Marketing Strategies in New Media Technology

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Abstract

The transformation of traditional enterprises needs human, material, and financial resources to support the company's sales. Traditional marketing has a certain degree of limitation and lagging. Traditional media and audience interaction, lack of depth, and a series of disadvantages, all because of these factors, led to the old era of business being challenging to adapt to the rapid development of the economic environment, which brought out one of the consequences. Companies need to adjust their marketing models to develop further constantly. With the rapid development of Internet technology, new media marketing, which is more instantaneous, has taken the lead. Developing new media marketing and platforms is critical for companies to survive. The new media marketing model has been successful in the market, but there are still challenges in the implementation process. The increasingly sophisticated new media technology has changed how information is communicated and life habits.

Therefore, this research aims to study the new media's effect on traditional marketing enterprises and explore innovative ways and means from the customer's perspective. This study analyses the new media's characteristics, uses quantitative research methods, from writing the questionnaire to analyzing the data, and looks at the marketing strategies in the new media environment from different perspectives. The study suggests and recommends combining the traditional advertising model and new media in the context of a new media environment from three perspectives. With the combination of traditional and new media marketing, the traditional corporate brand could present a new face to meet the new media era of brand marketing strategy. A new marketing strategy could bring companies new marketing channels and opportunities, and a good new media marketing strategy will lead companies to new heights.

Keywords: new media; online marketing; brand marketing Marking strategy

Background and significance of the problem

Traditional marketing has a certain degree of limitation and lagging. Companies need to adjust their marketing models to develop further constantly. With the rapid development of Internet technology, new media marketing, which is more instantaneous, has taken the lead. This is both an opportunity and a challenge for the traditional marketing model. With the demand for massive information, the use of new media technology to establish a two-way information exchange channel, allowing users to search and obtain the required product information in the shortest possible time, which provides great convenience for users to understand and purchase products, changing people's way of life. While it brings great convenience to people's lives, it also brings enormous business opportunities for enterprises.

Some of these enterprises can get good results through the network for marketing planning. For example, enterprises can use new media technology to conduct online marketing activities by operating clothing, shoes and hats, and various gifts on e-commerce platforms. New media technology has a strong application value and promotion in the Internet era.

The term "New Media" was first introduced by Peter Carl Goldmark as an "Internet-based marketing model" in which companies use new technologies to distribute their content to a broader audience based on traditional media. This approach has advantages that traditional media do not have. It can achieve the role of information sharing, resource integration, and market segmentation. Also, it can break the time and space restrictions and geographical restrictions to meet the requirements of different customer groups on the variability of product or service needs (e.g., personalized custom marketing).

Internet as a new media is one of the important tools for enterprises to carry out production and management activities through new technologies in the information age. It is also an important method to achieve enterprise marketing strategies. Based on Internet technology, the new media, with its unique characteristics, has become the most active and widely used medium in today's information dissemination and market research with high demand for product or service differentiation. With interactive,

mobile, and interactive features, new media can achieve two-way information communication, thus meeting the differentiated needs of different audience groups for products or services. In this way, users can participate in the enterprise marketing process. Traditional media in the communication content is a one-way delivery and release of advertising information. At the same time, market research activities are based on Internet technology under the main by the consumer to choose and buy goods or provide after-sales guarantee services and other links.

Moreover, new media is a form of communication that uses digital technology to provide information and services to users through channels such as computer networks, wireless communication networks, satellites, and terminals such as computers, cell phones, and digital TV sets. It is supported by digital compression and wireless network technology, can cross geographical boundaries using large capacity, real-time, and interactivity, and is ultimately a globalized media.

After the birth of new media, media communication has also changed tremendously. For example, the mobile TV on the bus, the digital publicity screen in the office building, and the cell phone in people's hands in the subway are all traditional media communication contents transferred to the new communication devices. This digital form of communication has substantially improved the efficiency of information dissemination. Today, the new media disseminate richer information content to the public through text, video images, and audio commentary, at a lower cost of communication and in a faster way. New media communication's development direction tends to be more personalized, humanized, and intelligent. Users can use the fragmented time to browse and communicate online. This saves time and costs and maximizes the search for valuable news and information.

Research objectives

Study the marketing strategy of new media technology and develop a new way of thinking. New media technology marketing strategy breaks the traditional sense of "one-to-one" or "one-to-many" one-way delivery mode, changing the audience to receive information only by the passive recipient to complete the process. The audience is not only the receiver but also becomes the active receiver, such a transformation

process. New media marketing has also shifted from one-way communication to two-way interactive development trends of new media, which has put higher requirements for enterprise marketing strategy.

Traditionally, the media represented by newspapers and television can no longer meet the needs of people in the information age to obtain information and share life behavior. The rapid progress of digital technology and communication networks has made cell phones and other mobile terminals an integral part of people's daily lives. The development and application of new media technology have made obtaining information easier through more convenient channels and ways.

Moreover, social networking sites such as Weibo and WeChat have become an important medium in corporate marketing communication activities. Through the mobile platform, provide users with an interactive communication space anytime and anywhere so that consumers can receive the product for the first time, and make feedback on the use of the product, and make suggestions or comments on product improvement, to meet the needs of customers, but also allows the audience, to participate in the discussion of online events to get more topics about the product itself and service. Of course, developing new media technology also provides more possibilities and feasibility for corporate marketing communication.

The purpose of new media marketing research is to study the marketing strategies of new media, analyze their advantages and disadvantages, put forward their corresponding suggestions, and make recommendations. By comparing the development of traditional media in the context of the new era, the current situation and problems, reasons, and other aspects. Combine the characteristics of the current network environment. Dig deeper into the psychological needs of users. Promote the rapid application of emerging technologies and product promotion work to achieve the goal of traditional enterprises better to change.

Research the marketing strategy of new media technology, enhance the awareness of new media marketing strategy, cultivate a new way of thinking, and improve the innovation ability to provide more quality services for consumers and traditional enterprises. Therefore, this research aims to study the new media's effect on traditional marketing enterprises and explore innovative ways and means from the

customer's perspective. To achieve an understanding of the diversified needs of users and with the understanding of the above challenges, the objectives of this study are as follows:

1) To examine the influence of brand perception on the change from traditional marketing approach to innovation
2) To study the influence of brand perception on marketing strategy under new media technology
3) To determine the impact of marketing strategy under new media technology on traditional to innovative

Research Hypothesis

The theoretical framework of new media marketing is a complete system presented as the most important part of the research system. Here this study focus on the analysis from the following two aspects:

The first part is the development of direction. New media has reconstructed the unique and mutually complementary advantages of traditional media and online media. It makes information dissemination more accessible and active. It also makes it easier for companies to obtain user feedback, learn about market demand changes, and make corresponding adjustments. Therefore, new media marketing in realizing the information dissemination of time-sensitive, more interactive characteristics. In new media marketing, a three-step strategy can be implemented and mainly includes:

1) Determine the target users, that is, for different regions, different age groups, to develop a marketing model with characteristics.
2) Determine the value of the target users that is, according to different regions and different age groups, to develop a corresponding marketing model with value.
3) According to the positioning of the crowd for segmentation, from the age group and consumer needs, as well as the current specific holidays and other circumstances, the market needs to adjust, change and react to the use of advance prediction techniques.

The second part is the technical framework. Mobile Internet tools, represented by smartphones, are gradually becoming a product that cannot be ignored in the competitive and cooperative relationship between traditional media and new media. It is based on big data analysis under market segmentation research, prediction of demand change trends and other aspects of the complementary strategies, and forming a systematic theoretical system. The technological framework is one of the important factors that must be considered when enterprises make strategic adjustments in the new media environment. In the Internet era, the explosive growth of information and its fast and wide spread makes it difficult for the traditional mainstream media to meet the audience's service approach for accurate and updated real-time news and information. This also requires all enterprises to make precise positioning on new media and timely responses to news information to achieve innovation of marketing mode and improve user experience. Based on the above analysis, the following hypotheses are derived.

1) Marketing strategies for new media technologies, cultivate a new way of thinking.
2) Raise awareness of new media marketing strategies and better achieve the goal of changing traditional businesses.
3) Improve innovation ability to provide more quality services for consumers and traditional enterprises.

The Research Sampling Methods

This study was conducted from August 27 to December 31, 2022, using an electronic questionnaire in the Beijing area of China. Beijing (Beijing), known as Yanjing and Beiping in ancient times, is the capital of the People's Republic of China, a municipality directly under the central government, a national central city, a mega-city, the political center, cultural center, international communication center, and science and technology innovation center of China as determined by the State Council, and one of the historical and cultural cities and ancient capitals of China.

In 2021, Beijing achieved a regional gross domestic product of 4,026.96 billion yuan, which is calculated at constant prices 8.5% more than in 2020. Among them, the value added of the primary industry is 11.13 billion yuan, up 2.7%; the value added of

the secondary industry is 726.86 billion yuan, up 23.2%; the value added of the tertiary industry is 328.8960 billion yuan, up 5.7%. The composition of the three industries is 0.3: 18.0: 81.7. Based on the resident population, the city's per capita gross regional product is 184,000 yuan. So it is more researchable to choose to do this survey in Beijing. （Figure Legend 3.1）
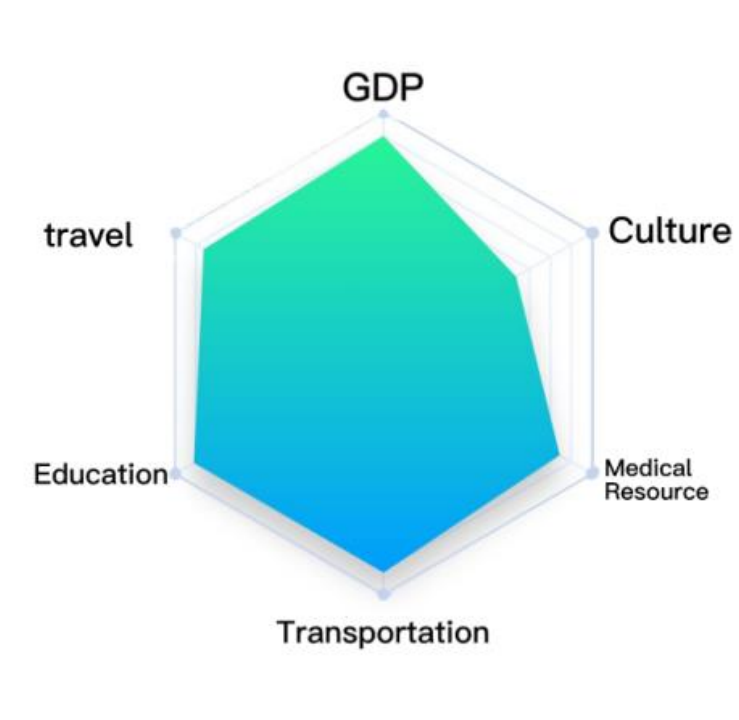
Beijing Comprehensive Overview

Population and Sampling

This study focuses on the population who have used new media marketing methods to purchase products and those who work in traditional companies in China.

Population

The target group was chosen to be people who live in China and use the Internet for consumption.

Sample

A convenience sample technique is used in this study and uses a sample with confidence and validity to strongly represent the target population. Determine the accuracy of the sample and the characteristics of the survey population in the sample. The table is used to represent the total and the sample. The sample size conforms to the recommended guidelines for minimum sample size or is based on the degree of standard error (a level).

The development of new media marketing technology is a long and complex procedure. It is not only a new marketing tool but also a new and inevitable development trend. It is also a technology that companies should master in this new era. "Through research and analysis of the data obtained from the questionnaire, there is a relationship of trust and dependence between consumers and brands. This sense of trust and dependence can make consumers loyal to the product and generate repeated purchase behavior if companies do not grasp this point and let it go. Once this relationship breaks down, consumers will look for a better product as a replacement, thus triggering the phenomenon of consumer churn. "

Corporate brand image is a very important factor. A good brand can bring consumers a good mood, and improve the corporate image so that the products occupy the market proportion, thereby enhancing business performance. So how should we maintain and enhance the enterprise's brand image. Brand marketing through a new media marketing strategy is effective and efficient. "As a traditional enterprise, how to develop new media marketing?

Results

a) First of all, we must have their own unique and distinctive features to attract more users, and then through the new media marketing targeted to promote the enterprise's characteristics, the corporate brand image is firmly engraved in the hearts of users.

b) Second, use the advantages of the network, increase the investment and efficiency of network advertising, and improve the familiarity of enterprises in the hearts of users.

c) Third, timely update their corporate information and product information on the

network. For the need to focus on the promotion of products, the hot spot tracking. As well as for some products, one can advertise discounts or issue coupons on the network to increase the number of consumers.

d) Fourth, the need to strengthen the quality of staff education and training is the need for the development of new media is also an important basis for the survival and competitive advantage of enterprises to improve. Staff quality education and training work in new media marketing occupies a significant position. Employees' lack of social media awareness is a common problem within traditional enterprises. Although many people now use social platforms, these platforms simply understand their functions and operating processes but have not studied in depth which involves which content how to do to satisfy users.

e) Faith is the lack of effective management of social networking platforms. As many enterprises are now trying to use social networking platforms to publish their ads or posters but do not make good use of these resources and technologies, often only halfway, consumers do not find the information they want when they go searching, they give up and do not want to continue to look, so the enterprise will not be able to provide services to users better.

f) Finally, problems such as information distribution loopholes lead to slow and ineffective information dissemination. Consumers will feel the fraudulent behavior, resulting in the loss of consumer groups, but also, the enterprise's brand image will cause a certain negative impact.

Conclusion

In using new media for marketing, enterprises must combine the actual situation for reasonable planning to achieve effective marketing results.

a) The first point is the establishment and operation of new media platforms. New media and Internet technology in the practical application of the effect is also relatively significant, has obvious advantages and characteristics, and can be appropriate and reasonably used in marketing planning. Enterprises should take the subsequent development direction and the number of users as the key

consideration at the beginning of the establishment of the new media platform to lay the foundation for the subsequent development of related activities.

b) Secondly, it is necessary to clarify the platform user groups. New media technology has become a major development trend in the Internet field, and it is also a more critical part of social and economic development. Make full use of the advantages of new media technology to attract most users to participate. In the vast user groups are divided into different users such as men, women, and children, enterprises should clarify their platform users and develop different marketing strategies for different user groups.

c) Finally, enterprises can carry out related activities to enhance visibility and activity as new media marketing planning is mainly using new media technology, so in the specific planning process needs to combine the enterprise's characteristics, development goals, and market environment, and other factors through the new media marketing of their characteristics of continuous promotion, so that the brand is deeply rooted in people's hearts.

To sum up, new media technology has taken up a large proportion of the Internet industry and has also brought a great impetus to the development of the social economy. In this case, traditional enterprises need to pay attention to the marketing strategy of new media technology when carrying out new media marketing. This paper analyzes the marketability and practicality of new media technology on the Internet and specific strategies. In order to adapt to the new technologies and new environments that emerge in the Internet industry, traditional enterprises need to learn advanced marketing methods and experiences on time to improve their competitiveness.

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