

## *Original Paper*

# Opportunities, Challenges and Countermeasures of Enterprise Marketing in the new media era

Jingwu Yao<sup>1</sup> & Liwen Yao<sup>2</sup>

<sup>1</sup> Business School of Yulin Normal University, Yulin Guangxi, China

<sup>2</sup> Corresponding author: Liwen Yao, School of Arts and Social Sciences, Monash University Malaysia, Bandar Sunway, Malaysia

Received: February 28, 2023

Accepted: March 13, 2023

Online Published: March 15, 2023

doi:10.22158/jetmm.v5n1p38

URL: <http://dx.doi.org/10.22158/jetmm.v5n1p38>

### ***Abstract***

*With the continuous improvement of the level of electronic data and network technology, the new media industry based on electronic data technology is gradually emerging. The new media is accepted and used by more and more people with its many advantages. The new media marketing is the inevitable choice of scientific and technological progress in the new era. The new media not only diversifies the way enterprises publicize their brands, but also reduces the success of marketing. The new media makes communication with consumers more interactive, which is conducive to achieving more effective communication effect. Through the new media, enterprises can achieve more interaction with audiences and collect more feedback information. The new media marketing allows consumers to occupy a dominant position. In this era that advocates experience, participation and individuation, consumers' personalized needs are more easily satisfied. This paper mainly discusses the concept and characteristics of the new media, which not only brings new opportunities to enterprise marketing, but also brings some problems and challenges to enterprises. In this regard, this paper puts forward the corresponding countermeasures of enterprise marketing in the new media era to provide reference for relevant enterprises or merchants to carry out marketing.*

### ***Keywords***

*the new media era, enterprise marketing, opportunities, challenges, countermeasures*

## **1. Introduction**

The advent of the new media era has brought great impact to the society, and the new media marketing has a great impact on enterprises and consumers. For traditional marketing, the new media marketing has many new advantages. It realizes the optimization of the allocation of social resources and changes

people's working habits and cultural life habits in many aspects. For example, the online shopping platform is simple, direct, convenient, personalized and diversified, which is very beneficial to both the supply and the demand. Many advantages of the new media have been reflected in modern marketing, its development potential is very huge, the prospect is very broad.

## **2. Concept and Characteristics of the new media**

### *2.1 The Concept of the new media*

The concept of the new media was first put forward by P.Goldmark, director of the Technology Research Institute of CBS in 1967. Compared with the traditional media, the new media is developed on the basis of traditional media such as newspapers, radio, television, leaflets and pictorial newspapers. It is a media form based on electronic technology, Internet technology, big data and other technologies, through wired connection or wireless connection, satellite communication, data transmission and other communication methods, the digital processing of video and audio, text pictures, structural models, creative ideas, etc., to a certain number of customers and spread. Such as the Internet, smart phones about the emergence of a large number of high-tech products. Therefore, in a sense, the new media can be called digital media.

In the process of development, the new media also has a process of emergence, development, rise and fall, and also has its development law. With the development of science and technology, the new media will also gradually develop, and the content and methods will continue to enrich and develop. The development of the new media is dynamic, not static, and the stability of the stage is relative. Social demand, the progress of electronic technology and the innovation of network technology are the key factors to promote the continuous updating of functions and contents of the new media.

### *2.2 The Characteristics of the new media*

At present, the new media mainly refers to the media with the core of electronization, digitization and network. the new media based on electronic and digital technology have broken the barriers to the media communication, breaking the constraints between media, regions, rights and between disseminators and audiences. Therefore, the new media has its obvious characteristics:

#### **2.2.1 Better Personalization**

Due to the limitation of science and technology, the traditional media is almost oriented to the popularization, and its audience is subdivided. the new media, on the other hand, can be differentiated according to the characteristics of individual or free combination of small groups. Individuals can choose the corresponding news information or entertainment programs according to their own needs. In the new media era, every member of society can release information with the help of the new media platforms and become the subject of information release. That is to say, the information received by each the new media audience can be the same, but also completely different, or even cut and divided. This is quite different from the way in which the receiver of traditional media can only passively receive or watch information.

The relationship between the information spreader and the receiver is equal. The audience is no longer passive, but can put forward opinions and suggestions according to individual needs. They can interact with the information spreader, have a certain say and have a certain influence on the information spreader.

#### 2.2.2 Strong Autonomy and Selectivity

With the use of the new media, everyone can selectively receive information and release information. Users can choose TV programs, store relevant information, and participate in the voting and evaluation of the programs, prompting information publishers to improve the content, better meet the public, and fully meet the segmentation and personalized needs of information consumers. When receiving information, the audience has a larger choice of lines, can freely read and choose according to needs, can spread and enlarge information, store information for multiple use.

#### 2.2.3 Diversified Forms

The new media can integrate text, audio, picture and so on, so as to achieve timely and effective, vivid content update, to meet people's needs for realistic and fresh media. Various forms, various forms of expression process is rich, full of imagination. In addition to large information capacity, the new media also has the characteristics of retrieval and storage. The information recipient can store the content at any time, and can also edit and make further production; In addition, the information recipient can also look up the stored content, very convenient. The pluralism and popularization of publishing subject also lead to the diversification of information content to a certain extent.

#### 2.2.4 Timely Release and Reception of Information

Compared with traditional media (such as radio, television, newspapers, leaflets, blackboard newspaper, etc.), the new media can be processed, published and processed anytime and anywhere. As long as there is Internet, the new media publishers and recipients can communicate and interact online 24 hours a day, publish and capture all day, and modify and correct in time.

#### 2.2.5 Large Amount of Information, can be Stored and Retrieved

The new media contain a large amount of information, rich in types and diversified in forms, which are incomparable to traditional media, including politics, economy, science and technology, social life, hot news and other aspects. The form of information also includes text, sound, pictures, videos and the combination of various forms. However, the excessive expansion of information also causes the problem of information screening and accurate positioning. The Internet search engine of the new media serves the classification and sorting of information, and users can search the target information through different keywords. Therefore, the information content transmitted by the new media is also easy to store and retrieve.

#### 2.2.6 The Dominance of Media Release is Diversified and Popular

Different from the old media, the dominant power of the new media can also be transferred from management to the public, rather than only in the hands of newspapers, magazines, TV stations, network media operators. In the era of the new media, the dominance of media release can come from

operators, operators, individuals and organizations. the new media enables every member of society to release information with the help of the new media platforms and become the subject of information release. The pluralism and civilianization of publishing subjects also lead to the diversification of information content to a certain extent.

### 2.2.7 Fast Information Reception, Wide Range of Radiation, Fast Speed

The new media is the data transmission of the Internet. As long as there is a network connection, information can be transmitted to the eyes of every user in an instant. For example, the viral transmission of the new media can be known to the world in an instant. the new media, with its characteristics, can carry out targeted segmentation of advertising information, which for smaller business owners, the marketing model has become more and more simple. Therefore, when these enterprises promote products, the marketing model of the new media is obviously more advantageous than that of traditional media.

## 3. Enterprise Marketing Opportunities in the new media Era

The new media marketing refers to the marketing activities of enterprises or customers using the new media platforms. This kind of marketing is also transforming society, its characteristics include diffusivity, communication, creativity, variation, storability, Personality, relation, experience has many advantages, which brings many opportunities for enterprise marketing.

### 3.1 *It is Conducive to Publicity and Improve the Visibility of the Enterprise*

Through the new media marketing, enterprises can provide consumers with product information and other content, timely promote corporate marketing, expand the market, win new customer attention, expand market share, improve marketing effect and bring economic benefits to enterprises; At the same time, the new media will also promote enterprises to strengthen brand awareness, improve their visibility, and further enhance their social influence.

### 3.2 *Promote Continuous Innovation*

In the era of the new media, enterprise marketing can promote products through the integration of text, pictures, voice, video, etc., with vivid marketing methods and colorful marketing content, it is easier to catch consumers' eyes and improve their purchase desire. In addition, the new media marketing pays more attention to after-sales service of products. Consumers can also use QQ, wechat official accounts, Apps, corporate websites and other platforms to contact enterprises in time, communicate, give feedback and suggestions, so as to promote enterprises to continuously improve product quality and function, promote enterprises to continuously innovate, improve consumer satisfaction, and increase enterprise sales and market share. So that consumers and enterprises to establish a stable cooperative relationship, the mutual trust continuously enhanced.

### 3.3 *Continuous Innovation of Marketing Creativity*

With the development of electronic data technology, the new media marketing is constantly innovated, and there are QQ marketing, news marketing, blog marketing, wechat marketing, viral marketing,

community marketing, database marketing and other ways. No matter what kind of marketing form is used, it is necessary to innovate constantly on enterprise marketing. Innovation is the most powerful productivity for the development and growth of enterprises. Creativity is the source of innovation for enterprises, and innovation and creativity are the key factors for enterprises to enhance their market competitiveness. Good at creative enterprises, its market opportunities are numerous, profit potential is very huge.

### *3.4 Stable Relationship between Supply and Demand can be Established*

Under the background of the new media, enterprises make full use of human, material and financial resources, constantly innovate and improve their own brands, show their own advantages, and adopt a series of preferential activities to strengthen the attraction of original customers and potential customers. Provide customers with high-quality products and services, reflect more personalized services, attract more customers, and avoid excessive loss of customer resources.

### *3.5 Provide Personalized Service to Customers*

Grasp the needs of users is the key to marketing, and then achieve precision marketing, to provide customers with satisfactory services and products, to meet the needs of customers. Under the background of the new media, enterprises can establish a communication platform with users to timely understand the actual and potential needs of users, so as to publicize and introduce products in actual communication. In marketing, enterprises pay attention to users' demand intention, wording, convenience factor, acceptance and payment, and carry out comprehensive processing, and provide customers with more considerate services. The new media marketing provides convenience for enterprises in product promotion. At the same time, enterprises can timely grasp the needs of users and provide targeted services.

In the context of the new media, enterprises bring forth the new in the formulation of marketing models and measures, so that customers can freely choose appropriate products based on their preferences and better channels and platforms. According to the needs of customers, enterprises adjust the corresponding marketing strategies to meet the personalized needs of customers.

### *3.6 Enterprises Marketing has been Continuously Improved*

The new media marketing brings many market opportunities for enterprises with advantages, and enterprises get continuous improvement. In the process of interaction between enterprises and consumers, enterprises learn from the strengths of others, eliminate disadvantages, constantly invent new products, or improve product quality and optimize product functions, which can better meet consumers, and thus enterprises are improved and promoted.

## **4. Problems and Challenges Faced by Enterprise Marketing in the new media Era**

The new media brings many opportunities to the marketing of enterprises, enterprises can make more use of it to create market opportunities. However, in the case of imperfect legal system, immature technology, shortage of funds, manpower and equipment, the new media will also bring many problems

and challenges to enterprise marketing.

#### *4.1 There is a lot of Junk Information, so Customers have a Certain Resistance*

Under the background of the new media, enterprise marketing is more and more complicated. If an enterprise wants to realize effective marketing, it is necessary to analyze the data of users. Otherwise, it will be difficult for the enterprise to realize the marketing of practical value. In order to promote products, some enterprises or customers send a large amount of product information to unclear customer groups, which leads to the boycott and confusion of non-users. This will not only fail to achieve the publicity effect of enterprise marketing, but also have a negative impact on society, so that customers have aversion, leading to the failure of enterprise marketing.

#### *4.2 Difficulty in Accurately Selecting Target Customers*

In the process of the new media marketing, they can face a variety of customers, and the customers they come into contact with have diversified characteristics, and their consumption patterns also have diversified characteristics, which increases the complexity of enterprise marketing. In the marketing process of the new media, it is often in the form of casting a wide net, which is difficult to fully realize the accurate positioning of customers. The consumer structure also presents the characteristics of diversification, which increases the difficulty of the new media marketing for enterprises.

The products of enterprises must have specific users, and consumers have the characteristics of group. In the process of the new media marketing, enterprises should combine the characteristics of their products to locate target customers, and make plans on how to achieve sales to target customers. This is a problem that should be focused on and solved in the new media marketing. Otherwise, marketing on a large number of the new media platforms not only consumes a lot of money and manpower, but also needs to be solved. It is also difficult to achieve the ideal marketing effect.

#### *4.3 Shortage of the new media marketing Talents*

The new media marketing needs comprehensive and applied professional talents, but most enterprises lack enough the new media marketing talents, which is an insurmountable problem encountered by many enterprises. First, the new media marketing is highly professional, and some marketing personnel have low computer technology level, which makes it difficult to communicate with consumers online and solve the confusion and problems raised by consumers on the spot. Second, the new media marketing personnel lack of necessary vocational training, little grasp of the new media technology, their job responsibilities, content, process, question answering ideas are unclear; At the same time, some employees need to improve their work ability, lack enthusiasm for work, and are prone to mistakes in work, leading to poor service quality of the enterprise, and thus adversely affecting the reputation of the enterprise.

#### *4.4 Lack of Business Integrity*

In the process of the new media marketing, operators are used to reducing marketing costs. In order to expand economic profits, they use low-quality products to fake higher promotion means, resulting in the illusion that quality is light and benefit is heavy. When consumers find that the product has low cost

performance or no practical value, they will give up purchasing. In this case, although enterprises can maintain temporary economic interests, but not long-term development. Many enterprises blindly promote the aesthetic value, let the audience spread, such as moments, wechat, Weibo and other printing pictures, beautiful picture repair, and the product is indeed artistic processing and production, customers find low quality after receiving the goods, spawning discontent.

#### *4.5 Lack of Understanding of the new media marketing*

The new media marketing is not only the trend of technology development, but also the inevitable result of social development. The value it brings to enterprises is inestimable. It mainly reflects five aspects: first, the growth of product sales; Second, the promotion of enterprise brand value; Third, the promotion of customer loyalty; Fourth, the ability of enterprise continuous improvement is enhanced; Fifth, the innovation and creativity capacity of enterprises has been enhanced.

Therefore, we should fully understand that the new media marketing can strengthen the interaction and communication between enterprises and consumers, explore new consumption hot spots, and bring new market opportunities to enterprises. the new media marketing can not only enable enterprises to reap the benefits of the new media marketing, but also enhance brand awareness, do a good job of network coverage marketing, and promote your brand on the whole network.

#### *4.6 The Uncontrollable Factors of Enterprise Marketing Increase and the Risk Increases*

With the development of electronic science and technology, all kinds of the new media technologies are constantly innovated, and various ideas emerge in an endless stream. Great changes have taken place in consumers' approaches to corporate marketing, payment methods and cooperation attitudes. In this regard, enterprises should constantly strengthen the innovation and reform of their advertising and marketing methods; At the same time, corresponding management should be strengthened to continuously promote the significant improvement of its advertising and marketing effect. In addition, the new media also brings risks to enterprise marketing. Some minor risks and crises are rapidly amplified through the new media, and even spread rapidly with the spread of rumors and rumors. Therefore, enterprises need to establish and improve the crisis management mechanism, use network technology for real-time monitoring, prevent risks, strengthen management and control, and deal with the crisis at the first time to avoid the expansion of the crisis. For example, when every consumer becomes an information spreader, its illegal transmission becomes a hidden danger in the new media marketing. Once these information disseminators form their own opinions, they can publish them at any time and anywhere and share them with others, which may have adverse effects on enterprises or products, make enterprises the target of public criticism, and bring unpredictable consequences to enterprises. In this regard, enterprises can not be timely and effective control, the adverse impact is difficult to recover. Faced with the above problems, the difficulty of the new media marketing control increases greatly.

#### *4.7 Insufficient Investment and Slow Equipment Updating*

In the new media era, due to various reasons, enterprises may have insufficient investment in human resources, financial resources, material resources, scientific research and other aspects, which will lead

to a series of consequences. It leads to the low level of the new media marketing personnel, backward the new media marketing technology, slow equipment update, the new media marketing effect is not good, enterprise managers lose confidence. Therefore, enterprises should increase the investment in the new media marketing, speed up the updating of technology and equipment, train and appoint high-quality talents, enhance the competitiveness of enterprises, and lay a foundation for the development and growth of enterprises.

## **5. Countermeasures of Enterprise Marketing in the new media Era**

### *5.1 Establish and Improve the new media marketing Crisis Response Mechanism*

To establish and improve the crisis response mechanism of the new media marketing and take necessary security measures are the guarantee for the normal operation of the new media marketing. The success or failure of the new media marketing lies in the network. Proper application will bring huge profits to the enterprise, while improper application or neglect of prevention will also bring disastrous damage to the enterprise. Therefore, enterprises must strengthen the construction of network security operation system to ensure the healthy and orderly progress of the new media marketing. Enterprises should establish and improve the corresponding management and control system and operation rules, and actively control the new media marketing from the aspects of website operation, process management, equipment maintenance, post-sale service and risk crisis response.

### *5.2 Increase Capital Input and Speed up Technology and Equipment Update*

The new media marketing is the product of the rapid development of electronic technology in the new era, with fast technology and high facility elimination rate. Therefore, enterprises need to increase investment in order to ensure that the new media technology and equipment updated in time; At the same time, enterprises rely on its generous treatment to attract more high-quality talents, so as to maintain the high quality and efficiency of the new media marketing, constantly improve customer satisfaction, and bring more market opportunities and rich returns for enterprises. In this respect, Chinese enterprises need to learn from successful foreign high-tech enterprises. Many foreign high-tech enterprises are mostly high investment and high return, aiming at market opportunities, increasing investment and attaching importance to scientific research, so that new products can be quickly put into the market, seize the market opportunity, and quickly obtain rich profits.

### *5.3 Attach Importance to Personnel Training*

No matter what time, talent is always the decisive factor of enterprise development, is the source of enterprise development power. Therefore, while strengthening the construction of the new media marketing system, enterprises need to constantly train new technical talents, constantly improve the professional quality and comprehensive quality of marketing personnel, and maintain the continuous strong combat effectiveness of the marketing team. At the same time, in the implementation process of the new media marketing, pay attention to basic quality training, reflect the personalized development of employees, give play to their enthusiasm and initiative, so as to constantly improve the efficiency



and effect of the new media marketing. In terms of professional and technical personnel training, we should learn from developed countries, hire and train special talents with high salaries, play their special role, and win the opportunity for enterprises to occupy the industry to the heights.

#### *5.4 Develop a Detailed and Reliable Marketing Plan*

In the combination of the new media and enterprise marketing, detailed and reliable marketing plans need to be formulated according to the characteristics of enterprises and the market positioning of products. First, we should fully consider the desires and interests of consumers, take consumers as the center, meet customer needs, subdivide and position marketing products, provide consumers with convenient shopping modes and technologies, try our best to win the recognition of consumers, improve consumer satisfaction, and constantly increase market share. Second, enterprises should make use of existing capital, technology, resources, information and means to implement diversified and personalized marketing programs of the new media, constantly design trendy marketing advertisements, timely publicity and promotion, and constantly improve the new media marketing strategy and marketing level. Select appropriate the new media marketing platform to promote the enterprise's product information to customer groups.

#### *5.5 Create Enterprise Marketing Concept and Cultivate Enterprise Characteristic Culture*

It is the key for all enterprises to do a good job in marketing to take the customer as the center and carry out the work around the consumer. The emergence of the new media marketing means that consumers can obtain product information and services according to their preferences through numerous media, so as to achieve timely interaction between the two sides. In the process of interaction, the needs and preferences of consumers can be expressed to enterprises or merchants in a timely manner. Enterprises or merchants try their best to provide services to consumers, which are embodied by consumers as the main body. Enterprises must establish the marketing concept of customer first, give full consideration to customers, in order to continue to obtain long-term benefits. Enterprise culture is the core and essence of the enterprise development, is the spiritual power of enterprise development. The application of the new media technology, keep up with the pace of The Times, with The Times, enterprises will not be eliminated by the society. In the era of the new media, enterprise marketing utilizes the attraction of the Internet to maintain a good interactive relationship between enterprises and consumers, which enables consumers to take the initiative to accept the survey instead of passively, and to a large extent deepens their impression on our brand.

#### *5.6 Strengthen the Legal Management of the new media marketing*

At present, there is still a lack of sound legal management around the new media marketing. Although the relevant state departments have issued a series of legal regulations, violations still occur. For example, the quality of products cannot be guaranteed, the authenticity of push information cannot be guaranteed, consumers' personal information is easy to leak, pornography and other junk information keeps emerging. This indicates that at the present stage, the social supervision of the new media marketing is not in place, the relevant legal system is not perfect, and the legal system of consumer

rights protection is in urgent need of improvement. In this regard, the competent authorities of the state should establish and improve the legal system of the new media marketing supervision to ensure that the rights and interests of consumers are effectively protected.

#### *5.7 Strengthen the Management and Control of the new media marketing*

The new media information is very open, and some adverse information may be spread wildly by consumers, which will have a bad impact on enterprises. Such as viral marketing, can make the enterprise famous overnight, can also make the enterprise collapse instantly. In this regard, marketing managers need to fully understand the disadvantages of the new media marketing, take necessary measures to strengthen the management and control of the new media marketing, timely deal with the problems, defuse risks, relieve contradictions, and maintain the brand reputation of the enterprise. In this regard, enterprises should consider the risks brought by the new media and how to control the risks generated by the new media platforms.

### **6. Conclusion**

In the era of the new media, the marketing environment of enterprises is becoming more and more complex, marketing theories are constantly enriched and developed, marketing means and technologies are constantly renovated, and marketing methods are constantly changing and emerging. But in any case, the ultimate goal of enterprise marketing is to meet customer needs, obey social needs, and win corporate profits. Therefore, in the era of the new media, the communication between enterprises and consumers becomes more convenient and effective, with continuous innovation and enhanced individuation, enterprise marketing will usher in new opportunities and also face new challenges. Enterprises should build their own brands and teams in a complex environment, gain insight into the changes of the marketing environment, clarify the opportunities, challenges and problems brought by the new environment, strengthen risk control, adapt to the changes and development of the marketing environment, and act along the trend, so as to win market opportunities and grow stronger.

### **Acknowledgements**

This paper is one of the phased results of the following three research projects.

(1) Research Project 1 Name: Research on the Cultivation Mode of “Production-education Integration” Innovative and entrepreneurial Talents in the new era.

Project Number: Zkzxkt202344. Project Principal: Jingwu Yao

(2) Research Project 2 Name: Innovative Research on the Path of social governance in Southeast Guangxi under the background of modernization of national governance.

Project Number: 2021YJJDZD04. Project Principal: Jingwu Yao

(3) Research Project 3 Name: “Research on the Logic and Path of Digitally Empowered SME Financing Innovation”.

Project Number: 2022KY0566. Project Principal: Xiaohui Liu

## References

- He, J. (2018). Opportunities, Challenges and Countermeasures of Enterprise Marketing under the new media Environment. *China Market*, 2018(09), 147-148.
- Li, X.Y. (2018). Problems and countermeasures in enterprise the new media marketing. *Research of Communication Power*, 2018(06), 202-203.
- Li, Y. (2019). Analysis on the advantages and disadvantages of the new media marketing. *Modern Agricultural Research*, 2019(07), 109-111.
- Liang, J. F. (2019). Analysis on the transformation of marketing mode under the background of the new media. *Today's media*, 2019(08), 82-83.
- Long, H. P. (2013). Discussion on the Existing problems and countermeasures of the new media marketing of Chinese Enterprises. *Science and Technology Entrepreneur*, 2013(11), 212.
- LV, F. J. (2017). From Being Advertised to Advertising: Opportunities and Challenges of Enterprise Marketing under the new media Environment. *China Media Technology*, 2017(04), 94-95.
- Meng, X. Y. (2014). On the Transformation of Enterprise Marketing Mode in the era of the new media. *Market Weekly (Theoretical Research)*, 2014(01), 61-63.
- Qin, S. Q. (2019). the new media marketing cannot touch the legal bottom line. *People's Forum*, 2019(05), 96-97.
- Wang, D. F. (2018). The marketing strategy of enterprises under the new media environment. *Operation and Management*, 2018(01), 136-138.
- Yu, J. (2018). Analysis of Marketing Prospects in the new media Era. *Economic Outlook around Bohai Sea*, 2018(06), 33.
- Zhang, H. C. (2015). An Fan. From being advertised to advertising: Opportunities and Challenges of enterprise Marketing in the new media environment. *News Research Guide*, 2015(09), 272-273.
- Zhao, R. (2019). Research on Enterprise Marketing Strategy in the new media Era. *Shopping Mall Modernization*, 2019(3), 74-75.