

# A Comparative Study of Marketing Strategies Based on New Media Technology

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**Abstract:** With the advent of the Internet era, the media form has undergone tremendous changes, and gradually merged with information technology, forming a new media form. As an indispensable part of marketing strategy, enterprises are very important for the application of new media technology. The change of marketing mode of enterprises is an inevitable phenomenon with the development of economy, and the organic combination of marketing mode and new media is the key project studied by enterprises at present. Marketing must fully face up to new media, give full play to the technological advantages of new media, and promote the innovative development of marketing. Based on the marketing environment of Chinese enterprises and their own characteristics, this paper explores the marketing strategies under the new media technology, and analyzes the application market environment and applicable scope of various marketing strategies, hoping to guide enterprises how to correctly grasp and rationally use marketing strategies.

## 1. Introduction

Under the historical background of the rapid development of Internet technology and gradually entering the public life, great changes have taken place in media marketing, which also promotes the emergence and development of new media technology [1]. This not only brings impact to the traditional media form, but also makes great changes in marketing strategy. With the rapid development of China's economy, new media is also imperceptibly influencing consumers' life and consumption choices [2]. Compared with traditional media, new media technology has great advantages in propagation speed, coverage area and pertinence [3]. In the past, most enterprises relied on traditional media for marketing. Traditional media such as TV, radio, newspapers, magazines, etc. had high advertising costs, single channel, narrow audience, slow communication speed and poor interactivity [4]. Compared with traditional media, new media technology has the characteristics of fast transmission speed, wide coverage and strong customer pertinence, which has brought great impact on traditional marketing [5]. In order to ensure the quality of marketing strategy operation and prevent the decrease of user experience, it is very important to know new media technology and use new media technology when designing marketing strategy.

With the rapid development of the times, people have a higher pursuit of the quality of life. In modern cities, there are many places where people need new consumption patterns. In the work of marketing strategy, they are often affected by some factors. With the rapid development of China's economy, the demand for brand advertising effect in various fields of the market is becoming higher and higher, and new media emerges as the times require in a way that subverts traditional media [6]. In order to smoothly create brand benefits and improve the economic growth of enterprises, enterprises began to innovate the marketing mode under the background of new media, and fully combined the marketing mode with new media, which effectively improved the brand benefits of enterprises and made more economic profits from it [7]. The emergence of new media has undoubtedly brought a good impact on the transformation of enterprises. Therefore, enterprises must pay more attention to the use of new media. Nowadays, new media technology has been widely used in the marketing strategies of various enterprises, and it is the focus of relevant researchers and designers [8]. Combined with the marketing environment of Chinese enterprises and their own characteristics, this paper explores the marketing strategies under the new media

technology, and analyzes the application market environment and application scope of various marketing strategies. The conclusion can guide enterprises how to correctly grasp and reasonably use all kinds of marketing strategies.

## **2. The Main Role of New Media in the Innovation of Marketing Mode**

### **2.1 The Role of Enterprise Market Expansion**

No matter what kind of enterprises, the purpose of their existence is for better development, and the development course of most enterprises is similar, from small to large. No big enterprise suddenly stands in the market. With the progress of society and the development of science and technology, media communication is undergoing a major change, traditional media is gradually declining, and the advantages of new media are becoming more and more prominent. The influence of new media in the society is more and more extensive, and it has a very wide audience base. Not only do young people like to apply new media, but with the development of various new media applications becoming more and more concise, more consideration is given from the customer's point of view, so as to satisfy the application experience of consumers to the maximum extent. In today's enterprise development process, when the enterprise develops to a certain extent, there will be the demand for this larger platform, that is to say, it will turn to a broader market, and to enter a broader market, it will need some means to assist it, which is one of the important functions of new media [9]. Marketing is most concerned about the audience, so that the largest consumer groups can quickly understand and make the most extensive publicity, so as to ensure that all kinds of products and services are accepted by the society and recognized by consumers, and achieve the purpose of marketing. Under the new media technology, the marketing strategy is more inclined to consumers in need and has strong pertinence, which saves the cost of spreading the net for the development of marketing strategy, and the traditional marketing model cannot accurately transmit information to consumers in need. Marketing is a kind of two-way interaction, which not only pushes all kinds of consumption information and introduces all kinds of products and services to consumers, but more importantly, it can fully understand consumers' needs, discover consumers' consumption trends, and conduct deeper communication with consumers to meet their consumption and service requirements.

### **2.2 The Role of Enterprise Market Environment**

The market environment of enterprises depends on the development degree of enterprises, such as small regional enterprises, large regional enterprises, national enterprises, multinational enterprises, etc., but no matter which market environment is realized by information dissemination and exchange. Using new media for marketing can give full play to the interactive advantages of new media technology, and every consumer is not only the recipient of new media information, but also the publisher of information, realizing information sharing and interaction. The change of marketing strategy should follow the trend. Nowadays, with the popularity of Internet and the wide application of smart phones, the advantages of new media technology in product promotion and information release are highlighted. In the new media era, all kinds of information spread very fast, and everyone has become a media person, who can share all kinds of information they receive with the familiar people, and the familiar people can share it again, thus realizing the chain reaction spread of all kinds of information dissemination, so as to realize the widest range of information dissemination in the shortest time. When enterprises develop to a certain extent, they often need to make the transition of market environment, for example, from domestic market to international market, and this transition needs the support of information transmission. Compared with new media, there is no doubt a lack of flexibility. Mass media and personal media are essentially different. New media makes the communication between international enterprises convenient and makes the transmission of various information smooth.

## **3. Innovation Strategy of Marketing Mode in New Media Environment**

In the past, consumer information was blocked, and even if the enterprise products were not

good, some consumers still paid for them. Facing the current situation of information explosion and Internet popularization, the advantages, prices and technology of enterprise commodities have become increasingly transparent, and consumers have a wider range of product choices. When facing the higher requirements of consumers, enterprises must change the traditional marketing concept, introduce new media marketing professionals, improve the organizational structure of enterprise marketing, optimize and coordinate the cooperation between various departments, and optimize the enterprise information management mechanism. Under the background of new media technology, everyone should change the traditional thinking, look at the market with a new perspective, and embrace the future with an open and inclusive mind. New media itself is a new type of media with the network as the carrier, so the market influence of enterprises should be carried out from both offline and online aspects. Nowadays, online shopping has become a more habitual way of life, so network marketing is indispensable for an enterprise. Compared with the application of traditional media technology, new media is more advanced and efficient. The advantages of marketing based on new media are very prominent. Compared with traditional marketing, it has higher efficiency and lower cost. It can provide more diversified marketing modes and interact with customers at more levels.

Compared with the traditional marketing strategy of using the traditional media for product publicity, the marketing strategy under the new media technology avoids the disadvantages of consumers' lack of extensive contact with products and the high publicity cost of the marketing strategy under the traditional media technology. In this case, enterprises must consider changing the concept of marketing strategy, using new media technology to develop marketing strategy to occupy market share. Conforming to the legal norms is the premise of new media marketing. In addition, the theme and corporate culture of new media marketing should match the mainstream value of today's society. The ideal new media marketing should be to help enterprises obtain the expected economic profits, at the same time obtain certain social benefits, and establish a positive brand image [10]. Only by constantly emancipating the mind, applying the updated guiding concept, and using more advanced new media technology, can marketing better occupy the commanding height of market competition, have more market discourse, seize the opportunity in the fierce market competition, take the initiative, effectively interact, capture the changes of consumer demand, and get the recognition of consumers. The theoretical model of customer behavior intention is shown in Figure 1.

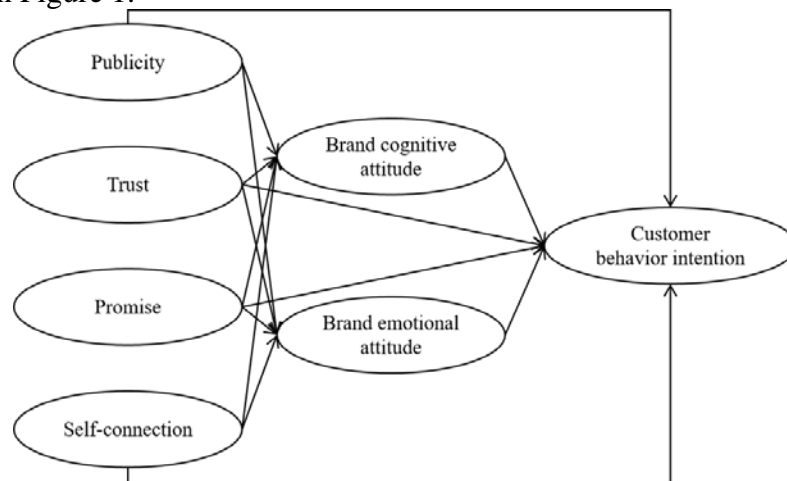


Fig.1 Theoretical Model of Customer Behavior Intention

In addition to external innovation, the role of new media in enterprise marketing also has internal innovation. The operation of an enterprise can not be separated from the efforts of various departments and staff within the enterprise, and the emergence of new media can enhance the communication and contact between various departments within the enterprise. No matter whether it is the manager or the executor, all the work can not be done by one person or one department. Using new media to carry out marketing is more in line with the current people's habit of obtaining information, and is more conducive to communicating with consumers, making full use of the

interactivity of new media and making more marketing interactions with consumers, which not only makes consumers serve the marketing, but also makes consumers become volunteers in marketing. Enterprises should analyze specific problems, fully integrate new and old media according to the current situation and problems of enterprise marketing and their own original marketing resources and advantages, and realize multi-platform linkage three-dimensional marketing in multiple channels and ways, so as to achieve the marketing goal of maximum marketing profit and lowest cost.

#### **4. Conclusions**

New media marketing is a marketing model that adapts to the development of Internet era and the progress of market economy. It is an innovative change of traditional media and marketing model, and it also pays attention to the great advantages and functions of new media in promoting enterprise products and improving enterprise marketing level. With the rapid development of China's economy, new media is also exerting a subtle influence on consumers' lives and consumption choices. Compared with traditional media, new media technology has great advantages in transmission speed, coverage area and pertinence. In order for new media technology to play its value and role in the application of marketing strategy, it is necessary to implement operation and maintenance in strict accordance with the choice of the times and consumers. When combining marketing strategy with new media technology, we should carry out scientific combination operation according to the actual situation of consumer market and the actual characteristics of marketing strategy. If enterprises want to occupy a greater advantage in marketing, they need to make good use of new media technology, and actively explore effective measures for the integration of new media technology and marketing strategy, so as to form a systematic and perfect new media marketing strategy system.

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