Analysis of Innovative Paths for Enterprise Marketing Management Development Strategy under the Background of New Media

Tao Chi*

Heilongjiang College of Business And Technology, Harbin 150000, Heilongjiang Province, China

***Corresponding author:** Tao Chi, 3396161588@qq.com

Abstract: From the perspective of enterprise marketing strategy planning, innovative research should be conducted based on the current trends in new media. The findings should be applied to practical activities within enterprises to achieve innovation in marketing strategy decision-making in the new media environment. Enterprises should adopt advanced communication transmission technologies and big data processing capabilities to effectively leverage the hidden value and promotional planning advantages of network media platforms. This approach can enhance customer loyalty and increase demand for new products. Enterprises should integrate into the continuously evolving new media landscape, explore their potential business characteristics, and innovate promotional methods. By effectively combining product information with digital media content, companies can ultimately achieve significant increases in corporate interests.

Keywords: New media; Enterprise marketing management development strategy; Innovation

1. Overview of the development of enterprise marketing management under the background of new media

1.1. New media environment and its characteristics

The new media environment is a new media environment formed by the combined effect of various technologies such as digital technology, network technology, and information technology. In this environment, information dissemination is fast, wide-ranging, and highly interactive, allowing consumers to access and share information anytime, anywhere. This information includes not only traditional text, images, and audio, but also multimedia forms such as video, live streaming, AR/VR, etc. The characteristics of the new media environment can be summarized as follows:

(1) Diversification: New media provides diversified ways of information acquisition and dissemination, allowing enterprises to communicate and interact with consumers through multiple channels and perspectives.

(2) Real-time: New media can achieve real-time dissemination and updating of information, enabling

enterprises to respond to market demand and consumer feedback promptly.

(3) Interactivity: New media provides powerful interactive functions, allowing enterprises to have two-way or even multi-directional communication with consumers, better-understanding consumer needs and feedback.

(4) Personalization: New media can provide personalized recommendations and customization based on consumer preferences and needs, improving marketing accuracy and effectiveness [1].

1.2. Marketing opportunities for enterprises in the new media environment

(1) Marketing channel expansion: New media provides enterprises with more marketing channels and opportunities, such as social media, mobile applications, live streaming, etc. These new channels can better attract and reach target consumers.

(2) Improving brand awareness: The powerful dissemination and influence of new media can enable a company's brand and products to be more widely disseminated and promoted, enhancing brand awareness and reputation.

(3) Enhancing consumer relations: Through the interaction and communication of new media, enterprises can better understand consumer needs and feedback, and improve consumer satisfaction and loyalty.

(4) Personalized marketing promotion: New media can provide personalized recommendations and customization based on consumer preferences and behaviors, improving the accuracy and effectiveness of marketing [2].

1.3. Marketing challenges for enterprises in the new media environment

(1) Information overload: Due to the fast and wide-ranging dissemination of information in new media, enterprises need to handle a large amount of information and feedback, which may lead to the problem of information overload.

(2) Consumer privacy protection: The interactivity and data collection capabilities of new media may increase the risk of consumer privacy leakage, posing reputational and legal risks to businesses.

(3) Intensified competition: The marketing costs in the new media environment are gradually increasing, and competition is becoming increasingly fierce, posing challenges to the marketing strategies and execution of enterprises.

(4) Rapid technological update speed: New media technology updates rapidly, and enterprises need to constantly follow up on the development of new technologies and platforms to maintain competitiveness.

2. Challenges brought by new media to marketing

2.1. Relatively weak management awareness

Today, with the rapid development of high-tech, there are still many enterprises whose marketing management mechanisms are relatively traditional and conservative, which do not meet the actual needs of current customers, nor can they carry out corresponding Internet marketing activities. With the wide application of big data at present, enterprises' online marketing activities focus on customers from beginning to end, and the daily maintenance of customers is also an important factor affecting the future development and growth of enterprises. However, at present, many enterprises pay far less attention to marketing management, have very weak awareness of management or innovation, and do not actively focus on enterprise marketing methods and innovation activities, which is far from the specific requirements of the Internet era on enterprise marketing

management at this stage. In addition, the fragmentation of information in the new media environment has also added a test to the independent innovation of enterprise marketing. Short-term and rapidly emerging marketing content is difficult to develop and grow. This is because consumers have a cautious mentality towards new platforms or products. Therefore, establishing new marketing models and mastering customer personalized needs are extremely important [3].

2.2. Enterprise marketing mechanism needs to be improved

In recent years, it is not difficult to find that the speed of information transmission is rapid, and its work efficiency is getting higher and higher. The vast majority of management work involved in enterprises needs to be supported by unified information management methods. However, at present, the marketing process and procedures of many enterprises in our country are quite cumbersome, involving many steps. Some enterprises have incomplete original data, cannot transmit documents related to business, and few information materials can be shared in real time. The emergence of various problems seriously affects the long-term stable development of enterprises. Many enterprises often encounter various problems in their marketing management systems during the marketing process. For example, at the level of human factors operation, personnel may cause risks due to unconscious operations when carrying out related work, and the resulting operations are highly likely to leak various aspects of enterprise marketing information, causing serious financial losses to the enterprise. In addition, there are also certain risks in terms of technology. For example, when building a marketing management system, if employees damage the system or use some methods to cause problems with the system software, it will also have a significant negative impact on marketing and promotion management [4].

2.3. Intensified marketing competition and lack of professional marketing talents

In the current market economy system environment, the extensive use of Internet media makes more and more enterprises realize the necessity of Internet marketing, and then develop a combination of online and offline marketing methods. On one hand, the market competition of Internet marketing intensifies, and the marketing methods of enterprises need to be expanded and enriched. On the other hand, the increase in marketing costs for enterprises necessitates consideration of the compatibility between marketing management and talent costs. In addition, some companies intentionally lower product prices and engage in vicious price competition, which also increases their marketing pressure. In the environment of new media communication, customers receive information pushed very frequently, and some customers are often bored with Internet marketing. Some users are unable to touch entities in Internet consumption, so they have consumption scruples, which will restrict the marketing of enterprises. In the new media network marketing environment, customers' consumption values are constantly improving and upgrading, they have a higher vigilance for Internet marketing methods and have more awareness of marketing service methods. In this case, enterprises must pay attention to the marketing of the sales market if they want to achieve breakthroughs and innovation in marketing [5].

3. Research on innovative strategies for enterprise marketing development strategy
3.1. Innovation of enterprise marketing strategy

In the operation of enterprises, any innovation must be based on achieving the effect of attracting and retaining consumers, prompting consumers to generate purchasing needs, and realizing these needs. The process of innovative marketing strategy planning itself is a kind of brain-thinking activity. For example, many companies have successfully hired marketing experts, saving time and labor costs in cultivating talents, and achieving effective results, which proves the importance of human resources in innovation strategies. Therefore, this

article believes that when choosing talents, enterprises should prioritize high-quality resources, and this person should have active thinking and the courage to innovate. In addition, enterprises can improve their sales methods by utilizing multimedia comprehensive operations and management to establish a comprehensive sales model, thereby increasing market share, establishing their popular brands, and expanding the company's visibility.

3.2. Marketing product innovation

Due to the new media environment providing consumers with more purchasing and feedback channels, product sales in the marketing process have become a major challenge for enterprises. In the context of new media, people's shopping needs tend to be more personalized and trendy. Therefore, product innovation should be carried out, and targeted optimization and adjustment should be made in product research and development design strategies to adapt to the needs of the target market. This article believes that enterprises must strengthen their attention and understanding of consumer consumption needs in the new media environment during operation. When innovating new media marketing for products, several aspects should be considered as follows: The first is to innovate products that meet customer needs according to local conditions; The second is to continuously innovate the previously difficult to innovate products of the enterprise, bringing freshness to consumers through innovative "appearance methods," and providing consumers with a thoughtful experience through subtle optimization; The third is to use the flexibility and communication of the multimedia platform, introduce new technologies, new principles and even new products, so as to carry out discontinuous innovation, improve the original consumption mode, let consumers feel progressiveness and unique, and the products with leading sales can be used as finished brand products according to the situation, and establish the corporate image; The fourth is the innovation of combined products, which optimizes and combines products based on diverse consumer needs and existing resources of the enterprise to meet demand and improve performance [6].

3.3. Marketing channel innovation

Marketing channels are an important influencing factor of market competitiveness. Through innovative research on marketing channels, this article believes that the innovation of marketing channels can be carried out through the following steps. One is the innovation of direct channels, which is based on self-owned enterprise entities to attract traffic. This type of channel has no intermediaries, and the enterprise directly faces consumers. The focus of enterprise innovation in this channel is service innovation, using the existing products, facilities, human resources, and other resources of physical stores to innovate, attract, and complete the sales process. The second is to use cooperation, agency, sponsorship, etc. with other enterprises to attract traffic. These channels play an important role in promoting enterprise product marketing and are also important pillar roles for enterprises to help attract traffic when carrying out enterprise marketing in the context of new media. They promote the emergence of new product marketing channel combinations based on new media platforms, expand enterprise marketing channels through active cooperation with third-party enterprises such as product manufacturers and agents, and achieve the goal of using third-party expansion marketing channels to achieve ideal marketing results.

3.4. Building a marketing team and conducting timely training

Contemporary enterprises must purposefully strengthen the team and individual marketing training, enhance the intelligent marketing concept of the marketing department's work team, and integrate the development status of the enterprise in various stages and long-term development planning decisions, so that all employees in the marketing department can learn new media network marketing methods once and multiple times, and

then improve the predictive and analytical ability of the marketing team to predict industry trends and the sales ability of user-centered product promotion. In addition, based on market conditions, enterprises should develop scientific marketing strategies and establish a systematic elite investigation team for the overall environment. The team should use a variety of data analysis tools to classify and handle marketing promotion information more efficiently, identify similar product enterprises that may pose a threat to the normal operation of the enterprise in the internal structure of the market, and provide more efficient and accurate marketing strategies for the next stage of market marketing strategy changes. The main focus is to collect such data information and analyze it reasonably, assist enterprise managers in systematically classifying the needs of various consumers in the market, and provide more references for enterprises to obtain broad development prospects and innovative marketing plans. To improve the purpose and efficiency of enterprise marketing strategy, it is also necessary to reduce the marketing and promotion costs of the enterprise, implement rectification of existing problems in the enterprise marketing model, effectively enhance the competitiveness of the enterprise, and improve economic benefits [7].

3.5. Enriching new media display content

With the popularity of the Internet and the widespread use of mobile devices, new media marketing has become an important means of enterprise marketing. The core of new media marketing is user orientation. In the era of new media, the needs and preferences of users are constantly changing, and enterprises need to keep up with market trends and understand user usage habits to better meet their needs. Therefore, the content of new media marketing should focus on users as the main body and focus of content creation, and pay attention to the attention points and era hotspots of segmented user groups. For example, by targeting young user groups, companies can create creative and interesting content, such as short videos, live broadcasts, topic interactions, etc., to attract their attention. In addition, enterprises can also use big data analysis to gain a deeper understanding of user interests, consumption habits, and other information to develop marketing strategies that better meet user needs. New media marketing emphasizes the linkage between online and offline channels. In the Internet era, consumer behavior is becoming more and more diversified, and the boundaries between online and offline are gradually blurred. Therefore, the content of new media marketing should have high practical significance and achieve a seamless connection between online and offline. For example, companies can attract user attention through online activities and then guide them to experience and consume in offline stores. Additionally, enterprises can also utilize the scenario of offline stores to provide users with convenient online shopping services, such as QR code payment, member points, etc. This online and offline dual line linkage layout can not only increase the brand exposure of the enterprise but also increase user stickiness and loyalty. In addition, new media marketing should also focus on scenario-based content presentation. In new media marketing, companies should not directly display products but should showcase the functionality and significance of products through scenario-based content. This can not only avoid user resistance to advertising but also improve the dissemination effect of the product. For example, a clothing brand can showcase the matching effects of its products on different occasions by shooting a fashion short film, allowing users to appreciate the beauty while feeling the charm of the product. This scenario-based marketing approach can make it easier for users to resonate and increase their willingness to purchase [8].

3.6. Accurate product selection to meet consumer preferences

Due to the widespread entertainment of information in the new media environment, the entire process of enterprise marketing management requires precise product selection. Only by precisely optimizing marketing methods can the marketing management be promoted to a higher level. Firstly, the selection of products should

involve the industry in which the enterprise is located. The selection of products should be accurately matched with their corresponding consumer groups. On one hand, from the perspective of the product itself, there are differences in various factors such as capital investment and operating cycle time in different industries. For heavy technology professional industries that rely on big data operations, capital investment is mainly in places such as labor costs and product inventory, resulting in less work pressure [9]. On the other hand, there are differences in target customers across different industries. Industries that win by quantity may have an advantage in connecting with large corporate customers while pursuing humanized services and high-quality products requires expanding the customer base. Under new media, there are diverse types of enterprises, and different industries may have certain differences in considering marketing management. This makes the accuracy of product selection for enterprises usually affected by various factors. Some enterprises require product selection to benchmark against top brands, while others require product selection to be niche but must have unique designs. In the process of continuous and steady development, enterprises will gradually improve their products and even give birth to different types of product lines. On the one hand, the same enterprise will set different levels of product lines according to different groups. On the other hand, the same enterprise is likely to develop in a group-style direction, with different types of branch business departments or subsidiaries developing different types of products. But in the new media environment, if a company promotes every product comprehensively, it will first manifest as unclear enterprise characteristics, and secondly, it will exacerbate human, material, and network resource consumption. In the new media environment, an efficient development strategy depends on the precise selection of products, relying on multimedia system marketing with distinct themes and diverse forms to achieve sustained and penetrating marketing, continuously activating user memory, and thus complete product marketing of the same type from point to surface. Enterprises develop different types of marketing plans based on consumer demand and screen users choose to achieve excellent results in enterprise online marketing. Secondly, marketing personnel in enterprises generally only have basic promotional and planning abilities, without more precise and detailed marketing abilities. This not only makes it difficult for enterprises to grasp the fundamental needs of customers but also to obtain information on consumer needs. In this case, the sales staff of the enterprise can use Internet media to understand the consumer demand of customers through big data, thus promoting the development of enterprise precision marketing.

4. Conclusion

In summary, enterprises must rely on new media technology tools to expand the promotion channels of product information content, timely correct the shortcomings and problems in their existing marketing models, grasp the development direction of the sales market and changes in the external social environment, and then use new media technology to formulate efficient and accurate promotion strategies. Enterprises need to strengthen their control over marketing management and use new media to enable their target audience to discover and understand high-quality new products promptly to make purchases. Enterprise managers should practice Internet-based marketing strategies, promote the implementation of online and offline integrated marketing models, and create new marketing forms through the guidance and screening of big data. The marketing management opportunities and challenges of enterprises coexist in the new media environment. Enterprises must stand at the corresponding strategic height to innovate their marketing management models and timely implement innovative strategies with strong feasibility. The innovation of enterprise strategic management not only requires understanding the efficacy and market orientation of new products, but also considering meeting the needs of customers, introducing new technologies, carrying out new marketing, gradually improving the enterprise marketing system, and promoting sustained economic growth of the enterprise. In this process,

enterprises need to always adhere to innovative marketing mechanisms, innovative marketing promotion ideas, precise product selection, and establish a reputation to promote sustainable development. Although enterprises may encounter various challenges in the market environment, as long as they have cutting-edge marketing awareness and product innovation spirit, they can thrive in the future market.

Disclosure statement

The author declares no conflict of interest.

References

[1]   Wang S, 2023, Analysis of the Innovation Path of Enterprise Marketing Management Development Strategy under the Background of New Media. Old Brand Marketing, 2023(17): 27–29.

[2]   Tan J, 2023, Innovative Research on the Development Strategy of National Enterprise Culture Marketing Management under the Background of New Media. International Public Relations, 2023(2): 89–91.

[3]   Fei Y, 2022, Research on Innovative Development Strategies of Enterprise Marketing Management in the New Media Environment. Leadership Science Forum, 2022(8): 149–152.

[4]   Zhu L, 2022, Research on Innovative Development Strategies of National Enterprise Culture Marketing Management under the Background of New Media. Economist, 2022(4): 277–278.

[5]   Wen S, 2020, Exploration of Innovative Paths for Enterprise Marketing Models in the Context of New Media. Science and Technology Economic Market, 2020(11): 157–158.

[6]   Fei Y, 2022, Research on Innovative Development Strategies of Enterprise Marketing Management in the New Media Environment. Leadership Science Forum, 2022(8): 149–152.

[7]   Cai Z, 2021, Exploring the Innovative Path of Marketing Based on the New Media Environment. Old Brand Marketing, 2021(9): 19–20.

[8]   Han X, 2021, Research on Innovative Development Strategies of Enterprise Marketing Management under the Background of New Media. Marketing Industry, 2021(11): 172–173.

[9]   Duan J, 2020, Research on Innovative Development Strategies of Enterprise Marketing Management under the Background of New Media. China Storage and Transportation, 2020(12): 146–147.