

Research on the current marketing situation of new media enterprises

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Abstract: Social media has changed the mode of mass communication. At the same time, the marketing mode of traditional enterprises has changed. With the development of information society and the increasingly fierce market competition environment, more and more enterprises realize the important role of new media in enterprise marketing. New media has great advantages in information dissemination efficiency and speed of communication. The use of new media for corporate marketing is an irresistible trend of the times. This paper mainly summarizes the content of new media, the advantages of new media marketing methods and the transformation strategy of marketing methods in the context of new media, which provides reference for enterprises to use new media to carry out marketing activities.

1. Introduction

Innovative marketing mode can not only save costs and bring economic benefits to enterprises, but also successfully establish corporate image, enhance product brand effect and create greater benefits. Nowadays, the new media marketing method has gradually developed into a new marketing model, deeply understanding the new media, and being able to apply it more effectively in the innovation process of marketing methods to create more value.

2. The concept of new media marketing

New media marketing is a new type of marketing method that combines new media concepts with marketing methods. Its purpose is to use the advantages of new media to achieve the goal of corporate marketing, and its form is also diversified. The concept of new media marketing has two meanings: on the one hand, enterprises should use the new media to grasp the dynamics of the network virtual market, and through various channels, understand the most cutting-edge information of products and the changes in consumer demand; on the other hand, enterprises must Utilizing the characteristics of many new media information, information dissemination and interactivity, relying on the new media network information technology, opening up new marketing channels, reducing the cost of marketing, increasing the scope of marketing, and thus improving corporate products. The sales volume increases the profit of the company.

3. Content of new media marketing

The new media marketing is supported by network information technology, and the space that can be played is relatively wide, and the content involved is relatively rich.

Enterprises can use the new media marketing to conduct market research activities. Compared with the traditional market research methods, the scope of their research is broader, the data is more convincing, the cost is lower, and it is more conducive to saving capital investment. Enterprises can conduct market research in two forms: one is the direct-to-consumer research method, which can be completed through online questionnaires, product sales evaluations, or directly sending emails to consumers to ask about product usage feelings; The way is to complete the research activities through indirect ways such as web search and related news information collection.

Companies can use new media marketing to build product brand reputation. In the new media era, the brand effect of products plays a greater role and value. A brand with a good reputation will

be quickly spread to consumers through new media, thus reducing the investment cost of advertising and bringing incalculable benefits. Similarly, in today's information-free accessibility, a little bit of corporate products will be known to consumers through new media, which will also bring devastating damage to enterprises.

Companies can use new media to conduct customer service. Today, the quality of the product is judged not only by the quality of the physical properties of the product itself, but also by the quality of the after-sales service. The reason why Haier can stand out among many home appliance brands is inseparable from its comprehensive and efficient after-sales service. In the new media era, enterprises can use technology to carry out customer service work, track consumers' evaluation of product use, solve various problems for consumers in a timely manner, and promote enterprises to develop to a higher level.

Companies can also use new media to conduct sales and promotions. The ultimate goal of marketing is to increase sales of products, and new media marketing can do this better. Enterprises can establish their own brand websites through the network, and release various sales information through the website to complete the sales work. There are many people in China's online network. Through online sales, we can expand the scope of consumption and increase product sales. In recent years, the rapidly emerging Xiaomi brand has been sold through the Internet, using new media marketing, and quickly occupying the mobile phone market, becoming the highest-selling mobile phone brand in China.

4. The main form of new media marketing

4.1. Self-media platform

The so-called self-media is a form of information dissemination in which social individuals use networked technical means to transmit information in a certain format to the public. With the development of the Internet, the form of self-media has become more and more diversified, mainly including WeChat, Weibo, blog, post bar, and short video software such as vibrato and fast hand. The new media information dissemination speed is quick, the scope is wide. Self media has brought good business opportunities for enterprises, resulting in product promotion methods based on these self media, such as wechat business, etc.

4.2. Search Engines

Search engine is not the traditional way, it is also based on the Internet, and mobile Internet search engine is gradually developing, search engine is destined to play a prominent role in the new media environment. The enterprise publishes the relevant information on the cooperative search engine so as to spread it to a part of the audience. China's search engine has a large number of users and a high frequency of use. Through search engines, enterprises can use their filtering functions to more accurately target users. The use of search engines to publish product advertisements and sales information, increase the degree of dissemination and breadth of advertisements, make the propaganda objects more targeted, improve the efficiency of corporate propaganda, and clarify that the market is undecided.

4.3. Outdoor new media

Combining traditional outdoor advertising methods with information technology has formed a relatively new outdoor publicity method, which can be seen everywhere in the outdoors. The most common are LED billboards, holographic projection walls, light boxes and so on. These forms are the main means for companies to achieve effective marketing. However, this kind of outdoor new media marketing has certain limitations, consumers' choice is reduced, and the communication speed is also limited by time and place. When enterprises choose these marketing methods, they should make careful decisions according to the characteristics of products and the strength of enterprises.

5. Advantages of new media marketing

5.1. Enhance the interaction between enterprises and customers

Strong interaction is a prominent feature of new media, which can realize real-time interaction with information receivers and improve autonomy in the process of information dissemination. Therefore, the new media marketing method realizes the two-way real-time interaction between the enterprise and the customer, which is beneficial to the enterprise to understand the market and make correct marketing management decisions.

5.2. New media marketing has good word-of-mouth marketing effect, reducing corporate marketing costs

For consumers, before buying a product, they will often be willing to listen to other people's opinions to determine whether they choose to buy. Whether it is Weibo, WeChat or website marketing, consumers who have purchased can evaluate the product according to their own consumption experience. Other consumers can see these evaluations at the time of purchase. As long as the word of mouth is good, the word-of-mouth promotion is also faster, and it plays a role of free communication. It greatly enhances the spread speed and breadth of product related information of enterprises. Enterprises only need to use a small part of the cost to maintain the website and release information in time. Compared with the traditional marketing, the investment cost of new media marketing is much less, which increases the enterprise income.

5.3. New media marketing potential target is more accurate

New media marketing mainly relies on Internet technology, Internet platform, communication software, website and other media to screen and classify the marketing content, and push the information according to the user's personal situation. In addition, with WeChat marketing as an example, companies can open their own WeChat public account, push product information on a regular basis, or use advertising to enable users to better accept product information.

6. The Transformation Strategy of Marketing Mode in the Background of New Media

6.1. Transform marketing concepts and expand new platforms

In the modern development of new media, enterprises need to break the traditional solid-state marketing concept, and it is very important to actively explore new media marketing platforms. Enterprises need to actively adapt to the needs of market development when they are developing, actively use new media platforms, strengthen the dissemination and promotion of information, and do a good job in marketing. On the one hand, you can establish a portal website yourself, so that the audience can understand the brand, culture, image, etc. of the company, and highlight the new marketing concept. Secondly, we can set up our own wechat or Weibo official platform, update enterprise information in real time, regularly push product information, culture, preferences and other content, and deepen the influence in the audience. In addition, it can also enter into third-party platforms such as jd.com and tmall.com to effectively carry out product marketing and promote the steady development of enterprises.

6.2. Establish and improve new media marketing system and crisis response mechanism

To establish and constantly improve the new media marketing system and crisis response mechanism is the basic guarantee to ensure that the new media marketing mode can fully play its role. Update the enterprise website information in time, feed back the customer information in time, and continuously strengthen the new media marketing management. The establishment of crisis response mechanism can help enterprises to maintain a good condition in the changing network environment. While strengthening the construction of the operation system, we must also actively cultivate new talents, create a talent team, continuously improve the quality of the marketing team, and inject more fresh blood into the innovation of marketing strategies. Training for ordinary employees should also be strengthened. Whether it is basic training or quality training, it should be

treated with a positive and decisive attitude, so as to continuously improve the effectiveness of the new media marketing work.

6.3. Rational use of online and offline resources for effective marketing

Under the new media era, O2O is a very important marketing method and concept. O2O focuses on the combination of online and offline. Online, use the new media platform to show customers the types and information of the products, let customers know the models they choose and the acceptable price range, and then use the offline platform to provide consumers with an opportunity to experience. Through the combination of online and offline, consumers can have a more intuitive understanding of products. If appropriate, you can choose to buy, if not, you can also choose to replace, so as to improve the marketing effect, but also promote the brand image of the enterprise.

7. Conclusion

To sum up, the transformation of marketing mode in the context of new media is conducive to enhancing the market competitiveness of enterprises, and is an important way for enterprises to achieve long-term development. In order to enhance the innovation of new media marketing mode, first of all, change the marketing concept and expand the new platform. Second, establish and improve the new media marketing system and crisis response mechanism. Finally, rational use of online and offline resources for effective marketing.

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