

Analysis of Current User Stickiness Marketing Strategies and Future Enhancement Means of Online Game Companies: A Case Study Based on miHoYo

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Abstract. With the growing influence of miHoYo's game products such as Original God at home and abroad, more and more people know miHoYo through the company's high-quality handheld games. miHoYo holds more than half of the market share in China and has a large number of loyal players. However, as the game content is updated, there is no lack of old players giving up and quitting, how to retain these players for a long time and attract new players to play their own games has become the most important question for all game companies, and miHoYo has given the perfect answer. miHoYo has set up its own social platform software online, set up incentive programmes for creators on its creative platforms and so on, and has also participated in comic shows, advertisements, as well as in the "Manga" and "Battle of the Bulletin Boards". Events such as Comic-Con, advertising campaigns, and linkages with merchandise and tourist attractions create a wonderful and enjoyable gaming community and environment for players, who offline feel the atmosphere of having fun on-site, as well as gaining a sense of empathy between the game and themselves. The combination of the two makes miHoYo's games highly discussed and trafficked both on online platforms and in real life. This makes miHoYo's players more interested in miHoYo's game products, as well as having a strong sense of trust in miHoYo, which finally makes miHoYo's gamers much stickier than other game companies in the market.

Keywords: miHoYo; User stickiness; Marketing strategy.

1. Introduction

1.1. Research Background

miHoYo has been one of the benchmarks of Chinese secondary yuan games since it has been exhibiting high-quality secondary yuan games in the Chinese game market. miHoYo's game products have entered into a decadent trend after bursting into flames, which is mainly reflected in the fact that a large number of old players have withdrawn from the pit, and the influx of fresh blood is less. There is a certain degree of resistance to miHoYo's continued development at home and abroad, as well as to the development of the market, as the player base is the foundation of the game company. This phenomenon does not only happen to miHoYo, the current domestic game companies are also facing the same problem, even if there is innovation in the game content or continue to insist on updating the content of the game, optimisation of the game and giving benefits, in the end, can not stop the loss of players. These attempts at retaining players are only temporary, and cannot psychologically give players a desire to stay in the game. Once players leave the game itself and devote themselves to real life, the existence of the game can be said to be minimal. Players who don't come into contact with the game or the game itself for a long time in real life will gradually lose interest in playing the game. However, when miHoYo realised this problem, they made their own solutions in time. miHoYo's approach is better than other companies in retaining the old family for a long time, and also attracts more new players to join the pit experience. This post mentions the two main solutions of miHoYo with detailed information. By understanding miHoYo's solutions, we examine the successful methods that have been derived from them, as well as the thoughts that they bring to the gaming community to think about and emulate. Under miHoYo's long-term efforts, its own game

products have gradually broken through the circle, fresh blood influx, and become a highly influential Chinese game even in the world.

1.2. Research Problem Statement

This paper investigates how miHoYo can improve its user stickiness by analysing the background introduction of miHoYo and its related game products, and examines how miHoYo can closely connect its game products with the public through its own activity programme, and have a high sense of resonance and discussion among the gaming community, which will, in turn, allow players to continue to develop a deeper interest in miHoYo's game. miHoYo's game products generate strong interest.

1.3. Purpose and Significance of the Study

Today miHoYo is also a unique presence in the Chinese gaming market. In the secondary game industry, miHoYo has been able to stand out from the crowd with its high-quality content and exquisite game production. When dealing with player loss, miHoYo is also able to make calm analyses and deal with the situation in a timely manner. As a result, miHoYo's campaigns are highly valuable in the Chinese market, where handheld games are prevalent, and there must be some innovative solutions that many game companies can learn from. Therefore, the study of user stickiness means employed by miHoYo is a good example for other game companies, and it can also bring new solutions and measures for China's mobile game market.

1.4. Research Methods

Descriptive Statistics: Descriptive statistics is a statistical method in which data are collected for basic summary and organisation. In this paper, we use one year's game download and gamer real-time active data of miHoYo mainstream games from Qi mai website, and use Excel software to perform statistics and analysis. As well as the fan volume statistics of miHoYo-related UP masters collected in Bilibili.

Literature research method: This paper completes the writing of this paper by studying the past relevant literature, studying the information and nature of the network platform Bilibili, the relevant concepts of user stickiness, and miHoYo-related research papers as a background.

1.5. Research Framework

This paper is based on the current miHoYo solution in China, sorting out an effective approach, which contains four parts: the first part, the background of the study, the elaboration of the research problem, the purpose and significance of the study, as well as a concise elaboration of the main research methods.

The second part is a brief description of miHoYo's user stickiness and an overview of the marketing strategy. The third part, miHoYo's solution measures: Here it is divided into three sub-parts, the rational use of network effect, the new publicity strategy, and the re-improvement of self-technical power. It explains in detail how miHoYo is implemented and publicised. Part 4, Summary and Prospect, briefly reviews the research in this paper, summarises the results and shortcomings of this paper, as well as the future prospects of miHoYo.

2. Literature Review

2.1. User Stickiness and Marketing Strategy

User Stickiness

User stickiness is essentially an individual's self-will to use and continue to use an item or platform frequently, which belongs to a psychological emotional dependence [1]. and at the level of miHoYo, user stickiness is the ability of a game product to retain gamers and attract them for a long period of

time, the repeated use and consumption of the game product, and the willingness to choose and continue to use the product after that, to put it in another way, it means that gamers stay in the game for a long period of time and use it at a high frequency, which symbolises that the game product has a high user stickiness.

Marketing Strategies

miHoYo uses strategies such as precision marketing strategies, internationalisation strategies, offering differentiated services, and unique online marketing. These programmes have enabled miHoYo's game products to reap a lot of praise and love from the player community and the Internet.

2.2. Introduction to miHoYo and its main products

miHoYo is known as Shanghai miHoYo Network Technology Co., Ltd, English name: HoYoverse. miHoYo is a second-generation game company founded in 2011, with products such as Genshin Impact, Hokai-Star trail, etc. Headquartered in Shanghai, with branches in Singapore and Tokyo, Genshin reached 7.98 million downloads on iOS in China last year. Its products include "Genshin Impact", "Hokai-Star trail" and other games, and is headquartered in Shanghai, with branches in Singapore, Tokyo, etc. Genshin's iOS downloads reached 7.98 million last year in the Chinese market, and its estimated revenue last year reached US\$270 million. The company's products include "Genshin Impact", which has been downloaded 4.53 million times from iOS in China since its launch in May last year, with revenue estimated to reach \$200 million as of May this year. Two of these games are introduced below.

2.2.1. Genshin Impact

miHoYo's most successful IP game "Genshin Impact", as the first free and open-world RPG game in China, enjoys a high reputation in the world, and has made great efforts to promote the heritage of China's excellent traditional culture and set off a cultural trend globally. Genshin Impact has won 17 nominations and game awards globally, and Genshin Impact is currently recognised and supported by the state as a national key overseas project.

2.2.2. Star Trail

Hokai-Star Trail is a role-playing game with turn-based mechanics such as Hakata exploration and Roguelike. The product positioning, with its light-hearted and humorous gameplay, thought-provoking plot and insinuations of real life, has been widely acclaimed among young people. In less than a year since its release, it has won the Best Mobile Game Award 2023, IOS Game of the Year, and three nominations on the Google Play list. The game is constantly improving the player experience and producing more quality content.

3. miHoYo's Current Attempts at User Stickiness Maintenance

3.1. Rational Use of Network

Effects Below is a list of several important social platforms where miHoYo is active on the web. On the following platforms, miHoYo publishes information about its games and important updates. These platforms themselves have a huge amount of customer base and sufficient data samples to be feasible.

3.1.1. MiHoYo Society

MiHoYo Society is miHoYo's own social App, which has official accounts to stay as well as tens of thousands of player accounts and a good community, which can achieve timely communication between officials and players to deal with problems in a timely manner as well as provide accurate feedback on loopholes and investigate player preferences [2]. Players and players can also express their own words and their own opinions on this platform, and find people with the same interests as their own. In addition to the fact that the platform's user groups are all players of miHoYo's game products, the posts published on the MiHoYo platform are all related to miHoYo, and the output of

game posts, homoerotic creations, and feedback from the platform is much higher in gold than that of other platforms. Therefore, miHoYo solves most of the problems by directly contacting players on the platforms, achieving first-hand information acquisition, and personally reviewing the solutions, with live customer service online throughout the day. For example, the game players find bugs, timely feedback to the platform customer service, customer service will generally return the E-Mail within half an hour, leaving the phone number of contact information, but also pick up the phone for on-site communication, the efficiency of the day is extremely high.

3.1.2. Co-operation Strategy with Bilibili

Bilibili pop-up video website (referred to as "Bilibili" in modern young people's most popular video software), initially originated in Japan's "niconico animation" video website, which features the "niconico" video website. Video sites that feature pop-up video sites. The main content is dominated by ACG content (referring to Animation anime, comic manga, and Game games) [3,4]. Bilibili, as one of the long video platforms with the most daily users in China, has reached about 200 million users as of 2023. miHoYo has reached a cooperation with the official on the Bilibili platform. At the same time as Bilibili cooperated with the advertising space below most of the videos, miHoYo was featured on the popular charts and hot search lists. Through Bilibili's video publicity, jump to download the app's official link, as well as the official often at 12:00 noon regularly released the latest character PV and supplemental version of PV, to attract more brush video users interested in the game, to attract more people into the pit. As a result of its popularity and popularity, miHoYo's account on Bilibili has been teased by young people as "a punctual chime for young people," and as a kind of joke, it has been carried by Bilibili users to the comments section of thousands of videos. While users who use Bilibili keep an eye on miHoYo's game updates, the group is also able to share their daily gaming routines on Bilibili. This is divided into UP masters and ordinary players. UP masters on Bilibili will produce their own original game II videos, which mainly contain character design analysis, plot analysis, daily game sharing, tips, game combat techniques, etc. These UP masters will also produce their own original Game II videos. The content of these UP owners has brought miHoYo a huge traffic revenue in Bilibili. Table 1 lists some of the miHoYo-related famous UP master related in this article.

Table 1. MihoYo of Bilibili's UP

UP Name	Doujin Creation	Fan	Vedio
Nideyingyueyue	Strategy Section	784.3w	1229
Guoyinghong	Storyline Section	180.7w	750
Anmaodezhufu	Fan Creation Section	198w	307
Tiantianjiaohuaji	Fan Creation Section	68.3w	328
Lao Mu ocean	Live Streaming Sectio	91w	689
Hanxuewuyiqujiangnan	Live Streaming Section	84.5w	641
Heyehua	Cosplay Section	295.4w	133

Another kind of activity in Bilibili is ordinary players. Then ordinary players brush game-related videos in Bilibili in their free time every day, firstly, they can increase the exposure and heat of game-related videos, and then at the same time, they can make external links to forward to other social software, and secondly, they can create a sense of resonance and happiness among players. Under the interaction of the two kinds of users, miHoYo's Bilibili traffic can spread and promote rapidly.

3.2. Use of new marketing methods in publicity channels

3.2.1. Placement of mainstream platform advertisements

Domestically, a lot of money is invested in video platforms such as Bilibili, Jittery, and other video platforms to put their own brainwashing game advertisements, mostly short videos of ten seconds or so of the essence, propaganda of their own characters is the main focus, and at the end of the way

attached to their own game, which needs to be swiped almost a moment to advertisements about miHoYo games. Abroad, the main platforms are YouTube, Twitter, Niconico animation, etc., bidding software open screen ads, with brainwashing text and awkward drama in the form of short videos viral into the public eye. Most people will be motivated by miHoYo's high-quality awkward drama performances and brainwashing texts, which can increase the video completion rate and get more placement traffic.

3.2.2. Domestic and foreign mainstream platform creator incentive scheme

In Tik Tok, Red book and other platforms for the official account stationed, held secondary creation activities, and strongly encourage and support Doujin Creation on their own game ip's secondary creation, set up with virtual and first cash rewards and traffic support, the Internet miHoYo secondary creation environment is flourishing at the same time, more people While the environment of miHoYo's second creation on the Internet is flourishing, more people have taken a certain fan creation as an opportunity to get into miHoYo's games. Here I take Bilibiliup owner "Anmaodezhufu" as an example (hereinafter referred to as "Anmao"), who has been producing beautiful fan creation videos for miHoYo. Anmao's videos feature beautiful graphics, illustrations, and music, and have touched the hearts of countless players with their story development and content. Also so his high-quality video often hangs on the Bilibili hit list, non-miHoYo players brush up to it will also make people's eyes shine. Secondly, invest more percentage to the big bloggers with high traffic and high fan base, or give the business list to create high-quality fan creation, as well as give domestic and foreign large-scale game live blogger business cooperation, online live play miHoYo game, harvest more fan base. Here, I'll take cosplayer Heyehua as an example: Heyehua has 2.95 million followers on Bilibili, and 80% of Heyehua's cosplay characters come from miHoYo games, and she has become famous for cosplaying the protagonist of Genshin Impact, "Lumine". "Going Viral. With her own abstract video content and grounded scripts, she stood out among many of the same videos, with a video style that made it easy and enjoyable, reaping the love and praise of many miHoYo players. miHoYo is aiming for the opportunity to take the chance to work with her as a long-term collaborative cosplayer. with such high-quality work, strangers will be attracted to come in because of the high quality of the videos by the blogger, and then start to understand the Game characters and content

3.2.3. Attendance at Large Comic Conventions

Comic Con, a platform to link ACG enthusiasts to socialise directly offline, brings together many groups of people who enjoy ACG culture. ACG is mainly about animation, games, and other related cultural exhibitions [5]. miHoYo attends large-scale Comic Con gatherings in China, such as BW, CP, CJ, and their own carnivals, to set up their own booths, with high-quality cosplayers and hosts invited by the officials, to give out free Anime Merchandise, to attract more newcomers offline. High-quality cosplayers and hosts invited by the officials, handing out free Anime Merchandise, and attracting more newcomers offline. Overseas, miHoYo is active in Japan's largest anime show, Comicmarket (recently attended C103), Korea's AGF Comic Con, and America's Comic Con, NYCC. Looking at last year's CP29, miHoYo's booth could be said to be surrounded by players. In terms of last year's CP29, miHoYo's booth can be said to be surrounded by players. Domestically, for example, in city underground stations and neighbourhood lifts, miHoYo's game advertisements can be seen everywhere. Abroad, miHoYo chooses Japan, the birthplace of the ACG, and then Akihabara, the region with the highest awareness of ACG culture, as the most important place to advertise the game. Among them, the most prominent billboards on the Sega building in Akihabara, as well as the advertisement space in front of the Akihabara underground station are monopolised by miHoYo all year round. Once the new version and new characters are launched, the billboards will be updated with new content.

3.2.4. Frequent offline limited-time linkage activities

Domestic linkage is mainly with brands that the public often comes into contact with. There have been some previous campaigns, such as milk tea brand Chapanda, Hey Tea, pizza brand Pizza Hut, Lawson Convenience Store, mobile phone brand Redmi, etc., linking their own characters and promoting

them in shopping malls and on the streets. These brands are the most accessible category of products among the people, and are also the products that can be consumed by most people. With the product exposure itself being high, the price is also dominant, allowing more non-ACG groups to become familiar with miHoYo's games. In this way, it can satisfy the offline gaming experience of its own users and attract new people to learn about its own games. In Japan, for example, we linked up with Chapanda. When Chapanda was available in major cities, the first day the shop opened, there was an explosion of orders that Chapanda had never experienced before. Players just want to get the peripherals of the linked products, and then share them with their friends and take pictures to upload them to the Internet, which gives them inner satisfaction and happiness. The long queues at the shops are impressive in the eyes of passers-by, and many passers-by will take the initiative to ask to learn about the place, and after observing the shop's publicity, they can scan their mobile phones to download the games directly. Overseas, miHoYo will also link up with famous IP shop chains overseas. Let's take the example of Dessert Paradise, a Japanese anime restaurant. After the restaurant co-branded Genshin Impact, gamers from various countries in Japan bought up all the peripherals in one day, and there was a massive shortage of stock in the previous week, thus making the social news in Japan [6].

3.2.5. Linkage with Local Museums or Classics

miHoYo also contributes to the country's annual cultural promotion, such as the linkage between Samsungdui Museum and Genshin Impact last year, the linkage between Zhangjiajie Scenic Spot and Star Dome Railway in the previous years, and so on. This promotes a large number of players in person to visit the field and travel, pulling the national tourism economy at the same time, but also incidentally completing the country's annual cultural promotion task. Firstly, the influence of miHoYo's games overseas is huge enough to allow for a large-scale export of Chinese culture, and secondly, this approach allows local people, young and old, to learn about their traditional culture while learning about their own second-generation games. Let's take the collaboration between the Sanxingdui Museum in Sichuan and Genshin Impact as an example. The Samsungdui Museum cooperated in December last year, in which the scenic area near the game was decorated with elements from the game, as well as statues of popular characters, and related peripheral gifts were prepared [7]. Almost the day before, tickets for Sanxingdui and the train to Sanxingdui were sold out instantly. People from all over the country travelled to the card and participated in the activities of the game while visiting the museum.

4. Conclusion

Through this paper on miHoYo company at the moment to improve the user stickiness of the main introduction, the current miHoYo company's strengths and advantages in terms of miHoYo adhere to their own path without forgetting the original intention, at the present time, continue to launch a new high-quality game, in the domestic environment to carry the pressure, miHoYo will become a successful model, as a base to develop a wider range of overseas markets.

As it also holds a conservative approach and personal opinion in analysing problems and solutions, it lacks depth and is more analytical. In the solution of miHoYo, there may be a certain part of the process, a certain detail that cannot be fully described, and there is also a part of the process that the company itself does not show to the public, and cannot be known and understood by the public. In the part of miHoYo's overseas publicity, it is not possible to list all the details of the process, so there are still some shortcomings in the text that are still open to question, and we have to continue to improve in future research and study.

I believe that miHoYo will be able to make even better results and higher quality games in both domestic and international markets, just like the slogan under the company's logo, "Tech otakus save the world." miHoYo is a company that likes to do things to the extreme, and I believe that she will! We will continue to improve ourselves on our own path and finally become the most famous guide.

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