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## CONTENT INNOVATION AND STRATEGIES FOR ENHANCING USER STICKINESS ON WECHAT OFFICIAL ACCOUNTS

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### ABSTRACT

With the rapid development of internet technology and the widespread use of social media, WeChat Official Accounts have become an essential platform for enterprises, institutions, and individuals to disseminate information, build brands, and engage with users. However, standing out among the numerous WeChat Official Accounts and continuously attracting user attention is a significant challenge for operators. This paper explores content innovation and strategies for enhancing user stickiness, analyzing the necessity of content innovation and its specific strategies. It also examines methods such as enhancing user interaction and engagement, establishing user incentive mechanisms, personalized recommendations and precise push notifications, and optimizing user experience and services to improve user retention. The aim is to provide WeChat Official Account operators with a systematic approach to content innovation and user engagement, helping them to stand out in the competitive market and achieve growth in both user base and activity levels.

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### INTRODUCTION

In the digital age, WeChat has become one of the most popular social media platforms in China, with increasing influence. Many enterprises, institutions, and individuals have established WeChat Official Accounts to achieve multiple goals, including brand promotion, user engagement, and information services. However, as the number of accounts surges, competition has become more intense. How to stand out in this vast sea of information and attract and retain user attention has become a pressing issue for WeChat operators. Content innovation ensures that official accounts provide valuable and attractive information, capturing user interest and keeping them engaged. Enhancing user stickiness means establishing a stable user base, increasing user activity and retention, and laying a solid foundation for brand development and influence expansion. This paper delves into strategies for content innovation and user engagement improvement, analyzing the necessity of content innovation and proposing specific methods. Additionally, it explores how various approaches can enhance user stickiness, ensuring that WeChat Official Accounts maintain a competitive edge in the market. Through this discussion, the paper aims to offer practical guidance and suggestions for WeChat Official Account operators, helping them optimize their strategies to achieve better user engagement and brand development.

#### I. The Necessity of Content Innovation on WeChat Official Accounts

##### *(1) Enhancing User Experience*

In the fast-evolving digital landscape, user demands for content have become increasingly diverse and personalized. Fresh, interesting, and valuable content can quickly capture users' attention, satisfying their curiosity and desire for knowledge and entertainment. By carefully planning and employing innovative thinking, WeChat Official Accounts can provide richer and deeper content, enhancing users' reading experiences. When users perceive the uniqueness and value of the content, they are more likely to continue following the account and share it with others, further expanding the account's influence.

##### *(2) Establishing Brand Image*

A WeChat Official Account serves as an important window for brands to showcase their image and values. By publishing unique and brand-aligned content, accounts can create a distinctive brand image in users' minds. This image not only helps enhance brand recognition and influence but also strengthens user loyalty and identification



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with the brand. In a highly competitive market, a well-defined brand image can help a brand stand out among competitors and become the preferred choice for users.

### ***(3) Promoting User Interaction***

Innovative content often sparks user interest and curiosity, encouraging more active participation. This interaction extends beyond simple likes, comments, and shares to deeper engagement, such as discussions, questions, and suggestions. By actively responding to user feedback and needs, WeChat Official Accounts can establish closer connections with users, strengthening their sense of belonging and loyalty. Moreover, user interactions provide valuable data and market insights, enabling accounts to better understand user preferences and industry trends, thus informing future content strategies and marketing plans.

## **STRATEGIES FOR CONTENT INNOVATION ON WECHAT OFFICIAL ACCOUNTS**

### **(1) Identifying Target Audience and Content Positioning**

A deep understanding of the target audience is the first step in content innovation. This means not only knowing their age, gender and geographic location, but also understanding their interests, spending habits, lifestyles and information access preferences. This information can be gathered through data analysis tools, surveys, social media monitoring and other means to build a detailed portrait of the user. Once you have the user profile, you can target the content. Content positioning should both align with the brand's long-term strategic goals and meet the immediate needs of the target audience. For example, if the target audience of the public account is 25 to 35 years old urban white-collar women, then the content can be around the career development, fashion, healthy life, emotional relationships and other topics. While determining the theme of the content, you also need to consider the style and tone of the content, which again needs to be determined according to the preferences of the target audience. For example, for the young and lively audience, we can adopt a relaxed and humorous language style; For mature and stable audiences, they may need more professional and rigorous expression Way.

For another example, the wechat public account of "Meituan Takeout" targets young people and office workers, who have a strong interest in food and pursue convenient and fast delivery services. Therefore, the content of Meituan takeaway is positioned to provide food recommendations, promotional activities and convenient delivery service experience. By publishing various food articles, restaurant recommendations and limited-time discount information, they have attracted a lot of user attention and interaction. At the same time, they also combine user needs and feedback to continuously optimize the delivery service process and improve the user experience. They have launched a series of articles called "Food is not the same every week", which provides users with a list of food recommendations for seven days a week. These contents not only satisfy users' desire to explore food, but also provide them with convenient delivery options.

### ***(2) Innovating Content Formats and Expression Methods***

"People's Daily" wechat public account has carried out bold innovation in the form of content. In addition to traditional text reports, it has also launched a "night reading" column to provide users with an evening reading experience through audio. In addition, multimedia forms such as charts and animations are also used to interpret policies and present data, making complex information more intuitive and understandable. In terms of expression, "People's Daily" wechat public account focuses on interaction with users, such as through questions and answers, voting and other ways to guide users to participate in topic discussions. Wechat public accounts in the form of innovative content, in addition to text and pictures, you can also try to use cartoons, charts, animation videos and other forms to present information. These forms can better attract the attention of users and improve the readability and dissemination of content. In terms of expression, you can also be bold and innovative. In addition to traditional narrative methods, you can also try to use dialogue, questions and answers, storytelling and other more interactive and engaging ways. In addition, various functions and technical means provided by the wechat platform can be used to enhance the interactivity of content. For example, interactive sections such as polls, surveys, or mini-games can be inserted into articles to encourage users to participate and share their opinions and experiences; New technologies such as AR and VR can also be used to create an immersive reading experience, allowing users to feel unprecedented shock and fun.

### ***(3) Aligning Content with Current Events and User Needs***



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"Tencent News" wechat public account keeps abreast of current affairs and provides users with the latest news reports in a timely manner. For example, when major events occur, they will quickly roll out relevant reports and analysis articles to meet users' needs for information. At the same time, they also understand the needs and preferences of users through user feedback and data analysis, and launched a series of popular columns, such as "today's topic" and "review", to provide users with more accurate and valuable content.

Current political hot spots are a weapon to attract users' attention. By following news feeds, social media trends, and industry hot topics, you can spot hot events or topics that are relevant to your brand or audience. Then, combining these hot spots to create content can quickly attract users' attention and improve the spread of content. For example, when a social event or entertainment news becomes the focus of national attention, it can react quickly and launch an in-depth analysis or exclusive report article; When a certain industry trend or new technology rises, it can follow up in time and launch a series of relevant popular science articles or application cases. At the same time, pay close attention to changes in user needs. Through user feedback, data analysis, and social media monitoring, it is possible to understand users' satisfaction with content, demand preferences, and potential demand in a timely manner. Then, based on this information, adjust the content strategy to ensure that the content published truly meets the needs of users. For example, if you find that users have particularly high attention or demand for a certain topic or function, you can set up a special column or launch a series of related content to meet their needs; If you find that users are misunderstood or confused about a topic, you can timely launch an explanatory article or video to help them solve the problem.

#### ***(4) Maintaining Content Update Frequency and Quality***

"Zhihu" wechat public number in the operation, attaches great importance to the updating frequency and quality of content. They deliver multiple pieces of quality content every day, covering multiple areas of knowledge, emotion, entertainment, and more. To ensure the quality of the content, they invite industry experts, well-known authors and others to write original articles, while strictly controlling the content review and editing process. In addition, through user feedback and data analysis, they continuously optimize their content strategy to ensure that the published content truly meets the needs and interests of users. For example, based on user feedback, they have launched a series of special reports and discussion activities on hot topics such as workplace and emotions, which have been warmly welcomed by users.

For example, the frequency and quality of content updates are key to keeping users engaged. On the one hand, it is necessary to formulate a reasonable update plan according to the user's reading habits and needs to ensure that users can continue to obtain fresh and valuable information. This does not mean that new content should be published every day, but the frequency of updates should be determined based on the nature of the content and the needs of users. For example, for time-sensitive news or information content, it may need to be updated daily or weekly; For content that requires more time and effort to prepare, such as in-depth analysis or special reports, the frequency of updates can be reduced appropriately, but the quality of each update must be guaranteed. On the other hand, we should pay attention to the originality and uniqueness of the content. In the huge amount of information, only the unique perspective, in-depth content can attract users' attention. Therefore, we should encourage the creation of original content and explore unique perspectives and viewpoints; At the same time, we should pay attention to the depth and quality of the content, avoid ignoring the quality in order to pursue the quantity. In addition, more quality content resources can be introduced by partnering with other quality media or individuals. Finally, we should pay attention to the layout and design of the content. Good typography and design can enhance the user's reading experience and make the content easier to understand and absorb. Therefore, we should pay attention to the structure of the article layout, font size, color matching and other details.

#### **Strategies for Enhancing User Engagement on WeChat Official Accounts**

**(1) Enhancing Interactivity and Participation** The primary strategy for increasing user engagement on WeChat Official Accounts is to enhance user interactivity and participation. To achieve this goal, account operators need to carefully design interactive sections that encourage users to express their opinions and actively participate in discussions. This interaction is not limited to text comments but can also include polls, surveys, online events, and other formats. By increasing interactivity and participation, WeChat Official Accounts can establish closer connections with users. When users feel that their voices are valued, their sense of involvement and belonging will be significantly enhanced. This emotional satisfaction encourages users to visit the account more frequently



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and interact with both the account and other users, creating a positive cycle. To further improve interactive effects, operators can also consider integrating social elements, such as establishing user communities or forums, where users can communicate and interact with each other. This not only strengthens user engagement but also attracts more active and potential users to the account.

**(2) Establishing a User Incentive Mechanism** The WeChat Official Account of "DiDi Chuxing" encourages users to continue using its services through a points system. Users earn points after using DiDi Chuxing services, which can be redeemed for free rides, discount coupons, and other rewards. This incentive mechanism effectively enhances user loyalty and engagement, promoting the commercial conversion of the account.

Establishing a user incentive mechanism is another important strategy for increasing user engagement on WeChat Official Accounts. By offering points, coupons, memberships, and other incentives, accounts can encourage users to continue following and participating in activities, thereby improving user retention and loyalty. Specifically, accounts can implement a points system where users accumulate points based on their interactions, reading time, and other behaviors. These points can be redeemed for gifts, discounts, or exclusive services, motivating users to stay engaged. Additionally, WeChat Official Accounts can regularly host exclusive member events or provide special privileges to give members a greater sense of respect and value. Beyond material incentives, psychological incentives are equally important. Accounts can establish user honor rankings or organize outstanding user recognition activities, making users feel acknowledged and appreciated for their contributions.

**Personalized Recommendations and Precision Push Notifications** The WeChat Official Account of "Tencent Video" utilizes big data and artificial intelligence technology to provide personalized content recommendations for users. By analyzing users' viewing history and preferences, the account can accurately push movies, TV shows, and other video content that match user tastes. This personalized recommendation strategy significantly enhances user satisfaction and engagement, increasing the time users spend on the account.

In an era of rapid information technology development, users increasingly demand personalized recommendations and precise push notifications. To meet this demand, WeChat Official Accounts need to leverage big data and AI technologies to analyze and extract insights into user behavior and interests. By collecting data such as browsing history, likes, and comments, accounts can understand user preferences and needs, thereby offering more precise content recommendations and notifications. Personalized recommendations allow users to feel that the account understands and values them, increasing their satisfaction and engagement. Additionally, precise push notifications help accounts better grasp market trends and user demands, providing strong support for content innovation and service optimization. To achieve personalized recommendations and precise push notifications, accounts need to establish comprehensive user profiling systems, segmenting and targeting users based on their characteristics and behavioral patterns.

**(4) Optimizing User Experience and Service Quality** Optimizing user experience and service quality is fundamental to increasing user engagement on WeChat Official Accounts. First, the interface design of the account should be simple, clear, and easy to navigate, reducing the learning curve and usage barriers for users. At the same time, the design should focus on aesthetics and comfort to ensure an enjoyable user experience. Second, account functionalities should cater to diverse user needs and usage scenarios. Features such as search functions, categorized navigation, and online customer service should be added to enhance user convenience and satisfaction. Finally, WeChat Official Accounts should provide timely and professional customer service to address any issues users encounter. Establishing a dedicated customer service team that delivers accurate and prompt assistance allows users to feel supported and valued by the account. By optimizing user experience and service, WeChat Official Accounts can improve user satisfaction and loyalty, thereby strengthening engagement. High-quality user experience and service also contribute to building a strong reputation and image for the account, attracting more potential users to follow and participate.

## CONCLUSION

This paper provides an in-depth analysis of the importance and strategies for enhancing user engagement on WeChat public accounts. By strengthening user interaction and participation, establishing effective incentive mechanisms, implementing personalized recommendations and precise push notifications, and continuously



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optimizing user experience and service quality, user stickiness and loyalty can be significantly improved. These strategies not only help public accounts stand out in the competitive market but also lay a solid foundation for long-term brand development and stable user relationships. It is hoped that the insights discussed in this paper will serve as valuable references for WeChat public account operators and assist them in achieving better results in enhancing user engagement.

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