



**STUDY OF ZHIHU GAME ADVERTISING MARKETING
STRATEGY IN CUSTOMER IDENTIFICATION**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
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STRATEGY IN CUSTOMER IDENTIFICATION**

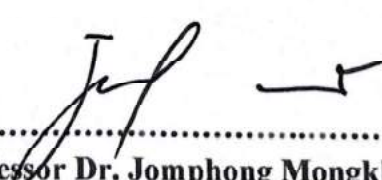
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This Independent Study has been Approved as a Partial Fulfillment of the Requirement
of an International Master of Business Administration in International
Business Management

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ABSTRACT

In the highly competitive market environment of the Internet, the role of new media platforms in market promotion has become more and more prominent, the competition for commercial advertising has become more and more fierce, and advertisers have become the target of various media platforms. This study focus on the problems in the process of marketing advertising for the ZHIHU Game under the commercial advertising model of the ZHIHU platform. The objectives of this study were 1). to identify the problem that the ZHIHU game does not identify customers, 2). To explore the ZHIHU Platform for customer management relationships for gaming customers, 3). to develop marketing strategies for identify customer and improve customer relationship.

This study is conducted through a documentary research method, used various data officially released by ZHIHU, and used official data from other platforms obtained on the National Bureau of Statistics. This is followed by documentary research of the various literature and data through case studies. In this study, analyzed through customer relationship management theory, the relevant data are summarized and analyzed, and the pricing model of the platform is analyzed by comparing the data of different platforms; through the case study method, the relevant summary and analysis are done for the data reference in the case; at the same time, customer relationship management, marketing, and game industry books and literature are preferred.

The commercialization of the ZHIHU platform is still in its early stage. The study concludes that by establishing strategies for identifying customers, traffic planning, and using customer brand demand, the customer value of the ZHIHU platform can be improved and customer resources can be continuously added value in the enterprise. To reduce the exposure cost of game customers, can the two models be

tried. on the one hand, can reduce the exposure cost of game customers. On the other hand, it can improve the selling rate of non-core advertising positions.

Keywords: marketing strategy, customer relationship management, customer identification.



Declaration

I, Li Xueying, hereby certify that the work embodied in this independent study entitled "STUDY OF ZIHU GAME ADVERTISING MARKETING STRATEGY IN CUSTOMER IDENTIFICATION" is result of original research and has not been submitted for a higher degree to any other university or institution.

李雪莹

(Li Xueying)

Feb 20, 2023

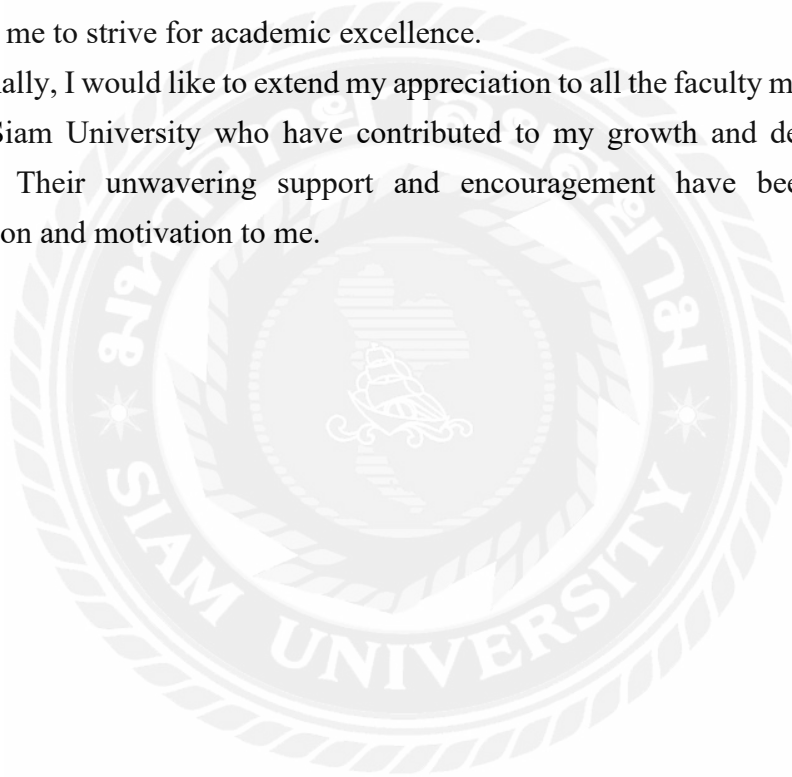


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1. Introduction

1.1 Research Background

With the development of China's economy, people's consumption ability has increased, people's demand for food and clothing has been satisfied, and the quality of material life has improved, so people's demand for life has gradually shifted from material needs to spiritual needs (Wei, Li & Wan, 2006). With the favorable national infrastructure and macro environment, the new knowledge economy has begun to rise. In 2017, ZHIHU set up its commercialization team, using Internet advertising as the main commercialization method (Wang, 2018).

The game industry has been developing rapidly in recent years, and online games are more dependent on Internet advertising, so game clients are one of the more compatible types of clients with Internet advertising (China Gaming Committee, 2018). The main purpose of ZHIHU's game ad sales is to combine game customers with ZHIHU's platform, help game companies to effectively market their products on ZHIHU's platform, meet the different marketing needs of game customers, and obtain advertising fees from game customers (Wang, 2018). It is in this context that ZHIHU's game advertising sales strategy is based on the characteristics of the ZHIHU platform and the game industry.

In 2018, Ariadne Consulting released a report on online advertising in China, showing that the market size of online advertising in China reached 375.01 billion yuan in 2017, an increase of 30% year-on-year, and the growth rate is expected to remain above 30% in 2018, which means that the market size of online advertising is expected to be close to 800 billion yuan by 2020 (Annual Monitoring Report on China's Online Advertising Market, 2018).

In the past two decades, China's game industry has developed rapidly, and the actual sales revenue of China's game market has reached 203.61 billion yuan in 2017, with a year-on-year growth of 23%, among which the actual sales revenue of the mobile game market is 116.12 billion yuan, with a continuous increase in share, accounting for 57.0%; the actual sales revenue of client game market is 64.86 billion yuan, with a decrease in share, accounting for 31.9%; the actual sales revenue of webpage game market is 15.60 billion yuan, with a significant decrease in share, accounting for 7.6%. In 2017, the actual sales revenue of China's game market reached 583 million users, representing a year-on-year growth of 3.1%, of which 554 million were mobile game users (China Game Industry Report, 2018).

With the development of China's economy, people's expendable income has increased significantly, and the proportion of consumption based on basic survival needs such as food and clothing is gradually decreasing, while developmental consumption is increasing, generating a large demand for high-quality knowledge and information, and a new consumption structure of education, culture, and entertainment is being formed, mainly based on human capital investment (Yu & Meng, 2004). Since 2012, the scale of China's cultural industry has continued to grow, rising from \$1.8 trillion to \$3.1 trillion in absolute terms, an increase of more than 70%. According to the Ministry of Culture's plan, the cultural industry will become a pillar industry of China's national economy by 2020 (iResearch, 2018). With the improvement of services such as take-out platforms, online e-commerce, and transportation, people's efficiency in dining, shopping, transportation, and other aspects of life has been improved, and as material needs are satisfied, the time saved will be invested in spiritual and cultural consumption (Zhang, 2016). With the improvement of infrastructure, the Internet has become more popular, and by 2017, China had 772 million Internet users (Cyberspace Administration of China, 2018). They get more information through the Internet and new media, and with the arrival of the knowledge windfall, capital is strongly inclined to knowledge platforms (Zhang, Zhou, Xie & Pan, 2016). ZHIHU, on the other hand, is the knowledge platform with the largest number of users and the longest content sedimentation among many knowledge platforms.

With the rise of knowledge payment platforms and the market environment favored by capital, it is more important for the platforms to be recognized by the market for their ability to cash in. In terms of the business model of knowledge payment, Himalaya is currently the leader in the field of knowledge payment (Zhao & Xu, 2017). Meanwhile, other knowledge payment platforms, with the injection of capital, also require the platforms to strengthen their commercialization capability and enhance the value of individual users.

1.2 Research Problems

The first problem is the problem of unclear customer identification, how to select ZHIHU game target customers from many game companies is a problem that needs to be solved.

The second problem is the problem that customer marketing needs cannot be met.

Poor customer budget identification: The budget identification problem is mainly in the following situations. The first situation is that the company has no marketing budget. After finding the game product that ZHIHU users like, through communication with the game company, it is found that the game product does not have a marketing budget; the second situation is that the customer's marketing needs are not identified (Wang, 2018). The marketing demand of the enterprise is traffic demand, but the salesperson provides the branding solution, which leads to missing the sales time (Yu & Meng, 2004). Poor product matching: The client had a marketing budget, but the quality of the product was not good, and ZHIHU users had a certain preference for games, which resulted in the product not being accepted for launch by ZHIHU's review department or serious complaints from ZHIHU users after launch, and the customer experience was not ideal.

In the brand communication mode, ZHIHU's advertising exposure cost is high, while in the effect mode, the conversion rate is low, and the customer acquisition cost is high. The marketing needs of game customers are mainly brand communication needs and effect needs, and ZHIHU has encountered different problems in satisfying these two types of needs. It is also the problem of how to meet the needs of customers that ZHIHU game advertising sales need to focus on (Zhang, Zhou, Xie & Pan, 2016).

For the brand communication demand of game customers, the exposure cost of ZHIHU is too high, and for the effective demand of game customers, the conversion rate of ZHIHU ads is too low, resulting in high customer acquisition costs.

1.3 Objective of the study

The commercialization of the ZHIHU platform is still in its early stage, and this study is a study on the sales strategy of ZHIHU's game ads, which is expected to have some reference value for the initial commercialization of the emerging platform.

1. To identify the problem that the ZHIHU game does not identify customers.
2. To explore the ZHIHU Platform for customer management relationships for gaming customers.
3. To develop marketing strategies for identify customer and improve customer relationship.

1.4 Scope of the study

This study only deals with the Chinese market and the customer management issues that ZHIHU as a company exhibits in this market. It deals with the study of customer identification and customer needs, and is only a reference, not a guide, for the

early stages of commercialization of an emerging platform for business activities. It is also limited by the potential problem of insufficient data collection and analysis due to objective reasons. The sample was obtained from China Gaming Committee and iResearch, as well as by contacting and asking permission from myself and ZHIHU. It is legal and valid for academic research purposes only and will not be used for commercial purposes.

The study was conducted based on customer identification strategies and Maslow's needs theory and CRM theory, which are described in detail below.

1.5 Research Significance

Customers are the source of profit and the basis for the survival and growth of a company. For the platform in the early stage of commercialization, customers become more important. In this paper, we analyze ZHIHU's platform and combine the marketing characteristics of the game industry to study the customer relationship management of ZHIHU's game customers (Wang, 2018). Combining the diversified and rich game artworks with the knowledge platform, making the customer resources in the enterprise continuously increase, tapping the value of each customer, and improving the value of ascending users are the main contents that this thesis hopes to explore and study.

2. Literatures Review

2.1 Sales Strategy

Sales strategy refers to the implementation of various factors of the sales plan, including products, prices, advertising, channels, promotions, etc. It is a combination of various means to achieve the purpose of sales. Sales strategy is the concept of the company's products and services to the market (Deng & Marsha, 2014). The direction of thinking about sales strategy should be long-term thinking, overall thinking, and thinking with different stages of goals.

Sales is a game behavior with competitors, and there are different sales strategy choices under different power contrasts, and the more thoroughly the strategy is not clear, the faster it will fail (Zhang, 2011).

The main support for the survival and development of any enterprise is the ultimate profit. Adopting a customer-centric marketing concept, conducting strategic research, and formulating strategies for the marketing mix, product and product life cycle, brand image, sales channels, pricing, market segmentation, service, and other

activities, become the leading task of every company for its survival and development. The product is the first element in the sales process, and what the company sells is the product, regardless of whether it is a physical or virtual product, and the product directly affects and determines the configuration and management of other elements of the portfolio (Wang, 2005).

In addition to the product itself and some elements of the sales process, the sales force is also an important element in the sales process. The construction and management of the sales team directly affect the sales performance and are related to the development of the company and even the lifeline of the company (Tong, 2012).

The concept of bundled sales was introduced in the 1970s, and with the growth of the economy and the increase in sales practices, many companies are considering or implementing bundled sales. However, bundling is a double-edged sword that, if used properly, can bring benefits to the company, and make consumers happy and willing to buy; if not implemented properly, it can cause losses and impact sales dollars and the company. Therefore, to implement bundled sales, companies must first understand the bundle and the customer's intention to purchase the bundled products, so that they can implement the bundled sales reasonably and effectively to the satisfaction and benefit of both companies and customers (Xu, 2009).

2.2 Customer Relationship Management Theory

Customer Relationship Management (CRM) as a management concept and strategy started in the late 1990s. In 1998, Robert Weyland and Paul Cole first proposed the concept of "customer relationship value" in "Into the Heart of the Customer". 1999, the American consulting firm Gartner The concept of CRM was first introduced by Gartner Group Inc in 1999 (Wang, 2013).

Customer relationship management as an information technology tool originated in the United States in the early 1980s with the concept of "contact management", which was defined as the collection of all information about a customer's contact with a company. In the early nineties, it evolved into Customer Care. The original CRM was narrow in scope and mainly addressed interdepartmental solutions (Duan, Ma & Xiang, 2004).

For example, Sales Force Automation (SFA) and Customer Service Support (CSS) did not provide a complete means of strengthening the relationship between the company and the individual customer. In contrast, the mid-1990s saw the introduction of a holistic cross-functional CRM solution that integrated internal data processing,

sales tracking, foreign marketing, and customer service requests into one (Li, Wan & Li, 2004). CRM was widely used by large companies in the late 1990s, especially with the advancement of Internet technology, which greatly expanded the capabilities of CRM (Wang, 2003). It has been widely promoted. And the CRM discussed in this paper is more of a customer-centric business management theory (Wang, 2008).

2.3 Customer Identification

Customer identification is the identification of the most valuable and meaningful customers among the identified target groups. Customer identification in customer relationship management is fundamentally different from customer segmentation and customer selection in traditional marketing theory. Customer segmentation and customer selection in traditional marketing theory refer to the selection of a company's target market by segmenting the customer base according to different information and factors (Su, 2014). However, customer identification in CRM is the process of identifying value customers in the identified target market. Customer identification is an important part of customer relationship management. If we invest in customers who are unwilling or unable to buy, we will waste time, energy, and money on non-customers, and we may even lose the opportunity to cooperate with real customers (Cai, Yu & Wang, 2005).

Customer identification requires companies to obtain as much information about their customers as possible. Customer identification is not a simple process, it is highly relevant to the business model of the company. To do a good job of customer identification, the company needs to collect as much information about the customer as possible, not limited to the information about the customer's company and the customer's personal information (Dunn-Peebles, Marsha Jungers, 2014). After collecting customer information, it is necessary to integrate and analyze the customer information to identify the target customers and reach a deal through the sales process. For different industries, the dimensions of customer information collected, and the way of integration and analysis vary. Customer identification includes identifying potential customers, identifying valuable customers, and identifying customer needs. Identifying potential customers facilitates the search for sustainable, long-term customers, identifying valuable customers facilitates the search for customers that bring the most profit to the company, and identifying customer needs is essential for establishing cooperation (Dunn-Peebles, Marsha Jungers, 2014).

2.4 Customer Relationship Management Theory

Due to the difference in enterprise customer relationship management systems, this paper does not discuss the process of customer relationship management systems, but only discusses the process of customer relationship management (Peppers & Rogers, 2004). Customer relationship management has three modules: customer relationship establishment, customer relationship maintenance, and customer relationship salvage (Su, 2014).

When there is no information linkage between the enterprise and the customer, the enterprise needs to take the initiative to select the customer, establish contact with the customer and establish a relationship. The goal of customer relationship establishment is to make potential customers or target customers become real customers and reach a deal (Yao, 2014). The establishment of a customer relationship includes the selection of customers and customer development, at the beginning of the establishment of the customer relationship, before the service, it should be clear whether the object of enterprise service is the target customer, it is often said that it is difficult to break the ice in business activities means that it is difficult to develop customers in this stage, so the first stage of customer selection is the key point, the correct selection of good customers can reduce the difficulty of breaking the ice; after the establishment of the customer relationship, the enterprise needs to maintain the customer through certain ways and means (Fan, Wang & Chen, 2002). In this stage, customer information, customer grading, customer communication, and customer satisfaction all need to be paid attention to, and the grasp of customer information helps to understand customers better, customer grading helps to provide corresponding services to different customers timely and accurately, and customer communication is related to the cooperation status of customers and enterprises, and the most critical point is customer satisfaction. The most critical point is customer satisfaction. It is at this stage that customer loyalty is built up by satisfying customers' needs, providing the services they need, and solving their problems. Customer relationship rescue is used in two situations: one is when the customer relationship is aborted at the beginning of the relationship; the second is when the relationship is broken due to unsatisfactory products or services provided during the maintenance phase. In this case, the company needs to take effective measures to restore the customer relationship and recover the lost customers (Su, 2014).

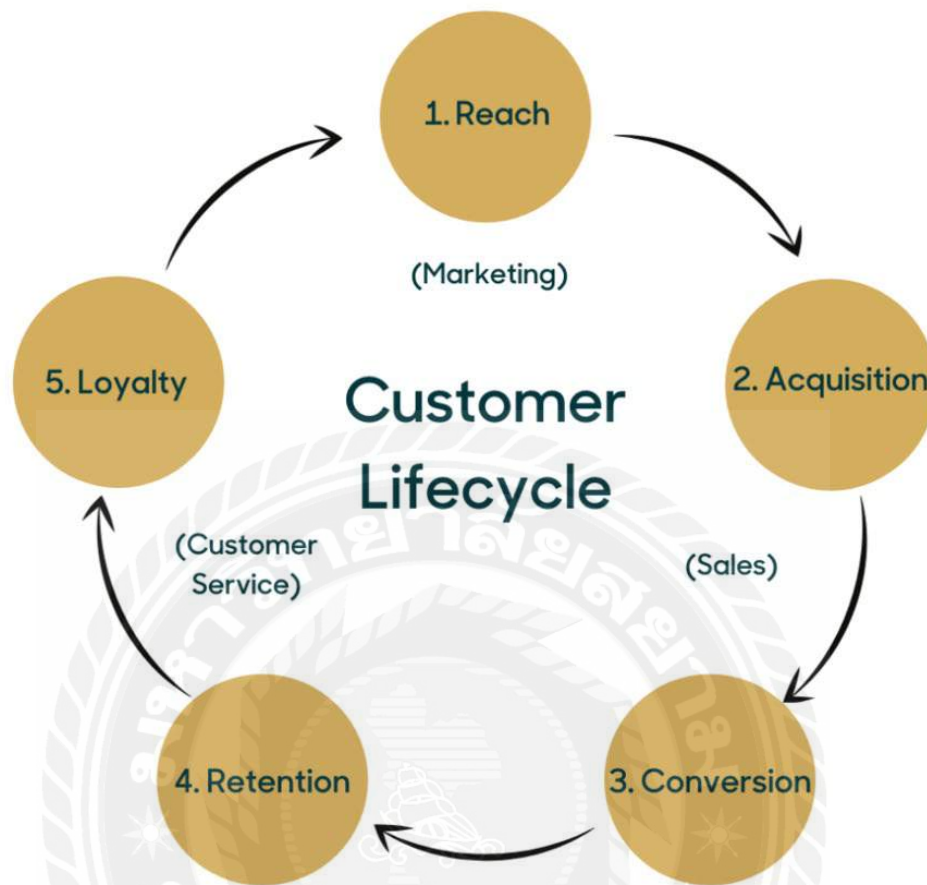


Figure 2 Customer Relationship Management Process

3. Research Methodology

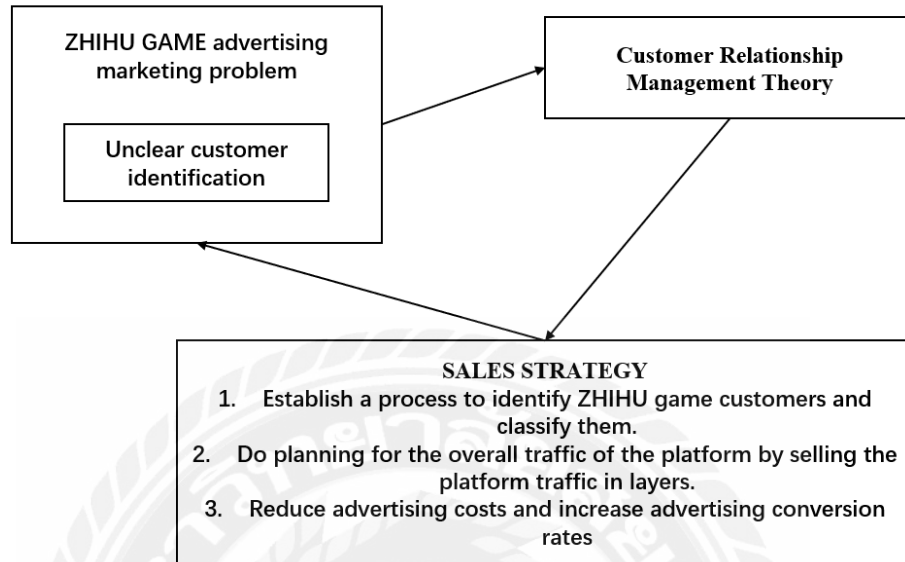


Figure 3 Research Framework

This study is conducted through a documentary research method, through various data officially released by ZHIHU, and through official data from other platforms obtained on the National Bureau of Statistics. This is followed by documentary research of the various literature and data through case studies. Through the combination of theoretical analysis and practice, the theory and practice are combined, the problem is unearthed through practice and analyzed through theory. In this study, the relevant data are summarized and analyzed, and the pricing model of the platform is analyzed by comparing the data of different platforms; through the case study method, the relevant summary and analysis are done for the data reference in the case; at the same time, customer relationship management, marketing, and game industry books and literature are preferred. We analyzed the main problems of ZHIHU game advertising sales and proposed different solutions based on the attributes of the ZHIHU platform, the richness of game products, and the different marketing needs of customers.

We propose different solutions based on the properties of the ZHIHU platform and the richness of game products and apply them to ZHIHU's game advertising sales strategy.

4. Finding

There are usually two cases of unclear identification of ZHIHU game customers in sales; (1) unclear identification of budget: the customer type is wrongly chosen, and the target is a game developer instead of a game publisher; (2) unclear identification of a product and the game product does not match with the attributes of ZHIHU platform.

The first step is the identification of the enterprise marketing budget. The first step is to identify the marketing budget of the enterprise. By identifying the economic strength of the game publisher, we can judge whether the enterprise has a sufficient marketing budget or not; the second step is to identify the marketing budget of the game product (Xu, 2009).

Overall, the marketing budget of enterprises can be judged by whether the enterprises are listed or not and the comparison of competitive products; the marketing cost of listed game enterprises is higher than that of non-listed enterprises. For the identification of a game marketing budget, firstly, we judge the economic status of enterprises, secondly, we judge the importance of products, if enterprises have certain payment abilities and the products are also important products in enterprises, we can judge the existence of marketing budget.

After judging that the game customer has a marketing budget, we also need to have a general understanding of the type of marketing budget of the customer. Since ZHIHU has not been commercialized for a long time, it needs to pay more to educate the market when competing with other platforms for budget, and positive communication with customers and providing marketing solutions are the key points to fight for ZHIHU's game advertising budget (Zhang, 2016).

The starting point of ZHIHU users' evaluation of game products is more about the gameplay of the products themselves, and products with high gameplay are more loved by ZHIHU users, and there are rich and diverse discussions on these products in ZHIHU. From the perspective of game genres, single-player games, independent games, puzzles, and strategy games seem to be more popular among ZHIHU's game users (Zhang, 2011).

The second problem is that customer marketing needs are not met. According to the different marketing concerns of customers, customers can be divided into those who need brand communication and those who need traffic. When gaming clients cooperate with the ZHIHU platform for brand communication, a big problem they encounter is the high exposure cost.

In response to the problem of unclear identification of game customers, we have established a customer identification process to classify customers, adjusted the structure of ZHIHU's game advertising sales team to match different customer needs, and optimized the service process in response to customer needs; while in response to the problem of unsatisfied game customer needs, we provide an overall strategy, i.e., a platform traffic tiered sales strategy. Under the overall marketing demand satisfaction strategy, the brand communication demand satisfaction strategy and the effective demand satisfaction strategy are introduced respectively. The brand demand satisfaction strategy reduces customers' exposure costs by increasing exposure and lowering prices, while effect customers can build effective advertising platforms and increase conversion rates.

ZHIHU game advertising sales strategy:

(1) Identify customers: Establish a process to identify ZHIHU game customers and classify them.

According to the situation of game companies and game products, the ZHIHU game customer identification process is formulated. ZHIHU's game customer identification is divided into four steps. The first step is information collection, collecting enterprise information and product information as the basis for identifying customers; the second step is customer identification, whether the company has a marketing budget, whether the product has a marketing budget, and the product Gaming judgment, whether the product has IP, and whether the product has the degree of discussion in ZHIHU. ZHIHU game customers need to have two attributes: (1) the company or product has a marketing budget; (2) the product has a certain game The third step is to judge the marketing type, through the collection of market personnel information and the identification of marketing needs to judge whether the customer demand belongs to the effective demand or the brand demand; the fourth step is to say that it has been clarified Customers who are ZHIHU's target customers and have already determined their marketing needs are classified into brand customers and affect customers.

(2) Marketing demand satisfaction strategy: Do planning for the overall traffic of the platform by selling the platform traffic in layers.

We divide platform traffic into four layers. The first layer is the high-quality position with the most exposure, such as the big screen when the APP is turned on, such as the first and second swiping of the APP information flow, etc. To meet the exposure requirements of brand customers; the second layer is to sell fixed parts of

high-quality advertising spaces outright, such as APP homepage banners or PC-side banners, etc. These positions are used to meet the needs of large-effect customers. They have stable traffic, but the price is lower than that of brand advertising. The traffic setting at this level is to meet the needs of customers with stable purchases. These customers have verified the delivery model in ZHIHU, but they need stable and large-scale traffic to meet Daily promotion needs; the third layer of advertising is to use the remaining advertising positions in the platform as the traffic pool of the platform advertising system. In this traffic pool, customers can bid for advertisements according to their own needs, through CPC, CPM, and other methods. Since the advertisements at this level are all advertisements that cannot be sold by the platform through brand advertisements and fixed subscriptions, the price of advertisements at this level is no longer decided by the platform, but by market bidding to determine the final price. It is used to meet the needs of effective customers, and the customer pool at this level has the opportunity to produce big customers; the fourth level of advertising is called residual traffic, and the advertising at this level has been left after three rounds of sales. The traffic at this layer can be used for advertising distribution and replenishment in the short term, or it can be reserved for the platform's daily activities.

(3) ZHIHU game customers' brand demand strategy is to improve the use of advertising to reduce exposure costs, and creative content value-added services to reduce exposure costs. The strategy of game customers' affect demand is to improve the conversion rate and establish an effective advertising platform. Through the study of game advertising sales strategy on the ZHIHU platform, we try to have some reference effect on the commercialization of ZHIHU's advertising and hope to have some reference value for other emerging platforms in the face of the rapid development of the Internet.

Reduce the dimension of advertising prices: Advertising price reduction is not a healthy state in the early stage of platform commercialization, so the state of direct price reduction is not suitable for cooperation with customers, but it will make it difficult for customers who have cooperated before to explain to the company. Therefore, the way of reducing prices in disguise will be more in line with the stage of commercialization of the ZHIHU platform. We already know from the analysis that the platform divides resources into core advertising spaces and non-core advertising spaces. The core advertising space is the core position of the platform, the resource attributes are better, and the general sales rate is higher. ZHIHU's traffic-layered sales

strategy is also sold as a category of brand advertising. To solve the problem of high customer exposure costs, and maximize the use of non-core advertising. By setting resource packages, core resources, and non-core resources can be bundled and sold, and resource packages with different price systems can be set according to customer budgets.

The variables that affect the exposure cost in this formula are ad buying cost and exposure volume. Exposure costs can be reduced by both lowering ad buying fees and increasing the amount of exposure.

To reduce the exposure cost of game customers, can the following two models be tried, the first is to reduce the exposure cost by certain buy and give way, buy the core advertising position to get more can consider increasing the non-core advertising position part as the core advertising position distribution, the overall lower exposure cost; the second is to make the core advertising position and non-core advertising position into a comprehensive resource package, on the one hand, can reduce the exposure cost of game customers(Wang, 2003). On the other hand, it can improve the selling rate of non-core advertising positions.

In ZHIHU's cooperation model, the content is a service-oriented product, and the client purchases the cost of the advertising portal, so the number of views and content output obtained through the content is all new exposures. Under this cooperation model, the cost of exposure is calculated as follows: $\text{Exposure cost} = \text{ad portal purchase cost} / (\text{ad portal exposure} + \text{new exposure})$. The way to customize the cooperation content for a single game, expand the influence of the content, and increase the additional exposure through secondary sharing and other modes can help game enterprises reduce the exposure cost.

Regarding the problem of low conversion rate, we analyzed two dimensions through the factors influencing the decision of enterprise effect and the factors to improve the conversion rate. The game customers with effect demand can meet their needs by qualifying different pricing for customer classification, while the choice of game placement products and the precise targeting of their population can also help improve the conversion rate, reduce user costs, and generate ROI.

5. Conclusion and Recommendation

5.1 Conclusion

With the steady growth of advertising platforms and the rise of knowledge platforms, commercials are one of the key commercialization tools for new platforms.

A customer-centered service strategy can help companies quickly acquire high-value customers and bring profits to the company. ZHIHU has been cultivating in the field of knowledge for eight years, how to meet the challenge of commercialization and how to do a good job in commercial advertisement is the background of this paper. On the basis of reading a lot of literature, this paper combines the relevant theories and methods of customer management and sales strategy, and its own experience in the field of game advertising for many years, to study the sales strategy of game advertising of ZHIHU.

The problems of ZHIHU game advertisement sales are: unclear identification of ZHIHU game customers before sales: reflected in unclear identification of budget and unclear identification of product matching; satisfying marketing needs of ZHIHU game customers during sales: reflected in high exposure cost of brand communication needs and low conversion rate of effect needs.

Analysis of ZHIHU game advertising sales: pre-sales analysis of ZHIHU game customer identification. Budget identification: through the identification of the enterprise budget and the identification of the product budget to judge. Poor identification of product matching: Judged by the gameplay of the game product, the degree of discussion of the game product on the ZHIHU website, whether the game product has a user base, and whether the game product has IP. The result of the analysis of the marketing budget of ZHIHU game clients in the sale was high exposure rate for brand communication needs: reduce the exposure cost by increasing the usage rate of advertisements and increasing the exposure through content marketing; low conversion rate for effect needs: price the advertisements by grading the clients, and analyze the factors determining the conversion rate to increase the space for conversion rate.

ZHIHU Game Ads Sales Strategy: Identify Customers: Establish the process of identifying and categorizing ZHIHU Game customers Marketing Demand Fulfillment Strategy: Sell the platform traffic in tiers and plan for the overall platform traffic. The brand demand strategy of ZHIHU Game customers is to increase the usage rate of ads to reduce exposure costs, and value-added creative content services to reduce exposure costs. The strategy to meet the brand demand of game customers is to increase the conversion rate and establish an effect advertising platform.

Through this paper's research on the game advertising sales strategy of ZHIHU platform, we try to have a certain reference function for the commercialization of

ZHIHU advertisement, and in the face of the rapid development of the Internet, we also hope to have a certain reference value for other emerging platforms.

5.2 Recommendation

Aiming at the problem of unclear identification of game customers, establish a customer identification process to classify customers, simultaneously adjust the structure of ZHIHU game advertising sales team to match different customer needs, and optimize the service process according to customer needs; while the needs of game customers cannot be met to solve the problem, provide an overall strategy, that is, a layered sales strategy for platform traffic. Under the overall marketing demand satisfaction strategy, it introduces the brand communication demand satisfaction strategy and the effective demand satisfaction strategy respectively. The brand demand satisfaction strategy reduces the exposure cost of customers by increasing the exposure and lowering the price and can also benefit customers by establishing an effective advertising platform and increasing the conversion rate.

The commercialization of the ZHIHU platform is still in the early stage. This article hopes to have a certain reference value for the commercial activities of the emerging platform commercialization through research on the sales strategy of ZHIHU's game advertisements.

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