

New Era Enterprise We-media Brand Communication Strategy

Xichen Xu*

Business School, Chengdu College of University of Electronic Science and Technology of China, Chengdu 611731, China

*Corresponding author: Xichen Xu, xuxichen@126.com

Copyright: © 2024 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: At present, information technology has been widely used in the daily lives of people, and social media has changed their daily living habits. In this context, the rapid development of we-media has become a hot issue in the current society, which brings new opportunities and challenges for corporate brand communication in the new era. Nowadays, people's consumption habits have changed from the traditional offline to the combination of online and offline. In this regard, enterprises should constantly explore and innovate the concept and method of we-media brand communication. This paper will start from the importance of enterprise we-media brand communication, and analyze the characteristics and effective strategies of enterprise we-media brand communication in the new era.

Keywords: New era; We-media; Brand communication

Online publication: June 20, 2024

1. Introduction

We-media refers to a media platform created and managed by an individual or an organization to disseminate and share information on social media platforms through pictures, videos, and other means from an unofficial personal perspective. By establishing a we-media platform, enterprises can create and publish corporate promotional content in a free and daily style to pass on information to more potential consumers^[1]. At the same time, through we-media, enterprises can also establish a more accurate brand image and enhance brand reputation and influence, so that enterprises can be recognized and favored by more consumers. Therefore, enterprises should grasp the characteristics of we-media brand communication, and constantly explore and innovate effective strategies for enterprise we-media brand communication in the new era, to further enhance the market competitiveness of enterprises.

2. The importance of enterprise we-media brand communication in the new era

2.1. Expand brand publicity channels

Traditional enterprise brand communication relies more on the reports and advertising of traditional media,

while the emergence of we-media breaks the limitation of traditional media to enterprise brand communication. Corporate brand communication through we-media can accurately convey corporate culture and brand positioning to the target audience, and interact with consumers directly, thus providing a more convenient way for enterprises and consumers to have two-way communication ^[2]. In traditional media publicity channels, brand publicity is often limited by time and space, and the transmission speed and scope are not extensive. However, fast communication speed and wide range are the main characteristics of we-media. Brand communication through we-media can enable enterprises to obtain more publicity opportunities, to better enhance the visibility and influence of corporate brands.

2.2. Improve the marketing effect of enterprises

In the new era, there are more and more ways and platforms for people to receive information, and the endless online content attracts people's attention. In the long run, the traditional way of brand communication makes the marketing effect of enterprises less effective than expected. Based on this, enterprises should actively apply new media to brand communication ^[3]. On the one hand, we-media can accurately locate the target audience of the enterprise brand, analyze the interests, needs, and consumption habits of consumers, and then carry out more targeted marketing means in the we-media, so that consumers can receive and pay attention to the marketing content of the enterprise in a more convenient and life-oriented way. In addition, many we-media also have the function of data statistics and analysis, which can help enterprises better understand brand communication and influence effect. Through the data and analysis provided by the we-media platform, enterprises can adjust and optimize their brand communication strategies in a targeted manner to improve the effect of corporate influence.

2.3. Promote the innovation and development of enterprises

At present, more and more enterprises choose we-media for brand communication, which has higher requirements for the content of enterprise brand communication. Only by paying attention to consumers' preferences and creating high-quality brand communication content can enterprises convert more consumers from willing to view to willing to buy, which is also conducive to the innovation and development of enterprises. At the same time, the choice of we-media for brand communication can also help enterprises quickly understand the market demand to develop and upgrade products or services in a more targeted manner, thus promoting the healthy operation of enterprises ^[4]. For example, enterprises can make use of the we-media platform to carry out online questionnaires and live exchange activities to attract consumers to participate in corporate brand communication activities, thus accelerating the breadth and depth of corporate brand communication. At the same time, the participation of consumers will also bring new inspiration to the brand communication and marketing of enterprises, and then promote the innovation and reform of enterprises and brand development.

3. The characteristics of enterprise we-media brand communication in the new era

3.1. Marketing content is more life-oriented

In the era of we-media, whether it is the content or the way of brand communication, it needs to constantly adapt to the lifestyle and habits of consumers. Most people browse the we-media platform during their short free time in their work and life. Therefore, when creating and publishing we-media brand communication and marketing content, enterprises should break the blunt advertisement in the past, and use a more life-like title and content to attract consumers to watch ^[5]. At the same time, enterprises should also make use of the diversified characteristics of we-media platforms and release brand marketing content in line with the corresponding we-

media platforms according to the positioning of different we-media platforms. For example, in the short video platform, enterprises can choose to release some short video content focusing on emotion and story, to arouse consumers' resonance and attention on brand culture and value from the perspective of life.

3.2. Emphasize the brand image of the enterprise

The we-media platform is highly functional and inclusive, which also provides a broad space for corporate brand communication and marketing. On the one hand, enterprises can show their professionalism, authority, and strength in the industry through the we-media platform, and convey their professional image by publishing well-made and creative marketing content, thus winning public recognition ^[6]. On the other hand, in the increasingly fierce market environment, the brand image of an enterprise is one of the important factors for consumers to choose. In this regard, enterprises can make use of the we-media platform to show their good brand image and products or services with high reputation, to improve consumers' trust in the products or services of enterprises, and thus increase market share and sales.

3.3. Fast and wide range of communication

In traditional brand communication, the transmission of information needs to go through multiple links such as advertising companies and media platforms, so the time cost is very high. However, the we-media platform can change this problem because it is not constrained by time and place ^[7]. Enterprises can set up official accounts on Weibo, WeChat, Douyin, and other platforms to release rich and diverse brand marketing content every day. The number of users of these platforms is huge, the speed of information dissemination is very fast, and high-quality marketing content can even quickly become a new trend on the platform. Thus, arousing the attention and discussion of the majority of users will then produce a good word-of-mouth effect. However, it should be noted that enterprises should pay attention to the uniqueness and quality of brand marketing content when publishing content in we-media, to stand out among many competitors.

4. The strategy of enterprise we-media brand communication in the new era

4.1. Create high-quality enterprise we-media communication content

At present, the we-media platform has become a brand communication channel favored by all walks of life. Especially in the era of information explosion, consumers' daily life is bombarded by all kinds of news and information, so only the distinctive, creative, and in-depth enterprise brand marketing content will attract their attention and interest ^[8]. Therefore, when creating the content of self-media communication, enterprises should dig deeply into the characteristics of products or services, and combine the corporate culture to create unique and cultural marketing content. This requires enterprise marketing personnel to pay attention to the needs and interests of contemporary consumers, through an in-depth understanding of the target audience's consumption habits, interests, and values, and then create content that is more in line with the needs of the target audience. In addition, in the Internet era of information flooding, consumers pay more attention to the quality and credibility of the content. Therefore, when creating we-media communication content, enterprises should ensure the professionalism and credibility of the content ^[9]. For example, the parts of the content involving data or research results need to be verified by experts in related fields to ensure the authority and authenticity of the content. In addition, we-media communication content also needs to pay attention to form and expression. Enterprises should increase the interest and interactivity of corporate brand communication through graphics, video, live broadcasts, and other diversified content forms, to improve the communication effect.

4.2. Constantly update and upgrade the marketing concept of the enterprise

The speed of information dissemination is an important feature of current brand communication, which also leads to shorter time for the public to pay attention to hot topics. Therefore, enterprises need to constantly update and upgrade their marketing concepts to adapt to the rapidly changing market environment ^[10]. First, with the booming development of online shopping platforms and logistics industries, consumers' consumption concepts and ways are also changing. If enterprises want to occupy more market share in the fierce market competition, they need to keep up with the pace of development of time, timely update, and adjust the brand marketing concept. By constantly learning and adapting to the new development trend of brand communication, enterprises can maintain competitiveness, achieve healthy development, and obtain greater economic benefits. Secondly, the marketing concept of an enterprise is an important part of the brand image, representing the core values and corporate culture of the enterprise. A good corporate marketing concept can establish an emotional connection with consumers, establish a good brand impression in the minds of consumers, and increase the value of products. In addition, with the popularity of social media and the increase in user engagement, consumers' demand for interactive communication with corporate brands is also increasing. Enterprises also need to update and upgrade their marketing concepts promptly according to consumers' feedback and needs, to provide more personalized and accurate products and services ^[11]. Therefore, in the process of updating and upgrading marketing concepts, enterprises can have close interaction with consumers in the first place, so that the marketing content and activities of enterprises can better attract and retain consumers, to achieve the effect of brand communication and marketing goals.

4.3. To seize the attention and psychology of consumers

Consumers' attention and psychology directly affect their cognition, behavior, and feedback on enterprise brands. Therefore, enterprises need to attract and arouse consumers' interest through effective brand communication methods and seize consumers' attention. Many we-media platforms have the function of statistics and analysis of consumers' viewing and consumption data. Enterprises should conduct research and analysis on the corresponding data, to better grasp the viewing psychology and consumption habits of consumers ^[12]. For example, when brand communication is carried out, enterprises can put some short and fast topics on the short video platform to improve the dissemination scope of brand marketing content. At the same time, the short marketing content of the short video platform can create a compact rhythm of content and eye-catching titles, to speed up the exposure and views of the enterprise brand marketing content on the short video platform to effectively enhance the brand value of the enterprise. In addition, to seize the attention of consumers, enterprises should continue to create novel marketing stories and visual elements, so that consumers choose to pay attention to the brand marketing of enterprises in a large amount of information. Moreover, in terms of grasping the psychology of consumers, enterprises should understand the psychological needs of consumers through research, and grasp the psychological process of consumers' purchase decision-making ^[13]. At the same time, enterprises should make good use of the characteristics of high interaction of the we-media platform. By replying to consumer comments on the we-media platform, enterprises can establish a good interactive relationship with consumers, to enhance consumers' trust and loyalty to enterprises.

4.4. Improve the interactive quality of enterprise we-media services

We-media provides an opportunity and platform for enterprises to narrow the distance with consumers. Enterprises should constantly improve the quality of we-media service interaction so that enterprises can achieve better brand communication effects. At present, although some enterprises have established official we-media accounts, they not only do not interact with consumers in the comment section but also automatically

reply to background messages, which will greatly reduce the favorable impression of consumers. In this regard, enterprises should comprehensively improve the interactive quality of we-media brand marketing services. Enterprises can hire professional customer service personnel to provide consumers with a more humane and emotional interactive experience ^[14]. For example, beauty companies mainly target young women, who are more likely to have time to browse we-media platforms after work in the evening. Therefore, enterprises should increase the number of night shift customer service, and train the customer service, so that the customer service can provide service and interaction with consumers from a friendly perspective. In addition, personalization is the pursuit of modern consumers, they pay more attention to personalized products and services. In we-media communication, companies can provide personalized recommendations and services to consumers by understanding their preferences and needs. For example, beauty companies can analyze consumers' purchase records and preferences, and send customized marketing content or coupons to them, to gain more consumers' trust and loyalty. At the same time, consumers' satisfaction and feedback on brands are crucial for companies ^[15]. In the communication of we-media, enterprises can regularly carry out surveys and questionnaires to understand consumers' feedback and suggestions, timely improve products and services, and improve consumers' experience.

5. Conclusion

To sum up, in the new era, enterprises should make good use of we-media, a new brand communication channel. In addition, enterprises should constantly explore and innovate their brand communication strategies, adopt more flexible, direct, and interactive we-media methods for brand communication, maximize the effect of corporate brand communication, gain stronger market competitiveness, and establish a better brand image, to better adapt to the development trend of the new era and further enhance the influence and competitiveness of corporate brands. Hence, we-media can promote the innovation and development of enterprises and create more economic and social value.

Disclosure statement

The author declares no conflict of interest.

References

- [1] Sun HB, 2023, Research on the Strategies of Enterprise Brand Communication and Marketing in the New Media Era. *Modern Marketing*, 2023(12): 155–157.
- [2] Xue F, Jiang LP, 2023, Influence of Enterprise We-media Marketing on Brand Loyalty in the Era of Big Data. *Times Economic & Trade*, 20(09): 115–118.
- [3] Zhang YH, 2023, The Influence of Short Video on Enterprise Brand Communication in the Era of Financial Media. *Delta*, 2023(22): 208–210.
- [4] Xie J, Li M, Shen DQ, 2023, Unlock the Broken Code of Financial Industry (Enterprise) Brand Communication in the Traffic Era. *Modern Commercial Bank*, 2023(21): 36–39.
- [5] He T, 2023, Analysis on the Promotion Path of Logistics Enterprises' Brand Communication in the New Media Era. *Logistics Science and Technology*, 46(14): 75–77 + 80.
- [6] Jiang XF, Li YJ, Liu SY, 2023, How can Enterprises use Podcasts to Achieve Heterogeneous and in-depth Social Media Brand Communication? *International Public Relations*, 2023(09): 187–190.

- [7] Qu WS, 2022, Analysis on the Application of Big Data in Brand Communication of State-owned Enterprises. *Media*, 2022(19): 72–74.
- [8] Li G, 2022, Research on Brand Communication of Logistics Enterprises under the Background of New Media. *Time Brand Marketing*, 2022(16): 9–11.
- [9] Zhang ZX, 2022, Research on Enterprise Brand Communication and Marketing Strategy in the New Media Era. *China Business Theory*, 2022(13): 33–35.
- [10] Wang LR, 2022, Research on Enterprise New Media Operation Strategy from the Perspective of Brand Communication. *News Culture Construction*, 2022(05): 184–186.
- [11] Hu J, 2020, Transformation of Corporate Brand Communication and Repositioning of Media Roles in the Digital Age. *Media Forum*, 5(04): 47–49.
- [12] Jiang SS, Wang Z, Deng E, et al., 2022, Analysis of Brand Communication Model Innovation of Internet Finance Enterprises from the Perspective of New Consumerism. *Enterprise Science and Technology Development*, 2022(01): 160–162.
- [13] Huang L, 2021, Grasp the Opportunity of Financial Media to Promote Corporate Culture and Brand Promotion: The Practice of Corporate Culture and Brand Communication Innovation in the Context of Financial Media of Beijing Holding Group. *Marketing Circle*, 2021(31): 15–16.
- [14] Wang J, 2021, Corporate Culture Development and Brand Communication Innovation in the Era of Financial Media. *News Culture Construction*, 2021(18): 161–162.
- [15] Su YP, 2021, A Practical Exploration of Cultural Brand Communication in SMEs under the Background of Financial Media: A Case Study of Douyin Self-media Platform. *Journal of Social Sciences*, 39(01): 97–99 + 113.

Publisher's note

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