

# Optimization and Application of Marketing Model under New Media Platform

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**Abstract:** With the development and progress of society, more and more media platforms emerge as the times require, which not only add convenience to people's work, study and life, but also increase people's way of leisure and entertainment. It is worth noting that the new media platform in the process of development needs to use the diversified marketing model to enhance the exposure of its own platform, for more users to know, this paper will be based on the characteristics of the new media platform, marketing problems and other content to discuss, and provide targeted optimization and marketing strategies to provide reference suggestions for the development of the follow-up platform and brand building.

## 1. Marketing Characteristics of New Media Platform

With the development of science and technology, more and more media platforms have entered into the life of the masses, and their rapid development has contributed to people's quality of life and promoted the development of society at the same time. However, since the new media platform is in the initial stage of development, in the process of marketing, there are many aggressive behaviors that bring negative effects to the development of the platform at a certain level, this paper will take the market as the guide to comb the marketing content of the new media platform in detail, and provide an innovative path for the new media platform in the future marketing model.

With the improvement of per capita consumption capacity, the market refinement has achieved initial results. In the process of going to the market, more and more commodities need to use the Internet, mobile media, digital technology and other content for a series of marketing interaction, such as advertising, public relations, product promotion and so on [1]. The promotion of this kind of marketing mode is also the inevitable trend of information development in our country. The development of the marketing mode of the new media platform, a change in the traditional marketing mode using newspapers and television at that time, a single product publicity model, it is based on information technology to extract users' preferences, grasp their consumption habits, interests, regional information and other content, according to the user information for accurate information promotion, using accurate marketing techniques to promote the content information of potential users, so as to enhance the user's awareness of the media platform, in the use of different marketing models to increase the degree of users to the platform, thus making marketing more efficient, both reduce the widespread promotion of the marketing problem with little effect, It can also improve marketing efficiency and promote new media platform better.

### 1.1. Strong Interactivity

The new era information technology develops rapidly, compared with the traditional TV, newspaper, magazine content, using the soft text, video, brand story content dissemination, more interactive, it is through the big data way to the new media platform user information content extraction and analysis, understand the needs of different users for the platform, in combination with the platform's own operational characteristics, screening seed users, and then for these seed users to provide more quality services, enhance the experience of users, so as to achieve the purpose of marketing [2]. And the strong interaction behavior becomes the communication bridge between the platform and the user, breaks through the limitation of time and the region, brief the distance

between the user and the platform, and provide the high quality service for the user (see figure 1).



Figure 1 Enhanced interaction with users

## 1.2. Better Market Development

Through the new media platform marketing mode of publicity, not only can greatly enhance the platform to display its own image, attract the attention of more users, so as to open up the market. Of course, this requires the platform to better grasp the latest developments in the market, so as to obtain accurate user information and put in relevant marketing information. Through such a way, the rapid development of the platform in the market dominance rate, improve the user's satisfaction with the use of the platform, for the platform to lay a solid foundation for the operation and promotion.

## 1.3. To Increase the Speed of Information Dissemination

Under the premise of the development of information technology, the marketing content of any platform is open, and every natural person can obtain the external marketing content of the product. Similarly, every user is also the communicator of the marketing content of the platform, so that more people can understand the platform by sharing the relevant marketing information.[3]. Of course, there are some people to the marketing content malicious brush screen, causing other people's program sentiment, this content and marketing and creative promotion of the content seriously inconsistent, in the process of follow-up marketing to prevent the occurrence of malicious brush screen events.

## 1.4. To Reduce the Cost of Publicity

Through the discussion of the above content, mastering the marketing content based on big data for the collection of user information, and then according to the characteristics of the platform to achieve accurate delivery, accurate calculation of the reading amount of advertising delivery, so as to carry out targeted network marketing. Through such a way to reduce the platform publicity expenditure, reduce the cost of publicity, improve the efficiency of communication, expand the visibility of the platform.

## 2. Problems of New Media Platform in Marketing Communication

### 2.1 Lack of emphasis on marketing

Since the concept of marketing is a new concept in recent years, based on most new media platforms are from the traditional enterprises to the emerging industries, lack of awareness of marketing, ignoring the enthusiasm of marketing communication for the platform. At the same time, with more and more similar types of platforms entering the market, in the face of fierce competition in the market environment, most platforms will use the "price war" way to increase market share, although in a short period of time has certain results, but throughout the platform brand building, has a certain obstacle [4].

### 2.2 The marketing concept is conformist

Marketing content changes with each passing day, many platforms are mostly in the way of

following the trend, looking at which platform marketing good, follow, but little effect. There are some even, still following the old marketing activities content, can not keep pace with the times, with the new era of information technology, the platform's users like the in-depth analysis, still with the traditional marketing techniques for the platform publicity, serious career platform development.

### **2.3 The marketing propaganda is confused and the methods are not proper**

The definition of platform marketing mode should be based on the service capability of the platform itself. Therefore, the establishment of marketing mode should be to analyze the platform positioning, user habits, can not follow others, need to consider the particularity and universality of the platform, establish their own marketing plan, so as to contribute to the long-term development of the platform.

## **3. New Media Platform Marketing Strategy**

### **3.1 Precision marketing model**

In the process of marketing content, the new media platform needs to use the big data content to carry on the accurate marketing, through the screening and the platform localization conforms the user to carry on the key marketing, according to the data forecast, distinguishes the user, carries on the different marketing content design according to the user preference, carries on the precision propaganda and the promotion to the user according to the different category, including the precision operation, the precision marketing content promotion, the precision platform content recommendation and so on, for example, the small red book to own user's position is beautiful beauty female, through the skin care product promotion, the appraisal, the clothing collocation content carries on the personal experience way to carry on the promotion, In order to complete the topic, the dissemination of activity content, in line with the user's expected way of service to enhance the loyalty of users to the platform, so as to achieve precision marketing (see figure 2).



Figure 2 Precision marketing

### **3.2 All-chain "marketing model**

The market is constantly changing, any new things, will affect the development of the market, for the new media platform is no exception, therefore, the platform for their own marketing model selection, is to use innovative ways to constantly update marketing means, take advantage of the media era development of the particularity, personalized, entertainment, attract more users to the platform attention, complete the platform marketing and communication process. From the main content to the core service, and then from the external and internal platform for the full chain of service content shaping [5]. In addition to providing users with the recommendation of different stores, Meituan can also provide users with the surrounding store recommendation, service rating and the rating of different stores in the region, using these functions to add additional functions to the product and realize the advantages of differentiation.

### **3.3 O2O marketing model**

Establish a perfect user experience system, make full use of the current social platform to promote the marketing model, and enhance the user's use of the product. Through the shaping of the content of the social media platform, packaging in combination with the real-time characteristics, local customs and cultural characteristics, especially the content marketing work in the platform of

WeChat, Weibo, shaking voice and so on, perfecting the vertical construction of marketing, and setting up special marketing managers to manage the content of online and offline services, users can understand the content of the platform online, offline experience, provide users with a variety of information services, and the marketing information should be covered by the platform, and users should do a good job of interactive and information collection feedback work in time after the content is sent, to help with the rectification of the marketing content of the follow-up platform (see figure 3).



Figure 3 Marketing model

### 3.4 Other marketing models

In addition to the above marketing model, but also through KOL, brand endorsement, strategic alliance of the marketing model, users to promote the platform function, enhance the trust of users to the platform. There are many types of marketing mode, which need the platform to establish the marketing mode according to its own characteristics and the activity of users, so as to complete the accurate marketing of the platform. According to the method of adjusting the marketing, expanding the marketing channel of the media platform, using the small platform to combine the big platform, the big platform to open up its own media matrix and so on, continuously expanding and extending the content of the platform, expanding the scope of communication, shaping the external influence and emotion of the platform, can win the favor of the users, and then bring economic benefits to the platform.

## 4. Conclusion

In the new era, the new media platform needs to use the precise marketing mode to realize the uniqueness of its own platform, use the big data to realize the precise positioning of users, enhance the interaction with users, especially make good use of the functions of social media such as Weibo, WeChat, shaking sound, etc., establish the marketing mode according to the service content of its own platform, promote the media platform in a more accurate way to the market, enhance the user's use of the platform, trust the degree, and then realize the platform operation purpose, and the longer-term development and operation.

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