Scene Marketing in Digital Era

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Abstract: This paper describes the trend of marketing reform under the scene marketing mode from three aspects of publicity, interaction and experience. Through the analysis of the technical means adopted in the case and the problems still existing in the scene marketing, some solutions are put forward. At the end of the paper, the conclusion is drawn that the new model of scene marketing plays an important role in broadening marketing ideas and marketing methods.
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1. Scene Marketing

(1) The meaning of scene marketing

Scene marketing originated from the word "Scene" of film and television works. It refers to the scene in a drama or movie. It is a specific picture of life that takes place in a specific time and space (mainly space) with certain tasks or actions or because of the relationship between characters. Relatively speaking, it is a stage horizontal display of the characters' actions and life events in the specific development process [1]. There are both "field" and "Scene" in actual marketing, and then the "Scene" theory is extended to marketing to form the most important part of service experience marketing. "Field" is the shaping of a certain space, while "landscape" is the embodiment of feelings in the scene. Through the personal experience of various senses, we can achieve a kind of cognition of "field" and achieve the identification of "Scene". We can simply understand that marketing with scenes is scene marketing. Scene marketing refers to scenario analysis and information communication based on the place, time and situation of consumers in the mobile Internet environment, connecting online and offline, accurately identifying scenario demand and triggering consumption behavior with scenarios, so as to provide support for enterprises to acquire users, establish scene cognition and usage habits [2].

Robert scober and Shel Israel believe that the advent of the scene era depends on the five technical forces of "big data, mobile devices, social media, sensors and positioning systems". They believe that it is these five technological forces that are changing the experience of consumers and also bringing about an extraordinary scene era. Scenario marketing can provide a new idea and method for Internet marketing. This marketing method based on big data analysis and with ultra-high immediacy is changing the current marketing idea.

Scene marketing is an effective strategy to deal with environmental changes. Defining products and services through scenarios can timely respond to changes in consumer market demand [3]. The profound change of scene marketing lies not only in the shaping of physical scenes, but also in the shaping of virtual scenes. In the era of Internet, the scene mode has a new change - pay more attention to consumer experience. Only by constructing from multiple angles, deeply interacting and increasing scene experience can we effectively achieve the expected goal of marketing.

(2) The characteristics of scene marketing

(i) Deep experience

The deep experience is to let consumers experience the scene and feel their feelings. The purpose of deep experience is to let consumers infiltrate into the scene, to

give the most profound sensory contact, so as to produce psychological touch, emotional resonance and role introduction. The current marketing trend is not single enterprise marketing, but an interaction between enterprises and consumers. Consumers can have a specific impression on specific products only after they have experienced it and tried it, which will have a final impact on consumption.

The essence of scene marketing is to establish the connection between life and emotion through user experience, generate experience, integrate emotion, and make consumers get real experience and personalized experience through deep experience. Some scholars have found that situational information is helpful to consumers' positive perception of product image [4].

(ii) Precision marketing

In today's era of Internet big data, the rapid increase of data and traffic has become an inevitable trend. How to find the most needed one among the trillions of data groups is the first problem that enterprises should solve if they want to achieve the purpose of marketing. Different consumers enter different fields through different entrances, whether it is physical or virtual, the construction of the scene is conducive to the identification of the entrance. For example, the main color of black and white design in Apple mobile phone experience store makes consumers full of science and technology fashion atmosphere as soon as they enter; for example, after baidu searches a topic, it will leave many traces on the local browsing page. When users are more interested in this topic and conduct multiple searches, many web pages or software will recommend such topics to users and put them in the main eye-catching position, and even build a topic scene with differentiation.

In addition, with the help of GPS and China's Beidou navigation and positioning technology, consumers can be tracked geographically to provide different brand information to consumers with different needs. For example, QQ sports have the function of automatically recording daily steps. When users are concerned about the official account of QQ movement, they can also see the number of friends, and can do PK, create a healthy competition scene, including some activities such as sports red envelopes and so on. QQ sports also tied up some advertisements and sponsorships, and when users receive red packets, they will see similar advertisements.

(iii) Personalized communication

One of the main characteristics of scenario marketing is user demand. In order to meet the different needs of different customers, enterprises need different records. When enterprises consider what consumers think, consumers also express their demands. This process creates an opportunity for communication between enterprises and consumers. It is the construction of a scene that makes the one-to-one precise personalized marketing possible, which is more effective and direct than the traditional communication methods.

With the emergence of marketing ideas based on consumer experience demand, higher requirements are put forward for scene design. Some enterprises simulate various personalized needs of consumers, conduct purposeful and targeted analysis of the scene, pay attention to humanistic care and respect personalized experience. Coca Cola once launched a "nickname bottle" activity. The wrapping paper on the bottle was no longer like the popular beverage, but replaced with some hot words at that time, such as "literary youth" and "meow star man". Through the striking white characters on the red background, it mobilized the existence and identity of every consumer, and then aroused consumers' awareness of products with the same values the degree of purchase.

(3) Types and methods of scene marketing

(i) Traditional type scene

Traditional scene marketing is a kind of scene based on traditional marketing, which mainly depends on the space background and other discrete material. It contains certain environment, real-time state and social atmosphere. Then it stimulates the consumer's emotion with the harmonious unity of various elements, so as to capture their mind and achieve the marketing purpose. In IKEA shopping mall, the seller will arrange the furniture they sell according to the family environment, so that consumers can feel a warm atmosphere, instead of the supermarket selling furniture only.

The traditional type of scene mainly refers to the construction of objective scene. In addition to the traditional environment, it also includes information carriers such as text, pictures, video, broadcast, etc. all kinds of advertisements and propaganda rely on this traditional type of scene. Through the shaping of the scene, consumers' imagination and association can be aroused, and the motivation of appropriate scene layout can be found out,

which can better stimulate the needs of consumers. All kinds of real estate advertisements and luxury goods advertisements create a high-end atmosphere image or build a good life state experience through video and text, which can lead consumers to associate with similar scenes. Through these constructed scenes, various psychological hints are given to the enterprise propaganda concept or potential demand of consumers.

(ii) Virtual scene of Internet state

According to the 43rd statistical report on China's Internet development by CNNIC, as of December 2018, the number of Internet users in China had reached 829 million, with 56.53 million new Internet users in the whole year, and the Internet penetration rate was 59.6%,which is 3.8 percentage points higher than that at the end of 2017. The scale of mobile Internet users in China has reached 817 million, and the proportion of Internet users accessing the Internet through mobile phones is as high as 98.6%, and 64.33 million new mobile Internet users were added in the whole year [5].

Equipment intelligence and resource sharing lead scene marketing to enter the Internet area gradually. "Scenario" contains all information related to user tasks in different scenarios. Scenario is a way of organizing and presenting information, covering all information related to or affecting users' activities and tasks, including time, location, weather, sensor information and all information submitted or input by users [6].

The essence of scene construction in the Internet mode is the same as that in the traditional mode. It is a process that needs to establish the specific experience of consumers and enterprises' products. This process not only covers the field of technology and space, but also adds the unique explosive information dissemination effect of the Internet. In the past, traditional marketing was unilateral marketing by enterprises, which only focused on their own products and lacked effective technology to collect consumer data. However, the popularization of big data concept and the maturity of data analysis process are enough to add another force to the marketing efficiency of enterprises. Through its unique geographic information technology, Gaode map can obtain accurate travel routes for us to facilitate our travel. In the process of travel, it collects road traffic information data to remind us to avoid congested road sections and various commodity push around. Capture and predict the user dynamic, build

a scene based on the actual demand of consumption, and truly put the consumer experience at the forefront.

In addition, the flow of mobile terminals should be noted. At present, the number of mobile Internet users continues to increase, and the flow of mobile terminals to enter apps or web pages has increased sharply. Many enterprises have set their sights on mobile terminals. Yili cooperates with sina Weibo. For a period of time, Yili's logo and tips will always appear in the column of items with microblog hotspots. At present, enterprises use the Internet media to attract the attention of the audience and arouse the potential purchase demand to shape the scene, label and classify consumers, release personalized push, users interact with the real space on the mobile terminal, and enterprises receive opinions and data to make reasonable planning for the publishing scene again, which is a cycle.

(iii) Fusion scene: online and offline coexistence

With the gradual development of the market, O2O marketing model (online to offline) was born, which means online to offline, online is the Internet platform, offline is the physical platform, the convenience of online promotion is used to inject online traffic into the offline platform. How to improve the online traffic, how to improve the entrance crowd, scene shaping is particularly necessary.

Marketers first detonate users through the core seeds of the online scene space of the Internet, and then detonate the brand through the offline passive media communication around the user's core scene space. Online communication will guide users' thinking to a certain extent, while offline promotion will make users direct contact with the user interface. Therefore, the biggest purpose of brand marketing is to effectively promote online connect offline to build a suitable mobile scene, so as to form the resonance effect between products and users [7]. Through the combination of Internet and physical stores, it is the main form of scene marketing to construct fusion scenarios, highlight brand effect and create precision marketing.

In addition, the value contribution of scenario marketing to enterprises lies in the repositioning of products and services. For example, Google and Apple companies analyze and capture the personalized needs of consumers in social, shopping, travel and entertainment scenarios, and introduce scene technology to predict and respond to consumer needs [8].

(iv) Summary

Scene marketing is a new unique marketing mode. With the help of science and technology, the effect of marketing mode has been promoted to the peak. The scene marketing mode integrating experience marketing, big data marketing and deep marketing has become an important new marketing mode for enterprises. Scene marketing focuses on scene construction, data analysis and communication with consumers. Various advantages make enterprises choose scene marketing.

2. Analysis of Scene Marketing Cases

(i) Scene marketing with publicity as the main goal -- take "WuYueHua" toilet paper as an example

Art has both spring and snow, but also the people. "WuYueHua" combines its products with art, and has held "ink and wash" activities in the shopping malls of subway stations. Professionals and consumers are invited to make ink and wash paintings on the basis of toilet paper, and the ink and wash paintings are pasted on the corridor for people to enjoy. This is a bold attempt, because ink painting is the painting that needs water most. Mayflower through such publicity activities to show the strength of the product and the nature of the water cannot be broken.

The scene is created in shopping malls, subway stations and other places with a large flow of people. When you see a lot of artworks, the exhibition of artworks on such occasions will produce a great contrast effect, which will attract people to stop and watch. At the same time, people will know that such beautiful works of art are painted with toilet paper. It will be a little surprised to see some people while painting on the side; you will also have the desire to participate in it, not only to express your artistic color, but also to know how "moisture resistant" the toilet paper is. Good looking ink and wash painting it easily ascends the elegant hall, but did not expect to use toilet paper. The two are not linked at all. "WuYue-Hua" is to seize this pain point, break people's inherent thinking, to solve the toilet paper "fear of moisture" this problem.

"WuYueHua" has invited professionals to paint to attract people to stop and watch. It also allows people to give full play to their imagination, splash ink and participate in it, interspersed with specific products and corporate logo, making people deeply impressed with the enterprise and its products.

Scene marketing mode is no longer the enterprise alone, but depends on the scene, so that consumers can participate in it. From the single propaganda to the present interactive propaganda, from the violence intuitive propaganda to the present attractive propaganda. Through this model, improving scene perceived value will significantly affect customer perceived usefulness, satisfaction and repurchase intention [9].

The publicity of scene marketing focuses on the construction of the scene. When there is a specific scene, it can build momentum for specific product activities; conversely, in order to achieve good publicity effect, it is necessary to have a scene that is deeply impressed by people. The entrance of the scene is attractive, and the interaction of the scene leaves a deep impression on people. Through the scene follow-up step by step, people's awareness of brand products is enhanced.

(ii) Scene marketing with the main goal of achieving interaction with the public -- a case study of Lancôme

Interactive link is an important part of scene marketing, and the effect of interaction affects the public's direct impression on the brand. In the efficient and positive interaction, consumers fully understand the brand value and open the first door to the product.

Lancôme simulates the damage caused by UV + urban smog pollution, and grasps the skin protection which people care about. In Beijing Xidan North Street, Lancome uses the huge LED screen to launch the advertisement of Lancome light breathing protective milk. The LED screen is divided into three parts. On the left is the real-time air quality report, with real-time Street PM2.5 index and ultraviolet index. The bottom is marked with how many people's skin is being damaged at this moment. In the middle is the live real-time dynamic picture, and sometimes the product advertisement of Lancome is released. The main advertising advertisement is on the right, with a huge two-dimensional code, and the number of people's skin at this moment is indicated in the effective protection, people with the scan of the two-dimensional code can go to the business not far from the screen to get and try the relevant products for free.

The huge screen attracted people's attention in the past. First of all, people noticed that it was not the advertisement itself, but the real-time monitoring screen. When a large number of people were exposed to the huge propaganda screen, they would naturally have a hint whether

they would appear or not. Secondly, people paid attention to the left and right sides. This is a skin care cosmetics advertisement, and they learned about the advertisement The large screen directly points to the core problem, how many people's skin is in a damaged state, calling on people to care about this problem, and give a solution to this problem, that is, scanning the QR code on the right side of the screen, you can go to the physical store nearby for experience. More and more people take out their mobile phones to scan the code, attracting more and more people to pay attention to the large screen and Lancome brand.

Lancome through people care about the issue of skin care, take the way of self question and answer to promote products, and give people concerned about this kind of question an answer, through this way to interact. Large screen reasonable distribution for the left, middle and right three parts, rather than simple advertising, propaganda concept, more to add interactive factors. On the one hand, interaction can select the audience, and on the other hand, enterprises can collect data about consumers. There is a slogan on the right side of the screen. How many people have joined in the effective skin protection? This is also a call for people to go to the physical store to experience such products. Finally, it forms a closed-loop with large screen as online and physical store as offline.

(iii) Scenario marketing with consumer experience as the main goal -- Take ofo as an example

Deep experience is a very important nature of scene marketing. With a good experience effect, consumers will have an impression on the content of the product. Experience marketing has developed for a long time, many enterprises focus on experience marketing mode, but the experience marketing based on scene is still worthy of attention.

In 2017, at the beginning of the new year, ofo and Beijing Metro Tongcheng jointly held the "we are in action" public welfare project in 2017. A cycling exhibition area was set up in Chaoyang Gate of Beijing Metro, where the average daily passenger flow exceeded 400000. When someone starts riding a bike, the big screen uses trigger technology to follow the cyclist to move. The cyclist seems to be in the blue sky and white clouds on the road. After the ride, the number of carbon emission saving will appear on the screen, so that participants can understand the significance of cycling to environmental protection from the figure of carbon emission saving.

In the 21st century, the pace of social life is getting faster and faster, and the number of private cars is more and more. The environmental problems brought about are obvious. Ofo has grasped this problem to publicize the benefits of cycling to people and the huge benefits it brings. It also allows people to participate in it, understand their positive contribution to carbon emissions, and understand the significance of cycling to environmental protection in specific experience. It can be said that ofo not only publicized the concept of environmental protection to the public, but also changed ways to publicize their own bike sharing, so that more people can choose to join the team of environmental protection by sharing bicycles.

This kind of experience is a very specific experience. In the public welfare scene built by ofo, users not only enjoy the pleasure of riding, but also have a certain sense of achievement because of saving carbon emissions. It can be said that more with one stone.

Different from the traditional marketing model, scene marketing has made a long-term development from the perspective of publicity, interaction and experience. Taking these three angles as the breakthrough point, it can not only take the excellent side of traditional marketing, but also make up for its shortcomings. In the new situation marketing, scene marketing can also be adopted to establish scene entrance and improve specific propaganda flow.

From the perspective of publicity, we can see that "Mayflower" takes specific scenes to publicize its product features, publicize its brand products, and realize its specific impression in the minds of consumers through interactive experience. Through all these practical and efficient publicity methods, people can adopt this integrated way in the publicity process, build specific scenes, attract target customers, and achieve sales goals.

From the perspective of interaction, we can learn that Lancome's interactive choice is selective, and it directly points to those who care about their own skin health problems, arouses their sensitive nerves, and then scans the code for interactive publicity. This "interaction" is the interaction that makes the door willing to take out the mobile phone, and from the moment people take out the mobile phone, the previous psychological communication effect appears. Choosing appropriate interactive questions and actively suggesting or communicating can effectively improve marketing efficiency.

From the perspective of experience, we can also see a new mode of experience quantification. People may only know about environmental protection by cycling, but there is no specific number. It is the activity of ofo that enables people to understand their contribution to environmental protection.

It is difficult to distinguish interaction, experience and publicity in specific activities. The three are integrated and complementary in the new scene mode. More effective publicity from the perspective of interaction and experience is the real way of scene marketing.

3. Possible Problems of Scenario Marketing

(i) Privacy disclosure

Privacy leakage has become the norm in the development of information internet today. People gradually pay attention to their privacy. When scene marketing takes "sweep" and other similar measures to interact, people's mobile phone information will naturally be recorded, and then enterprises will push products infinitely for product promotion, which will cause trouble to consumers. Even some enterprises continue to carry out propaganda and return visits, SMS bombing, to a certain extent, harassment of consumers.

(ii) Inappropriate scenes and scenes lacking creativity

Setting up the scene naturally should follow the principle of moderation. The right scene can naturally make people relaxed and happy, and they are willing to accept the publicity and edification of the brand. "Mayflower" chose to use a large area of display board to display the paintings displayed by masters and ordinary consumers. On the one hand, it played a propaganda role; on the other hand, it increased the sense of achievement of consumers. If the whole scene is carried out under the roaring music, it will destroy the overall scene environment, so it is very important to consider the scene factors from all aspects.

(iii) The marketing effect is not easy to measure

Scene marketing is more with the play of the scene, the scene is changing at any time, the marketing effect changes with the scene, characters, network environment, many marketing evaluation models have a certain gap in the scene marketing evaluation, so it is necessary to establish a scientific and complete scene marketing evaluation system which can adapt to a wide range.

4. Countermeasures and Suggestions for Solving Problems

(i) Silent collection

With the development of science and technology civilization in the 21st century, people fill in more and more personal information, followed by the worry about personal privacy. For the actual scene marketing, we should try not to use the method of violent push. For network scene marketing, we can adopt the technology of silent collection to obtain the data resources that enterprises need to use without disturbing customers. Some big data collection enterprises have become pioneers of silent collection, such as honeycomb world.

(ii) Pay attention to the environment when setting up the scene

Scene building should be in a moderate range. Neither the narrow scene effect nor the scene effect beyond the established standard will achieve the purpose of attracting users. Therefore, enterprises need to put themselves in the position of consumers in the actual scene construction, although it cannot be comprehensive, but also let every customer feel the charm of the scene.

In addition, the scene construction should also attract the attention of the target consumer groups, which can attract the people who are most concerned about such products to the greatest extent, and shield the consumers who are not interested in this kind of products.

(iii) Technological innovation

With the rapid development of mobile terminals, the number of mobile application users is increasing, and the number of people flow is large, which requires us to firmly grasp the core technology, analyze data in time and push appropriately according to interest, and comprehensively use cloud computing technology and Internet technology.

Scene marketing can be said to be a new concept with the emergence of the Internet. In the actual marketing operation, it is unavoidable to encounter various problems. The author thinks that enterprises should analyze the advantages and disadvantages of specific products and specific scenarios in order to maximize the marketing efficiency.

5. The Trend and Prospect of Scene Marketing

Scene marketing relies on Internet technology, pays attention to data analysis, realizes the interaction between

enterprises and consumers, and gives consumers a new experience. The ultimate goal is to improve the marketing efficiency of enterprises.

Marketing Trends and key issues are as follows.

(1) Can we solve the "pain point" of consumers?

The reason why the pain point is called pain point is that consumers need something urgently in a certain situation. This demand is more urgent than the general demand. If enterprises pay attention to this point in the process of product design and development, and can be integrated into people's real life scene through experiments, this kind of product can often achieve very good marketing effect.

(2) Can consumers have a good experience?

The effect of consumers' real experience is more effective and persuasive than various forms of publicity. To make the product have a good experience effect, it is necessary to conduct different experiments in different scenarios, gradually evaluate the product use effect, and compare the expected purpose. If these can be achieved, when the consumer experience effect is good, they will have a certain dependence on the product, and gradually develop into brand loyalty.

(3) Can consumers feel convenience?

Convenience is part of the experience, but it's worth mentioning. When similar products produce differences in convenience, the sales effect of the products is very different. When the consumer interface is more concise, the consumption channels are wide and direct, and the consumption process is extremely humanized. When consumers have demand for similar products, this product will surely stand out.

Scenario marketing based on consumer demand has all the above advantages; in addition, it also has the advantage of interactive communication between consumers and enterprises.

People who have more fragmented time choose mobile terminals to socialize, consume and entertain. If they seize their fragmented time, they will seize the first-hand advantage. When the sales mode extends from offline to online, supplemented by personalized scenes, they can communicate with consumers in the shortest time, let consumers know whether to meet their personal needs and stimulate their impulse consumption desire.

Finally, enterprises must pay attention to the negative effects of scene marketing. In the future, consumer privacy protection will face more severe challenges. Big data, positioning system and social media in scene technology force reconstruct the privacy boundary of personal life [10].

The combination of various information sensing devices and the Internet forms a complex and huge network, covering the comprehensive collection of voice, image, body feeling and emotion, so as to realize the comprehensive perception of the human body and truly reflect the real emotion of consumers in the face of the scene. Especially with the popularization of virtual reality technology, the experience effect provided by this technology can be used in the experience link of scene marketing.

6. Conclusions

The impact of scenario marketing on marketing trends can be summarized as follows.

(1) Broadening marketing ideas

Pay attention to interaction and communication, and pay attention to consumer demand. Scene marketing abandons the situation that enterprises directly publicize to consumers, and consumers consider purchasing independently. Instead, consumers start to inform enterprises of the information consumers need, so that enterprises can produce marketable products.

Design new products and pay attention to consumer feedback. Scenario marketing requires enterprises to pay attention to big data analysis. Products do not end the whole marketing process when they are in the hands of consumers. They should encourage consumers and actively accept consumers' data feedback, so as to change or design again and meet the new needs of consumers.

(2) The expansion of marketing methods

Today's most dynamic consumers focus on fun, play and buy. Setting up the scene and letting consumers participate in it is a marketing method that cannot be ignored. Scene marketing is a marketing model that pays attention to consumer experience. Consumer experience not only enhances the adhesion between consumers and enterprises and products, but also becomes one of the roles of enterprise publicity naturally because it is infected by the scene atmosphere in specific scenes. Scene marketing

uses psychological suggestion and interest to achieve the goal of selecting target group and leaving target group.

Funding

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