

# Analysis of Enterprise Marketing Strategy Optimization from the Perspective of New Media

Jianhui Li\*

Taiyuan, Shanxi Province, China

\*Corresponding author: Jianhui Li, lijianhui\_daren@163.com

**Copyright:** © 2023 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

**Abstract:** With the advent of the economic era of “Internet +,” new media has become a new means of enterprise marketing by virtue of its own advantages, including fast communication speed, diversified communication channels, low cost, and novel content. Enterprises should actively integrate into the new media era, constantly improve their cultural soft power and new media marketing ability, build new marketing systems, set up professional new media marketing teams, and further improve their marketing ability; innovate new media marketing content, attract consumers’ attention, and expand the audience group; open up new media marketing channels, carry out diversified marketing, comprehensively enhance their marketing ability, and succeed in the fierce market competition.

**Keywords:** New media; Enterprise marketing; Marketing advantage; Optimization strategy

**Online publication:** February 28, 2023

## 1. Introduction

In the new media era, the channels for obtaining commodity information and shopping channels are becoming more diversified. This leaves a great impact on the traditional marketing mode. In order to stand out among competitors, enterprises are bound to make changes, such as building a new media marketing model, further expanding their product market share, and creating a good brand image. Enterprises should actively respond to the challenges in the new media era. First, they should change their marketing concepts, create Douyin, Kuaishou, and Weibo accounts, broaden their marketing channels, comprehensively promote new products and brand culture, and further expand their influence. Second, enterprises should boldly innovate new media marketing content, not only to highlight brand characteristics, but also to be approachable and innovative, deepen the impression of consumers toward certain products and brands, as well as further enhance their sales and market competitiveness.

## 2. Advantages of new media in enterprise marketing

### 2.1. Realize two-way interaction with consumers

New media can provide enterprises with diversified product information promotion channels and customer feedback channels, further promote enterprise-enterprise, enterprise-consumer, and consumer-consumer interactions, and enable them to communicate directly through the internet. The two-way interaction between enterprises and consumers can be realized. This is helpful for enterprises to understand consumer demands and address consumer complaints, so as to improve customer satisfaction <sup>[1]</sup>. In addition, enterprises can display product information on the new media platform and use technologies, such as big data and cloud computing, to accurately and quickly collect consumer data, divide the audience group, and

collect customer feedback. This is convenient for enterprises to carry out data collection and provide accurate data for enterprise marketing decisions.

## **2.2. Diversified means of communication**

New media can be divided into two categories: network and mobile phone. This makes it easier for enterprises to select their preferred new media platform in consideration of the characteristics of their products and audience group as well as further broaden their marketing means. First of all, network marketing includes web page production, Weibo promotion, microfilm marketing and other means, all of which require advanced computer technology and a substantial amount of advertising expenditure [2]. Secondly, mobile marketing includes WeChat official account, all kinds of short video applications, and mobile advertising push to facilitate consumers to browse product-related advertisements on their mobile phones. It can be seen that new media marketing provides diversified marketing means for enterprises, which is helpful to broaden their marketing channels [3].

## **2.3. Relatively low marketing cost**

The traditional marketing mode is mainly based on multilayer distribution, followed by general agents, distributors, retailers, and consumers. This system involves many enterprises, and marketing is required in every link. This virtually increases the marketing cost of enterprises. New media enables enterprises to achieve peer-to-peer and fragmented marketing, promotes direct interaction between enterprises and consumers, provides consumers with up-to-date product information, and reduces the marketing costs of enterprises. At the same time, enterprises can use new media, such as short videos and Weibo, to carry out marketing, spread product information and corporate culture at home and abroad through the internet, expand brand awareness in the shortest possible time, and obtain certain benefits through new media platforms to balance corporate marketing expenditure and increase corporate revenue [4].

## **3. Challenges faced by enterprises in marketing from the perspective of new media**

### **3.1. Unclear consumer orientation in enterprise marketing**

With the prevalence of new media, many enterprises have begun to use new media for marketing. However, the target customer base and market positioning of new media marketing are not specific enough, which affects the quality of new media marketing. For example, some enterprises do not analyze their target customer base before using Weibo, WeChat official account, and short videos to carry out marketing. By using these platforms, they cater to young consumers, but the needs of middle-aged and elderly customer groups are neglected; thus, they are unable to win consumer recognition [5]. In addition, there are enterprises that disregard honest management in the process of new media marketing; they tend to exaggerate the efficacy of their products, divulge customer information, and transmit poor values, which would affect their corporate brand image.

### **3.2. Flawed new media marketing system**

With the emergence of new shopping methods, such as online shopping, group shopping, and live broadcast with goods, it is difficult for the traditional enterprise marketing concept and marketing mode to meet the needs of consumers and the development of the market economy. Although many enterprises have now begun to use new media to carry out marketing, an ideal marketing system has yet to be established. The new media marketing platform is relatively single, the management of the platform is disorganized, and product information is rarely updated on time. Enterprise marketing strategy decisions may be affected when enterprises do not use new media to collect market and customer information or integrate the traditional marketing mode with new media marketing [6].

### **3.3. Lack of talents who are proficient in new media marketing**

In the transformation process of the marketing mode, many enterprises tend to neglect talent training and fail to introduce new media operation, new media marketing, and digital operation professionals in time. Hence, they are unable to fully utilize the advantages of new media marketing. For example, the new media marketing effect of enterprises that lack new media marketing talents, poorly manage their new media platforms, and are unable to deal with online customer information and product data in time will be affected [7]. In addition, although some enterprises have introduced talents who are proficient in video editing and webpage production, they have neglected to introduce talents with new media marketing and management experience, which hinders the pace of enterprises to expand their market.

### **3.4. Lack of innovation in new media content**

There are many new media platforms, and the competition is becoming increasingly fierce. Only novel and creative marketing advertisements, copywriting, or short videos can attract consumers' attention. However, when these enterprises use new media for communication and marketing, they remain inattentive to the use of creative advertising videos and words and disregard the social trends and selling points of their products; they are still under the traditional marketing mode and thus provide only brief information on their products [8]. On the other hand, some enterprises blindly follow the trend, reproducing the copywriting, advertising videos, and materials of other enterprises. The similarity causes the materials to lose their appeal to the audience, thus affecting the operation of new media platforms.

## **4. Enterprise marketing strategy optimization from the perspective of new media**

### **4.1. Change the marketing thinking and construct a new media marketing system**

The management of enterprises should change their marketing thinking, attach importance to the role of new media in marketing, build a new media marketing system, set up new media marketing departments, formulate marketing incentive standards, and further promote the concept of new media marketing. First of all, enterprises should improve their marketing organizational structure, set up new media marketing departments on the basis of retaining traditional marketing advantages, such as the television and newspapers, as well as create new media accounts, such as Douyin, Weibo, and Kuaishou. The marketing department should be encouraged to learn new media marketing techniques. The management of enterprises should clarify the functions of new media marketing departments, encourage them use new media to collect market data and target customer group data, accurately recognize the needs of the target customer group, analyze all kinds of customer data, and promote the integration of new media and the traditional marketing mode [9]. Secondly, the marketing department should clarify its internal management responsibilities, arrange people who will be responsible for each new media platform, and allow them to make decisions when handling these platforms, such as uploading and updating product information, replying to consumers via online messages, forwarding enterprise-related information, *etc.*, to maintain activity and popularity of the enterprise accounts as well as increase the number of consumers who browse the products or enterprise-related information. Enterprises should further improve their marketing organizational structure, set up new media marketing departments, clarify the management responsibility to individuals, further promote the transformation of the marketing mode, and seize the market as soon as opportunity arises.

### **4.2. Innovate new media marketing content to attract consumers' attention**

New media marketing helps enterprises not only to obtain expected economic profits, but also to establish good social reputation, promote corporate culture, and enhance the soft power of corporate culture. First, enterprise management should learn from successful enterprise marketing cases, base on its product characteristics and target customer base, define new media marketing objectives, innovate its marketing

content around this goal, and create marketing programs or advertisements that can attract consumers' attention. Enterprises should also learn from the currently popular emotional marketing, hunger marketing, audience experience sharing marketing, and other methods; shoot personalized promotional films, design new media marketing programs, and avoid using the copywriting or designs of other enterprises. Each enterprise should highlight its own culture and product characteristics. For instance, enterprises can consider keeping up with the current national craze, shooting national-style promotional videos, and using calligraphy to write out advertising words to ensure that these unique new media marketing methods attract consumers. Second, enterprises should integrate brand culture into new media marketing, promote brand culture, and convey unique humanistic concepts and cultural heritage through new media marketing, which will not only promote their corporate brand, but also enhance corporate awareness; this in turn would enhance product sales. For example, enterprises can consider keeping up with current events, conveying positive social energy, forwarding videos and news related to major national festivals, traditional cultures, and famed role models, as well as providing enterprise-related links to retweeted messages so that more consumers will be able to gain access enterprise-related information. This would also expand the enterprise audience and enhance their brand influence <sup>[10]</sup>.

#### **4.3. Carry out diversified marketing to improve the new media marketing level**

First of all, enterprises should be fully aware of the features available for all kinds of new media platforms, select platforms that meet the needs of their products, target customer group, and elite customer management, build diversified new media marketing models, and optimize online and offline marketing lines to provide consumers with diversified and convenient services as well as expand the customer base. First of all, the marketing department should set up a WeChat and short video official account and create a mobile phone application to connect with consumer groups of different ages, occupations, and needs as well as to further improve the quality of online marketing. For example, enterprises can cooperate with Big V, internet celebrities, and those active in self-media to promote their products by means of live broadcast, cloud visits, *etc.*, so as to meet consumer needs, especially white-collar workers and college students <sup>[11]</sup>. Secondly, enterprises should optimize the management system of their official website, WeChat official account, and short video platform, define the content of their online services, respond to online inquiries and complaints in a timely manner, as well as improve the quality of their online marketing services. At the same time, the marketing department should use new media to collect consumer suggestions, such as product use experience, sales staff attitude, after-sales service, and other data, further improve the new media marketing database, and provide scientific data for strategic marketing decision-making. For example, marketers can consider collecting consumers' feedback under the enterprise new media platform, evaluate the online marketing platform, and communicate with consumers online to listen to their online shopping experience, so as to further improve the speed and accuracy of market information feedback and the quality of new media marketing <sup>[12]</sup>.

#### **4.4. Strengthen the training of marketing personnel and improve the marketing ability of new media**

Enterprises should attach importance to the training of new media marketing personnel, comprehensively promoting market research, product marketing, and brand promotion, further expanding product market share, and increasing their own income. First, enterprises should actively introduce talents who are proficient in new media operation and marketing technology to meet modern-day demands, which include short videoclips, soft text design for advertisements, and marketing plans. For example, enterprises can formulate recruitment plans through Douyin, Weibo, and WeChat official accounts and employ compound talents who are proficient not only in marketing and business management, but also in new media operation and management, so as to create new media marketing teams with innovative spirit, craftsman spirit, and

service spirit. In addition, enterprises should also organize regular trainings for marketing departments; these trainings should be conducted through online courses and expert lectures, so that the marketers can fully understand the operation and management capabilities of Douyin, Meituan, Weibo, and other new media platforms, thus making them qualified for new media marketing. Second, enterprises should take note of the sales volume, customer base, and product use experience of different platforms as well as attempt to develop the market research team so that they may understand not only the marketing models of similar enterprises, but also their own shortcomings. In this way, marketing plans can be modified accordingly<sup>[13]</sup>. Market research teams may consider collecting sales data, customer satisfaction data, and online feedbacks from platforms, such as WeChat, Weibo, and Douyin, before analyzing these data, inferring the needs and favorite marketing model and services of consumers, and submitting new media marketing data reports to help enterprises make correct marketing decisions.

#### **4.5. Strengthen marketing platform construction and build a joint marketing system**

First of all, enterprises should use new media to build a joint marketing system, select different new media platforms based on the products and customer groups, put up advertisements reasonably, and speed up the advertising process. Marketers should not restrict themselves to one particular new media platform; instead, they should integrate all kinds of new media platforms to realize the exchange of needed goods on each platform, so that more consumers can relate to the enterprise and its products. They should accurately locate the target customer group, achieve accurate product and advertising push, and improve the online marketing order rate<sup>[14]</sup>. At the same time, marketers should also realize “joint marketing” between various new media platforms and promote enterprise preferential information, free experience, and interesting activities on various platforms, so as to further increase the popularity of the products and improve both online and offline marketing performance. Secondly, enterprises should actively create a new media marketing matrix, establish an official website, cooperate with mobile clients and e-commerce platforms, promote new products, preferential activities, and other information on major new media platforms, and further expand the audience group so as to increase brand influence over a short period of time. For example, enterprises can cooperate with mobile bank, WeChat, and Weibo clients to increase advertising, so that consumers can learn and understand these enterprises and their products better through various applications; in addition, they can also introduce a variety of discount information to attract more consumers to download these applications, so as to achieve a win-win situation with their mobile clients<sup>[15]</sup>. In addition, enterprises can also cooperate with e-commerce platforms to sell live, push out online exclusive offers, create a hungry market environment, and further promote online orders, so as to improve the level of new media marketing.

#### **5. Conclusion**

Enterprises should keep pace with the times, establish the concept of new media marketing, combine traditional marketing with new media marketing, build a new marketing system, introduce new media marketing talents, and tailor new media marketing methods for themselves. They should also open up new media marketing channels, such as WeChat, Weibo, and Douyin as well as integrate social hotspots, product characteristics, and corporate culture into the new media marketing scheme design, advertising design, and promotional film shooting to create a good corporate image. In addition, enterprises also need to build a new media marketing matrix, launch a variety of online preferential products, increase the number of consumer clicks, and use new media to promote long-term development.

#### **Disclosure statement**

The author declares no conflict of interest.

## References

- [1] Zhao J, 2022, Research on Enterprise Marketing Strategy from the Perspective of New Media. *Modernization of shopping malls*, 966(09): 113–115.
- [2] Xu Z, 2022, Analysis of Enterprise Marketing Strategy from the Perspective of New Media. *Mall Modernization*, 959(02): 51–53.
- [3] Qin S, 2020, Research on Enterprise Marketing Strategy from the Perspective of New Media. *Journal of Zhengzhou Railway Vocational and Technical College*, 32(01): 48–50.
- [4] Zhou X, 2022, Research on Enterprise Marketing Strategy based on New Media Environment. *Chinese Market*, 1106(07): 128–129.
- [5] Ji L, 2022, Research on Enterprise Marketing Strategy Based on New Media Environment. *Business News*, 285(23): 93–96.
- [6] Huang J, 2021, Research on Enterprise Marketing Strategy Under the Background of New Media. *Business News*, 260(34): 102–104.
- [7] Yang Y, 2019, Discussion on the Marketing Strategy of Enterprises Under the New Media Environment. *Chinese and Foreign Entrepreneur*, 652(26): 67.
- [8] Zhang L, 2022, Research on Enterprise Marketing Strategy from the Perspective of Internet +. *China New Communications*, 24(14): 78–80.
- [9] Zhang T, 2019, The Marketing Strategy of Enterprises Under the New Media Environment. *Fujian Tea*, 41(05): 38.
- [10] Li Y, 2020, Exploration of Online Marketing Under the New Media Environment. *Business News*, 200(10): 166.
- [11] Li C, 2020, The Marketing Strategy of Enterprises Under the New Media Environment. *Modern Marketing (Information Edition)*, 2020(05): 214 + 215.
- [12] Shen S, 2021, Explore the Marketing Strategy of Enterprises Under the New Media Environment. *China Media Science and Technology*, 336(03): 43–45.
- [13] Fan X, 2020, Research on Marketing Strategy in New Media Environment. *East, West, North and South*, 558(10): 191.
- [14] Li H, 2021, Strategic Analysis of Enterprise Marketing Innovation in the New Media Era. *National Circulation Economy*, 2299(31): 13–15.
- [15] Gao F, 2021, Analysis of Enterprise Marketing Strategy in the New Media Era. *Chinese Market*, 1096(33): 139–140.

### Publisher's note

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.