



How Can Charged Knowledge Platform Marketing Run?

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Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

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ABSTRACT

With the advance of digital technology and Internet technology, the popularity of mobile phones and computers and other terminal equipment, more and more people use the Internet to send and receive information on social media. They've engaged in marketing activities and made new media marketing to be the public focus. Among them, a charged knowledge platform (CKP) was introduced as the payment mechanism and got some feedback in the revenue channel through the sharing and knowledge transferred on the internet. However, what is the nature of charged knowledge platform marketing? What do we need to be aware of when engaging in marketing activities through a charged knowledge platform? Related research is lacking, and both new media marketing theory and practice are needed to clarify within these issues. Accordingly, the purpose of this study is to verify the nature and related issues of charged knowledge platform marketing, and to provide relevant suggestions. This study searches for relevant information and data through literature retrieval and uses inductive methods to organize and interpret it. From the aspect of encyclopedic platform, the results show that the main problems of charged knowledge platform

marketing are distributed in the three main orientations of platform operation technology, term content and user management and interaction. If enterprises can adopt internal training, external employment and outsourcing methods, reasonable and orderly and efficient solution to professional manpower problems, charged knowledge platform is worthy of enterprises to enhance visibility and image, precision marketing and towards sustainable development of a good helper. According to this, it is suggested that future research should gradually explore the measures and willingness of charged knowledge platform to solve the problems of manpower.

Keywords: Charged knowledge platform; encyclopedia marketing; brand awareness; brand image.

1. INTRODUCTION

With the advance of digital technology and Internet technology, the popularity of mobile phones and computers and other terminal equipment, more and more people use the Internet to send and receive information on social media. They've engaged in marketing activities and made new media marketing to be the public focus [1]. In this case, social media marketing can be described as the application of the uses to social media platforms for marketing activities; microblogging marketing refers to the utilization of the microblogging platform for marketing purposes; WeChat marketing means the uses of Tencent's WeChat platform for marketing campaigns; and the video and audio marketing can be defined as the marketing campaigns were taken within the video and audio platforms [2,3]. Consequently, a state of contention has been met in the new media industry.

In this case, the more mature the development of the internet technology and the higher the coverage of the base information station, so that the Chinese people can receive the more convenient access to the internet. This convenience can be met while citizen is out for work, goes to school, out for life shopping, takes traveling, has a query, and collection of information, and they are more convenient than before in the era of no internet. Moreover, due to the popularize of Internet and most browsing is free of charge, it has a great help in daily life, school life, and working career of citizen. For example, one has adopted livestream on the internet to launch the business which this livestream is a live broadcast of an event on the internet, or a video of an event, especially with commentary, distributed on the internet while the event is taking place [4]. The other found that it improved consumers' understanding of products and increase product sales [5].

Moreover, the demands of internet users for information quality is also getting higher and higher, including the content and quantity of information data, the speed of supply, service and processing, period of service, etc. [2,3]. And the free of charge for traditional internet service is difficult to meet the needs of users. In addition, internet enterprises also have operating costs, and advertising revenue alone is difficult to maintain long-term operation. They have the needs to increase revenue channels. Therefore, in the situation of demands for both supply and demand sides, the operation mechanism of the derivative payment platform is needed. Among them, the charged knowledge platform was built with the help of the internet mechanism, and the payment mechanism was introduced one after another. Such as community of question and answer, live broadcast, product subscriptions, and charged courses were met. In addition, more and more micro-blogging and WeChat users were engaged in this mechanism [2]. And the field of charged knowledge platform has been promoted through the sharing and knowledge transfer to increase revenue channels.

However, what is the nature of charged knowledge platform marketing? What do we need to be aware of when engaging in marketing activities through a charged knowledge platform? Related research is lacking, and new media marketing theory and practice need to clarify these issues. Based on this, discuss the nature of charged knowledge platform marketing and related issues, and provide relevant recommendations are needed and important. This study searches for relevant information and data through literature retrieval on the internet and uses inductive methods to organize and interpret it. Finally, the following sections will explain the nature of knowledge platform marketing, related issues, and countermeasures.

2. THE NATURE OF CHARGED KNOWLEDGE PLATFORM MARKETING

2.1 The Meaning of Charged Knowledge Platform Marketing

According to Tencent's survey of users' willingness to pay for their knowledge, the penetration rate of charged knowledge sharing has reached 55.3%. In terms of charged content preferences, 63.3 percent of knowledge was made up of productivity or income, and career and student development advice was 40% [6]. It shows that users are motivated to pay mainly on investment, want to get professional knowledge that is positive for their employment or study, and want to increase their income of future work through knowledge sharing. From this point of view, charged knowledge platform marketing is established on the network user's payment mechanism, and knowledge providers (sharers) provide users with the necessary knowledge to meet user needs, to achieve the sharer to enhance visibility or increase revenue activities through the charged knowledge platform.

2.2 The Classification for Charged Knowledge Platform in China

In the classification of charged knowledge platform, including the question and answer platform and encyclopedic platform. Question and answer platform such as Baidu know, Zhihu, Sougou search, 360 search, Sina Aiwon and Tianya search. Encyclopedic platform includes Baidu encyclopedic, Wikipedia, Interactive encyclopedic, 360 encyclopedic, Sougou encyclopedic and Public encyclopedic. Secondly, other video enterprises and audio enterprise platforms of China's new media have also begun to implement a knowledge payment system. The recipient of knowledge has been asked to pay some money for the knowledge they obtained. The Ximalayas, for example, host the "123 Carnival" in 2018, with 480 million people participating [6]. The audio business divides its members into regular users and member users. The main difference between the two is that in addition to the discount of 10-minute program and 30-second sound advertising, members enjoy free listening and albums and other

benefits, and the members' user rights and interests form a value-added phenomenon. In other words, Ximalaya's charged members enjoy more and more favorable benefits than the average user.

In addition, charged knowledge platforms are not limited to question and answer platforms, video, and audio enterprises. More and more knowledge e-commerce, community live streaming, charged documents, content appreciation, lecture courses etc also run the implementation of user-paid mechanism. Among them, knowledge e-commerce refers to integrated or vertical content platform, selling courses and audio books and other products. Community live broadcast refers to the live broadcast of speeches or music on a social level or on a specific platform, where the presenter interacts with the paying audience. Charged documents refer to the user's access to online article or materials through payment. Content reward refers to the user pays or gives a gift reward according to the platform to generated content. Lecture courses are paid for quality courses or specific courses [6] with audio or frequency as the primary channel.

2.3 The Current Market Status of Charged Users in China

According to iiMedia Research, China's charged knowledge-based market will have 360 million users in 2019, and raising up 20.0% year by year. The market size was RMB 27.80 billion, and 87.5% YoY than 2018. In January 2020, the largest number of active monthly users of the charged knowledge typical APP was the Ximalayas with 79.9023 million active audients, and followed by the Zhihu and FM at 28,035.2 million and 21.8328 million [7]. In addition, the number of charged users is estimated to be 188 million in 2017 and 477 million in 2021, a 1.53-fold increase (Fig. 1). Increasing Internet coverage and expanding smartphone users provide a device base for the development of the knowledge-based payment industry; In recent years, the public has paid more attentions to the breadth and depth of self-knowledge, and people's acceptance and recognition of knowledge payment has been increasing. China's users of charged knowledge are expected to further expand.

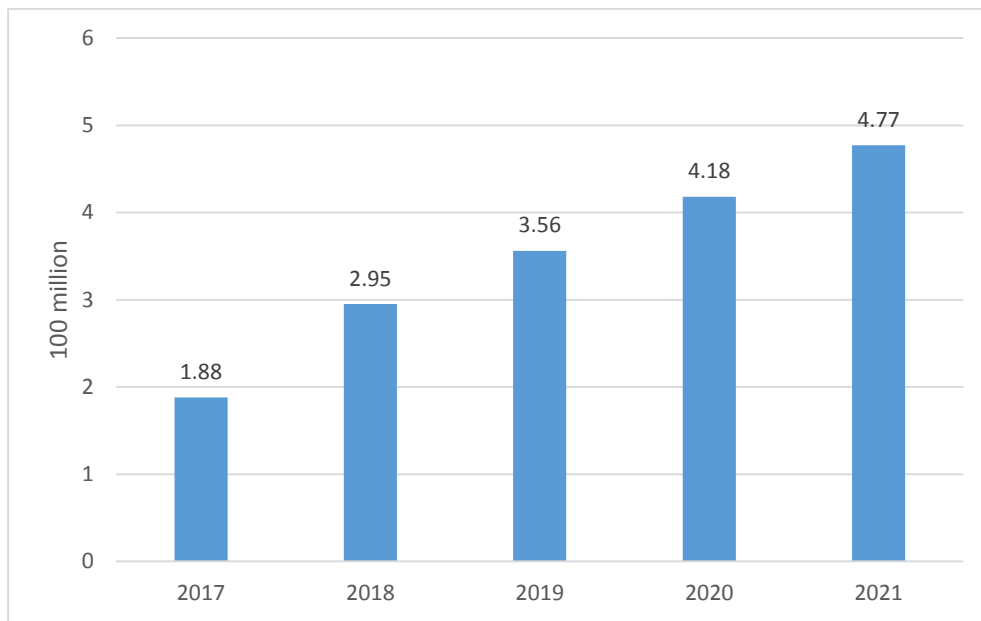


Fig. 1. Users scale of knowledge paying industry in China from 2017 to 2021
 Source: iiMedia Research

3. ISSUES TO CHARGED KNOWLEDGE PLATFORM MARKETING

Because there are many categories of knowledge platform marketing, the possible problems are not the same, and it is difficult to summarize and discuss them. Therefore, to clarify these problems, this study takes the Encyclopedia platform as an example, carries out literature search on the network, and summarizes the significance and problems of Encyclopedia marketing (Table 1 and Table 2). In the marketing significance of Encyclopedia platform, Table 1 reports that most of the literature supports, enterprises meet user needs, and achieve enterprises in improving brand awareness and brand image, enhance brand authority, increase product sales, enhance word-of-mouth and other marketing purposes of the activities through the transmission of valuable information and data to users.

Secondly, the Encyclopedia marketing issues are found as shown in Table 2. An unclear phenomenon in the navigation bar can be met due to the limited professional manpower, and the editing and maintenance costs are high whole discussing the platform operation technology.

Moreover, in terms of content, the authority of Encyclopedic platform is questioned because the term resources are less, not novel enough, some mistakes, and lack of entry album and video content. Finally, the executive staff of all kinds of encyclopedic platforms and all kinds of encyclopedic editing and inclusion rules do not understand; users can not edit content and platform and interaction less; and it is making Encyclopedic operating costs higher and so as to the efficiency needs to be improved while regarding to the user management and interaction issue.

Table 1. The meaning of encyclopedia marketing

Author (years)	The meaning of encyclopedia marketing
Smile (2016) [8]	With the dissemination of encyclopaedical knowledge, the information that enterprises have valuable to users (including industry knowledge, product information, professional research, corporate culture, and business philosophy, etc.). It is passed on to potential users, and gradually form a recognition of corporate brands and products, which is the process of turning potential users into users and various marketing behaviors.

Author (years)	The meaning of encyclopedia marketing
Baidu experience (2017) [9]	One of the methods of network marketing. It was adopted to establish corporate brand and popularity. With the popularity of the Internet, many people will first go to the Internet to search when they meet strange things. For example, they will first search the Internet for the company's background, strength, reputation, trust and so on when they contact with a strange company and want to negotiate to them. And if our company can do encyclopedic collection, it will greatly enhance the corporate image, increase the customer's trust in us.
Earth(2018) [10]	A kind of encyclopaedical knowledge to promote the company's products, and to achieve the effect of dissemination.
Encyclopedic screen marketing (2018) [11]	It's a kind of various marketing behaviors which can be targeted to your company's services, products, brands, and promotions with the help of encyclopaedical knowledge dissemination. It can promote the potential user's awareness of the corporate brand and products through the authority and precision of the potential user when the audience understands a certain encyclopedic knowledge.
Duye (2019) [12]	The enterprise's industry knowledge, product information, professional research, corporate culture, and business philosophy can be delivered to potential users with the help of encyclopaedical knowledge dissemination. A basic recognition of the enterprise brand and products can be gradually formed, the broadly market is found, and the potential users will be transformed into its customers.
Hangzhou Kaiming Network Information Services Ltd (2019) [13]	A form of encyclopedic knowledge, the promotion of corporate brand for the purpose of improving the potential customer's authority and trust in the enterprise brand or product services, to enhance the role of brand authority.
Gillija (2019) [14]	Refers to the marketing method of communicating brand information to ordinary users through authoritative encyclopedic business card information and improving brand awareness.

Table 2. Issues to encyclopedia marketing

Author (years)	Issues to Encyclopedia Marketing
Duye (2017) [15]	<ul style="list-style-type: none"> ● General enterprises do not have full-time staff on encyclopedic editing work and 80%-90% of the operation was basically not qualified. ● Executives do not understand the rules of all kinds of encyclopedic platforms and all kinds of encyclopedic editing and inclusion, and the cost of learning and maintenance is high. ● After paying much effort, fewer progress has been made and wasting on human, material, and time costs are still met.
E6bb5da (2018) [16]	<ul style="list-style-type: none"> ● Users cannot be allowed to edit (temporarily). ● Terms have fewer resources. ● Authority. ● The navigation bar is ambiguous. ● The content of the entry is not novel enough. ● There is something wrong with the content of the entry. ● The lack of term book ● The picture in the entry cannot be clicked. ● The content of the entry is missing video content. ● The lack of user interaction

4. COUNTERMEASURES FOR CHARGED KNOWLEDGE PLATFORM MARKETING

Reflecting on the above problems, the first countermeasure for knowledge platform enterprises and those enterprises that has the needs to generate marketing activities through Encyclopedic Platform is to re-recognize and posit the concept of Encyclopedic Platform Marketing. In the short term, the main function of Encyclopedic platform is to enhance the visibility and authoritative image of enterprises. Compared with news, forums, blogs, SNS and other network content, encyclopedic is the highest credibility and authority of the media in the minds of netizens, and is also considered to be the Internet "defined media"! It can be said that whoever owns the encyclopedic terms has a higher brand image [17]. In other words, the use of encyclopedic publishing professional terms, passed to users with professional terms needs, conducive to enhance corporate brand awareness and corporate image, but also increase the possibility of these users in the future consumer enterprise products / services.

Secondly, as mentioned above, these professional users of the enterprise's products and services have a preliminary impression and awareness in the medium to long term, enterprises have some users of the query and payment habits of data, more conducive to enterprise market segmentation, select target customers, to achieve accurate target customers, enhance corporate visibility and sales purposes. In other words, charged knowledge platform marketing, such as Encyclopedic Platform Marketing, can be used by users to enable enterprise products/services accurate market positioning, and to achieve precise marketing purposes. According to this, Encyclopedic Marketing is not only a precision marketing, but also one of the cheapest marketing programs.

In addition, from the perspective of sustainable development of enterprises, they can use encyclopedic marketing to improve the probability and visibility of being retrieved on the network or Encyclopedic platform. That is, the use of Encyclopedic to transmit site weights. Site weight is the search engine to the site (including web pages) and it can give a certain amount of authority value and improve the weight of the site. It is not only conducive to the site in the search engine ranking, but also improve the overall traffic and trust. The weight of encyclopedic

content is generally relatively high, and the link to the enterprise hanging in such a page can implicitly improve the weight of the enterprise's own website [17]. In other words, the use of encyclopedic marketing can improve the search ranking, website traffic and user trust, and these users are cumulative number of views. Ranking can give them priority to see information and data. There is a higher likely to increase in user consumption and recommendation, and the sustainable development of enterprises will have a positive benefit.

Finally, enterprises must properly handle professional manpower problems by adopting Encyclopedic Platform Marketing (or Charged Knowledge Platform Marketing). Professional manpower is highly related to website information editing and maintenance, but also related to the platform content review, content error correction, content updates and interaction with users and other issues. Therefore, enterprises should adopt internal training, external employment and outsourcing methods to address professional manpower problems reasonably, orderly, and efficiently.

5. CONCLUSION

Comprehensive above, charged knowledge platform marketing is established on the network user's payment mechanism, and knowledge providers (sharers) provide users with the necessary knowledge to meet user needs, to achieve the sharer to enhance visibility or increase revenue activities through the charged knowledge platform. Its classification includes question and answer platform, and encyclopedia platform, video enterprise and audio enterprise platform, as well as other types of platforms such as knowledge e-commerce. Moreover, the main problems of charged knowledge platform marketing are distributed in the three main orientations of platform operation technology, term content and user management and interaction while discussing the example of Encyclopedic platform. If enterprises can adopt internal training, external employment and outsourcing methods to address professional manpower problems reasonably, orderly, and efficiently, charged knowledge platform is beneficial to the sustainable development and worthy of enterprises to enhance visibility and image, and implement the precision marketing.

Therefore, the future research should gradually verify the problems of the measures and

willingness of manpower in charged knowledge platform. For example, for SMEs, their resources are limited and their willingness to use outsourced manpower can be expected. Further, it is available to discuss the willingness of their internal staff to change jobs training, and the willingness to jointly train talents in cooperation with universities and universities for large scale enterprises. Moreover, Encyclopedic marketing is beneficial to enhance corporate brand awareness and brand image, but rare research was met. Future research may attempt to clarify the causes and consequences of enhancing the brand image. For example, the literature confirms that perceived quality affects brand image, brand image affects brand loyalty, and follow-up research can explore the relationship between user search quality, brand image and brand loyalty, and what are the differences with the theory.

DISCLAIMER

The products used for this research are commonly and predominantly use products in our area of research and country. There is absolutely no conflict of interest between the authors and producers of the products because we do not intend to use these products as an avenue for any litigation but for the advancement of knowledge. Also, the research was not funded by the producing company rather it was funded by personal efforts of the authors.

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COMPETING INTERESTS

Authors have declared that no competing interests exist.

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