

## **Research on the Development Strategy of SME Network Marketing in New Media Environment**

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**Abstract:** With the continuous development of the Internet, the Internet has the characteristics of fairness, freedom and free, so it can find the opportunity to develop in the market based on the Internet information technology and modern mobile communication technology among the small and medium-sized enterprises. This paper briefly discusses the development strategy of network marketing for small and medium-sized enterprises under the new media environment.

### **1. Introduction**

New media is born with the development of the Internet, so it will rely on the latest information technology, communication and Internet technology as the basis for development, through some mobile devices, such as mobile phones, computers to spread some content to users. The most common new media, such as Weibo, WeChat and so on, in the process of development, new media will gradually replace the traditional way of information dissemination, so this will bring a lot of opportunities for the development of small and medium-sized enterprises, small and medium-sized enterprises should be able to integrate the strategy of network marketing to improve their competitive position in the market, so as to win the opportunity of sustainable and stable development.

### **2. The Current Situation of Network Marketing of Small and Medium-Sized Enterprises in the New Media Environment**

In the new media environment, the current situation of small and medium-sized enterprises network marketing due to the continuous development of e-commerce and the Internet, more and more enterprises have begun to pay attention to network marketing, according to the relevant survey, we can know that a third of enterprises will use network marketing to establish enterprise brand, expand popularity and maintain friendly relations with customers. For these enterprises, they mainly use some communication tools to maintain the customer's relationship, and then carry out better marketing promotion work. After all, for most enterprises, communication tools cannot only play the role of communication and communication, but also play a very important role in the work of network marketing and e-commerce, so the main way to maintain the friendly relationship between enterprises and customers is to use communication tools, which can solve the problems raised by users in the process of using them in a timely manner. And through this method, it can become an important means in marketing work. In addition, the use of e-commerce platforms and search engines is also relatively high, accounting for 47.6% and 56%, respectively. From today's consumer behavior model, we can know that search behavior will directly point to purchase, and e-commerce platform is the place where consumer purchase behavior occurs, and because the cost of marketing promotion is limited, many small and medium-sized enterprises will be more inclined to choose to invest some cost-effective and controllable ways, which is why the use of e-commerce platform to promote is very supported by enterprises, because it is low cost, cost-effective and high cost-effective [1].



Figure 1 Office form of enterprise personnel

### 3. Problems in the Process of Network Marketing of Small and Medium-Sized Enterprises in the New Media Environment

The problems existing in the process of network marketing of small and medium-sized enterprises under the new media environment in the present stage, the main problems that the small and medium-sized enterprises use the network marketing to develop are the construction of the website, the imperfect daily maintenance work and the relatively backward network marketing methods adopted. Because many enterprises in the construction of the website, simply describe the background of the enterprise, or civilization does not understand what users need through the market, so users do not get the information they want when entering the site, so it will affect the enterprise's network marketing. On the other hand, there are some enterprises in the construction of website content is very old, and not follow the pace of the times to update in time, even some pictures cannot be properly displayed, which will seriously affect the external image of the enterprise. And the small and medium-sized enterprises with these phenomena have limited capital and fewer talents, and there are no related technicians for the maintenance of the website, so they are very difficult to occupy a favorable position in the fierce market competition.



Figure 2 User requirements

### 4. The Specific Strategies of Small and Medium-Sized Enterprises in the Development of Network Marketing in the New Media Environment

In the new media environment, the specific strategy of small and medium-sized enterprises in the development of network marketing 4.1 integration platform and marketing theory with the continuous development of the network many mobile devices have also been popularized, there are more and more users are more willing to use some wireless devices such as mobile phones to browse information. And the software in the mobile phone is also constantly developing, now people in life is some of the necessary software, such as wechat, weibo, so enterprises should be able to see the needs of the market, seize the habits of users in order to meet their needs in life. Companies should be able to advance access to those relying on mobile devices such as user information, continuous integration of the platform, so that in the marketing process, the use of mobile devices to further development. After all, today's online marketing is no longer just about sending messages or advertising some search engines, but rather about being able to plan as a whole

in terms of the company's overall development, considering how companies can find consumer demand data when doing this [2].

Table 3 Advantages of new media

advantage	
1. Simple operation	2. Wide coverage
3. Strong interaction	4. low cost
5. Large amount of information	6. Strong pertinence

#### 4.1. Integrated Marketing Techniques

The development of new media is very rapid, so it has changed some user habits of using smart devices, in this case, small and medium-sized enterprises can use WeChat, Weibo and other channels for effective integration, so as to maximize the benefits of marketing work. In the process of integrating marketing strategy, the dissemination of information is generally divided into two types, first is one-way push, second is the interaction between the two sides, these two marketing technologies have their own advantages, but in the process of carrying out network marketing, enterprises can combine the two to make marketing better. First of all, the single-direction push integration marketing strategy needs to show users the enterprise's brand, the general brand information will include the company's cultural company's simple brief introduction, so the use of the blog interface is very suitable, because the blog is a lot of small and medium-sized enterprises in the process of development to show themselves in a variety of forms, with graphics, text, so these small and medium-sized enterprises can use the blog to let users understand the current situation of the enterprise and the future development of the way, and this way is more to impress users than direct advertising. The type of sales of small and medium-sized enterprises is not very important, only sales are the most important, so many times the effect of sales promotion will determine the actual sales, so small and medium-sized enterprises can use new media technology, such as let users use WeChat sweep to give gifts, so that users can increase a certain amount of attention, then enterprises in the push of some follow-up information, a larger range of users can receive, so that they can carry out accurate marketing.

The biggest difference between new media technology and tradition is to be able to achieve close contact with customers, because in general, the use of new media to disseminate information cannot only carry out a wide range of effective dissemination, but also allow users to have a deeper experience in receiving information, and to get timely feedback. In fact, no matter which way of communication is used, enterprises should interact with users regularly, and answer the questions of user feedback in time, so that they can have a better understanding of users, through the evaluation and related needs they give. And using weibo and wechat is a great way, because today weibo can use the form of pictures or words to promote and market, so that companies can interact closely with users in their comments, and users can also feedback their information through private letters. Every user has their own circle of friends or fans, these people in the circle of friends are more ageful and regional, so that customers can take the initiative to share, so that they can form a strong word of mouth marketing. They promote and forward on their own Weibo pages, which is also very helpful to the network marketing work of enterprises, so in this case, enterprises can use Weibo account or WeChat public number for close service. And if the company can bring in the technical talent related to this, it can develop some models of selling on the network, so that users can better choose and enhance their sense of experience. In addition, companies can also use the lottery or some offline activities to promote sales on weibo, although this way is very common, but this way is also very effective, can bring great promotion to the marketing work of enterprises, but also can let enterprises in the fierce market competition to enhance the status and enhance the visibility of products.

#### 4.2. Accurate Market Positioning

Because the new media platform and users are very extensive, it is impossible to achieve full

coverage, so in order to make the enterprise more targeted in marketing, we should be able to determine the gender age of the user group, and use this information as the basis of the marketing platform. Secondly, we should be able to investigate the mind and distribution of these marketing groups in the process of consumption, so as to determine the focus of marketing work [3].

## **5. Conclusion**

Through the analysis of the full text, we can know that the progress of the times is very rapid, so the new media has also been rapidly developed, the new media for the enterprise belongs to a challenge is also an opportunity, as long as the enterprise can grasp the characteristics of the new media, and fit the key points, it can be used properly to promote the further development of small and medium-sized enterprises. And the small and medium-sized enterprises should be able to integrate the platform, the related marketing theory and marketing technology, so that the small and medium-sized enterprises under the new media environment can get further development in the network marketing work.

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