

摘要

在今天，社交媒体在营销方面的重要性日益凸显，并逐渐被更多的企业意识到。打开手机上的几个国内主流APP，就能很容易地网络舆论造势和直播带货已成为一种趋势。数字化媒体营销开始受到高度重视和集中发展，越来越多的企业和个人通过网络营销谋求更快更好的发展。目前，网络营销主要通过短视频APP和社交平台完成，由于短视频的强趣味性和碎片化，需要高频率发布和新鲜内容，所以并不太适合研发和生产周期较长的企业进行产品发布、营销和吸粉以及固粉。国内主要有微信、知乎和微博三大主流社交平台。其中，微信平台较为封闭，更适合对已有粉丝进行巩固和互动。知乎平台的规则对广告不友好，审核方式较为严苛，虽然是一个很好的吸粉平台，却不太适合企业营销，更适合个人营销。微博平台开放，且高度商业化，企业不仅可以发布广告，还可以通过官方付费推广的方式提高曝光率和流量，非常适合企业进行营销。

本文将就锤子科技的微博营销策略进行研究，主要分为摘要、引言、相关理论概述、锤子科技简介及微博营销现状分析、锤子科技微博营销问题和锤子科技微博营销对策等几大部分。本文的重点在于网络营销中的微博营销，难点在于锤子科技的微博营销问题和解决对策。本文将根据锤子科技的最新动向及最近资料，除了相关理论知识外，还将结合当下的热点及趋势，对锤子科技的微博营销策略可能的改善方式进行拓展和研究。

关键词：锤子科技；微博营销；企业营销

Summary

Digital media marketing began to be highly valued and concentrated development, more and more enterprises and individuals through network marketing to seek faster and better development. At present, network marketing is mainly completed through short video APP and social platform. Because of the strong interest and fragmentation of short video, it needs high frequency release and fresh content, so it is not very suitable for enterprises with long R & D and production cycle to carry out product release, marketing and luring, firming fans. Social platforms in China are mainly WeChat, Zhihu and Weibo three major mainstream platforms. The WeChat platform is more closed and more suitable for consolidating and interacting with existing fans. Knowing that the rules of the Zhihu platform is not friendly to advertising, audit method is more stringent, although it is a good platform to lure fans, but not very suitable for enterprise marketing, more suitable for personal marketing. Weibo platform is open and highly commercialized, enterprises can not only publish advertisements, but also increase exposure and traffic through official paid promotion, which is very suitable for enterprises to carry out marketing.

This paper will study the micro-blog marketing strategy of hammer technology, mainly divided into summary, introduction, related theory overview, hammer technology brief introduction and micro-blog marketing status analysis, hammer technology micro-blog marketing problems and hammer technology micro-blog marketing countermeasures. This paper focuses on Weibo marketing in network marketing, and the difficulty lies in the problem of Weibo marketing of hammer technology and the countermeasures. According to the latest trend of Hammer Technology and recent data, in addition to relevant theoretical knowledge, this paper will also combine the current hot spots and trends, to explore the possible ways to improve the marketing strategy of Hammer Technology's Weibo.

Keywords: Hammer Technology; Weibo Marketing; Enterprise Marketing

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