

Innovative Research on Enterprise Marketing Strategies under the Background of New Media

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Abstract: Marketing is one of the comprehensive development strategies for production-oriented and service-oriented enterprises, and it is also an effective path to increase income and revenue for enterprises. By operating and selling the main products, services, cultural concepts, and many more of the enterprise in a market-oriented manner. We aim to deepen the impression of the enterprise among consumers, enhance its market influence, and seek more opportunities for cooperation and development for the enterprise. However, with increasingly fierce market competition, traditional marketing models are no longer able to maximize their effectiveness. This article firstly analyzes the positive impact of new media background on enterprise marketing in expanding the scope of information release, improving marketing targeting, and creating new marketing platforms. Secondly, it explores the problems faced by enterprises in the current marketing process, such as outdated ideological concepts, insufficient team building, and rigid marketing content. Finally, strategies such as updating marketing concepts, strengthening team building, and innovating marketing content were proposed to provide some reference and inspiration for enterprises to smoothly promote marketing work under the background of new media.

Keywords: New media background; Enterprise; Marketing strategy

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1. Introduction

New media refers to the organic integration of various modern information technologies, platforms, and traditional media operation modes, such as microblogs, WeChat official accounts, and various short video platforms. It has advantages such as efficient information dissemination, two-way communication and interaction, and targeted dissemination of content. Innovating enterprise marketing strategies in the context of new media can leverage the advantages of new media platforms and technology to further strengthen the targeting and effectiveness of enterprise marketing, which is conducive to playing a good role in enterprise marketing and enhancing its market influence^[1]. Based on the various advantages of the new media environment in marketing, many enterprises have actively explored new marketing models at this stage^[2]. However, from the current marketing situation of various enterprises, there are still some problems that constrain the effectiveness

of marketing due to various factors. Based on this, how to innovate marketing strategies and strengthen marketing effectiveness in the context of new media has become a new development issue faced by most enterprises ^[3].

2. The positive impact of the new media environment on enterprise marketing

Firstly, it has expanded the scope of marketing information dissemination. The traditional marketing models used by enterprises in the past were mostly manifested as television advertisements, Light Emitting Diode (LED) promotional screens in shopping malls, bus stop bulletin boards, supermarket brochures, etc. The scope of information dissemination in traditional marketing and publicity models is relatively limited, with television and radio broadcasting having a wider range of information dissemination. However, in recent years, the number of people watching television has been decreasing due to the influence of new media, which has limited the scope of enterprise marketing information dissemination. Innovating enterprise marketing strategies in the new media environment can achieve an information release model that covers all areas of “online + offline,” fully considering consumers’ information acquisition habits. Simultaneously, it can also achieve cross-regional, cross-provincial, and cross-national marketing information releases.

Secondly, it has improved the targeting of marketing. Innovative marketing models for enterprises in the new media environment can leverage consumer behavior, product views, and personal attention on various platforms to accurately target consumer product needs and interests, thereby improving the targeting of enterprise marketing. Thirdly, a brand new marketing platform has been created. New media can help companies promote and advertise their products more efficiently, laying the foundation for the smooth development of their marketing activities. For example, new media can maximize the timeliness of enterprise marketing plans and seize marketing opportunities. At the same time, innovative forms of enterprise marketing can be used to promote products through live streaming, short video promotion, software splash screen advertising, and other forms, further enhancing the effectiveness of enterprise marketing ^[4].

3. New challenges faced by enterprise marketing in the new media environment

3.1. Traditional propaganda models are not compatible with the new media environment

Although new media has been widely welcomed by the vast majority of the public, its application in enterprise operation and management is relatively limited. In terms of implementation, the emergence of new media and the corresponding environment have brought the most obvious impact and influence on the news communication industry. Although it has also had an impact on the marketing model of enterprises, some managers have long been influenced by traditional operational management thinking, believing that the ultimate effect of marketing does not rely on marketing forms or strategic means, but rather on winning with high-quality products, services, or an infectious corporate culture. This cognition completely denies the strategic role of marketing and also brings ideological obstacles to the innovation of enterprise marketing models in the new media environment. Based on this, companies with similar cognitive concepts still use traditional marketing models, such as shooting Television (TV) commercials, triggering paper promotional brochures, posting promotional standards, organizing mall sales activities, etc. Although this model can achieve certain publicity effects, with the comprehensive penetration of new media in people’s consumption, information acquisition, and other aspects, the advantages of the traditional marketing model are increasingly weakening, which increases the difficulty of enterprise product promotion ^[5].

3.2. The marketing team does not meet the requirements of the new media environment

The marketing team is the organizer of enterprise marketing activities and the implementer of various marketing strategies and means. The level of their professional ability and comprehensive literacy directly affects the final results of enterprise marketing. Especially in the new media environment, the marketing models of enterprises are further reformed and innovated, gradually shifting from traditional offline marketing models to “online + offline” marketing models, which puts higher demands on the information technology skills and marketing innovation capabilities of marketing personnel^[6]. However, due to the lack of recognition of the positive role of the new media environment in marketing, some enterprises have not yet innovated their marketing models, and have also overlooked the necessity of strengthening their marketing teams. Even if a few companies innovate their marketing models based on the new media environment and introduce new technologies, equipment, etc., employees who have long been accustomed to traditional marketing models cannot flexibly use new media technologies or platforms to carry out marketing activities in the short term. The disconnect between the marketing team and the innovative needs of marketing in the new media environment has posed certain obstacles to the innovative development of enterprise marketing activities.

3.3. Marketing content is disconnected from the new media environment

With the rapid development of the economy and society, the reform of the market economy system has provided new development opportunities for various industries, while also increasing the probability of various risks and the intensity of market competition. Small and medium-sized enterprises with limited industrial scale and economic strength often adopt marketing strategies that go with the flow, fail to reflect their unique characteristics, and cannot establish a firm foothold in market competition. The current marketing plans formulated by most enterprises have problems such as not conducting reasonable marketing from the perspective of consumers and shifting the focus of marketing promotion, which seriously affects the effectiveness of product marketing and promotion. In the new media environment, network technology is increasingly showing characteristics of diversification and complexity, so consumers will face many uncertain factors in the process of purchasing products^[7]. Among them, young consumers have a higher frequency of artistic aesthetic pursuit, personal interest, and hobby changes and often exhibit a casual characteristic in product and service purchases. This also increases the difficulty of positioning marketing content for enterprises to a certain extent, and in severe cases, it can also increase marketing costs for enterprises.

4. Innovative marketing strategies for enterprises in the new media environment

4.1. Update marketing concepts and create a media marketing platform

To smoothly promote marketing activities in the new media environment, the top priority for relevant enterprises is to update their marketing concepts and innovate new marketing paths through new media. Firstly, under the background of new media, there have been many new changes in enterprise marketing activities, such as increasingly complex and generalized marketing forms, marketing content, and marketing targets. This requires enterprises to keep up with the times, break through the limitations of traditional marketing thinking, and recognize the role of the new media environment in promoting marketing innovation. Specifically, enterprises should shift from passive marketing to active marketing based on their developmental realities and the characteristics of their main business. By combining experience to develop marketing strategies, enterprises in the new media environment should lead the new trend of marketing, actively collect the latest product demands from consumers, and formulate targeted marketing strategies to strengthen the effectiveness of enterprise marketing.^[8]

Secondly, leverage new media to innovate new marketing paths. For example, designing a new marketing model of “online + offline” that takes into account the habits of different age groups in obtaining marketing information. By displaying product information and the entire production process on the enterprise portal website, a good brand image can be established to further strengthen the marketing effectiveness of the enterprise. For another example, with the help of short video platforms such as TikTok and Kwai, we set up marketing live broadcasts to provide consumers with prompt service to answer questions about products, stimulate consumers’ desire to buy, and achieve the ultimate goal of increasing income and generating income through marketing ^[4].

4.2. Strengthen team building and reserve multimedia marketing talents

Under the background of new media, innovative marketing models require relevant enterprises to recognize the necessity and importance of building marketing teams. With a high-quality and professional marketing team, we aim to facilitate the smooth implementation of enterprise marketing activities under the background of new media and strengthen the achievements of enterprise marketing. In the context of new media, enterprises can do a good job in building their marketing team from three dimensions: talent introduction, talent cultivation, and talent motivation. Firstly, increase efforts to attract talent. Relevant enterprises should select and hire versatile talents with substantial marketing experience and proficiency in new media technology or platform applications, based on the talent requirements for marketing in the new media environment. This will support innovation in enterprise marketing efforts within this environment.

Secondly, increase efforts in talent cultivation. By conducting a thorough assessment of the professional abilities of on-duty marketing personnel, identifying their strengths and weaknesses, and reorganizing the structure of marketing positions, we can truly achieve the goal of “making the best use of resources and talents.” Produce a talent development plan based on the insufficient abilities of marketing personnel, with a focus on strengthening their professional skills and new media technology and platform application capabilities, ensuring that all marketing personnel on duty can flexibly use new media technology and platforms to promote marketing activities, thereby enhancing marketing effectiveness. Thirdly, strengthen talent incentives by linking training results, marketing achievements in the new media environment, and the salary, benefits, and job promotion of marketing personnel, to stimulate their learning enthusiasm and subjective initiative, and continuously enhance the marketing effectiveness of enterprises in the new media environment.

4.3. Identify marketing positioning and innovate marketing content

As a new and important way of information dissemination and interaction, new media is not static but continues to innovate and develop with the progress of information technology in China and the demand for new media applications in various industries. In this regard, enterprises should grasp the dynamic development of new media and integrate it with the variability of consumer demand, to achieve precise positioning of marketing content and strengthen the effectiveness of enterprise marketing. Firstly, by analyzing the actual consumer psychological demands, it can be seen that most consumers purchase a certain product not only based on their daily life needs but also due to some curiosity. Although consumers still value the dominant function of a product when choosing to purchase it, related companies can take advantage of consumers’ curiosity to innovate marketing content, thereby attracting more consumers to pay attention to the product and improving its marketing effectiveness. Take toothpaste as an example, consumers will choose a certain toothpaste for its whitening, fresh breath, and other benefits. At this point, for toothpaste companies to stand out among numerous similarly effective toothpaste, they not only need to optimize and strengthen their leading efficacy,

but also develop marketing strategies in terms of toothpaste taste, color, product packaging, and promotional spokespersons, stimulate consumer curiosity and increase product purchasing power.

5. Conclusion

In summary, further innovating marketing strategies under the background of new media is an inevitable trend for enterprises to adapt to the development trend of the information age. It is an important measure for enterprises to expand their marketing coverage and influence and has strong practical significance for improving marketing efficiency, promoting stable operation, and innovative development of enterprises. Based on this, relevant enterprises should grasp the positive impact of the new media environment on marketing, and actively explore various problems and causes in marketing activities under the background of new media. Innovate marketing concepts in the field of ideology and strengthen the practical environment, increase the reserve of multimedia talents in the construction of the work team, and find the right marketing positioning in terms of marketing content. Maximizing the positive assistance brought by the new media environment to enterprise marketing thereby strengthens the achievements of enterprise marketing.

Disclosure statement

The authors declare no conflict of interest.

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