

Integrated Marketing Communication Strategies of the Online Variety Show "Talk Show Conference"

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Abstract: "Talk Show Conference", as a highly popular online variety show, owes its success to meticulously planned integrated marketing communication strategies. In the preparatory phase, the show clearly identified its target market, precisely targeting a young, fashionable audience with potential for consumption. Through in-depth market demand analysis, the show understood the audience's expectations for high-quality talk shows. It also conducted a comprehensive analysis of the competitive environment, clarifying its competitive advantages and market positioning. In terms of integrated marketing communication strategies, the show emphasized product strategy innovation and enhancement, attracting a large audience with its unique content and format. For pricing strategy, it utilized a variety of methods including advertising cooperation, audience pay-per-view, and derivative products, maximizing revenue. In channel strategy, the show fully leveraged the complementary advantages of traditional and new media, achieving comprehensive online and offline coverage. The integrated marketing communication strategy of "Talk Show Conference" fully reflected a market orientation and audience demand orientation. Through continuous innovation and optimization, it maximized brand value. As market competition intensifies and audience demands evolve, "Talk Show Conference" will continue to explore more effective marketing communication strategies, bringing more exciting programming experiences to its audience.

Keywords: "Talk Show Conference", Online Variety Show, Integrated Marketing Communication Strategy.

1. Introduction

As a trendsetting and popular online variety show, "Talk Show Conference" has attracted a large audience and garnered widespread attention and affection with its unique format and exciting content since its debut. In this era of information overload and diversified entertainment, formulating effective integrated marketing communication strategies to push the show to a broader market has become a deep consideration and challenge for the show's producers. Integrated marketing communication strategy, by definition, is the effective integration of various marketing communication means and resources to maximize brand value. For "Talk Show Conference", this means conducting in-depth market demand analysis, clearly identifying the target audience, understanding the competitive environment, and developing a series of targeted marketing strategies. In today's society, as audiences' entertainment demands become increasingly diversified and their quality expectations for talk shows rise, "Talk Show Conference" must focus on content innovation and quality improvement in its integrated marketing communication strategy to meet audience expectations[1-2]. Moreover, with the rapid development of new media, interactive marketing online and offline has become an important method of program promotion. Through cross-platform cooperation and social media marketing, the show can further expand its influence and attract more potential viewers.

2. The Importance of Integrated Marketing Communication Strategy for "Talk Show Conference"

2.1. Optimizing Resource Allocation

Integrated marketing communication strategy is a key way to achieve optimal resource allocation. Taking "Talk Show Conference" as an example, the show successfully integrated various marketing communication methods, such as social media marketing, offline events, and derivative product development in Figure 1, maximizing the use of resources. In social media marketing, "Talk Show Conference" fully utilized platforms like Weibo and TikTok to post program previews, exciting clips, and guest interactions, sparking hot discussions online and expanding the show's influence. Offline events like audience meet-and-greets and comedy tours not only bridged the gap between the show and its viewers but also enhanced the audience's sense of belonging and loyalty to the program. Moreover, the development of derivative products is an important part of the marketing communication of "Talk Show Conference." The program launched a series of peripheral goods, such as T-shirts and notebooks, meeting fans' collection needs and transforming commercial value through sales of derivative products. By integrating these marketing communication methods, "Talk Show Conference" successfully focused limited resources on the most critical aspects, improving marketing efficiency. This successful case provides valuable reference and inspiration for other programs.

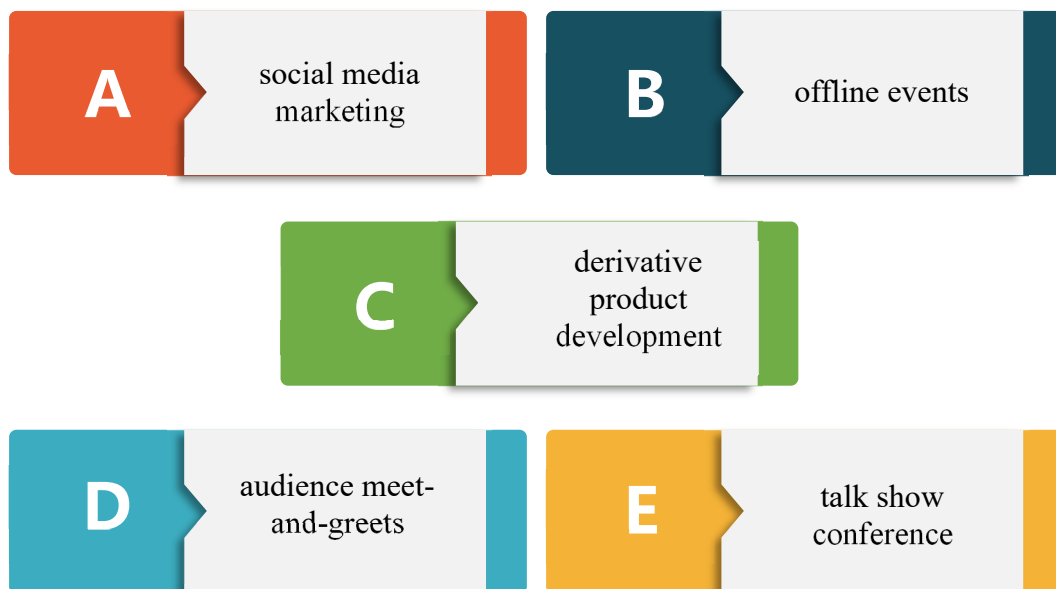


Figure 1. Marketing Communication Strategy

2.2. Boosting Program Visibility

Through carefully planned integrated marketing communication activities, "Talk Show Conference" successfully achieved multi-channel, multi-form communication coverage. The program was not only broadcast on TV but also extensively promoted on major video websites and social media platforms, effectively increasing its exposure [3]. This comprehensive, multidimensional communication approach allowed the program to reach a wider audience, making more people aware of and fond of "Talk Show Conference". Additionally, the program emphasized maintaining a unified brand image and message consistency. Whether it was the program logo, promotional posters, or social media copy, a consistent style and tone were maintained, strengthening audience memory and identification with the show. A unified brand image and consistent messaging significantly enhanced the program's reputation, increasing audience trust and affinity. Through the implementation of integrated marketing communication strategies, "Talk Show Conference" achieved significant improvements in visibility and reputation. The show stood out in the competitive entertainment market, becoming one of the audience's favorite programs and laying a solid foundation for its long-term development.

2.3. Enhancing Interaction with the Audience

Integrated marketing communication strategy plays a significant role in enhancing interaction and connection with the audience. "Talk Show Conference" has successfully bridged the distance with its audience through clever strategies. On social media platforms, "Talk Show Conference" actively engages with the audience in real-time. The program regularly posts exciting content, encouraging viewers to leave comments, share their post-viewing thoughts, and even inviting them to participate in topic discussions and voting activities. This interaction makes the audience feel noticed and respected by the program, and allows the program team to timely understand the audience's needs and feedback, providing valuable references for the program's optimization. Furthermore, offline activities and the development of derivative products also offer the audience more opportunities

to participate and experience. "Talk Show Conference" has held audience meet-and-greets, allowing viewers the chance to interact face-to-face with their favorite comedians, undoubtedly deepening the emotional bond between the audience and the program. The derivative products launched by the program have also been warmly received by the audience. These merchandise items, imbued with elements of the program, satisfy the audience's desire for collectibles, allowing them to feel the presence of the program in their daily lives.

3. Analysis of "Talk Show Conference's" Target Market

3.1. From the Age Structure Perspective

As a popular variety show, "Talk Show Conference" primarily targets young people, especially those emerging in their careers. These viewers are not only youthful and energetic but also possess a high level of cultural literacy and unique aesthetic views. They are keen on pursuing fresh, interesting, and creative content, and particularly love the humorous and witty form of talk shows. For these young viewers, who are the backbone of the workforce enduring pressures from both work and life, "Talk Show Conference" provides a platform for stress relief and relaxation. Amidst their busy work schedules, watching the program offers them the healing power of humor, helping adjust their mindset to better face life's challenges. Moreover, this segment of young viewers also has the spending power, willing to pay for quality content that brings joy and relaxation[4]. For "Talk Show Conference", with its engaging performances and heartfelt content, it undoubtedly attracts their attention and affection.

3.2. From the Occupational Distribution Perspective

From an occupational distribution viewpoint, "Talk Show Conference's" audience is broad and diverse, including office workers, students, freelancers, and entrepreneurs, as shown in Figure 2. These viewers come from various industry fields, striving in their respective domains under various pressures and challenges. For example, office workers face daily heavy

workloads and intense competitive pressures. They look forward to relaxing and enjoying humor by watching "Talk Show Conference" after a stressful day at work. According to data, office workers are one of the main viewer groups of the program, actively sharing content on social media platforms, contributing to the program's wide dissemination and influence. The student audience faces multiple challenges like

academic pressure and employment stress. Watching the program allows them to relax and draw wisdom for facing life's hurdles. Additionally, freelancers and entrepreneurs, facing the unknowns and uncertainties of starting a business, draw positive energy from the show, sparking their spirit of innovation and passion for striving.

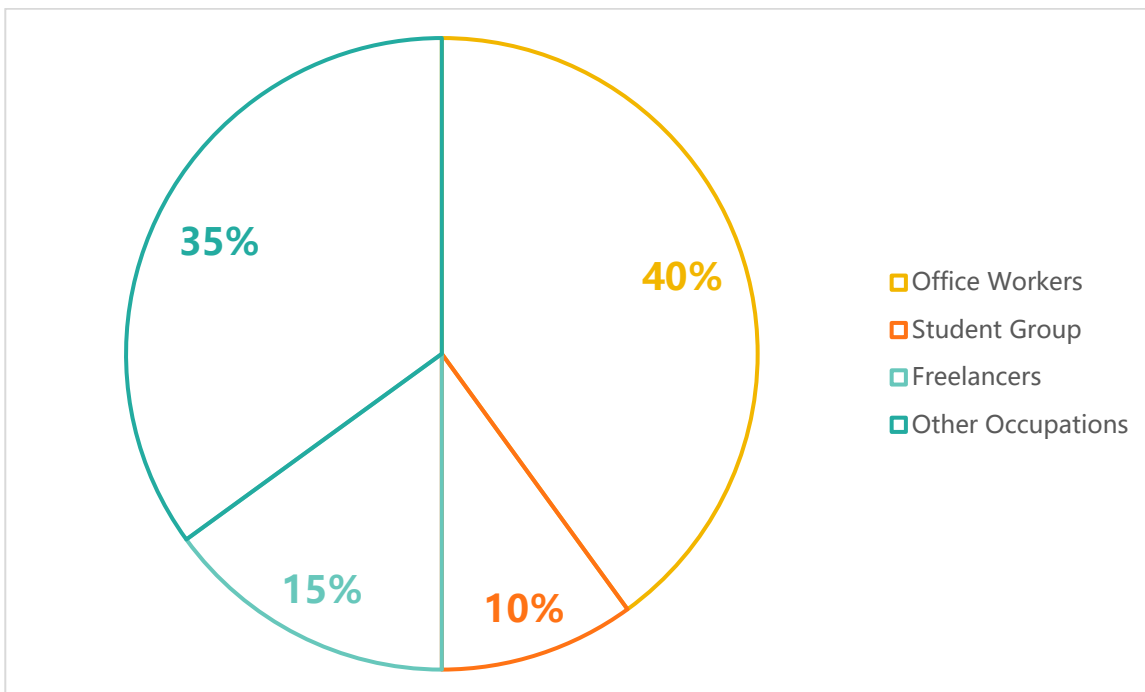


Figure 2. Proportion of Different Occupations

3.3. From the Geographical Distribution Perspective

Geographically, "Talk Show Conference's" audience spans across the country, from bustling eastern coastal cities to the vast western frontier regions, finding fans of the program everywhere. This wide geographical coverage demonstrates the program's strong appeal, providing a broader space and possibility for its promotion and dissemination. Specifically, audiences in the eastern coastal areas, due to developed economies and vibrant cultures, have a higher acceptance and pursuit of fresh and interesting cultural products. Western region viewers experience the charm of humor and joy through the program, further enriching their spiritual and cultural lives. Southern and northern audiences find elements in the show that resonate with their regional cultures, creating a sense of connection and identification. This extensive geographical coverage allows "Talk Show Conference" to resonate widely across the country. No matter which region the audience is from, they can feel the power and charm of humor through the program, offering more possibilities for the show's promotion and dissemination.

platforms for content promotion and interactive marketing. Platforms like Weibo, WeChat, and TikTok have become important bridges for interaction between the program and its audience. Through Weibo, the program has posted a large number of fun videos, behind-the-scenes footage, and guest interviews[5-7]. These interesting and creative contents quickly attracted a lot of fans' attention and sharing, with marketing effectiveness as shown in Figure 3. According to statistics, the program's Weibo account saw a nearly 50% increase in followers in just a few months, with significant increases in interaction, comments, and shares reaching three times the previous numbers. The WeChat platform has become an important place for deep interaction with the audience, with the WeChat official account posting fascinating articles and exclusive content, regularly holding online events such as topic discussions and interactive voting[8-10]. These activities increase the audience's participation and stickiness to the program, providing valuable audience feedback and suggestions. TikTok, with its short video feature, brought more exposure and traffic to the program. Short videos posted by the program on TikTok often quickly gain a lot of likes and shares, further expanding the program's influence.

4. Integrated Marketing Communication Strategy of "Talk Show Conference"

4.1. Social Media Marketing

"Talk Show Conference" excels in using social media

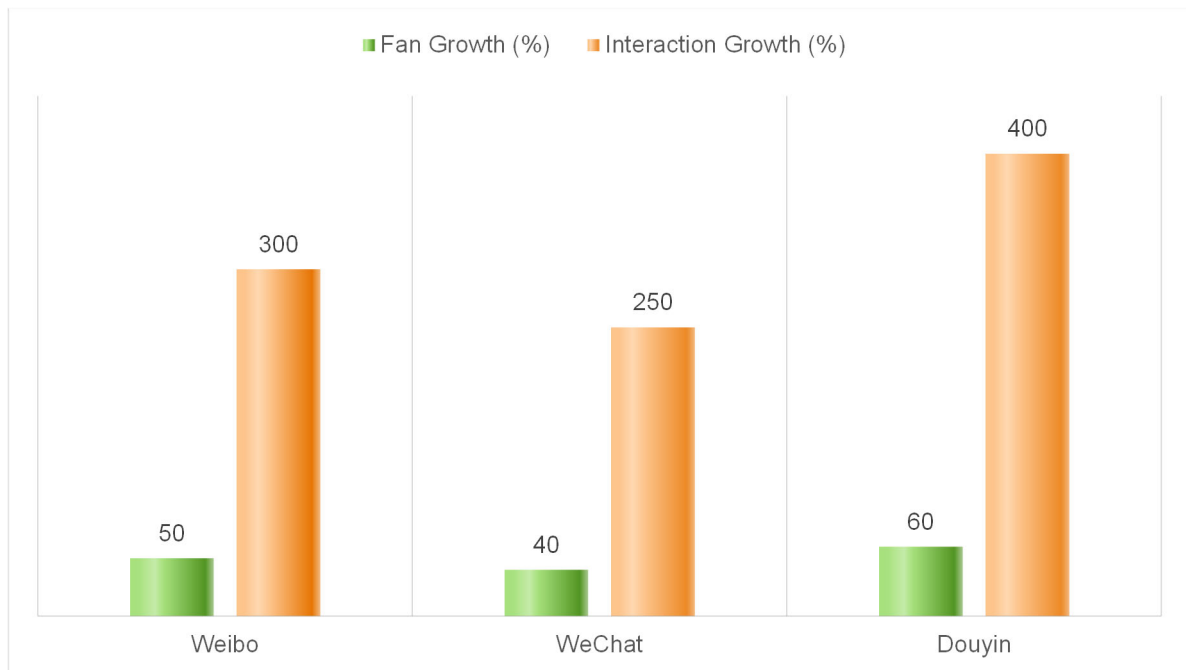


Figure 3. Marketing Effectiveness on Different Platforms

4.2. Celebrity Guest Influence

Inviting well-known actors, singers, directors, and other celebrities to serve as hosts or guests is a key strategy for "Talk Show Conference" to enhance the show's influence and appeal[11-12]. Celebrities themselves have a vast fan base and broad social influence, and their participation undoubtedly brings more attention and discussion to the show. The addition of celebrity guests enhances the show's visibility, injecting new vitality and topics through their personal charm and influence. The performances of celebrities on stage, whether humorous talk show acts or engaging interactions with the host, provide the audience with a fresh viewing experience. Furthermore, the participation of celebrity guests brings more exposure opportunities for the show[13]. Sharing and interaction on social media can quickly expand the show's reach, attracting more potential viewers. The fans of celebrity guests also pay more attention to the show due to their idols' participation, thereby further enhancing the show's viewer base and providing a more diverse and exciting audio-visual experience.

4.3. Offline Activities and Collaborative Promotion

"Talk Show Conference" not only achieved remarkable results online but also presented a variety of exciting offline activities. The show actively organized talk show tours, extending the stage to various parts of the country, allowing more audiences to experience the charm of talk shows live[14]. These tours brought laughter to the audience, deepening the emotional bond between the show and its viewers. Fan meet-and-greets are also an important way for the show to interact face-to-face with the audience. At these meetings, the audience has the opportunity to interact closely with their favorite talk show performers, sharing joys and sorrows. This intimate interaction makes fans feel the sincerity and care of the show, further enhancing fan loyalty. In addition to offline activities, the show actively seeks collaborative promotion opportunities with other brands or organizations[15]. Cross-border collaborations and brand co-

branding bring more resource support to the show, broadening its dissemination channels and audience reach. Through partnerships with brands in different fields, the show can attract more potential viewers, increasing its visibility and influence.

4.4. Derivative Product Development and Sales

Developing derivative products based on classic elements of the show is an efficient and creative marketing strategy that maximizes the show's brand value and achieves commercial realization. Classic quotes, comedic moments, or images are unique identifiers of the show, carrying beautiful memories for the audience. Transforming these elements into T-shirts, figurines, stationery, and other merchandise not only allows audiences to feel the charm of the show in their daily lives but also expands the show's influence through word-of-mouth. Each product has its unique function, characteristics, or value, and the primary task of product design is to accurately and prominently display these values. Through unique design elements, colors, and shapes, products visually convey their core value, thereby increasing their attractiveness. In terms of promotion and sales, a combination of online and offline modes can cover a wider audience[16]. Online channels like e-commerce platforms and social media utilize the convenience of the internet to quickly reach target consumers; offline channels like physical stores and event venues enhance consumer purchase intention through personal experience and interaction.

5. Conclusion

As "Talk Show Conference" continues to grow and expand, the value of its integrated marketing communication strategy becomes increasingly evident. By precisely grasping market demands, deeply understanding the target audience, and comprehensively analyzing the competitive environment, the show has successfully formulated and executed a series of effective marketing strategies, winning the affection and recognition of audiences and standing out in the fiercely competitive market. In the future, "Talk Show Conference" will continue to deepen the application of integrated

marketing communication strategies, constantly innovate program content and forms, and improve program quality to meet the growing entertainment needs of the audience. The show will also actively expand marketing channels, strengthen cooperation with various media platforms, achieve a deep integration of online and offline, and bring a richer viewing experience to the audience. Moreover, the show will focus on building and maintaining its brand image, by actively conveying positive energy and practicing social responsibility, to establish a good social image, enhancing the audience's trust and sense of belonging to the show. In an increasingly competitive entertainment market, "Talk Show Conference" will grow and progress together with its audience in a more open and inclusive manner, bringing more joy and emotion to the audience.

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