Research on Innovation of New Media Marketing Strategy under Internet Plus

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Abstract: With the development of the times and the innovation of technology, the Internet plays an important role in people's production and life, and also has a great impact on the way enterprises operate. Therefore, under the background of the current Internet+, the marketing strategy of the enterprise is also transformed from the traditional print media to the new media. New media emerge in endlessly, and there are many ways to use marketing strategies. Enterprises should keep up with the trend of the times, understand the new media, and use the new media flexibly to implement and adjust the marketing strategy according to their own development and strategy. This paper will analyze the current new media development, and explain how to carry out innovative research on enterprise new media marketing strategy under the background of Internet+.

1. Introduction

The revolution of information technology has brought about a blowout development of new media and brought great influence on people's way of life and business operation[1] In this context, the marketing of enterprises and the new media are more and more closely linked, and with the development of the times and presents a distinct feature. New media marketing is extensive, interactive and global in the context of Internet Plus.

Figure 1 Information technology revolution

2. Characteristics of New Media Marketing in the Internet+ Context

New media refers to the digital media which is different from the traditional print media under the background of Internet+. The scope of digital media is very wide, and the forms presented in the development of the times are becoming more and more diverse. At present, the main new media are network media, mobile terminal media, digital television, digital newspapers and so on. From the current use of new media, the use of a wide range of traditional digital media, WeChat platform,

such as personal public number and enterprise public number, portal, personal terminal app and other forms.

First of all, in the context of the current Internet+, smart phones become the standard equipment for everyone, and everyone can become a mobile intelligent terminal, and at the same time become the maker and receiver of information. Therefore, new media marketing has great universality, which is also the basic characteristic of new media enterprise marketing. New media can also learn from this advantage, in a period of time to gather a wide range of information, enterprises can learn from this information for decision-making, more close to the customer strategy. In addition, because of the development of mobile personal terminals, the marketing information has a wider audience, which is more conducive to enterprises to tap potential customers[2] Secondly, also because of the development of personal intelligent terminal equipment, it can enable enterprises to communicate and communicate more quickly with potential customers, and understand the needs of customers more intuitively. Therefore, the current new media marketing has great pertinence, marketing is more efficient and interactive. New media marketing methods in addition to the traditional graphics and text, but also rich in audio and video materials, and according to the characteristics of intelligent terminal devices, added interactive window, so that enterprises can more accurate understanding of customer needs, therefore, marketing is more efficient. Thirdly, the internet connects the world's internet users, and the information can be spread quickly in a short time. On this basis, the marketing of new media is global. In short, the marketing of enterprises can be extended to customers in the global scope through new media.

In addition, new media marketing according to different platforms also show different characteristics, for example, the current widely used WeChat public number has more pertinence and initiative, while the richness of content can also enhance customer stickiness; and in Weibo and other platforms content needs to be closely combined with current affairs, closely follow up hot search, through strong style content to attract potential customers. Companies on different new media platforms need to use different marketing strategies, but in general, new media marketing is broad, intuitive and global.

3. Innovative Strategies for New Media Marketing in the Context of Internet Plus

3.1. Establish Precise Marketing Positioning and Customize Marketing Strategy Based on The Platform

Under the background of Internet+, the audience of enterprise using new media marketing is very wide. Therefore, when targeting a wide range of audiences, enterprises must use their own resources to subdivide the audience, identify potential customers, and carry out accurate positioning marketing [3]. At the same time, as mentioned above, the characteristics of different new media platforms are different, the characteristics of users and the usage habits of users are different, and the marketing of enterprises needs to be tailored to achieve better marketing results according to these content. In general, enterprises should follow the trilogy to formulate new media marketing strategies. First of all, according to the new media users, combined with age, gender, industry and so on to subdivide, so as to formulate the marketing strategy of the main audience, this is the potential customer of the product. In addition, enterprises can also use the Internet's big data to deduce, find out their own target customer positioning, lock key words, and carry out accurate content push when customers enable keywords. Secondly, after locking in the target customer, the enterprise should make the push content pertinently. The content of push can be different in the form of content on different platforms, but the style must be consistent, and it needs to have strong brand characteristics, which is also one of the ways to shape the brand image, so it needs to have consistency. The push content of enterprise marketing needs to be more accurate under the current conditions, combining with the consumption psychology and consumption ability of the target customers to select and make. Because in the current context, the content can be easily pushed to the customer, but the customer can also be easily converted to other platforms. Therefore, marketing content, need to be very creative, enhance the stickiness of target customers. Finally, the

enterprise should choose the appropriate new media as the main position for marketing, not only to conform to the characteristics and positioning of the product, but also to concentrate most of the customer resources. In the current situation, most enterprises will choose a variety of new media tools for brand marketing, such as, WeChat, Weibo, shaking sound and other more popular tools.

Figure 2 New media tools

3.2. Harness the Power of the Internet

In the Internet+ era, we should be good at using the power of the Internet, which is also the basis of new media marketing. In recent years, there have also been a number of successful marketing cases that have been widely disseminated through the Internet. Therefore, under the new media marketing conditions, we need to make good use of the power of the Internet[4] In the words of the present, it is necessary to use the power of flow. Marketing needs to be effective, first of all to aggregate customers, through WeChat, Weibo and other platforms to aggregate customers, that is, commonly known as "fans ", and build a platform for communication between fans, gathering traffic, to achieve the maximum exposure of the enterprise. For example, WeChat platform, WeChat is the largest number of customers in history and has shown strong vitality since its inception. Under the premise of obtaining traffic, marketing content can obtain viral communication and achieve great effect of information dissemination. And the current running on WeChat Mini Programs and so on also played the role of drainage, and can obtain a lot of customer information on the basis of customer authorization, so as to obtain potential customers. The payment function of WeChat can also shorten the distance from realizing potential customers to realizing purchase, which also confirms the efficiency and speed of new media marketing.

3.3. Integration of Multiple Marketing Channels

In the context of the Internet+ era, the marketing channels are rich and diverse, from the enterprise itself, it is impossible to invest 100% in all channels, but need to be integrated according to the characteristics of the product, the ownership of the target customers, and the characteristics of the new media itself and even the marketing strategy of competitors[5] And the new media emerge in endlessly, in the background of the Internet, the target customer's preference and network terminal also constantly defend, the enterprise's marketing strategy should be adjusted accordingly, keep up with the customer's preference and even be able to guide the customer's preference through marketing. Therefore, under this condition, the enterprise must integrate the marketing methods of the various channels running in the enterprise at present, including the targeted marketing content in the various channels. In addition, there is the idea that companies will develop marketing strategies that focus on one or several new media tools, or that they will no longer use traditional print media tools if they use them. Such an idea is undoubtedly unreliable in the current context of the times. Companies need to maximize access to customers by using a wide range of avenues, but only need to focus. The integration of multiple marketing channels will combine traditional channels with new media channels, focus on new media channels, and use customized content in different channels. Moreover, in the Internet technology has been very mature today, enterprises can use big data to calculate and analyze the effectiveness of marketing strategies in marketing channels. For example,

in marketing through network anchors, can timely understand the number of sales, which is more conducive to the choice of corporate product image of the network anchor or image spokesman.

Figure 3 Image spokesperson

4. Conclusions

To sum up, in the current background of Internet+, the development of new media has brought great changes to people's lives, but also brought about great changes in the marketing strategy of enterprises. The development of new media also brings a variety of ways to realize the marketing goal of enterprises. The marketing strategy of new media is broad, interactive and global. Therefore, enterprises should use new media tools to formulate marketing strategies according to the characteristics of new media dissemination and combined with the characteristics of the product. Enterprises should locate their own products, target customers through new media and make customized push content, and on this basis, give full play to the power of the network to spread a wide range of marketing content, and achieve the best marketing results. At the same time, it is necessary to combine the traditional print media and various new media tools to fully integrate, form a systematic marketing strategy, maximize the effect of new media marketing, and help enterprises to develop and grow.

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