

Research on the Brand Promotion Path of Micro Enterprises in the Era of Media Integration -- Taking the Intellectual Property Rights of Biao Dust as an Example

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Abstract: In the case of multimedia fusion, consumers, as users of the Internet, enhance the subjectivity and automaticity of information acceptance and transmission. In the promotion of enterprise brand, consumers can give full play to the role of "gaze" and supervise and manage the brand image of the enterprise. The brand promotion of micro enterprises based on media fusion must be able to realize the brand content from the perspective of consumers and the emotional resonance of consumers so far. Especially in the background of the Internet, the corporate image must be able to be based on social morality, select some non-sensitive hot topics to promote the enterprise brand. Although the traditional media has many restrictions, but under the media fusion, needs to play the new and old media linkage role, can enhance the enterprise brand promotion effect..

1. Introduction

Whether it is the emergence of a variety of social media, such as WeChat or Weibo, or the network of traditional social ways under the development of the Internet, "Internet +" has brought great changes to people's production and life style, but also has a very far-reaching impact on the production, development, management and other ways of enterprises. As far as the enterprise brand promotion is concerned, the media plays a bridge communication role, but in the current brand promotion mode, most of them use a single newspaper, television, radio and other communication media, and do not link the new media with the old media to realize the enterprise brand promotion of media integration. Especially for micro enterprises, the cost of funds can be invested in brand promotion is limited, and the space of operation and the way adopted are very limited. Therefore, in order to achieve good effect of brand promotion of micro enterprises, we must synthesize all kinds of media dissemination methods and choose the appropriate publicity and promotion path.

2. The Changing Trend of Brand Promotion Under Media Integration

2.1. Changes in Objects of Communication

With the continuous integration of modern media, the object of brand propaganda is constantly changing. The traditional audiences are mainly scattered, they will show different characteristics because of the different forms of media accepted. Under the new media fusion, the brand promotion process has the remarkable socialization consumer group characteristic. This is because the main source of consumers' access to information is networked new media, and social media has also become an important way to promote corporate brands, and consumer consumption behavior is increasingly affected by social media. After consumers' participation in brand promotion, the expectation of brand activity is increasing, and consumers and corporate brands want to interact and communicate more deeply.

2.2. Changes in the Mode of Communication

The biggest feature of media convergence is the diversity of the types of tools to promote propaganda, among which the most effective and widely used are social network media. Social network media is based on the developing Internet technology, which can enhance the brand influence of enterprises through social network. Through the social network platform, consumers can achieve communication and interaction, which can greatly reduce the possible state of distrust of consumers, and enhance consumer recognition of corporate brands. Traditional enterprise brand promotion, not only costly, but also the scope of influence is very limited. The promotion path of corporate brand image is constantly expanding, for micro-enterprises, may also take some social media dissemination to achieve zero cost. At present, the spread of corporate brand promotion based on social media has become a common way, whether it is Weibo, WeChat, encyclopedia and so on, can play a certain promotion effect. After the integration of traditional media and new media, it can give full play to the advantages of new and old media integration, enhance the breadth and depth of brand promotion, and enhance brand influence.



Figure 1 Media fusion

2.3. Changes in the Communications Environment

Under the traditional media communication, the brand promotion period itself is a kind of capital cooperation formed between the enterprise and the brand promotion organization, this kind of cooperation will be limited by the remarkable traditional media unidirectional information dissemination, which makes the promoter always play a "one-man play" role in it, and it is difficult for consumers to really understand, feel and accept the brand information in the advertisement. Under the new Internet media and multimedia fusion, consumers play the role of marketing main body, no longer the passive position in the traditional media, and eliminate the narrowness of the environment in the traditional media promotion. Under this kind of environment, the brand image promotion space of the enterprise is small, and the risk of communication failure is greater. Under the communication perspective of multimedia fusion, any propaganda behavior and product related information of the enterprise are under the common concern of the audience, so the behavior of this brand propaganda is easier to obtain the trust of consumers. But once there is a situation of lowering consumer recognition, it may spread quickly in the new media, becoming a hot spot of public concern, resulting in the failure of brand promotion of the whole enterprise. In the case of multimedia integration, all kinds of information of enterprises are "exposed" to the public, which requires enterprises to have higher social responsibility and their own moral literacy.

3. Multi-Media Integration of Enterprise Brand Promotion Advantages

3.1. Current Status of Multimedia Integration

The development of modern science and technology has promoted the development of Internet technology, and the media form of new media has emerged, which makes all kinds of media gradually merge, Alibaba, Tencent Company, Jinshan Company and other types of companies have carried out joint product promotion, using new media fusion to realize the shaping and promotion of

enterprise brand image. The important path of media fusion is product fusion, that is, with the deep integration of product cooperation, it can close the distance between media and realize the blending of each other.



Figure 2 Brand promotion in the context of media integration corporate

The biggest advantage of media fusion to promote enterprise brand is to have a very large audience, media fusion can realize the sharing of resources between different media, and can realize the maximum coverage of media. Compared with the traditional marketing channels, media integration can provide a broader audience, corresponding to the richer consumption channels. Traditional marketing, such as advertising marketing and on-site activities, has many disadvantages, not only high cost, but also low interaction. After media integration, enterprises can adopt more diversified brand promotion methods and adopt targeted change measures to target customer groups, which can realize information self-diffusion.



Figure 3 Media Integration of corporate brand promotion

4. Brand Promotion Path Optimization Strategy for Media Integration

4.1. Creating a Personalized Enterprise Brand

Must have the individualized enterprise brand image, can fit the consumer psychology, causes them to the brand recognition and the resonance. Although the media integration provides more tools for the brand promotion of micro enterprises, to give full play to the communication effect of these tools, it is necessary to construct a good relationship between the brand and the consumer. It is necessary to realize the spontaneous dissemination of enterprise brand information after the recognition and resonance of the enterprise brand under the media fusion, so as to expand the brand influence of the enterprise widely. As a result of the consumer's gaze function, in the brand promotion dissemination, the consumer's subjectivity status becomes more and more prominent. If the enterprise cannot carry on the promotion of the enterprise brand from the perspective of the consumer, then it may have a serious adverse impact, but instead form a negative brand impact.

4.2. Increase Social Responsibility, Pay Attention to the Content of Brand Promotion

Because there are many network recipients in the media fusion field, the micro enterprises must embody enough social responsibility in brand promotion. We must pay attention to the attribute of information diffusion and promote the rapid dissemination of enterprise brand information. Sometimes in the use of hot spots in the promotion of corporate brands, as far as possible to avoid touching sensitive issues, especially when touching the moral bottom line of the public, then consumers will not resonate with the enterprise brand, but will have a very serious boredom. The brand promotion can be carried out with the help of "hot events", so we must pay attention to the selection of hot spots and avoid the negative adverse effects. When there is uncontrollable public opinion guidance, there may be the lag of communication behavior and the failure of the way of promotion, which requires the enterprise to strengthen the control of the content of brand promotion, to reflect the enterprise's expectation of social responsibility.

4.3. Exercising Media Linkage

Although the traditional media has a relatively stable audience, but the audience range is small, even if it has a high degree of recognition and trust, but the range of dissemination of information is smaller than the Internet, and cannot meet the interactive needs of the audience to understand brand information and timeliness needs. In the role of new media communication, the rapid sharing of information can be realized more quickly, which makes the threshold for enterprises to use the network for information dissemination is lower. Under the new media environment, consumers can be the recipient of information or the communicator of information, which makes the process of information supervision more difficult, and there may be a lot of bad information dissemination. Therefore, in media integration, we should give full play to the media linkage advantage, can increase the scope of new media marketing, use new media to expand the depth of enterprise brand promotion.

5. Conclusion

Under the information dissemination mode under the media fusion, the audience consumer's psychological characteristic is in the important change, with the communication way and the communication way change, the enterprise brand promotion way is also changing. The consumer's approval Chengdu will change because of the enterprise brand communication under the media fusion, for the outstanding enterprise brand promotion, should accord with the consumer's psychological tendency highly. However, the promotion of enterprise brand cannot all play a positive role, we must pay attention to the development trend of media, innovate the enterprise brand promotion strategy of consumer identity, and find the way to realize the enterprise brand promotion.

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