

Original Paper

Analyzing the Marketing Strategies of Enterprises in the New Media Environment

Zizhuo Liu

Abstract

In the management of enterprises, marketing, as a powerful tool for brand building and gaining competitive advantages, plays a crucial role in achieving long-term development. Nowadays, with the emergence of various new media, traditional marketing has become difficult to adapt to the requirements of the times. This requires enterprises to establish a new media marketing concept and actively explore marketing strategies centered on new media according to the actual situation. Only in this way can the effectiveness of market marketing be improved and enterprises stand out in the fierce market competition. Starting from the characteristics of enterprise marketing in the new media environment, this article focuses on exploring how enterprises can effectively innovate marketing strategies in the new media environment, hoping to have reference significance.

Keywords

Enterprise, Marketing, New media environment, marketing strategy

1. Introduction

Under the new media environment, people's living habits have changed a lot, especially the way of obtaining information has gradually changed from traditional media to new media. In this case, it is difficult for Wet market marketing to achieve the desired effect. If the market marketing work cannot be effectively carried out with the help of new media, it is bound to put enterprises at a disadvantage in the market competition and affect the development of enterprises. Therefore, analyzing the marketing strategies of enterprises in the new media environment has important practical significance.

2. Characteristics of Enterprise Marketing in the New Media Environment

2.1 Openness

Before the emergence of new media, Old media played an absolutely dominant role in enterprise marketing. However, in practice, it is not difficult to see that marketing activities carried out with the help of Old media have the disadvantages of a single audience, low efficiency of information dissemination, and limited information available to the audience, which makes it difficult for enterprises to fully display their product characteristics through marketing activities, so that they cannot

attract consumers to buy. In the information age, new media has gradually penetrated into all aspects of people's lives. In addition, new media has strong development, which provides convenience for enterprises to expand Marketing channel. For example, enterprises can carry out rich and colorful marketing activities through Mobile marketing platform. Compared with Old media, its influence is more extensive, and audiences can access relevant marketing information anytime and anywhere, At the same time, further understand product information based on one's own needs. In addition, the effectiveness of marketing can be further increased through subway advertising, Streaming television and other marketing platforms, thus bringing good economic and social benefits to enterprises.

2.2 Interactivity

Applying new media to corporate marketing can help bridge the gap between businesses and consumers. This not only helps businesses gain a deeper understanding of consumers' suggestions and opinions, but also meets their information service needs. Under the Wet market mode, consumers are often the passive recipients of information, unable to communicate well with enterprises. However, in the new media environment, consumers can provide personalized suggestions and feedback on product usage through enterprise portals, apps, mini programs, or official accounts on various social platforms. At the same time, enterprises can also adjust their marketing plans in a timely manner through in-depth communication with consumers, and even develop new products based on their suggestions and opinions to meet their needs, To achieve the purpose of marketing.

2.3 Diversity

The use of new media in marketing activities has the characteristic of diversity, which is manifested in the continuous improvement of new media technology. The number of advertisements generated based on new media is increasing, and they are more interesting and entertaining, more in line with the psychological needs of contemporary people, and are easy to attract the attention and favor of a large number of consumers. In this regard, enterprises need to build their own media channels and spaces with the help of various new media, expand Pathogen transmission, so as to arouse the resonance of consumers and improve marketing quality (Guan, 2022).

2.4 Immediacy

In the marketing activities based on Old media, there is an obvious lag in information transmission. For example, when many information is transmitted through Old media, it is usually a few hours or days ago, and it is impossible to achieve instant transmission, which is difficult to meet the information needs of people today, thus affecting the marketing quality. The application of new media can achieve instant dissemination of information, such as when consumers ask various questions to enterprises, relevant staff can respond in a timely manner, thereby enhancing customer trust and addressing some of their concerns.

3. The Advantages of New Media in Marketing

Firstly, marketing costs are lower. In previous marketing, companies typically required significant investment in marketing costs. However, in the new media environment, due to its openness, any company can establish its own marketing space on various new media platforms, such as micro stores and official account numbers on various social platforms. At the same time, it can also implement more targeted marketing activities based on different audience groups. Compared with Old media, the cost of marketing activities with new media is lower.

Secondly, information dissemination is wider and faster. In the new media era, people's living habits have changed significantly, the most obvious of which is the high requirements for the efficiency of information acquisition. If enterprises still use the traditional marketing model in marketing, it is difficult to meet the needs of consumers for information services. For example, when consumers want to further understand the relevant information of products, Old media can not respond to consumers in a timely manner, and new media can timely release and respond to consumer information needs, which plays an important role in successfully achieving corporate sales goals.

Thirdly, the masses have a broad foundation. With the popularization of the Internet, mobile intelligent devices are increasingly used in people's lives, such as chatting, entertainment, work, etc. Among them, the most widely used are mobile phones, smart tablets, etc. Therefore, using new media to carry out marketing activities has a broad public foundation, which helps enterprises develop more potential users. From a practical perspective, people's attention to traditional media such as television, newspapers, and radio is decreasing, and the user base is relatively single, usually among the elderly. This shows that using new media for marketing is more advantageous.

Fourthly, it provides a new platform for marketing. New media is not a single media platform, but a general term for a class of media platforms, such as WeChat, Weibo, Tiktok, etc. All belong to new media. Therefore, enterprises carry out marketing activities through new media, which helps them expand their marketing platform and increase product exposure.

Innovative marketing methods. In Wet market, it is basically the enterprise that decides the content and form of marketing, and consumers only passively receive relevant marketing information. In the new media environment, this outdated marketing model has been changed. Consumers can fully interact with enterprises through new media platforms, promoting innovation in marketing content and form, and improving the accuracy of marketing.

4. Marketing Strategies of Enterprises in the New Media Environment

4.1 Establishing a New Media Marketing Concept

At present, in the context of the rapid development of new media, the integration of marketing and new media is imperative. Enterprises must have a profound understanding of this and be able to establish a new media marketing concept, in order to achieve effective innovation and improve marketing quality in marketing. Therefore, the leadership and management of enterprises should first have a deep

understanding of the application of new media in marketing, recognize the value and importance of new media, and thus transform their traditional marketing concepts. Subsequently, it is necessary to lead enterprise employees to actively learn knowledge and cases related to new media marketing, and change their marketing thinking and concepts. In addition, enterprises should increase investment in this area and provide strong support for implementing marketing work centered around new media. For example, excellent talents with experience in new media marketing should be introduced, relevant experts and scholars should be invited to the enterprise to hold lectures, etc. The purpose is to enable relevant staff to truly establish new media marketing concepts and consciously learn relevant knowledge, In order to better adapt to the requirements of marketing work in the new media environment.

4.2 Building a New Media Marketing Platform

In the process of utilizing new media for marketing, enterprises need to establish a new media marketing platform in order to provide strong support for the smooth and orderly development of marketing activities. In order to ensure the effectiveness of building a new media marketing platform, it is necessary to focus on the following issues: firstly, to develop and expand the online marketing path. In the new media environment, the consumption habits and information acquisition channels of consumers have undergone significant changes. Therefore, in order to ensure marketing quality, enterprises should combine the current consumer habits and needs, and build a portal website to enable consumers to fully understand the company's product information and marketing activities through the portal website, thereby stimulating their purchasing desire. Of course, apps, mini programs, etc. can also be developed to enrich consumers' channels for obtaining product information and marketing activities, thereby increasing marketing influence. Second, relying on various social platforms to carry out marketing activities, such as Tiktok, Weibo, Xiaohongshu and other social platforms with more users to carry out brilliant marketing activities, so as to increase the exposure of products, so that more consumers can learn about the enterprise's products, so as to win more potential consumers (Li, 2022).

4.3 Improve New Media Marketing Content

In order to further improve the quality of enterprise marketing, enterprises also need to pay high attention to innovation in new media marketing content, which is of great significance in attracting more consumers' attention and stimulating their purchasing desire. However, it should be noted that when innovating and improving new media marketing content, in addition to the characteristics of new media, it should also conform to the cultural connotation and product characteristics of the enterprise, and more importantly, it should adapt to the Core Socialist Values, so as to establish a good brand image and let more people pay attention to the enterprise and its products. Generally speaking, the most ideal marketing plan is to create good economic benefits for the enterprise while also enhancing its social benefits. Therefore, relevant staff must have an innovative awareness and can continuously research and summarize based on their understanding of new media marketing. In addition, it is also necessary to actively learn from excellent marketing cases of other enterprises, design marketing plans

and content based on their own product characteristics and social hotspots, in order to gain more attention. In order to improve marketing quality, enterprises need to pay attention to the application of big data technology, which can deeply tap the potential needs of customers, and push corresponding information content for different target groups according to their consumption habits, consumption capacity and needs. At the same time, we can also use big data technology to understand and analyze the latest market trends, so as to develop more effective marketing programs.

4.4 Building a New Media Marketing Team

The key to determining the effectiveness of enterprise marketing lies in the overall quality level of the marketing team. Simply put, if the marketing team of an enterprise has outdated marketing concepts, weak execution ability, and lacks innovation ability, it will not be able to adapt to marketing in the new media environment. Therefore, in order to improve marketing quality, enterprises must attach importance to the construction of marketing teams, which can be started from the following aspects: first, increase the support for excellent marketers' efforts to introduce talents. In the new media environment, marketing plays an important role in the business development of enterprises. However, in reality, many enterprises lack marketing talents with new media marketing thinking and abilities. Even if there are some of these talents, it is difficult to improve marketing quality due to insufficient quantity. Therefore, enterprises should seek a group of marketing talents with strong professional qualities through school recruitment and social recruitment. In order to ensure that the quality level of the recruited marketing talents meets the corresponding requirements, enterprises need to formulate reasonable employment standards based on multiple factors. At the same time, training needs to be provided for newly hired personnel, so that they can quickly understand the characteristics of the enterprise's products, relevant theories and methods of new media marketing. Secondly, for existing marketing personnel, enterprises should provide regular training to them so that they can timely understand the latest marketing knowledge and strategies, thereby providing talent guarantee for the smooth progress of this work (Zhao, 2022).

5. Conclusion

Nowadays, the influence of new media in various fields of development is increasing. Enterprises need to have a clear understanding of the value and utility of new media in improving marketing effectiveness. At the same time, based on their own actual situation, they should continuously explore modern marketing strategies with new media as the core, maximize the unique advantages of new media in marketing, and only in this way can enterprises obtain more profits and expand market influence. Furthermore, it lays an important foundation for achieving long-term development.

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