Talking about the Status Quo of Corporate Public Relations and Marketing under the New Media Environment

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Keywords: New media, Corporate public relations, Public relations marketing

Abstract: With the continuous progress of science and technology and the continuous development of society, the speed of information dissemination is getting faster and faster, resulting in the accumulation of information data gradually increasing. In today's society, corporate propaganda is not only limited to traditional TV and newspapers, but also uses new media dissemination tools such as WeChat, Weibo, and other information dissemination platforms to disseminate information, thereby improving corporate public relations and Proportion in marketing. This article will proceed from the current situation of corporate media public relations and marketing, in-depth discussion of the current status of enterprises in the new media.

1. Introduction

Traditional media has extremely high credibility. With the emergence and development of new media, traditional media have new channels of communication, which has opened up new paths for other users to promote. The development of the network has made the way of information dissemination faster, wider, and updated, and the information has been fully displayed in a timely and effective manner. At the same time, under the constant development of the times, companies subvert the old rules in the past, better carry out public relations activities, and form a new trend of corporate marketing. Under the spread of new media, the development direction of public relations marketing has changed, and the road of publicity has also increased a lot, which has led to a better corporate image and stable corporate reputation.

2. Traditional and New Media

2.1 History of Media Development

With the continuous development of science and technology, the Internet has gradually entered people's lives and is accepted by the public, and the network has replaced the information carrying capacity of newspapers and televisions. Both the traditional media and the newly generated converged media have undergone continuous reforms from a single paper media to all media, and the form has also progressed along with the development of new media. According to the most credible "People's Daily", the early People's Daily only used simple text or pictures to describe the news. Two thin A3 papers, a single black and white tone, recorded this 9.6 million square kilometers. A major event on the rice land. Due to the lag of science and technology at the time, the reports recorded in the newspapers made it difficult to disseminate the information in a timely manner [1]. In terms of the characteristics of news, the newspapers at that time could not show the characteristics of real-time and comprehensiveness.

With the continuous development of new media, traditional media is also constantly transforming. Some media have set up exclusive accounts on major websites to spread new information to people [2]. In terms of the form of communication, the news is not mainly written, but in various ways such as photos, videos, audios, and live broadcasts. It introduces information to people in all directions and three-dimensionalizes the information. Different forms of communication have different receiving groups. Under the prevailing communication situation of

the current video, the single text of the early newspapers is too pale for the event, which causes people to read the newspapers and simply receive information and evaluate information. Start a small discussion. With the emergence of various platforms, people get some real-time reports not only by reading newspapers, but after the news is released, people across the country will comment on something. Although the level of comments is uneven, everyone picks up the flames of firewood are high, and the collision of thoughts keeps coming, and the people's understanding of the event becomes more and more clear.

2.2 History of Pr Marketing

In traditional media public relations marketing, most companies only open up channels of media influence, through newspaper propaganda, holding press conferences or television advertisements. The text or language description of the product's packaging and product's efficacy. In TV commercials, it simply conveys the positive effects of some products to the consumer group in the form of video, and conveys the advantages of the enterprise to consumers. Establish a brand image among the crowd and enhance the visibility of the company, so that it can stand out better under the same type of product [3].

With the development of new media, the continuous improvement of mobile phones and mobile terminals, the gradual emergence of various chat software and apps, the relationship between corporate media relations and various media has changed, and TV stations are no longer the only need. Many companies give a comprehensive introduction to their products through Weibo, mainly introducing product characteristics, product quality, etc. Companies use topics to enable consumers to discuss, so that consumers can compare with other products, or through social welfare, Deepen the corporate culture, corporate philosophy and corporate image from the side, or you can also use some live broadcast platforms such as Douyin, Kuaishou, Douyu, etc. to conduct online sales directly on the Internet, and use the anchor to drive the atmosphere of the viewer and guide the audience to buy product. With WeChat becoming the mainstream of chat software, WeChat Pay is also safer to use, and WeChat has emerged. Due to insufficient funds, many companies do not have too much financial support in their publicity. Through WeChat, they recruit WeChat users to become their own salespersons, so that the salespersons are not constrained to a certain area. Through the development of the express delivery industry, they the initial investment and construction of enterprises gradually decreased. This move not only improves the sales of the company, increases the user's adhesion, but also strengthens the company's product sales network. With the development and the continuous flow of funds, it can establish a better corporate image for the company.

3. Advantages of Corporate Public Relations under New Media

3.1 Low Cost and Good Effect

Today, almost every company registers its own official platform on Weibo, WeChat, Douyin and other platforms. Through the platform, the company's brand concept is exported to disseminate relevant knowledge about the company's products to various consumers, so as to consume the person demonstrates the advantages and strength of the corporate brand. In recent years, brands such as Jiang Xiaobai, Huawei, and Xiaomi have accurately propagated to users through information dissemination platforms such as Douyin and Weibo. This method of propaganda is unprecedented. Consumption. As a result, the operation strategy of platform products has changed, and the cost has been relatively reduced. At the same time, more funds can be saved for product development [4-5]. With the advent of the new media era and the popularization of mobile platforms, consumers can receive promotional information and interact with them anytime, anywhere. Therefore, corporate brand publicity can be ubiquitous, which is more convenient for businesses.

3.2 The Mass Base is Broad

The network is developing rapidly, and many TV programs are building new communication platforms on the network. With the popularity of the Internet and mobile phones, the users of WeChat, Weibo and Douyin include all classes in China. For example: students, office workers, middle-aged and other consumer groups. In this regard, enterprises can deliver different publicity copy according to different groups of people to achieve the best effect among different groups of people. And many Weibo and Douyin users have millions or even tens of millions of user fans. For such users, companies can invite them to experience the products. Through inherent traffic, they can further increase sales and ultimately realize user data. Monetization.

3.3 A New Platform for Corporate Public Relations Marketing

For platforms that use new media, companies can better promote company promotions and products. In the era of rapid development of the Internet, enterprises can register their own network platform, and then implant the platform into other mobile applications, spread the Internet and fish more, increase product marketing efforts, and increase product sales. And corporate marketing can also launch products at different stages according to different users, so that the company's products are targeted, fresh and active, and can better grasp consumers [6]. At the same time, companies also need to place product advertisements on Baidu, 360 and other search engine websites, and public relations for brands. When people use search engines to find such products, they can better reflect the superiority of the products. Establish big data analysis, modify products appropriately according to users 'hobbies, in line with consumers' desire to buy.

3.4 Innovative Enterprise Marketing Channels

In the period of slow network development, the company's products are mainly promoted by traditional media, and the user's experience is not understood. All product models and styles are only the subjective ideas of the company's internal designers. Customers only use it unilaterally. In the promotion, TVs, posters, etc. are used in a single style and expensive, and are charged according to the ratings of TV stations. Some TV stations have advertising times of tens of millions, and the advertising time is only a few seconds. The audience may not be able to see clearly or remember what the advertisement just said, so that the effect of the enterprise after placing the advertisement is not obvious. With the emergence of new media, consumers have higher and higher requirements for products, and they will search and compare these products on various platforms. Multiple information acquisition channels make users more convenient in the purchase process. As consumers' psychological needs change, companies gradually improve the relationship between consumers and product developers. Companies can carry out targeted publicity in the later period, which saves more Promote investment.

4. Corporate Public Relations Marketing Strategy in the New Media Environment

4.1 Change Marketing Thinking and Seize the Market

The emergence of new things is not beneficial and harmless. The emergence of new media has made market competition in various industries more intense. Consumers have more abundant choices for goods, and more and more choice platforms. In this regard, enterprises should quickly occupy the market and improve the self-enterprise image and product advantages of various platforms. In research and development, increase research and development efforts, extend the characteristics of products, listen to the user's experience, and correct and optimize. For different customer groups, on the basis of the original, according to the different customer groups, targeted products are launched to meet the different needs of different groups, so that enterprise products can better adapt to the fast-paced development in the market and enhance the enterprise The competitiveness and market position of commodities among similar products.

4.2 Build an Operating Platform and Optimize Marketing Strategies

With the rapid development of new media, consumers as a whole reflect the fast food culture, and their first impression is the most important. If the company does not arrange the use of vision in its own marketing platform, it will cause the loss of users and the negative growth of new users. Therefore, enterprises must improve their marketing platform in marketing, and the value of the platform is to connect, thereby promoting the popularity and opening up new publicity channels. The convenience of the network has already penetrated into everyone's life, in every corner of all walks of life it has long been rooted, and the rapid operation of the network is in line with the rapid social life. Therefore, when carrying out network promotion, enterprises must combine new media features for promotion. For example, when building an enterprise's own exclusive official website, when customers browse the official website, they only have a partial understanding of the enterprise. Therefore, the quality of the website establishment directly affects the customer's first impression of the enterprise. In the construction of a website, companies should scientifically and rationally use the visual effects of art, psychological subjective dynamic effects, and scientific website composition, in-depth beautify website pages, and follow up with new website content in a timely manner, so that customers can quickly understand the company's products, and have Willing to buy products [7-8]. The accumulation of big data in the background, with the increase of website clicks, combined with the stay time of the page and the customer's message, better grasp the consumer's shopping mentality, better improve the product effect, and achieve user data monitoring and user opinion management Wait. In order to obtain more traffic, companies should design a traffic matrix and build channels, and try to promote the Internet, newspapers, TV and other channels.

4.3 Establish a Brand Image and Marketing Crisis Public Relations Mechanism

In the promotion of new media, the pressure faced by enterprises is not only the pressure from similar products, but also various malicious smears and rumors on the Internet. In the new media, due to the large number of users, the large scope, and many small errors and errors, all kinds of rumors will quickly form under the spread of the network, and the network spreads too fast. Once the stop is not timely, it will Cause incalculable impact. Therefore, enterprises should set up corresponding network protection departments internally. First of all, establish a corporate image on the Internet. A good image can persist for a certain period of time under various rumors to provide corresponding time for the corporate network protection department to carry out work. Secondly, in terms of marketing strategy, brand building is carried out to build a brand in the industry on all kinds of new media platforms, subconsciously guide consumers, so that consumers' consciousness generates brands and binds such products. Bound with the concept of high-quality products, gradually make the company's brand develop in a good direction. Finally, a network crisis response team was established to quickly answer questions from customers, and set up an inspection team to assess the external service attitude and quality of the enterprise on the network, increase the customer's purchase willingness and brand stickiness, and increase product sales. Has an important impact.

5. Conclusion

In the era of new media, build the core of enterprise media marketing. Although good brands are intangible, they are spoken by people, but in this era of rapid network development and fast life rhythm, the wine is also afraid of deep alleys. Inevitable. In this era, following the pace of the times will not be abandoned. In the promotion, the staff must grasp the product characteristics of their company, grasp the current trend of the times, and public relations marketing will continue to progress with the development of the media.

Acknowledgment

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