

## **Research on the Implementation Path of Mobile New Media Marketing Strategy for Small and Medium-sized Enterprises in the Internet era**

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**Abstract:** With the convergence of mobile platform and Internet technology, a large number of new mobile media has been generated. Small and medium-sized enterprises need to make full use of mobile new media for marketing, not only change the content of communication, but also help SMEs reduce the cost of communication. In the era of Internet, it is not only the perfection of the theory system, but also the important reference for the small and medium-sized enterprises to choose the realistic development strategy to explore the marketing strategy of the small and medium-sized enterprises mobile new media. This paper first analyzes the development trend and innovation of mobile new media in the Internet era, and then analyzes the importance of mobile new media marketing in small and medium-sized enterprises in the Internet age. Finally, it attempts to explore the implementation path of mobile new media marketing strategy for small and medium-sized enterprises in the Internet era.

### **1. Introduction**

In the era of Internet, mobile Internet has gradually occupied all aspects of people's lives, and various App and intelligent products have emerged as the times require. More and more small and medium-sized enterprises through Weibo, We-Chat, Meituan, Volkswagen, and other new media marketing model to promote their own business products and services, at the same time, these consumer choices gradually infiltrated into every corner of people's lives, To a large extent, it influences and guides people's consumption demand. With the continuous progress of artificial intelligence (AI) and other technologies, the field of mobile new media is undergoing unprecedented changes. In the face of iterative changes, small and medium-sized enterprises must clearly understand and grasp the changing trend and development characteristics of mobile new media, so as to make full use of new technology and new applications to innovate communication methods, and achieve the goal of occupying the commanding heights of information dissemination. This paper mainly studies the implementation path of mobile new media marketing strategy for small and medium enterprises in the Internet era.

### **2. Development Trend and Innovation of Mobile New Media in the Internet Era**

New media is a kind of information communication form and business model which is different from the traditional media. It has the typical characteristics of digitalization, focus and interaction. With the development of Internet technology, mobile new media has made rapid development.

Mobile new media is the general name of all new media with mobile portability, including mobile media, tablets, PSPs, mobile audio and video devices (such as MP3 / MP4 / MP5). This paper holds that mobile new media is a new media form based on mobile communication network. Mobile new media mainly includes the following characteristics: portability (anytime, anywhere, access to information, interactive, private, cross-border, value-added, etc.)

In the Internet era, there are many new ways of mobile new media in China, including WAP media (the news information service dominated by mobile operators, such as the news channel of the mobile dream network), the extended information service on the existing Internet portals on the WAP, and the information provided by the third party independent WAP website, which is not the

main fee. Information service), MMS media (MMS mobile phone newspaper services provided by mobile operators, mobile operators through integrating traditional media resources, mobile phone newspapers, mobile operators, PSP self-developed MMS magazines), client software information media (need to install mobile software applications, based on mobile Flash platform) Information service, information service based on streaming media player software, mobile digital multimedia broadcasting service, mobile blog, mobile search engine and so on.

The content development of mobile new media with mobile platform and mobile network as the core appears new characteristics, the evolution of terminal equipment leads to further reduction of content copy cost, and the user demand of mobile new media is personalized quarterly. It leads to the appearance of high long tail market characteristics; mobile phone users simultaneously assume the double roles of content producer and consumer; digital content faces the social demand of sharing and communication of opportunity mobile communication and so on. The development of mobile new media presents the forward trend: personalized subscription content service, live online content, user-generated content, interactive video business, content and community integration, will change the business model of enterprises.

### **3. The Importance of Mobile New Media Marketing for Small and Medium-sized Enterprises in the Internet Era**

In the Internet era, small and medium-sized enterprises make full use of the development trend of the times, pay attention to give play to the marketing advantages of mobile new media, and promote the long-term development of small and medium-sized enterprises themselves.

China has had 731 million Internet users by December 2016; mobile phone netizen occupies 95.1% among them, mobile phone net-surfing dominant position strengthens ceaselessly. The social life form that the mobile Internet molds is also further strengthened. In the age of the mobile Internet, with almost one smartphone in hand, user behavior has changed dramatically: mobile, fragmentation, interactive experiences are becoming the norm, and new channels and tools are emerging. No matter is grass root net popular or star big V, everybody has the possibility to become the traffic center. In just a few years, Weibo has experienced the outbreak, silence, return, and ushered in the new momentum of the current video network celebrities, its value is also being re-recognized and clear. Social media, showing its growing potential, has become an important part of our lives.

Mobile new media can realize the digital production and large-scale reproduction of the marketing content of small and medium-sized enterprises, help small and medium-sized enterprises to achieve massive storage of marketing content, and facilitate the search; help to realize the interactive link between content and content, The small and medium-sized enterprises can also make full use of the special effects of the new mobile media, which can change the marketing content and the cost structure of the communication of the small and medium-sized enterprises.

The rise of personalized information service is also one of the important symbols of the Age of intellectual Media. Among the younger generation of users, more and more people begin to consume information content based on their personal interest. Although personalized information push can help users to quickly choose and choose information in the complex diversity of information, but the level of development of algorithm technology and the subjective variability of users, it still restricts the matching accuracy and user satisfaction of personalized push.

### **4. The Implementation Path of Mobile New Media Marketing Strategy for Small and Medium-sized Enterprises in the Internet Era**

In the Internet era, small and medium-sized enterprises need to make full use of the Internet to develop a variety of new mobile media marketing, pay attention to brand image communication under the mobile new media environment, provide more high-quality information services, and vigorously develop precision marketing.

In the Internet era, in order to reduce the marketing costs of small and medium-sized enterprises,

small and medium-sized enterprises need to make full use of new media to carry out a variety of new marketing, including blog marketing, We-Chat marketing, Weibo marketing, word of mouth marketing, virtual community marketing, etc. Enhance the experience, communication, difference, creativity and relevance of the marketing methods of the small and medium-sized enterprises' products or services. In order to adapt to the requirements of the mobile Internet era, small and medium-sized enterprises need to change the past marketing strategy and make full use of the new media client of We-Chat to conduct marketing behavior, to promote the promotion of small and medium-sized enterprises of products and services to a higher level.

In the background of the Internet era, people cannot get away from the new media characterized by mobile social communication. The main channels for people to obtain information are transferred from traditional mass media, such as television, print media, to mobile new media. Mobile new media has the characteristics of openness, immediacy, interactivity and so on. Small and medium-sized enterprises can pay full attention to the construction and dissemination of brand image of their enterprises.

Internet era is the era of information explosion, small and medium-sized enterprises need to build a modern communication system with mobile Internet as the core, make full use of big data, do a good job of promoting the products or services of small and medium-sized enterprises, and make full use of some events. To guide public opinion and seize the opportunity of marketing, the content of communication does not exist fraud, nor vulgar, to provide consumers with real and reliable information, to provide more high-quality information services to consumers.

In the internet age, netizens are more dispersed and information is more abundant. Therefore, SMEs must consider combining new marketing tools to bring the right products or services to the right customers at the right time and in the right way, so as to reduce the marketing costs. That is to say, small and medium-sized enterprises need to develop precision marketing based on the Internet, strengthen the means of quantitative analysis of small and medium-sized enterprises' market, and realize the pursuit of maximizing the benefit of small and medium-sized enterprises.

## 5. Conclusion

In short, with the wide use of mobile phones in the Internet era, China has entered the era of mobile new media. Under the mobile new media technology, the appearance of social media, such as social network, Weibo, We-Chat and so on, is changing people's way of thinking and living habits constantly, and has brought huge change to marketing mode and marketing idea. In the process of development, small and medium-sized enterprises need to make full use of mobile new media to carry out marketing, to explore the market development law and characteristics of mobile new media, to formulate marketing strategies of small and medium-sized enterprises' mobile new media, and to promote the ecology and health of small and medium-sized enterprises. Sustainable development

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