

Title: Marketing Strategy of Internet Celebrities; Take Li Ziqi for
Example

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ABSTRACT

With the rapid development of science and technology, especially the development of Internet technology, a large number of very influential network celebrities, referred to as Internet celebrity. Relying on the influence of Internet celebrity, e-commerce and enterprises publicize their products in large quantities to create greater commercial value, and finally form a new economic model, namely Internet celebrity economic model. There are many incompatibilities between traditional marketing model and Internet celebrity economic model. In order to better develop e-commerce and business value of enterprises, it is necessary to pay attention to the transformation of marketing strategy. This paper discusses the combination of Internet celebrity and marketing, not only sort out the development of Internet celebrity, and the introduction of marketing methods is one of the innovative points of this paper. Internet celebrity marketing research is still in the preliminary stage and

the microblog marketing specifically target at Internet celebrity is still in the blank stage. This paper takes Internet celebrity Li Ziqi as the research object, explores its advertising marketing effect, enriches Internet celebrity marketing theory, and tries to create a new situation for Internet celebrity marketing.

keyword: Internet celebrity; internet celebrity economic; Li Ziqi

