

In addition, the research on small and medium cost is also widely seen in micro research and case study. Along with the emergence of some small and medium cost black horse films, from Crazy Stone to 33 days of lost Love.

Then to Charlotte vexation and so on, the article that takes case study as the content object launches the discussion unceasingly, concentrates on the small and medium cost movie content, the way, as well as the marketing strategy and so on aspect, analyzes its successful reason, obtains the inspiration. These include Xu Mengxue's "domestic medium and small cost Film Marketing Analysis"-taking 33 days of lost Love and "Steel harp" as examples; Fan Swen's "Weibo's propaganda and Marketing of the Film"-to "carry love to the end" Bo marketing as an example, etc., This paper tries to discuss some new marketing methods, such as Weibo marketing.

In addition, some researches on small and medium cost films abroad are relatively mature and complete, which has great reference significance for domestic medium and small cost films. However, in view of China's special film market environment, Professor Wen Sheng of Si Chuan University believes that the Chinese film market is different from foreign films and cannot copy the mainstream marketing model of foreign films. Instead of relying on famous directors, famous actors, or even scene special effects, we should proceed from the situation where the majority of small and medium cost films are in our country, and do not rely on famous directors, actors, or even scene special effects to promote them. Instead, we should use appropriate implantable marketing. Choose the right time, through the film word of mouth spread, to pull the box office (Wen, 2010).

2.3.2 Research on word of mouth Marketing and Movie word of mouth Marketing

Word of mouth marketing research began abroad, in the 1950s has begun. It was not until 1967 years that the concept of word-of-mouth marketing was explicitly put forward by the American scholar Arnett "face-to-face communication between individuals with no business relationship regarding products and companies (Arndt, 1967). Plays a very important role in the stage of brand or product marketing. In the 1990s, management got rapid development, and word of mouth also entered its scope, resulting in related customer management research. Including marketing master Philip Kotler's Marketing Management, the brand's single-directional advertising communication is less effective than face-to-face two-way communication. At this time, there is also a guiding theory about the methodology of word-of-mouth marketing, such as the 5T model of word-of-mouth marketing proposed by Riley , an American scholar in "doing word of mouth", that is, talkers, topics, tools, participation, tracking (Riley & Doren, 1992). The theory clearly distinguishes the word of mouth The key links of marketing have strong guiding significance for guiding the practice of word-of-mouth marketing in various industries.

Experts and critics play an important role in consumers ' decisions in many industries . The role of critics is very prominent in the film industry . More than a third of Americans actively seek the advice of critics, and more importantly for our purposes, about one out of every three film-goers says she or he chooses films because of favorable reviews. The literature discusses two potential roles of movie critics - that of influencers, i.e. actively influencing the decisions of consumers in the early weeks of a release cycle, and that of predictors, i.e. merely predicting the public ' s decisions. Eliashberg and

Shugan (1997) were the first to define and test these concepts. They find that critics predict box office performance but do not influence it. Basuroy, Chatterjee and Ravid (2003), on the other hand, find that critical reviews are correlated with weekly box office revenues over an eight-week period, thus showing that critics play a dual role - they both influence and predict outcomes. Recent research also supports the overall significant impact of the role of professional critics. Thus, if the internet has not led to a fundamental shift in behavior, we can still expect critics to be instrumental in consumer movie-going decision.

"Professional experts and critics play an important role in consumers' decisions in many industries. However, the growth of online word-of-mouth and user generated contents seems to challenge the importance of professional critics as established in the literature" (Mao, 2014). In particular, recent marketing and economics studies document the significant impact of online word-of-mouth and user generated comments. This exponential growth in readily available online reviews which presumably better reflect popular tastes, has led to speculation regarding the demise of professional reviews. For example, Fang Jing write that online forums — "...are emerging as a valid alternative source of information to mainstream media, replacing our societies' traditional reliance on the "wisdom of the specialist" (Fang, 2003).

The development of network media makes the traditional word-of-mouth communication mode change qualitatively. Strauss for the first time systematically analyzed the change of consumer decision-making behavior under the Internet environment in *Global Web-word-of-mouth Marketing*, reminding marketers to pay attention to the influence of word-of-mouth information on brands. In recent years, with the arrival of the web2.0 era, the research on word-of-mouth marketing has risen in the world, and combined with specific industries, such as film, online shopping, consumer goods and so on, this paper mainly analyzes the effect of Internet word-of-mouth. Consumer word of mouth search and dissemination of behavior and so on.

As for the research of film word-of-mouth marketing, there is no systematic research on word-of-mouth communication and word-of-mouth marketing in the film industry, most of which focus on the influence of word-of-mouth on film box office. Some research results have sprung up. Based on the accessibility of information in the network environment, American scholars Philip put forward the theory of film word-of-mouth influence (Philip, 2012). They set out from the particularity of movie consumption behavior, that is, pay first, then consume. It was found that consumers would actively

search for word of mouth information before the purchase of movies, so as to help them make choices, especially for consumers in a group, the closer the group relationship is. The greater the influence of word of mouth, the more far-reaching the influence of the film box office by the Internet and word of mouth.

In addition, the research on film word-of-mouth marketing mainly focuses on the influence degree of word-of-mouth and how to influence it. Word of mouth focuses on film scoring, comment information and interaction. When evaluating the effect of film word-of-mouth, the number of comments, the distribution of ratings and the effect of comments are mostly carried out, and the conclusion is consistent: the more information of online word-of-mouth reviews, the better the box office of films. The more word-of-mouth information, the more audiences see and pay attention to the film, and the more social topic, the phenomenon of "low popularity" in domestic films in recent years shows this, the influence of the number of word-of-mouth on the box office The force is greater than the word of mouth content.

At the same time, scholars have also carried out a study on the effectiveness of online word-of-mouth. In the study, American scholar Hadida found that the word-of-mouth effect was the largest before and during the first week of movie release, and then weakened with the passage of time.

In general, in the field of academic research, the research on small and medium cost is mainly focused on its content characteristics. The current situation, marketing strategy and other aspects, explore the survival environment and development path of middle and small cost, the research of word of mouth marketing mainly focuses on the impact of word of mouth on consumer decision-making and model research, The word-of-mouth marketing of films is mainly focused on Weibo marketing, network marketing and other areas of specialized research, but for small and medium cost movies, word-of-mouth marketing, there is no special research results.

CHAPTER 3

THE CURRENT SITUATION OF WOM MARKETING IN SMALL AND MEDIUM COST MOVIES

3.1 The implement of small and medium cost Film Marketing and the change of the role of word of mouth Marketing

The movie marketing process already begins in the early stages, before the movie is even made. The marketing department together with the movie-makers start by estimating their prime audience. Identifying the right audience for a movie is important since they will be the first ones motivated to buy tickets. If the marketers do not strongly advertise to the right audience, there is a risk of failure at the premiere. Also advertising to too broad of an audience may influence none of the audience segments. Word of mouth marketing era also brings about the change of focus of work of film marketing personnel. It is not only to promote the implementation of traditional marketing, but also to guide the promotion of word-of-mouth marketing with Internet social media as the core. Film marketers are the implementer of word-of-mouth marketing. They usually stand behind the dissemination of information and play the role of "agenda setting".

In the film industry, the promotion and distribution of films are generally integrated. In China, film promotion, including the implementation of word-of-mouth marketing, is mainly concentrated in two types of film companies: one is a large film media group, such as Huayi Brothers, Wanda Wuzhou, Light, Guevara, and so on. These media companies collect and produce. Distribution, marketing in one, in production, film, marketing occupies a dominant position, word of mouth marketing related means are more mature; in addition, there are a number of film marketing as the center of the film marketing companies, such as film world. Most of the small-and-medium-cost films at the top of the box office in 2015 came from these film marketing companies. Second, there are also a number of small film promotion companies, in film distribution and marketing company marketing level is uneven.

The traditional way of film marketing is dominated by these companies, but in the rapid development of the Internet media today day, their marketing role has changed a lot. Traditional film marketing methods, such as movie posters, Trailers, outdoor ads, television ads, and some film-related activities are sent out by these marketers, using traditional communication platforms. But the development of social media has changed the situation very much. Social media has given the public a platform for free expression

and free access to information, so that they are no longer "listening" to what marketers say. Instead of the marketer deciding what to show the audience, the audience chooses what to see.

In the era of word-of-mouth marketing of small and medium cost films, active marketing behavior is still important, but the focus and mode of film marketing personnel have changed. Marketers began to move from "front" to "behind the scenes", from "communicator" to "gatekeeper", from "information release" to "agenda setting". In 2015, the small and medium-cost movie "Charlotte annoyance", investors and directors chose the dark horse marketing. For the film marketing promotion company. Black Horse is focused on film marketing, and has gathered a group of senior marketing personnel, media personnel, film industry experts and so on inside Black Horse to provide a series of full-case marketing and promotion services on films from project shooting to release (Wang & Wang, 2006). The essence of social marketing is to make friends with users, and Black Horse knows this very well. Therefore, in marketing promotion, Black Horse has launched a series of promotion work with social media as the core. First, from Weibo, the marketing side has invited some KOL, which has many fans but is not well known, to watch the movie for free. With their excellent content to get this group of push, and then spread to a number of Big V, celebrities, Han Han, Dong Chengpeng and other celebrities also began to publish good word of mouth for the film. At the same time, the public relations team of Black Horse also controls the trend of public opinion and word of mouth in real time, through the guidance of public opinion, control the direction of word of mouth. In this process, the executor of film word-of-mouth marketing has indeed played a very important role.

However, we still need to pay attention to some small and medium cost films, because of various reasons, the lack of word of mouth marketing implementers, and even no special marketing personnel in charge of the film marketing, the second is that the film marketing has not really paid attention to the word of mouth marketing, there is no mature means to promote the development of word of mouth marketing.

3.2 Main platform of Movie word of mouth Marketing for small and medium cost movies

Most of moviegoers are young, between the ages of 12-24. This group is also visiting the cinema most frequently. Of all the moviegoers, the ages between 12-24 are

the biggest segment of internet users and most active in sharing opinions and information via social networks. The ages 18-29 are most likely to go online to find information about movies they are interested in and they find Internet ads influential Movie attendance study, date of retrieval 17.3.2018; Moviegoers 2010, date of retrieval 17.3.2018.

In an increasingly interconnected world, people still favor good old fashioned word-of-mouth to Twitter and Facebook to share their thoughts about upcoming movies, according to a new study on social media buzz by Ipsos MediaCT's Motion Picture Group.

Surprisingly, those who do use the internet to vent or rave about movies tend to be those over 25 years old, not the younger set who grew up with an iPad or iPhone in their mitts. Pread mouth was the old fashioned face-to-face."Moreover, even in an age where micro blogging and Facebook "liking" are the rage, people are more likely to read or reply to comments online than they are to post something themselves or to share content or links with others. Some 75 percent of people read through posts at least a few times a week, 61 percent reply to comments and 58 percent comment on someone else's posts. "Most people don't post if they don't feel strongly," Less than half post something online about themselves, while 25 percent post about news or politics. When it comes to buzz, there are three varieties, Bruzzese said. The first is dubbed "discovery" and centers on people who want to know about upcoming movies as early as possible and rarely change their opinion.

The second is christened "commentary" and encompasses all of the talk leading up to a release and the people it influences; the third is called "planning" and involves those people who only buy tickets if other people they know are going to catch a film.

3.2.1 Weibo

Weibo platform, represented by Sina Weibo, is the most important social, information and entertainment platform. Developing word-of-mouth marketing on Weibo has great advantages:

First, Weibo is open and has the characteristics of "one-to-many" diffusion. Information can spread rapidly in a short period of time. Second, Weibo is a social platform, which to some extent has the characteristics of interpersonal communication between acquaintances. This is consistent with word-of-mouth communication and

word-of-mouth marketing based on people-to-people social relations; then Weibo has become the most important information platform for people on a daily basis, with a large number of people getting information on Weibo every day. As far as film marketing is concerned, it is possible to combine the official information release with the audience's word of mouth information. Finally, Weibo has a very strong entertainment property, bringing together a large number of celebrities and Grassroots talent, daily production of a large number of entertainment, stars and funny information to meet the needs of the audience's spiritual pleasure, the film itself also belongs to the entertainment industry, in Weibo entertainment marketing also has a great advantage.

Based on this, Weibo has become a small and medium-cost film word of mouth marketing. A survey of 481 films released in 2015 and 555 films in 2016 shows that 87.5% of the films will open official accounts on Weibo. The word-of-mouth marketing methods on the Weibo platform include setting up topic discussions and forwarding lottery prizes. Invite celebrity referrals, director / actor Weibo live, vote, etc. But from the point of view of word of mouth marketing, the means of a hundred ways, the effect is also uneven. Some films can make use of the characteristics and advantages of Weibo platform to interact and communicate with the audience and carry out various interactions. Discussion, solicitation or offline activities, some are limited to Weibo as a platform for information release, interaction and marketing results are limited.

The film "33 days of lovelorn" is a successful example of using Weibo to carry out word-of-mouth marketing, and it is also the beginning of word-of-mouth marketing in the medium and small cost movies on the platform of Weibo. During the propaganda planning period, the film propagandists clearly realized that the small and medium cost films can no longer adopt the massive publicity mode, but should combine the characteristics of the films and rely on the social sharing and interactive characteristics of Weibo's platform. Following the road of word-of-mouth marketing, the film has set up a series of interactive ways, such as soliciting and producing "lovelorn story" video, which has been disseminated on Weibo, and the vast number of netizens have conveyed it and shared their sense of the film at the same time. "By actively using emotional marketing, the film encourages the audience to share their lovelorn experience and gain on Weibo, and in a relatively short period of time they get very much participation, and further stimulate the box-office growth" (Liu, 2013).

3.2.2 We Chat

We Chat has made great progress in recent years and is the most active instant communication tool in China. We Chat not only involves instant communication, but also includes friends and public accounts. The community of friends has a very strong social sharing attribute, and the public platform implements the media attribute of We Chat, so that viewers can not only watch the film experience in We Chat and We Chat group, but also share the communication in the group of friends, at the same time, Through the public number to obtain relevant information, formed a "social + media" all-around platform.

Firstly, compared with Weibo, We Chat is a closed and strong relationship platform. The friends in We Chat's circle of friends are basically friends and colleagues of users, which are more closely related than Weibo. Therefore, the trust of word-of-mouth information is strong and the effect is great. We Chat is the official film public number, can become an effective platform for information push and interactive marketing.

Third, We Chat is also a relatively open media platform. "Open" here refers to the large number of public numbers that exist in We Chat. They include not only the official accounts of some brands, but also some self-media platforms. Among them are some films and professional public names in the field of culture and entertainment, such as "three voices," "the Capital of Entertainment," "serious gossip," and so on. The founders of these public names are mostly from senior writers in the film or cultural and entertainment industries. When it comes to film review and analysis, the point of view is often sharp, and as a result, a large number of followers, some of their "popular style" articles are forwarded in the circle of friends, can be in the To a large extent affect public opinion and word of mouth.

At present, small and medium-cost movies on We Chat's main word of mouth marketing means to promote information, invite the public number from the media to write film reviews. At present, there is no mature case to develop word-of-mouth marketing on We Chat, but with the continuous innovation of marketing means, We Chat will be increasingly used by more film marketers.

3.2.3 Posts and Forums

Movie posts and forums have generally brought together a large number of fans and

followers of films. Movie actors' posts and forums have also concentrated a large number of loyal fans of stars. Moreover, these fans are generally more organized and disciplined. It can be organized and called to promote the latest work for your idol, which is also a low cost and can be used for small and medium cost movies.

The small and medium-cost movie, *Left Ear*, which was released in 2015, cost 5000, 000, 000 yuan at the box office. Su Youpeng, the director of the film, and the actors include Ma Sichun, Ou Hao, etc. In actor Ou Hao's Baidu Tieba, gathered nearly 700,000 fans, posts reached more than 600,000. Before the release of the film *Left Ear*, fans took the initiative to send some news about the movie in the post bar and keep track of the progress of the movie. When the film was released, it launched the "fan watch and call order", actively promoting the film of their idol, forming a powerful dissemination community.

However, from the perspective of word of mouth marketing, the small and medium cost movie marketers have not really used the posts and forums to form the natural fans, marketing has not opened these channels, losing some marketing resources.

3.2.4 Film Review website

With the development of specialized media and social media, people now make the decision of watching movies by referring to the movie scoring websites such as Douban, M time and so on, or online ticketing websites. Among them, Douban has become the largest movie interest community in China. We can find that the film scoring website represented by Douban has the following characteristics: Douban is a fan community, there is no expert review. It is also different from cat eye movies, Douban can not buy tickets directly, ratings are purely for the purpose of sharing views and comments, the equivalent of a more than 100 million people of the public jury than a relatively objective and impartial. A review of dou ban Information is not vetted in the middle, editors do not participate in filtering screening, to some extent, Douban conveys "public opinion." At the same time, to a certain extent, the problem of the water army can not be completely avoided on the bean petal. The role of the water army is limited to the period of exhibition and promotion. What can not be ignored is that a large number of authentic comments in the later period will wash directly into the original water army score; Film review information rich, quality, interesting, to obtain identity. A good film review is not a dull analysis of data, nor an excerpt of movie lines, but a communication between film and

literature, reality and even the spiritual world. Douban brings together a group of people who really love movies. Their desire to create high quality content for the site, and this group of people will attract more similar people to form their own community culture. "likes," "reviews," "recommends," "number of fans," these responses are extrinsic motivations for people to create, but at the same time, by browsing websites, creating and interacting, they also inspire personal imagination, expectation, and identity.

The marketing way of small and medium - cost film on the platform of soybean valve includes organizing the group discussion , gathering the fans , encouraging the high - quality film evaluation , of course , some wrong word - of - mouth marketing techniques , such as hiring the water army comment , brush film score and so on .

In anticipation of the movie "my teenage days," the film's publicists actively encouraged the audience to comment on the film, which was distributed via text messages to viewers who bought the film online. And choose to send after watching the movie, the text message content is basically to encourage everyone to go to the major rating sites to write film reviews, can participate in the lottery and points, and so on, so, by reminding, Encouraging behavior, "my teenage days" scored 250000 people in Douban, 7.5 in Douban, good film did not fear the test, with 3 million low cost earned 150 million box-office results.

3.3 Small and medium cost movie word-of-mouth disseminators

3.3.1 opinion leader

There are several things companies can do to find the opinion leaders from target market. According to studies, the opinion leaders – also known as e-sequential and influential - form from 10% of the population, yet they create most buzz about brands and companies and have great impact both online and offline (Sonny, 2013). The solution to finding the opinion leaders can be self-designation, professional activity, digital trace, key informants or radiometry (Wang, 2014). In word-of-mouth in the target market are considered as opinion leaders. The digital trace offers companies a fast and effective way to screen the opinion leaders by analyzing the blogs, discussion forums, news groups etc. that are relevant to the target segment. The e-sequential can be screened based on the frequency they participate in e.g. Chat rooms, bulletin boards, newsgroups, email sending or providing feedback (Wang, 2016).

3.3.1.1 Film industry professionals

The opinion leaders in the film word-of-mouth communication mainly include two categories. One is the number of public accounts with a certain amount of attention from professionals in the film industry, including Internet Big V and Grass-Roots on Weibo, which refers to WeChat as a public account with a certain amount of attention. The other is the activists and opinion leaders in the mass community.

The opinion leaders of the film industry generally have the following characteristics: first of all, their price is highly professional and their medium and small cost film, the Old Man of the Mountains, was released in 2015, ending on March 20, 2017. A total of 1786 film reviews were collected. Among the top 20 film critics, 6 were film critics or columnists with bachelor's degrees or above. There are also seven workers or students in the film media industry. As opinion leaders, they usually have a high degree of education and a wealth of Film and television art knowledge. Most of their review information is relatively long. They often use their professional knowledge to interpret some of the details in the film. They often have some novel and original views, giving more audiences a deeper understanding of the film's plot and character. Art features and other aspects of the help.

Second, they are highly active, opinion leaders in the frequency and quantity of information release than the average audience, they are willing to share and express, second, they are often forum, post, group moderator or post administrator, assume the role of active atmosphere.

Finally, opinion leaders have a strong influence. They tend to gather a large group of followers and have a direct impact on them. "the Heart of the Deep" was the highest number of reviews, with 5867 / 6306 useful, followed by "Grima" and "Hanker" with 356 and 311 reviews, respectively.

3.3.1.2 Opinion leaders and activists around

In addition to the role of film professionals as opinion leaders in generating images of the audience, opinion leaders include opinion leaders and activists in other industries, communities, cities, and other groups. They are not film professionals, and their comments on movies are mostly based on their own feelings and experiences, but because these groups are closer and closer to the average audience in real relationships, As a result,

these groups have a greater impact on ordinary audiences than film professionals.

3.3.2 Audience

The audience's word of mouth spread a large number and a wide range, occupying the "bottom of the pyramid" of word of mouth. They come from different social strata, have different family backgrounds, academic background, growth and life experience, and have different aesthetic and values. Therefore, the reputation of the film also has a strong personal tendency, but as a mass consumer product, the film itself is to cater to the taste of the majority of the audience. Therefore, for the majority of the audience, can ensure a basic word-of-mouth evaluation tendency.

The audience of small and medium cost movies have their own unique characteristics, and the types and creations of small and medium cost films are diverse, so the taste of the audiences of small and medium cost films is also diversified. Therefore, the audience of small and medium-cost movies pay more attention to the plot of the film, the expression method of the director, the ideological connotation of the film and so on.

In the aspect of word-of-mouth communication aimed at the audience, we should pay attention to two problems. One is the quantity of word-of-mouth communication, that is, the emphasis of marketing communication is to encourage more viewers to take the initiative to carry out word-of-mouth communication; the other is the quality of word-of-mouth. That is, to guide more positive information dissemination to the film.

3.4 Strategies of WOM Marketing for small and medium cost movies

Word of mouth(WOM) is a process where people influence each others' actions and attitudes towards a product or a service and it can be motivated by both positive and negative experience. What differentiates WOM from other marketing messages is that WOM is trusted, because consumers find messages more believable when they come from people who they know and respect. The influence of WOM on consumers' choices and purchase behaviors have been known for long and it is probably the most powerful form of 14 communication when it comes to business (Shao & Li, 2011). One explanation for the power of WOM is that the people giving their opinion do not gain anything financially. That is why they are so trusted and WOM so effective. When WOM is initiated, it is sending a credible and targeted marketing message (Shao & Li, 2011).

Word of mouth is believed to be essential to the success or failure of a movie. To ensure positive WOM to some extent, one needs to identify the right audience for a movie and bring it to their attention. Positive WOM can be assisted by accurate targeting. Through a marketing campaign movie marketers can create "want to see" but the aim is to achieve audience enjoyment which again will result in positive WOM. A movie needs to be positioned well, since the most elaborate marketing campaign can be weakened due to negative WOM. It is not a good idea to market a fantasy movie as horror, which will bring horror fans to the theatre who will be disappointed. But sometimes there is not much the marketers can do when an employee of a movie project releases unfinished scenes to the Internet, which creates negative WOM about how bad the movie looks, and before the movie is even ready hundreds of thousands at that point may think the movie is going to be bad (Sheng & Ni, 2017).

3.4.1 Film Positioning Strategy before filming-Market concentric

The "orientation" theory in marketing theory is also applicable in film marketing, especially for small and medium-cost movies. Small and medium-cost movie should give oneself a clear and accurate market position. This puts forward two requirements for small and medium cost movies, one is positioning around the market and audience demand, the other is clear positioning, and the publicity message is consistent from the beginning of the film creation to the release of publicity.

Throughout recent years of small and medium cost movies, focusing on audience needs and clear and clear film positioning can help small and medium cost movies for better word of mouth marketing, such as "Crazy Stone" targeted at black humor comedy film, During the entire publicity period, the slogan "humor from all over the world" was carried out. Lost in Thailand also positioned itself as a humorous film. After the victory, director Wang Xiao said in an interview (Wang, 2010). The success of Lost in Thailand is that it chose the "genre film" route. He stressed, "only if the type is clear, can the audience be made clear about the features of my film in many blockbusters. In addition to "that year," passing through the world from you "has positioned the film as a love story and captured a large number of fans of youth nostalgia since the 8090 era.

Comedy, youth and romance films are the main types of small and medium cost films in recent years. These clear movie positioning can help the film to better carry out word-of-mouth marketing, and the film also tightly grasps its own characteristics and

positioning in the process of word-of-mouth marketing. Thus in the competition in large areas highlight their own characteristics, get attention.

Some small and medium cost movies have some problems in marketing, such as unclear positioning and ambiguous propaganda information.

What is more serious is, follow the wind imitating, propagandizing the same information, these have restricted the implementation of the film's word-of-mouth marketing to a great extent.

3.4.2 Film publicity and preheating strategy for interactive transmission of social media during film shooting

Before a movie is released, there is often a sense of mystery and anticipation for fans. Therefore, during film shooting, social platform can be used to transmit daily, actor shooting, film anecdotes and other information can attract the attention of the audience, and accumulate fans for the movie before the release of word of mouth marketing.

Before the film was released in 2014, it began to rely on Weibo platform to carry out word-of-mouth marketing, and it ran through all aspects of the film, such as project establishment, shooting, exhibition and so on. The film was launched on January 6, and then the film official Weibo was set up to release the film-related anecdotes and actor anecdotes. Meanwhile, Han Han actively used his influence to interact with fans. In the 184 days between the project and the publicity, Han Han published 85 articles of Weibo, including the interaction between Wang 17 and Internet citizens, 21 film sets and 9 selections. The angle released seven articles of Weibo's interaction with actors, six media reports, six movie progress reports and five pieces of information about their daughter. In terms of transmission, 62 percent of Weibo received tens of thousands of re-tweets or comments, and Han Han was once the object of a gag with Internet citizens. It turns out that this method is very wise, avoid the film itself hard publicity, this kind of joke is more popular with the masses of Internet users, the dissemination of more powerful.

3.4.3 Before the movie was released, screening strategy

For small and medium cost movies, the word of mouth dissemination of opinion leaders plays an important role in their film publicity, and early screening is one of the

most important means to obtain word of mouth information for small and medium cost movies. Dot screening means that before the film is released to the public, the producer appoints a number of cinemas for early screening. Generally speaking, the screening will invite the media and the film critics to come and watch it. After watching the film, they will write the film review and draft. Therefore, the first batch of films can be reaped by early screening. The better the quality of the film, the more inclined to adopt this method. They hope to form a preliminary good word-of-mouth situation through the advance viewing of some expert fans. After the initial stage of word-of-mouth fermentation and guidance, and then can affect the film after the late trend of word-of-mouth.

The most representative is the movie Crazy Stone, which is released nationwide in advance, and invites opinion leaders and ordinary viewers to launch a "Free Movie, you Film critic" event. Through the free viewing activities, the film has created a huge word-of-mouth effect on major media platforms. The film "the Sun Burning Heart" was released in 2015. Through the 4.61 million advance movie box office, the film finally crowed 300 million box office.

3.4.4 During the film's release, Strategy of word of mouth stimulation based on Road Show and fans' Marketing

In addition to opinion leaders, some small and medium-cost films will also actively carry out marketing activities to stimulate the generation and dissemination of audience word of mouth. Roadshows and fan marketing can be an effective way to inspire word of mouth, give play to the director / star topic effect, the film reflects the social reality of the public discussion, The task of social media marketers of small and medium-cost films is to constantly explore the points that can be combined with movies and to create topics for discussion.

3.4.5 The middle and late stage of the movie, emotional marketing

Emotional coding is an important means to continue word-of-mouth and deepen topic discussion.

The film "carrying Love to the end", released in 2011, focuses on the emotions of young people in the city, and the story is so touching that the film's word-of-mouth marketing pays great attention to emotional coding. Marketers filmed and recorded

lovers' feelings of love as propaganda material that led Weibo to discuss love and movies.

In contrast, the documentary 22 uses the way of online photos, "live" through the form of Weibo, "live" the life or death of the person photographed. Each Weibo is in fact a shock and grief to the viewer's heart. This kind of affective marketing way added a lot of patriotic plot, cause the viewer to ponder deeply.

Figure 1 Documentary 22 Weibo Legend



At the same time, there is a unique word of mouth marketing means, that is, the movie open end of the audience to discuss the film. If the movie "I want to be good with you", the film did not explain the end of the film, this also let the audience imagination, unconsciously began to discuss the film.

As mentioned above, emotional marketing is a very final means of medium and small cost film word-of-mouth marketing. This is because the story of small and medium cost film itself is close to the daily life of the public, and it is easy to arouse emotional resonance, and in the process of film marketing, More from the point of view of ordinary people, and the audience for close communication.

CHAPTER 4

THE ISSUE OF WORD-OF-MOUTH MARKETING IN SMALL AND MEDIUM-SIZED COST FILMS

4.1 Lack of reasonable overall planning and planning for small and medium cost film word-of-mouth marketing

Micro - blog , micro - letter , forum / paste , and scoring website based on bean / time net , etc , can become a powerful platform for word - of - mouth marketing , but in the implementation of word - of - mouth marketing , the marketing personnel of small and medium - cost movies have not achieved effective integration and integration , including channel integration , information integration and word - of - mouth marketing . If this means of marketing is not available, another means will be changed, and there is a lack of "tactics". Here, there are three main issues:

4.1.1 Insufficient marketing to form word-of-mouth effects

In the present era of "wine fragrance is also afraid of deep alleys", one of the sad reality is that good films and good word of mouth do not mean good box office. Good word of mouth and good box office are not directly related to each other. This is because scattered word of mouth can not reach a certain range of communication intensity. It needs not only the opinion leader to play the role of the right of speech, but also to form the information circulation among the ordinary audience, the word of mouth must form a certain scale, in order to break through the restrictions of scattered and small range, pull the increase of box office. Now for a lot of small and medium cost movies, Internet information jumbled As a result, movie word-of-mouth has not found a powerful communication center, has been submerged in a huge amount of information. On the one hand, it is limited by the marketing cost, but more importantly, the overall layout and strategy of word-of-mouth marketing.

4.1.1.1 First of all, insufficient issuance of active information

Active information, refers to the film marketing room through Weibo, We Chat, Douban and other platforms on the initiative to release information about the film, including shooting trends, actor information, film plot, behind the scenes, award-winning exhibition experience and so on.

As an example of the news release on the micro - blog platform , Wang Qigang ' s famous film has been praised as the famous tablet of the year , with a score of 8.4 points . The film mainly reflects the background of the decline of the northeast industrial city . The film shows a group of small people ' s efforts to realize the piano music dream . One of the reasons is that the active information is too small to reach the spread of popular word - of - mouth communication . The power of Weibo, as the producer of the film, said, "to make sure that there is enough material to spread the film across the country, there is no more budget for advertising and a lot of roadshows, but as a word-of-mouth film." We choose Weibo as the main way of publicity (Wang, 2016). It is wise to choose Weibo as the focus of the propaganda platform for such a small-cost movie, the Steel harp.

In the concrete propaganda of Weibo and the spread of word-of-mouth by Weibo, the piano of steel is seldom done, which is far from reaching the momentum that other films spread actively on Weibo. Before the release of the film, the film distributor hopes to bring certain industry influence through the professional perspective and authority of the professional film critic. As a result, he invited professional film critics and so on, successfully organized a number of film meetings. After watching the movie, the stars Ning Wealth and Yao Chen recommended the film one after another on the Weibo, causing certain discussions and heated discussions, and also winning a favorable vote. The film is positioned at the word of mouth film of the year, and forms the related topic on Weibo. Weibo. Word of mouth marketing did help with the initial publicity, with movie theater attendance rising online and cinemas starting to film more.

However, the dissemination of the film on Weibo is far from always, mainly due to the professional film review and the star's word of mouth recommendation, professional, the film on the topic of Weibo can not form a popular topic. Movie reviews focus on the lens, scene, soundtrack, artistic expression, and some sort of abstract discussion of consciousness, leaving off the popular need for awareness, entertainment, relaxation, or other aspects. In fact, the film itself also has a lot of humorous and profound lines, these lines can be used as communication material. Secondly, Weibo propagandizes that the film should begin at least half a year before it is released, such as some domestic films such as "the Future will be lost" Waves, etc., from the film project began Weibo propaganda, until more than a year film release. On the other hand, it was not until six months after winning the award at the Tokyo Film Festival that the official Weibo account was set up and the first Weibo was issued. At this time, it was only two months before it was released in domestic films, and within two months. Weibo fans, and the film message to the audience, the formation of word-of-mouth dissemination effect, time is very tight.

Therefore, the steel piano in the word of mouth marketing is far from enough.

In addition, what is more deplorable is that hundreds of small and medium cost films are produced every year in the country. At present, the basic marketing methods include marketing online and offline, including the marketing of movie media platforms, and outdoor advertising offline. Trailer ads, premiere ceremonies, etc., for a film, most of the time the marketing cycle is only 1-3 months. The limitation of time determines that Chinese small and medium cost film marketers cannot afford to pay attention to word-of-mouth marketing, but only stay in the press. Landing activities, business cooperation, these customary techniques. Therefore, for word-of-mouth marketing, small and medium cost movies pay less attention to word-of-mouth marketing, compared with its. His marketing means, also lack of relevant theory, practical experience guidance. Undeniably, the small and medium cost movie marketing expenses are limited, which to some extent restricts the word-of-mouth marketing technique, but for the small and medium-sized cost movie, it is more important to consider that the marketing cost is limited. How to use word of mouth marketing as a sharp weapon in the fierce box office competition to occupy the advantage.

4.1.1.2 Followed by insufficient interaction

Interactive communication with the audience is important , and the audience is willing to take time to pay attention to a film , and to take the initiative to make an audience experience . In the case of the movie marketing party , the response should also be offered so that the audience ' s will to further the dissemination of the public praise can be inspired .

In the medium and small cost movie word of mouth marketing, the positive and effective positive word of mouth issued by the audience lacks effective integration. For example, how to communicate effectively with these talkers, stimulate their motivation and enthusiasm for word of mouth dissemination, how to spread positive word of mouth twice, so as to be seen by more audiences, expand the scope of word of mouth, and so on. These lack of practical and effective practical methods. In view of how to stimulate audience word of mouth dissemination and development of the problem, the following will also be discussed in detail.

4.1.2 Over - marketing , resulting in negative impact

And lack of correspondence, the other problem of film word-of-mouth marketing is excessive. In the film marketing world, there has always been the theory that "marketing is more than film." this view is that the film itself is not important, that the audience only pays attention to which movie is the hottest and most topical, and that they do not watch the film to see the plot. But in order to participate in hot topics, therefore, the momentum of publicity, related topics "speculation" out. This view is not only true for blockbusters, but also for small and medium-cost movie marketers. Therefore, they do not hesitate to save on production costs, but also spend money to buy water, box-office. To a certain extent, this view It reflects the exuberant demand of the audience a few years ago and the blooming of domestic films, but with the slow pace of development of Chinese films in 2016 years and the improvement of audience's ability to recognize, they no longer "catch a cold" on various marketing methods. The era of "marketing is greater than film" will never come back. Medium and small-cost movie excessive marketing is very outweighed loss.

In the age of social media marketing , small and medium - cost movies use mass media and offline activities to reduce propaganda , and devote major energy to social media , and use social media to publish the film information . This kind of marketing mode makes the movie information more and more widely spread , but on the other hand , the frequent propaganda information makes the audience generate information against emotion .

Secondly, it is the problem of the network water army. Before the film is released, the few films will buy the water army through the relevant marketing organizations of various media platforms, especially if the word of mouth is bad, they will quickly adopt the way of buying the water army to support the word of mouth. Try to get a good start in the movie word-of-mouth. The main features are: on the Weibo platform, the Weibo is pushed into the headlines or popular Weibo through the water army re-tweeting comments; We Chat and the public number, swiping high reading volume; Douban and other movie scoring websites, virtual network water army brush high corona score, The Shunning is a double-edged sword to a movie, but from the overall film market competition, it is not conducive to the normal competition of the film industry. An act of error.

This is not only related to the problem of excessive marketing, but also about the truth of word of mouth information. This point will focus on the authenticity of the film

word-of-mouth.

4.2 Lack of effective means to motivate audiences to initiate word-of-mouth marketing

Word of mouth marketing is an active communication behavior based on the consumer experience, but for a large part of the audience, they have not formed the habit of actively sharing the information after watching the film. At the same time, the film marketers lack of effective stimulation to consumers and opinion leaders, so the quantity and quality of word-of-mouth will be greatly restricted. In word-of-mouth marketing activities, the audience is no longer the passive receiver of the effect of word-of-mouth information dissemination, but has more autonomy. They often participate in the process of word-of-mouth marketing based on certain motivation and purpose. For small and medium-cost movies, it is often overlooked how From the audience's needs, to stimulate the audience's initiative word of mouth. Word of mouth marketing can be very effective in the communication of the advertising campaign as it can offer a solution to "penetrating consumers guards" to get them talking about a particular product.

One market aspect find this type of marketing strategy beneficial to the entire advertising campaign of a certain product. One positive aspect of this marketing strategy is that the sources of this word-of-mouth advertising are mostly personal. This means that they are not subject to persuasion From the organization for personal gains or subject to being bias. This has a positive effect on the advertising campaign as it shows what consumers honestly think about a product and the motivation to try the particular product or services increases, due to the consumer Being recommended by a trusted reliable source. Just-in-mouth marketing is subject to a lot of clutter. As well, word-of-mouth marketing may sometimes not be beneficial in changing or influencing consumer's attitudes And perception especially from an organic source as negative conversations may be held about the brand. This is due to the organic source not finding the product beneficial and therefore has a negative perception of the product, which is then shared. One more criticism about this marketing strategy is that people tend to be offput and feel deceived when they find out that a person who influenced their attitude about a product has been working towards or benefiting from doing that. This ultimately has the potential to Make consumers change their attitude, which can have a negative impact on the firm's product reputation. This may be the case as consumers feel that it wasn't in the source's interest to tell what their full perceptions were of the brand.

Using social networking to its fullest extent in a marketing campaign allows studios to create a two-way discussion with potential viewers. This is different from the traditional one-way marketing of trailers and billboards. Nevertheless, encouraging discussion on the Internet can have either a negative or positive effect on the success of a movie. Because reviews and opinions travel so fast, good word-of-mouth can replace expensive large-scale marketing efforts and yet achieve excellent results. There are many ways of using social media websites for promoting movies. Some examples of this include creating Twitter accounts for the movie, and tweeting updates, premieres, actor/actress interviews, or give-away tie-ins. A marketing company might also make a Facebook page for the movie, encouraging people interested to "Like" their page and share it with their friends. YouTube can be used as a platform to not only show trailers, but also to create a channel dedicated to all official promos for the particular movie. By actively utilizing each channel of social media, a movie that would not normally garner a nationwide release might earn one. For example, *Paranormal Activity*, and a low-budget "found footage" movie like *The Blair Witch Project*, went on to become a blockbuster. Though the trend in marketing through social media is a growing one, as of now it is difficult to determine the effectiveness of social media marketing. Many films are now attempting to use both traditional marketing and social media marketing, which makes it challenging to differentiate between them. This study looks to find a link between the awareness from movie social media websites and movie attendance.

4.2.1 Viewers have not yet formed the habit of actively sharing reviews after watching movies

For most of China's audience, the habit of actively sharing film-rating information has not been formed. According to the author's survey, only 24.05 % of viewers who choose "certain associations" and "regular sessions" to share their own views will choose to forward, leaving only 7.59 % of the audience will choose to forward, 16.46 % choose to forward frequently, so, for them, the effect of driving them through the film plot is very limited, usually, electricity. After watching the film, I often didn't think of taking the initiative to rate the film or write about my own evaluation and experience of watching the film, and would not forward it to my We Chat, friends circle, Weibo, etc., and spread it on my own initiative.

Table 4-1 Are viewers willing to share the results of the review

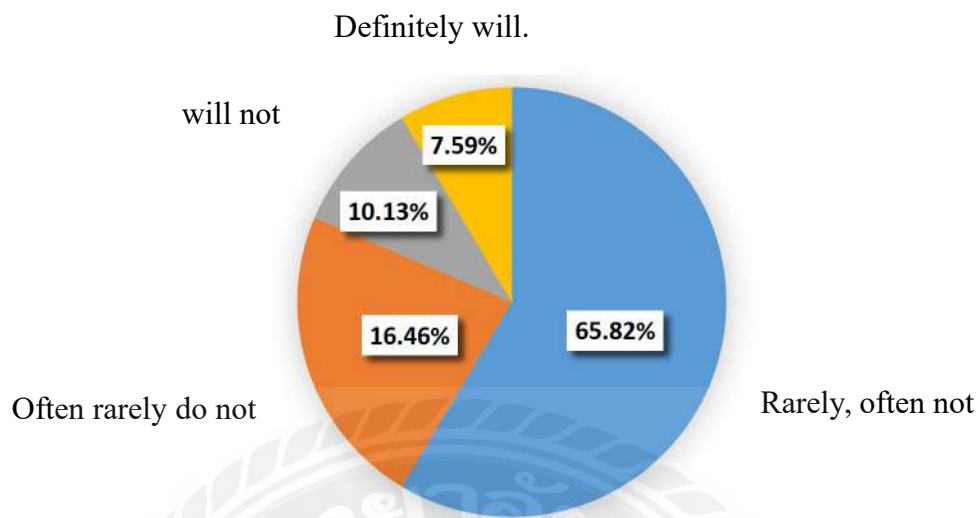
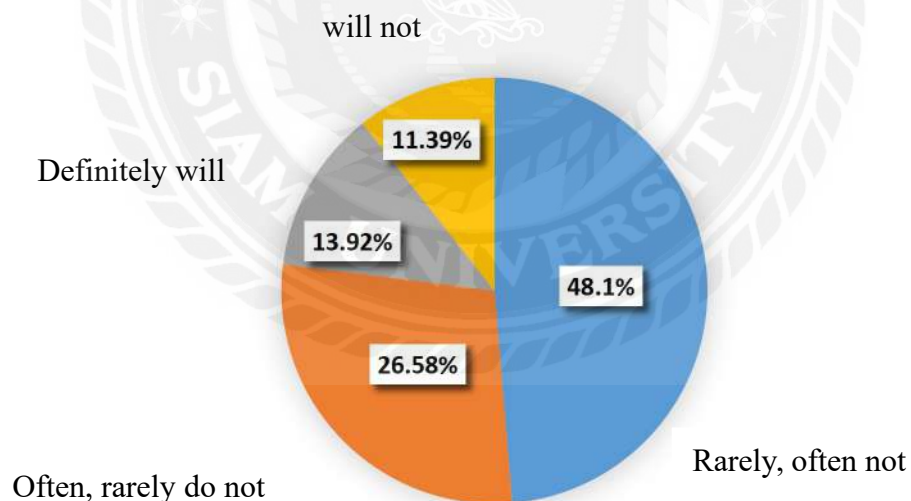


Table 4-2 When you see valuable word of mouth information, do you forward the findings



4.2.2 Lack of effective means to motivate audiences to initiate word-of-mouth marketing

In addition to the fact that the audience has not yet formed the habit of actively sharing film review information after watching the film, there is also an important problem, that is, the medium and small cost film marketing side does not stand on the

audience's demand point of view. Through effective means to stimulate the audience to spread the word of mouth motivation.

The motivations of the audience's word of mouth spread are diverse, ranging from general incentives, such as winning film concessions, to expressing their feelings and values through film reviews, regardless of the needs, for the word-of-mouth marketers, Must attach importance to and use certain ways to mobilize.

Take two small and medium cost literature and art films as an example. The film "Golden Age" and the film "Mountain and River Old Man" belong to the same small and medium cost literary and artistic movies. "Golden Age" is adapted from one of Wang Xiaobo's "Times trilogy", and at the same time it gathers Tang Wei, Feng Shaofeng and other free cast actors, the film itself has a certain topic of interest; "the Mountain and River Forbidden" also gathered Jia Zhangke, Zhao Tao, Zhang Yi, Zhang Aijia and other actors, and won the 52nd Taiwan Golden Horse Award for Best Picture. As two highly word-of-mouth films, the Golden Age eventually grossed nearly 5000, while the late Shanhe grossed more than 3000 million. . Comparing their efforts and results in word-of-mouth marketing, the Golden Age is also better than the Mountain River.

In the film *Mountain River native* Mountain River native > micro-blog, most of the micro-blog content is about film award information, media coverage, film tour broadcast, and less interaction with the ordinary audience. At the same time, micro-blog is only limited to simple information release, the form is single, there is no effective form to stimulate the audience's proactive word of mouth communication. "Gold" "gold" Time > word-of-mouth marketing on micro-blog is much better than the old people of mountains and rivers. The film marketing party launched the topic of "a word recommended to the golden age of the golden age" on micro-blog. So the interactive participation of many netizens, the number of discussions on the topic reached more than 10000.

At the same time, the film "Golden Age" is also actively engaged in award-winning participation and retweets, engaging in topic discussions, such as adding topic # she recognized Storm to write down her own words and @ Film Golden Age. Can obtain characteristic film peripheral souvenirs, has attracted the participation of many netizens.

Finally, the film actively interacts with its fans, discussing the story, lines, characters, actors, and the outlook on life behind the film.

In addition, the small and medium cost movie word-of-mouth marketing can also

innovate a variety of interactive forms, such as online fans watching group, organizing offline activities, and so on, these measures can effectively mobilize the enthusiasm of the audience, participate in the word-of-mouth marketing activities. Therefore, for the film marketers, word-of-mouth marketing is not to wait for a rabbit, but to meet the needs of the audience, take the initiative to try to find an effective way to stimulate the word of mouth.

4.3 Information: word-of-mouth information and lack of authenticity

In recent years, the emergence of new marketing means, some continue to break the bottom line, directly affect the authenticity of word of mouth information. The author's survey shows that nearly three out of four viewers believe that there is a lack of authenticity in film word-of-mouth information, especially for the complex and diverse medium and small cost, how to eliminate false word of mouth. To maintain the normal competition in the film market is a matter of concern to the public in recent years.

Word of mouth is false, the most concentrated performance is the hiring of the navy. Some online marketing companies refer directly to the hired navy as "word-of-mouth marketing", a distorted definition of word-of-mouth marketing. "almost every Chinese film currently employs a water army during the propaganda period," the Da He newspaper reported. The Navy has already formed a relatively mature industrial chain, and the film will set aside a considerable portion of its budget for the purchase of the Cyber Navy, which is provided by a professional network marketing company. The purchasing water army will forward the movie related information on Weibo, or make good comments, or brush points on key movie review sites such as Douban, one of them is to improve electricity. The two is to enhance the quality of word of mouth, which makes the movie show a good and hot false prosperity on the Internet.

In addition to hiring the navy, there are also a number of large-scale marketing activities for profit purposes. For example, an account with more than 100000 followers on Weibo reposted a movie-related Weibo at the behest of the marketer, or released a few words of movie review, such as "the movie is great." Can get 800 yuan or even more than 1000 yuan of capital return. There are celebrities with a lot of fans who offer higher prices. In this way, whether it's big movies or small films, this kind of public praise marketing, whether it's hiring or profit-making, has become a "secret" for everyone in the film industry. Secret ". This abnormal marketing behavior, the entire film industry is a great

harm.

First of all, for the small and medium cost movies, it is an outweighed risk behavior. The medium cost movie released in 2015, "No wonder: a Journey to the West", is a clear case in point. It has accumulated with the popularity of online dramas. A lot of attention was paid to the film before it was released. However, after the movie was released, the vast number of Internet citizens found in the Douban Film Review that a large number of favorable reviews of the movie "No wonder" appeared under the comment on "Chinatown investigation", which made many Internet citizens feel very strange. Later, Internet citizens pointed out that the water army, which was hired by the film, "brushed" the wrong movie. The word of mouth of the film turned straight down. In 2008, the box office was bleak. And when the same theme, "return of the Holy Spirit," was released, because most of the previous investment was invested in production and there was not much money for publicity, the film did not take too much publicity, but, With the quality of film content and conscience production, the film continues to be hot, there is a hot word called "tap water", "tap water" refers to the quality of content and production, the audience after watching the film voluntarily to make recommendations for the film. In the end, the return of the Holy Spirit earned 959 million at the box office.

The second is the harm to the audience. The publication of false film reviews deceives the trust of the real audience. Viewers go to the movies with expectation. After watching a movie, they often find that the film is not ideal, thus forming a psychological gap, which will give a lower score in the film score. In the long run, Is not conducive to film and audience friendly key construction. Finally, this behavior is also very detrimental to the development of the entire film industry. The film industry relies on brushing points, brushing box office brings vicious competition, will make small and medium-cost movie more difficult to enter the audience's vision. Movie competition order disorder, Chinese film will be more difficult to produce a good film.

4.4 Tracking: dispute over the handling of word-of-mouth disputes

Film as a popular cultural product, film reviews tend to have a personal tendency, so there will inevitably be word of mouth controversy. Negative word of mouth may bring crisis to the film to some extent, but the film can also profit from the proper handling of word of mouth controversy. In the face of word of mouth controversy, many small and medium-cost film marketers can not use the correct way to deal with, mainly for the

following two kinds of behavior.

First, Neglect of the importance of negative word of mouth, according to the survey, negative word of mouth is more likely to attract consumers' attention than positive word of mouth and has more influence on consumer's purchase decision. The small and medium cost movie carries on the word-of-mouth marketing, mostly revolves around the good word of mouth information, the marketer thinks is how to increase the high praise information, how to stimulate the discussion and so on, but often ignores the negative word of mouth influence, And effective control of negative word of mouth. For a small range of negative word of mouth, marketers tend to turn a blind eye, allow these words to amplify, and ultimately progress to a completely uncontrollable level.

Second, lack of word-of-mouth prediction mechanism and emergency plan, network word of mouth exists uncontrollability, this kind of uncontrollability refers to the marketing side is very difficult to really influence the trend of word of mouth, especially negative word of mouth. For small and medium cost movies, it is often difficult to have enough human, material and financial resources to track word-of-mouth information, so once word of mouth turns to a negative word of mouth, marketers are also very difficult to capture accurately. Analyze causes and manage them. Nowadays, there have been related word-of-mouth information tracking platforms and tools, and there are many third-party specialized network information tracking research companies, which can provide word-of-mouth tracking research. But on the whole, China is not yet mature and steady. The tools and platforms can be accurately tracked and lack of success stories. For small-and medium-cost movies, it often needs a certain amount of capital investment, and the investment income is uncertain.

Next, Using extreme measures to deal with negative word of mouth. Word-of-mouth advertising is what happens when a customer talks about your business with someone else. Positive comments about your business or its products and services can lead to more sales and successes. On the other hand, negative word of mouth can severely damage or even destroy a business. Understanding the impact of negative word of mouth can help you prevent the types of bad scenarios that prompt consumers to speak unfavorably about your business. It can also help you learn how to improve and strengthen your brand and your customer relationships. Negative word of mouth initially starts with two or more people discussing a bad consumer experience face-to-face, over the phone or online via blogs, review sites, social networks, forums and chat rooms. Whatever the medium, the result is the same -- your company, products or services are painted in a bad light that

might cause a loss of potential business. This is an especially big problem if negative word of mouth ends up on the Internet because word can spread so quickly and widely there.

Negative word-of-mouth as soon as the emergence of posts or with fans and other extreme ways. This approach is extremely inappropriate. This is no longer the case in the middle cost comedy movie *Angel of villain*, released in 2015, where scores on the peas have been down since release, as low as 3.7 minutes on the night of December 27, and Deng Chao in an hour. A total of 78 consecutive retirees from Internet citizens of the film Weibo, and sent a "bowl of service" reply and an expression. As a result, Deng Chao Weibo's fans dropped by 170,000 in just one hour. Removing Deng Chao from fans Note the behavior, the audience expressed their reputations to these films do not agree, or even antipathy. Therefore, Deng Chao this kind of crazy brush screen to do the word-of-mouth propaganda behavior for own movie is extremely inappropriate.

Figure 2 Weibo screen shots



Unlike Deng Chao, director Li Yu is much wiser in the face of the controversy over the wom of Guanyin Mountain. Fan Bingbing, who plays the film festival in Tokyo, draws a warm discussion on this film. The film is not worth seeing. Director Li Yu and the film marketers have not been too much to intervene when faced with these word-of-mouth disputes, but still look at it. Li Yu confessed that the discussions were "interesting". More viewers went in to watch and judge the film, which also grossed 5600, 000.

From this, it can be seen that both positive and negative word-of-mouth, in such an era of entertainment, are both as a "gimmick", the most important thing is as a film marketing staff, how to face this word of mouth dispute and deal with negative word of

mouth.



CHAPTER 5

THE PROMOTION STRATEGY OF THE SMALL AND MEDIUM-COST MOVIE WORD-OF-MOUTH MARKETING

5.1 Search and dissemination of movie-word-of-mouth information

Consumers' information acquisition and purchasing decision-making behavior in Internet environment has changed from AIDMA mode to AISAS mode. In the field of film consumption, according to the author's survey, Weibo with 57.89%, We Chat with 71.05% far exceeded the traditional outdoor advertising and television advertising, became the most popular channel to obtain film information. At the same time, more than half (61.85) people often ask friends or relatives for comments on whether the film is good or bad, and then make a movie decision.

In this case, it is very important to study the behavior of searching and disseminating word-of-mouth information of the audience. The audience's choice of the platform for obtaining word-of-mouth, the degree of trust in each platform, the degree of trust in each word-of-mouth information discriminator, The acceptance degree of word-of-mouth information form, as well as the audience's motivation, communication platform and content, and the acceptance of word-of-mouth marketing means will directly affect the development of word-of-mouth marketing activities. The implementation of word-of-mouth marketing strategy must be carried out from the search and dissemination of word-of-mouth information.

5.1.1 Search and dissemination of audience movie mouth - of - mouth information

5.1.1.1 Word of mouth information acquisition platform and degree of trust

The continuing popularity of social media has opened direct channels to potential customers that were not previously available to movie marketers. Sharing sites such as YouTube, Facebook, and Twitter have increased the spread of information to lightning speeds. The purpose of this study was to give movie studios information about how to use social media more effectively to market new movies.

According to the author's investigation, Weibo is the three major platforms for obtaining the movie-word-of-mouth information of the audience, such as We Chat and its circle of friends, Douban and other movie review websites. We Chat and Weibo, as the most important social media, still become the most important platform for the spread of word-of-mouth information. At the same time, the audience differentiation of platform

media is becoming more and more serious, for example, in the field of consumption, about beauty, clothing, mother and child and other fields have been divided into a special discussion groups, gathered on a certain platform. In the field of film, the number of movie review sites represented by Douban is 54.43% (see figure 4-3). In 2001, it became the most important word-of-mouth information acquisition platform after WeChat and friends circle. In terms of trust, Douban also has a high trust of 26.58% and a high trust of 50.63%, which makes it the most reliable platform for the audience to obtain word-of-mouth information.

At the same time compared to Douban, Weibo, We Chat in the word of mouth information trust slightly weak. In the course of the development of Weibo in the past two years, the social nature has gradually changed to the entertainment attribute. Under the entertainment carnival, there will be some irrational voice of emotional catharsis. Especially in recent years, the phenomenon of "brush powder", "buy powder", "water army" has become a well-known fact, which leads to the film word-of-mouth authenticity and trust is questioned.

For the small and medium cost film marketers, we should focus on the key channels of communication, and at the same time, take different strategies in view of the advantages and disadvantages of each channel.

Table 5-1 Access to movie-of-mouth information

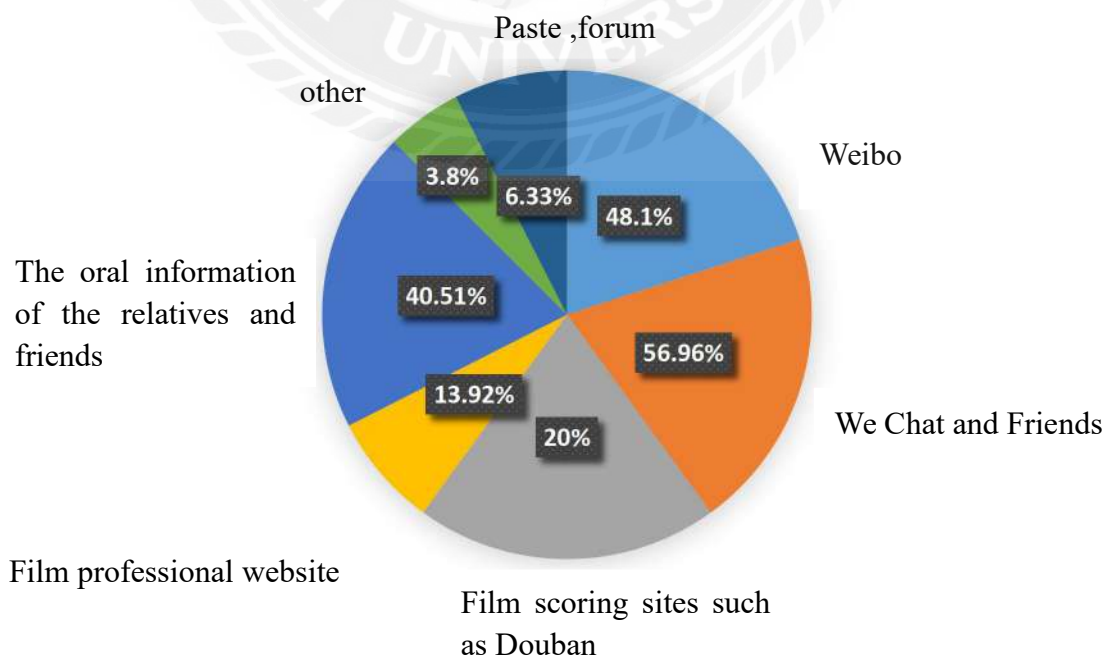


Table 5-2 Degree of trust by channel of audience film word-of-mouth information

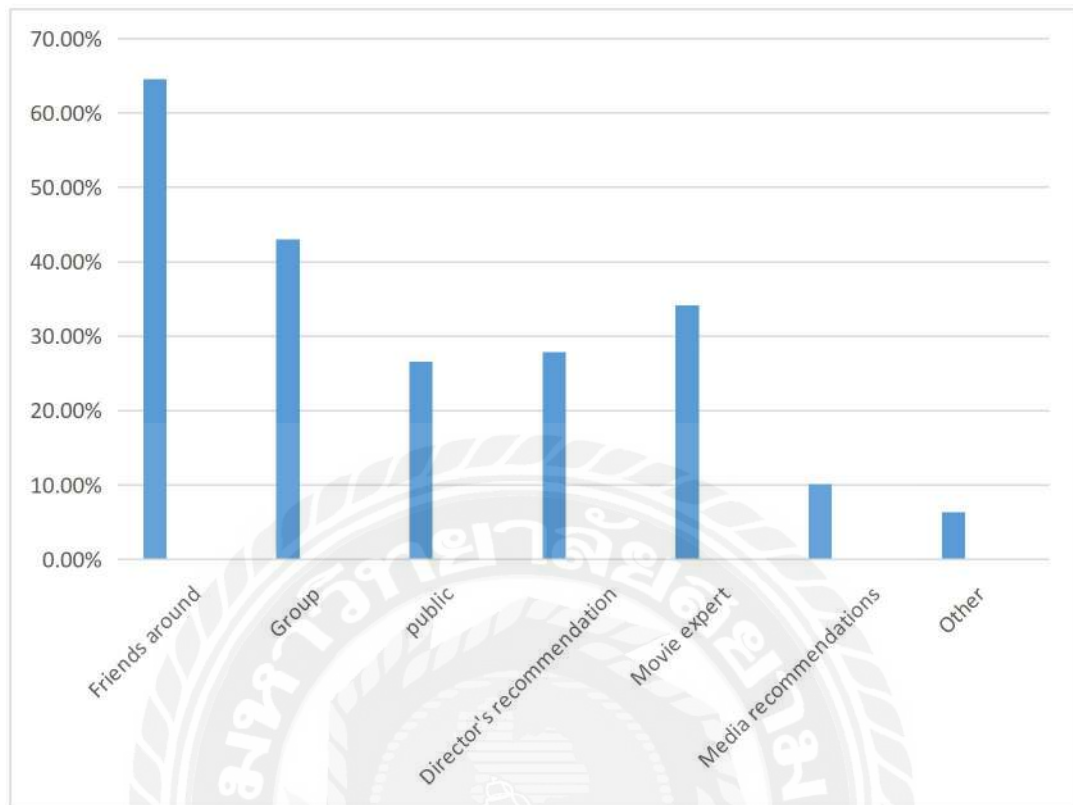
Topics / options	Very trusted.	Comparative trust	same as	Not very trusted.	Not at all.
Weibo	11.39%	32.91%	48.1%	6.33%	1.27%
We Chat and Friends	16.46%	43.04%	32.91%	7.59%	0%
Douban and other film scoring communities	26.58%	50.63%	18.99%	2.53%	1.27%
Film professional website	20.25%	50.63%	25.32%	2.53%	1.27%
Forum, post	6.33%	32.91%	32.91%	51.9%	0%
Face-to-face oral communication	24.05%	41.77%	30.38%	3.8%	0%

5.1.1.2 Dissemination of word - of - mouth information and its impact on decision - making

Close relatives and friends, activists and opinion leaders in the group, expert film critics become the main audience contact word-of-mouth information dissemination. Secondly, the recommendation of the general public and directors and actors is also a relatively common word-of-mouth dissemination of the main body.

Among these communication subjects, close relatives and friends have the greatest influence on the film viewing decision, or even have a decisive impact, followed by the active elements or opinion leaders in their group. Here, we can roughly conclude that the credibility and influence of Movie word of mouth information is positively related to the social relationship between the communicator and the receiver.

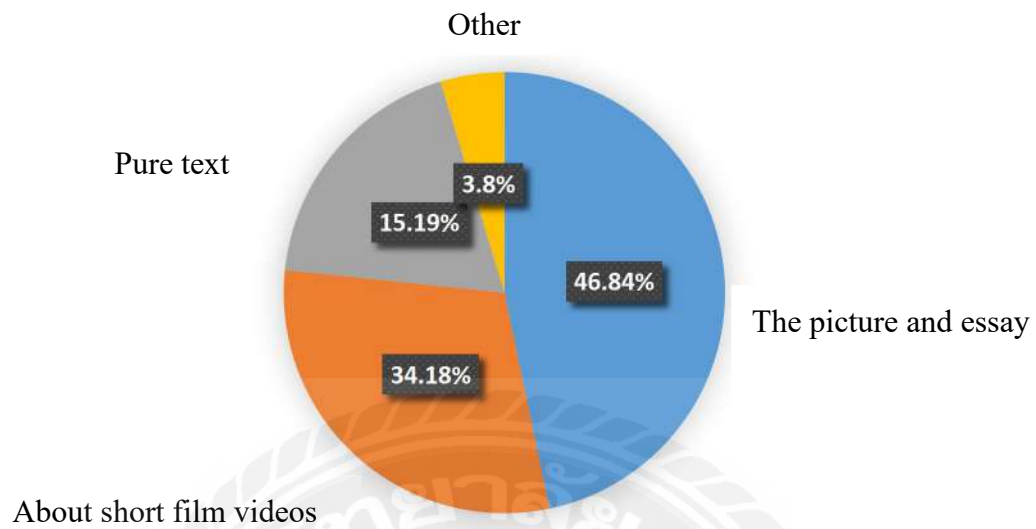
Table 5-3 The degree of influence of word-of-mouth information dissemination subject



5.1.1.3 Preference for word-of-mouth information presentation and emotional expression

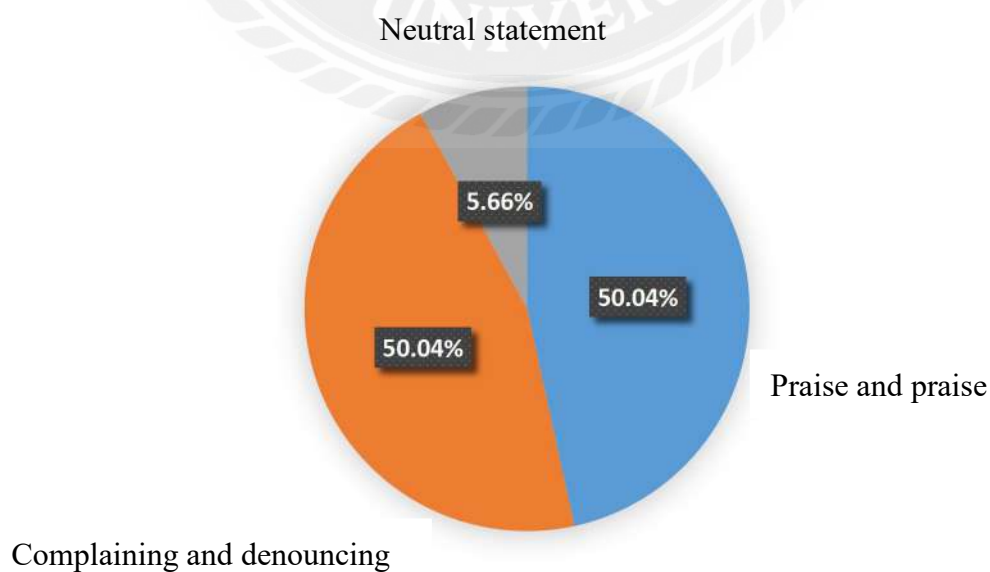
The main ways of presenting online word-of-mouth information are as follows: first, pure text, second, picture and text, and third, short video associated with movies. From the point of view of expressiveness, word-of-mouth information with both pictures and words has more advantages. It not only allows the audience to see the text of the film so fast evaluation, but also through pictures to show the film's style, screen, actors, plot and other information, become the most popular word-of-mouth information presentation. At the same time, under the network environment, the new short video mode is also increasingly popular with the audience, such as Weibo's second shot, We Chat's small video, etc. The video can directly display the picture, style, plot, actor and other information of the movie. But in the mobile Internet environment, the transmission of short video will also face the problems of network speed and tariff, but the form of short video transmission has become an irresistible trend.

Table 5-4 Audience preferences for word-of-mouth information presentatio



Emotional expression, complaints about a film and denouncing the word of mouth information, most easily noticed by the audience. Second, praise and praise of the film can also attract the attention of consumers, by contrast, the neutral statement of the film has little influence on the audience. Therefore, for the audience, they prefer to have an attitude, emotional word of mouth message.

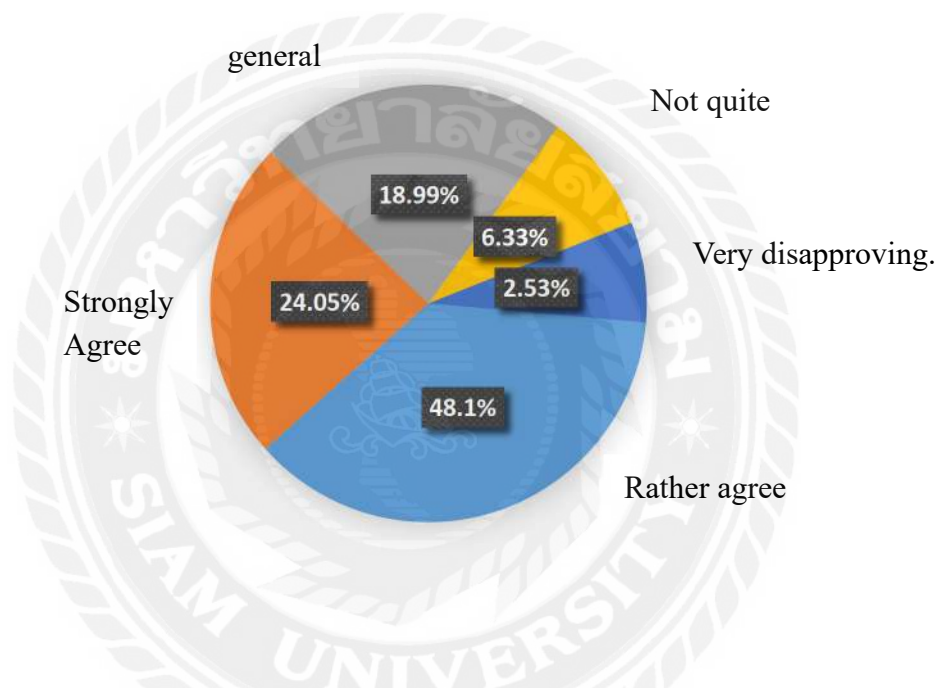
Table 5-5 Preference of audience to the emotional expression of word-of-mouth information



According to the relevant research, negative word of mouth has more influence on consumer purchase decision than positive word of mouth.

In the film consumption, in the author's question "good word of mouth film I do not have to see, but the bad word of the film I do not watch", 24.05% people agree very much, 48.1% of the people are more agree. Visible, compared to the positive word of mouth can stimulate the outlook, negative word of mouth is more resistant to the audience's outlook.

Table 5-6 I do not necessarily go to see a good word-of-mouth film, but I do not want to see a word-of-mouth film.



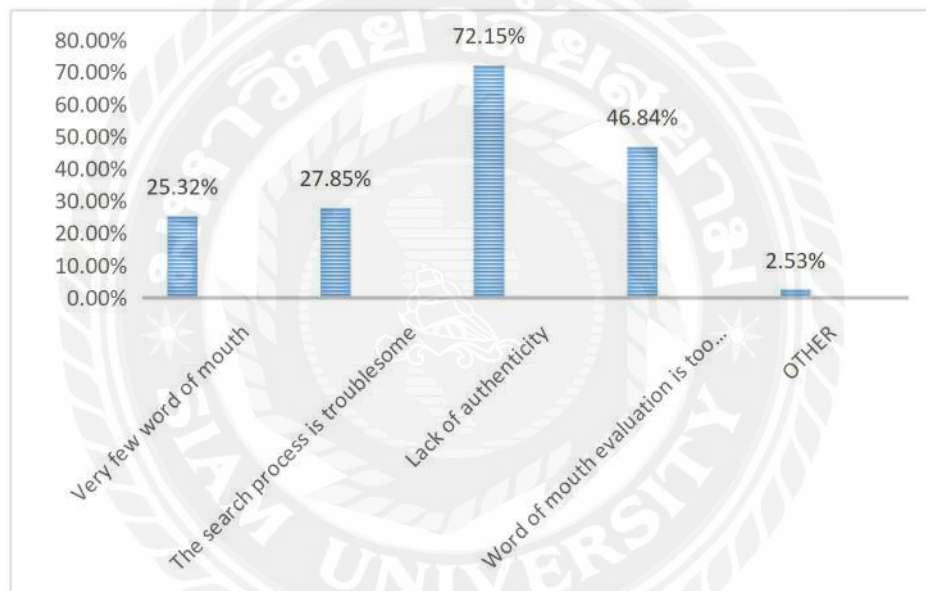
5.1.1.4 Problems with audience access to word-of-mouth information

Nearly 3 / 4 of the audience believe that there is a lack of authenticity in film word-of-mouth information, which is often caused by the wrong use of word-of-mouth marketing techniques, such as hiring water troops, scrubbing high internet ratings, and so on. However, in the process of implementation of film word-of-mouth marketing, especially in the practice of small and medium cost film word-of-mouth marketing, one is that there is not enough budget to buy water army brush score. The most important thing is that this method is very easy to produce negative effects. If the practice is inappropriate or excessive, it is easy to arouse the audience's antipathy. This is the end of the implementation of word-of-mouth marketing process needs to pay attention to, try to avoid the problem.

At the same time, some viewers think that the film reputation evaluation is too

subjectivism, not objective. The evaluation process of a film is based on the film itself, and then combined with the personal life experience and experience, often with obvious individualism and subjective tendency, this point is inevitable. However, if there is a large influx of film review information, the impact of individual subjectivism will decline, and more and more can reach a "fair and objective" state, which for small and medium-sized movies, It is necessary to accumulate a certain amount of time and word of mouth. Therefore, the effect of word of mouth marketing of small and medium cost films should be viewed in the long run, and a truly excellent one With the accumulation of time, more and more film works will get fair and objective evaluation from the audience.

Table 5-7 Questions that the audience considered to exist with regard to the acquisition of word - of - mouth information



5.1.2 Movie Information dissemination behavior of viewers

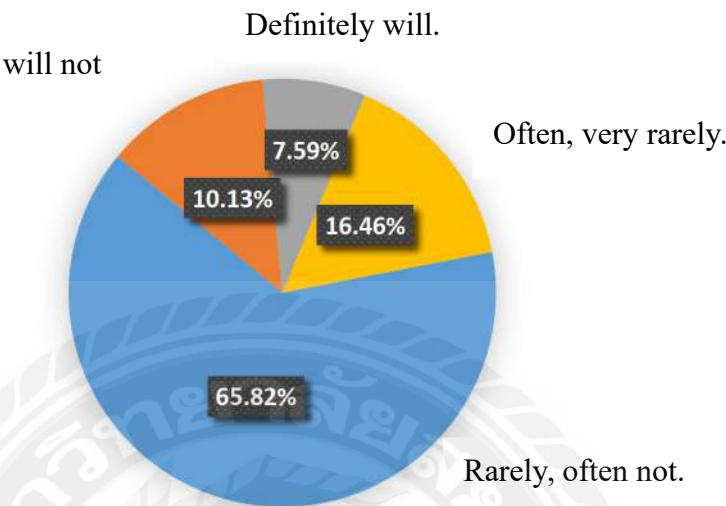
5.1.2.1 Word-of-mouth will and motivation of the audience

From the current point of view, the audience's willingness to spread word of mouth is not strong. After watching a movie, 75% of the audience have not considered sharing their own film viewing experience. They have seen it once they have seen it. There are no sufficient incentives and reasons to motivate them to share their own reviews, let alone form the habit of active evaluation after viewing. Visible in the current Chinese audience, the initiative to spread word of mouth behavior is not common.

But there are also nearly a quarter of the audience will actively share their experience after watching, the study of their word-of-mouth communication motivation to

guide us in word-of-mouth marketing has very great significance.

Table 5-8 The overall situation of viewers actively sharing film reviews



(1)Sharing good movies and letting more friends enjoy and watch them is the first motivation for audience to spread word of mouth. The slogan "good things to share" has been well realized both in film consumption and elsewhere.

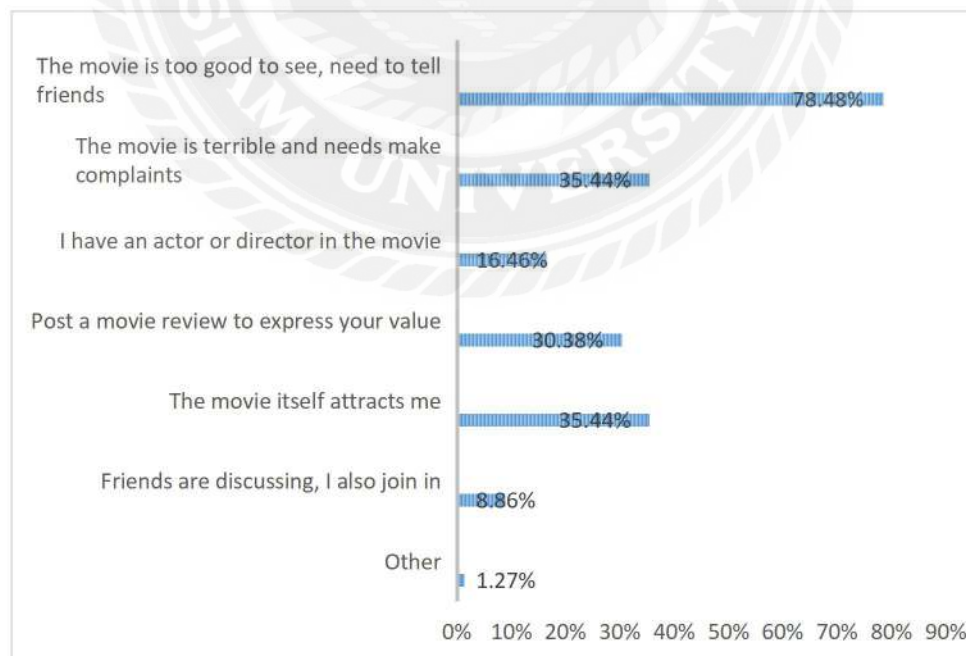
(2)Expressing dissatisfaction with movies is also one of the motivations of word of mouth dissemination. It takes money and time to watch a movie, and we always have the expectation of "this movie is worth watching" before we go to see it, but if it doesn't go as expected, The discontentment and resentment caused by the psychological gap are in urgent need of some kind of channel to vent and express, at this time, you can see on the various social media platforms to the movie's denunciation and the discontented opinion.

(3)Through the publication of film reviews, the expression of their own values has become one of the motivations for some audiences to actively spread word of mouth. The difference between film and other consumer products is that it is essentially a kind of spiritual consumption, whether it is comedy, romance or other types of film, the film is to convey certain spiritual significance to us. We want to publish a movie review, it is often the film triggered our feelings and experience in the heart, with our spiritual feelings to form a resonance, or some degree of difference. By sharing film reviews, we convey our values and gain a sense of identity. Position and emotional attribution.

(4) Participation in social discussions is also one of the motivations for the audience to spread word of mouth. Film, as an art, comes from reality and is higher than reality. To a certain extent, it is the epitome of our whole society. It is easy to extend the social problems reflected in the film to the real society and arouse people's thinking and discussion. The film "Dear", as a realistic film that reflects the sale of children and the tracing of parents, has aroused the views of all sectors of society on the issue of child trafficking during its release. Social welfare organizations appeal to the general public to give full play to the power of the public to help separated families recover their loved ones, and legal concerns concern and appeal to the issue of legislation on the abduction and trafficking of children. Parents are telling parents to take good care of their children and so on. The film reflects a social problem and causes social discussion, which attracts every citizen to participate and express opinions.

(5) There is also a part of the audience, because of the star chase, follow the wind, participate in the sharing of the film experience. In film marketing, especially the marketing of small and medium cost films, we should only grasp the motivation and demand of audience word of mouth, and use all kinds of means to effectively stimulate all the motives.

Table 5-9 Motivations for viewers to actively share film reviews



5.1.2.2 audience word-of-mouth information publishing platform and content

We Chat and friends circle, micro-blog is still the most important word of mouth information platform for the audience, and face-to-face oral discussion and communication is also an important form.

In terms of the content of word-of-mouth information, movie characters, plot itself is still one of the important content, at the same time, the outlook on life and values behind the film has also become one of the most important content. This is directly related to the motivation of the audience to convey their values through the film.

Table 5-10 Audience word-of-mouth information publishing platform

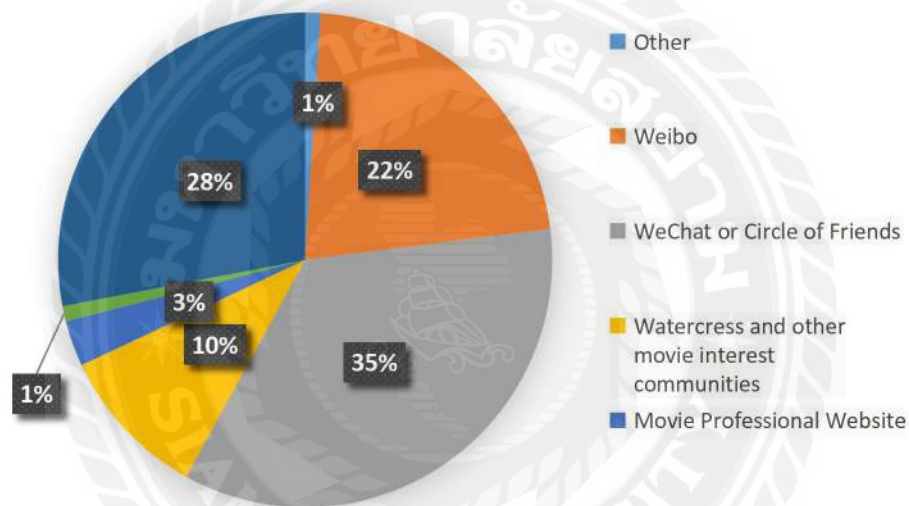
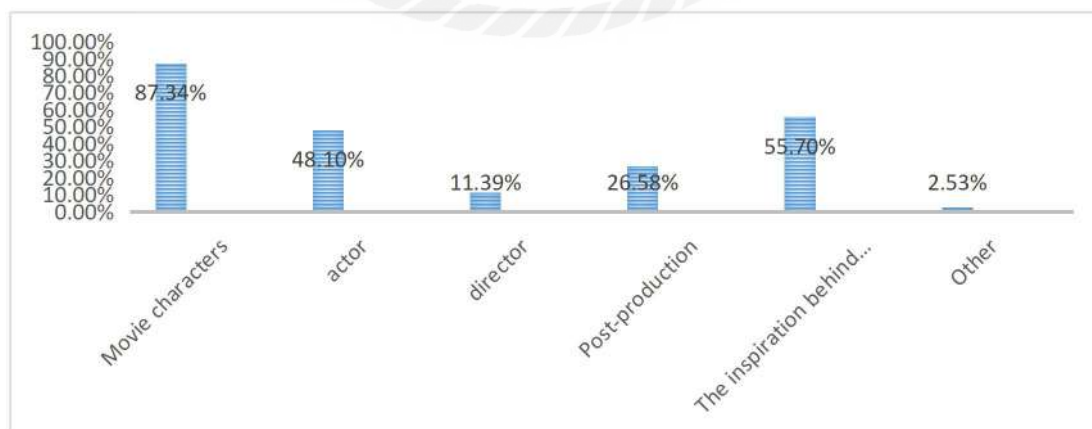


Table 5-11 Audience word-of-mouth information publishing platform



5.1.2.3 The effect of word of mouth marketing on audience's initiative to spread word of mouth

"Invite to the film in advance, film premiere or fan meeting," is considered by the audience as the most effective motivating means of word-of-mouth marketing. This is because an invitation to an early film, a movie premiere, or a fan meeting will give the audience a unique "reward" that distinguishes the audience from the rest of the audience, and that the "reward" inspires the audience's inherent sense of pride and superiority. It will be easy to actively publish the experience of watching the film.

In addition, other methods of word-of-mouth marketing, such as sharing film reviews, getting discount, or getting customized gifts, can stimulate audience's behavior of viewing and commenting to a large extent.

Table 5-12 The effect of each word of mouth marketing method

Title	Very effective	More effective	More effective	More effective	More effective
I was invited to the premiere, the movie premiere, or the fan meeting	29.11%	36.71%	26.58%	6.33%	1.27%
Share film reviews, I can get a discount or discount	10.13%	48.1%	31.65%	7.59%	2.53%
Share film reviews, I can get get a custom gift for a movie (an autograph of an idol, etc.)	10.13%	46.84%	26.58%	12.66%	3.8%
I can take part in some movies a funny event or activity.	5.06%	50.63%	37.97%	5.06%	1.27%

5.2 Starting from the search and dissemination behavior of viewer word-of-mouth information, explore the promotion strategy of small and medium-cost movie word-of-mouth marketing

5.2.1 Generating Strategy of Movie word-of-mouth for small and Medium-Sized movies

Whatever means are used, the most important thing to consider in film marketing is the film itself.

Marketing has always put products first. In the era of short supply of goods, marketers believe that "there are no unsold products" or "marketing has nothing to do with products", which has been proved incorrect in today's competitive market environment. The same is true in film marketing. Of course, we also see that there is an unreasonable phenomenon of "low word-of-mouth, high box office" in the current film market, so the film marketing industry is permeated with the "marketing > film" argument. But with the pace of adjustment and transition of the Chinese film market, especially 2016 years, the Chinese film has stepped into "the time of the Sage" in 2016. Several domestic blockbusters, such as "I am not Pan Jinlian", "A History of the death of Romantic", "Ferry Man" and so on, were unexceptionably subjected to box-office and word-of-mouth Waterloo.

We can see two problems from the phenomenon of "low word-of-mouth and high box office": first, in the current market environment,

China's film market is not short of demand; second, this demand is not really satisfied, otherwise these films would not have won such low reputation. This reality poses a challenge to small and medium-sized movies: viewers want to see good films with better quality, and at the same time, It also presents a new opportunity for small and medium cost movies: small and medium cost films can face up to the current problems faced by Chinese films and focus on improving the story power and quality of the films themselves. For the audience, the story and characteristics of the film itself is the audience's utmost concern and willing to actively spread.

First, small and medium cost movies should have good story power, and have good materials and stories. The small and medium cost movies have the following ways to improve their story power:

First. Take the material from the true story and make a dramatic adaptation.

What's more exciting than movies is real life. When our neighbors, or in the daily news reports, we can often see some ups and downs of life stories, they happen to us, real, meticulous reflection of our real life. We live in this era of insight, understanding and voice, only when combined with a specific character and story, the audience can perceive. Such works are called "small narration" works, they often take from the real reality story, and then make dramatic adaptation, with the sharp capture of the social ordinary people's psychology, get the audience's approval and praise.

The film "Dear" was drawn from Peng Gao's true experience of seeking a son. After his deeds were reported, he aroused widespread public concern, and also caused the society to think about the problem of child trafficking. The film "Dear" is adapted from this touching story, with the help of a careful restoration of the true story, Dear has won a unanimous praise, the majority of Internet citizens have commented, "this is a film that has meaning to the social reality."

One of the characteristics and advantages of small and medium-cost movies is that they return to reality and the public, that is, "approachable". Getting real stories from the real world for adaptation is often more real and more touching than the writer's personal attempt to make up a story.

Second. explore the high quality "IP" from the Internet.

Film writers, directors in the creation of movies, often spare no effort to stand in the audience's point of view to think, what kind of content can arouse the audience's interest and resonance? In the past, these judgments were predicted by screenwriters and directors, and the limitations of personal judgment posed a box-office risk, and most of the time films failed to capture the pain and itching points of the audience.

The current Internet can provide help for film creation, grasp the needs of the audience, mainly reflected in the following two aspects:

One is to provide a platform for ordinary excellent film creators to display their works. As a result, we can see more and more online novels, comics and so on attracting the public to watch, and some excellent works have become "popular styles" in the popular pursuit. In the Douban community, a netizen named "Dali-fa" opened a post called "novel, or Guide" in the group to record his feelings and life after being lovelorn, relying on moving words and moving plots. Soon received the attention and popularity of the bean friends, and soon this diary novel got the attention of the publishing house,

"Dahlia" Bao wrote with the "lovelorn" This book was published in 33 days and was later adapted into the film "33 days of falling in Love". From this, we can see that the Internet is a huge treasure to be discovered. Every day, many ordinary creators write their own stories and feelings on the Internet. For the creators of small and medium-sized movies, We should pay more attention to these ordinary and great individuals, give play to the characteristics and advantages of small and medium-cost movies close to reality and approachable.

Second, Internet technology can provide big data with analysis to help discover current trends and movie preferences.

And analyze people's demand for shadow, grasp the trend of demand. Combine the above two elements to create and screen content.

Can effectively grasp the audience demand, reduce the risk of film box office.

Therefore, in order to create a movie with storytelling power and popular with audience, it is necessary to analyze the needs of users through the means of Internet, and to excavate the stories and IPS that users like. Or through the Internet to find the target audience, and then let fans participate in the creation of the film, is a low cost, good results, adapt to the market and audience needs of film creation and marketing.

5.2.2 The Communication Strategy of the word of mouth of small and Medium-Sized movies

5.2.2.1 Sources of information: give full play to the role of opinion leaders and the first audience

The communication of opinion leaders is a low cost and effective word of mouth propaganda. The small and medium cost movies will be used to stimulate the opinion leaders to spread the word of mouth to the film, which can achieve twice the result with half the effort. These opinion leaders include media, self-media, professional film critics, film professional mentors and students.

Inviting opinion leaders to the film in advance is an important form of communication that inspires opinion leaders to take the initiative. Movies are unknown before they are released, and often have a certain mystique. Therefore, before the film is released, invite these film critics, the media, who are concerned about the film themselves, to provide content for their dissemination. It is an act of mutual benefit.

5.2.2.2 Platform: key platform focus breakthroughs

Small-and-medium-cost movies to accurately locate their audience, and then according to preferences to choose the platform, focus on the layout. In the previous chapter, We Chat and its friends circle, Douban and other movie review sites, Weibo is the most popular audience film information access to the three major platforms. According to the characteristics of these three platforms, this paper discusses the communication strategy of medium and small cost movie word-of-mouth marketing in each platform.

Weibo: build the Matrix of Weibo Communication and integrate the Information Communication

Weibo's openness determines that it is developing from social attribute to information acquisition and entertainment attribute. When carrying on word-of-mouth marketing, we should make great efforts to build Weibo communication matrix and integrate information dissemination.

Director / actor Weibo can become an important platform for the release of film information and word of mouth information. In this small and medium cost movie might as well learn from "lost in Thailand" on the Weibo integration information dissemination strategy, first of all, "lost in Thailand" will be their own film publicity in "lost" and "funny" and so on, it has adopted each Weibo account linkage, Deliver a concerted message. Seize the opportunity to "the end of the world", the accounts of the "doomsday carnival together" message, at the same time, "lost in Thailand" official micro-linkage Xu and Wang Baoqiang's Weibo account, to create the image of these two "lost God", and this is the same. Some star / TV stars, including he Jiong, helped promote the film on Weibo. These measures greatly encouraged people to explore the "lost" territory. Therefore, the use of Weibo communication matrix, the dissemination of coordinated information can effectively improve the momentum and effect of word of mouth information.

We Chat: deepening the depth of Film Review Information.

It is one of the motivations for a part of the audience to spread word of mouth by publishing film reviews, participating in social hot discussions and expressing their own values. We want to publish a movie review, it is often the film triggered our feelings and experience in the heart, and our spiritual feelings resonate.

The audience likes to convey information with attitude and emotion. We Chat is a strong relationship platform, so it is easier to communicate deeply, especially the We Chat public self media. Many of the editors and authors of these media platforms have many years of professional experience in traditional media. The perspective of the problem is unique and profound. For movies and cultural entertainment, there are also some specialized public names, which analyze and recommend movies from a professional perspective, and some articles with larger public numbers with more than 100000 fans can be found everywhere. It is precisely because these articles convey a message of opinion and attitude that they will be particularly grasped. Human eyeballs are forwarded in the circle of friends. Small and medium cost movies on We Chat platform for word-of-mouth marketing dissemination, through their own public number to publish valuable and attitude information, at the same time can work with self-media platform, through the professional analysis of self-media platform by more audience cognition, And achieve the purpose of forwarding and word-of-mouth marketing.

Douban: grasping interest and enhancing interest.

As the largest film community in China, Douban film can not be compared with Weibo and We Chat in terms of dissemination breadth and depth, but as one of the three platforms for audience access to word-of-mouth information, Douban's strength should not be underestimated. The daily panel on film discussion in the Douban group is very active. They plan online and offline film related activities on the platform of Douban, with lively and interesting, gained the participation of Chinese Douban Internet citizens. The key of the small and medium cost movies in the word of mouth marketing is to grasp the attributes of the community of interest in Douban, and the marketing behavior should start from actively arousing the interests of Internet citizens, and inspire them to get involved and create. The vitality of

At the same time, in the process of word-of-mouth marketing, we should pay attention to the role of the first audience, they often play a key role in the growth of word-of-mouth. For example, the movie "Crazy Stone," before it was released, held a nationwide movie screening ceremony, and selected key cinemas in some key cities to launch a "free movie, you're the critic" movie show. During the free screening of several days, the audience saw a good movie that was humorous without losing its depth. After watching the film, they offered to publish their own film viewing experience, which formed the first batch of word-of-mouth information of the film, which was then accessed by more people. And then gradually. More and more word - of - mouth effects have been

produced on the media and on the Internet media.

5.2.2.3 Sustained dissemination of word of mouth: incentives to stimulate active communication

The implementation of rewards can effectively enhance the initiative of audience to share film reviews. The implementation of awards here is not simply a way of issuing coupons to the audience, because it is not economical for small and medium cost movies with limited cost. Compared with the "little favor" offered to the audience, the following methods are more motivating to the audience, especially the initiative of spreading the word of mouth: inviting fans to watch movies for free, inviting fans to participate in the film premiere, holding fan meetings, etc. Gift actor autograph or movie souvenir, by making privilege, secret, satisfy the psychology that fans enjoy privilege.

5.2.2.4 Tipping point of word-of-mouth: set up online issues, plan online events

In order to make a difference in the rich and complex word-of-mouth information of movies, small and medium cost films must provide "topics" that can be discussed by the vast number of Internet users. By setting up online topics or planning online time, they can attract the attention and interest of the audience. High quality films themselves, distinctive film features, celebrity effect and entertainment, film quality, etc., can be used to create networks or social hot spots.

Create word-of-mouth topics by using deadlines to create events. The propaganda of the film lost in Thailand cleverly fixed the release date of December 12, 2012, as the end of the World in the Mayan calendar. The discussion of "the end of the world" was also heard on that day. The publisher grasped the time accurately, and the campaign revolved around "the end of the world," with slogans such as "laugh rather than die" and "doomsday movies." But the small and medium cost movie "33 days of lovelorn" is also grasped the hot spot event-2011 11 "Singles Day of the Century", in addition to Weibo on the collection of "lovelorn story", but also through online channels to collect happy couples, and star together to walk the red carpet. At that time, Singles Day earned a lot of talk, and films were pushed to the top of the box office in the wave of bachelor talk.

Use lines or characters to create word-of-mouth topics. The film itself is the key to the innovation of film propaganda.

Movie-themed songs, scenes, lines, and even an expression can be used as a topic of word-of-mouth communication. Before the release of the small and medium-sized movie "intimate enemy," director Weibo, as a celebrity with many fans on Weibo, promoted the popularity of "intimate enemy body" on Weibo, and the vast number of Internet citizens imitated and innovated one after another. Many interesting words were born and widely disseminated. In addition, in the movie "lost in Thailand", a scene in which Wang Baoqiang chased Xu Zheng and finally returned his mobile phone's facial expressions and lines, received the popularity and transformation of Internet citizens, and all kinds of funny PS pictures came into being. Got mad on a social platform. A wild re-tweeting.

5.2.3 WOM tracking and maintenance Strategy for small and medium cost movies

5.2.3.1 Establishment of effective word-of-mouth tracking mechanisms and emergency programme

Nowadays, there have been related word-of-mouth information tracking platforms and tools, and there are many third-party specialized network information tracking research companies, which can provide word-of-mouth tracking research. But at present, there is no mature and robust tools and platforms to achieve accurate tracking, and lack of success cases. Therefore, the immediate task of the film industry is to establish a scientific and effective word-of-mouth tracking tool. At the same time, a corresponding emergency plan for negative word of mouth is formed.

In addition, we can obtain initial word-of-mouth information by means of pre-release, early warning of possible negative word-of-mouth, and provide solutions to all kinds of situations after the film is released, so as to minimize the risk.

5.2.3.2 To deal with negative word of mouth

Dynamic real - time tracking of word - of - mouth . According to the previous chapter , viewers tend to be more concerned and sensitive than negative ones . In fact , negative monuments are a relatively sensitive issue for film marketing , which requires more wisdom to deal with negative words .

When negative word of mouth appears, confrontation with the audience often outweighs the gain. It is wise to adjust your posture quickly and accept criticism actively. At the same time, we should take the initiative to communicate with the audience

faithfully and faithfully, communicate with the audience in a sincere and equal manner, take responsibility and self-reflection, continue to speak with the works, and pursue the effect brought by the long term word-of-mouth communication.

5.2.3.3 Look at the effect of word of mouth marketing in the long run

For many film investors, producers, and marketers, it is very one-sided to focus too much on the economic effects of word-of-mouth marketing during the film's release. Internet video platform can provide a new channel for small and medium cost movie revenue, so for small and medium cost movies, do not regard cinemas as the only channel to pursue the box office with quick success and instant benefit. Developing video website channel is also a kind of channel of film marketing. Word-of-mouth as a long-term investment in the film, in addition to being seen by the audience during the release period, the current network of video channels to expand the film's life cycle, after the end of the cinema release, more viewers can also through the net The way to watch TV.

In this way, the original word of mouth of the film will have a continuous influence, and the word of mouth will continue to accumulate on this basis. In addition to the more audience, the film is increasingly rich and objective. The effect of the word of mouth will become increasingly prominent.

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