Research on Brand Building and Communication Strategy of New Media APP
-- Take NetEase Cloud Music as an Example

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ABSTRACT

Various industries have begun to merge in the era of new media, and many offline industries have started to carry out brand new marketing by combining online methods. This study takes the music app NetEase Cloud Music as an example, as a more detailed study of the reasons for the rapid development of NetEase Cloud Music by comparing it with other Chinese music application marketing methods. Through extensive data analysis, it will also study whether people attach importance to emotional value.

Keywords: Brand building, Communication strategy, New media APP, NetEase Cloud Music

1. INTRODUCTION

1.1 Research background

Various industries have begun to merge in the era of new media, and many offline industries have started to carry out brand new marketing by combining online methods. With the arrival of the smartphone-oriented age, the widespread use of 5G makes modern people use many smartphones. Therefore, with the development of the new media era, more and more companies and enterprises have begun to study applications that can be used in smartphones and other interactive ways. Take NetEase Cloud Music as an example. As a brand-new music software in the new media era, it has won the favor of more modern young users with a unique brand-building power and communication strategy. Although it was developed late, the number of users and frequency of use is far higher than other domestic music applications in China.

We have found that people more willing to use a smartphone can be operating procedures for consumption. In the new media marketing, the traditional marketing model has a single structure and cannot adapt to the development trend of The Times, resulting in a great decline in its appeal to consumers. For consumers, in the era of new media, some can be used in the smartphone software application to make consumers more convenient, provide more room for choice, and inspire their desire

and demand. NetEase Cloud Music delivers consumers a good mood, value, and usage value. Therefore, some new media applications' branding and communication strategies are worth our profound study and research in the new media era. With all kinds of new media application development into the smartphone platform, people's consumption pattern has more significant reform and change. So it is necessary to research how to satisfy consumers' demand for an intelligent application and make it for the new media era of brand shaping and spread. NetEase Cloud Music is a remarkably successful marketing model and example in the era of new media. Therefore, we study the marketing strategy of NetEase Cloud Music to explore how to make the application successful in the new media era.

NetEase Cloud Music is an up-and-comer of Music apps in China. NetEase Cloud Music is a music product focused on music discovery and sharing, creating different music social life for people. In China, a series of large well-known music apps such as Kuwo Music, QQ Music, and Kugou Music has been widely used. NetEase Cloud was officially founded in 2013, but it took the shortest time, and now it has become the most commonly used music app in China. We find that the marketing strategy of NetEase Cloud Music, in addition to the conventional precise positioning marketing means, provides people with exceptional emotional value.

1.2 Literature review

Most scholars have studied the reasons for the success of NetEase Cloud Music, but few have examined the unique emotional value marketing method of NetEase Cloud.

Li Jiao found: "NetEase Cloud Music will also publish daily topics to improve user activity. The daily evening topic has 205,846 people participating. Users can post words, pictures, videos, and other expressions of mood and get other music users' likes and comments[1]. Users can share their favorite songs on WeChat or Weibo, and other social media to find emotional resonance, the "social discovery, and sharing mechanism" pioneered by NetEase Cloud Music. One of the reasons for the smooth development of NetEase Cloud Music includes its innovative thinking and unique marketing methods [1]. Such a "social discovery and sharing mechanism" lays the foundation for NetEase cloud music to provide emotional value for people.

1.3 Research framework

We will make a more detailed study of the reasons for the rapid development of NetEase Cloud Music by comparing it with other Chinese music application marketing methods. Through extensive data analysis, it will also study whether people attach importance to emotional value.

2. METHOD

According to the case study report on the development of New mainstream media in China in 2020 by IResearch consulting, the Internet has become the core communication channel of current news and information [2]. From June 2017 to June 2020, Internet news users' scale and penetration rate in China has exceeded 7.25 million. From January 2019 to March 2020, the public's demand for authoritative releases by mainstream media increased. Meanwhile, more attention should be paid to the application of mobile terminal App [3]. After the outbreak of COVID-19, the public's demand for mainstream media and mobile apps has skyrocketed. According to the 2021 Research report on China's Network audio Industry by IResearch, network audio can provide audio programs and services to consumers through the Internet. So far, the market size and industry personnel are in the stage of rapid development. The market size is about 12.3 billion yuan [4]. From 2018 to 2023, China's online beverage industry's market size and growth rate will be approximately 33.1%, and the market size of online audio is expected to exceed 30.48 billion yuan in 2023 [4]. According to the data survey, we can see that the rapid development of China's online audio industry is mainly due to the continued rapid growth of the scale of paying users, audiobooks, and podcasts. According to every Consulting, the research on the development of China's online beverage industry shows that China's network audio industry has invaded the revenue impact of developers at the present stage. Moreover, the explosive growth of Chinese blogs also provides a good platform for developing mobile apps.

3. RESULT

3.1 Current situation of New media industry

Network technology continues to mature, in the continuous popularization of the Internet today's widespread use of mobile phones, so that some mainstream media under the development of mobile applications and apps. The iPhone. Huawei, Xiaomi, and some smartphones and car audio brands provide a place for audio transmission platforms so that some online music platforms can be downloaded and used. Take China as an example. QQ Music, NetEase Cloud Music, and Cool Dog music have made remarkable progress in their development over the years. NetEase Cloud Music was founded in 2013. In China's network audio industry, the development time of NetEase Cloud Music is relatively slow compared with other application software. Still, the development speed of NetEase Cloud Music is breakneck, and now it has become the mobile phone audio software App commonly used by most young people in China.

The development of new media apps has a broad market and prospect, and how some new media apps seize the opportunity to develop their marketing strategies and ways to continue to grow like NetEase Cloud Music is worth thinking about.

MAO Yuchuan points out in the Emotional Marketing Construction of NetEase Cloud Music's Favorite Brand that according to statistics, the scale of Online music users in China reached 6.351 stations in 2020, and the usage rate of online music App reaches 70.3% of the total Internet users [5].

WeChat in China, people can be more widespread use of social software applications, but when used in WeChat has just been downloaded. In addition, China also has some other small platforms, launched a similar small media WeChat, the social function of the software. However, because of the unreasonable marketing means and ways and lack of innovation, it finally has not obtained widespread applications.

For the new media era, IResearch 2021 China network audio Industry research report shows that China's network audio industry chain is constantly complete [6]. At present, China's online beverage industry has achieved significant development. With the maturity of IoT technology and the diversified development of network audio categories, the whole industry is entering a mature stage of development, which

also provides a good platform for developing some new media apps.

3.2 Current situation of China's digital music industry

Between 2010 and 2019, global recorded music industry revenues grew from $14.8 billion to $20.2 billion [6]. In terms of the global recorded music industry revenue structure, the share of physical music decreased to 21.6 percent from 59.7 percent in 2010, while the share of streaming media increased rapidly from 2.7 percent to 55.9 percent. With the development of new media, streaming music has gradually entered people's lives. According to the development trend, it will continue to become the top priority of the global recorded music industry. New media apps such as NetEase Cloud Music and QQ Music will develop more different kinds of mobile apps to meet the needs of people in the 5G era.

From 2015 to 2022, the revenue of China's commercial music performance rights market has grown rapidly, reaching 1.95 billion yuan so far [6]. China's commercial music market has a large scale and broad development prospect [6]. The copyright fee of the music streaming platform is an important source of income for the new media music App. The copyright of songs includes performance circle income and digital income, including income from streaming media and downloading digital music. For NetEase Cloud Music, in addition to music copyright fees, download fees, and App users with high stickiness. It also needs a certain amount of time to establish sticky connections with users, ensure the continuous and stable growth of users, increase the number of downloadable applications, and expand the collection of the song copyright. Formulate reasonable marketing strategies and adhere to correct emotional value marketing methods, adhering to the cultivation and support of original musicians.

By 2022, China's music industry (digital) has reached 158.35 billion yuan [6]. And accompanied by because the technology is mature, the growing Numbers used to wait for a reason to continue to develop the good prospects. The possibility of extending the scale is far more than other modes of digital music. As a representative of the new media App's new success, Netease cloud music should also continue to adhere to the personalized marketing strategy, boosting the development of China's new media age.

3.3 Current situation of NetEase Cloud Music

We find that most young users choose NetEase Cloud Music because NetEase Cloud Music can provide a good platform for young people to exchange music and create emotional value for them in the era of fast-paced development. Such emotional value may provide a happy mood when sad or a hopeful mood when confused.

NetEase Cloud Music will also use big data to predict the music type that each user likes and make targeted and reasonable daily music recommendations based on the basis.

In recent years, in addition to providing users with song services, NetEase Cloud Music has also started the business of live music advertising and cultivating anchors. In addition to advertising and NetEase's cloud music App VIP, social entertainment also accounts for a growing proportion of revenue. NetEase Cloud Music has playlists, UGC, and precise push functions [7]. Many users love music and trust the NetEase Cloud music app, that becoming "original musicians" registered on e-bank cloud music and creating music by themselves. NetEase Cloud Concert will support these people and stabilize users' usage.

The essential functions of NetEase Cloud Music are listening to songs, recognizing songs playing music upper limit songs, providing recommended song lists. NetEase Cloud Music pays more attention to the emotional building with users, providing users with a good platform for music communication. Music has become a new way for users to socialize, and people can like, forward, and comment on different songs. Netease cloud music at the end of each year will provide users with this year's music to listen to the report in the report. Users can choose their avatars in NetEase Cloud Music. NetEase Cloud concert presents each user's favorite music types in four seasons according to the seasons of spring, summer, autumn, and winter, and each user will feel the change of their mood. Unlike other music platforms, NetEase Cloud Music pays more attention to the emotional connection and communication with users. NetEase cloud provides users with the function of listening together. Users can listen to the same song simultaneously with a friend or a stranger. In this respect, NetEase cloud music has improved its popularity and utilization rate.

In addition to planning and strategies for emotional marketing, NetEase Cloud Music also applies some offline marketing methods. In addition to cooperating with subway stations several times to launch the subway carriages of music criticism trains, it will also cooperate with People's Daily Publishing House to launch some music criticism books. This offline marketing method has made the concept of music criticism widely known. Therefore, when most users refer to NetEase Cloud Music, they think of mobile phone applications and music and human interaction.

The widespread use and rise of new media apps mainly started from smartphones. In modern times, teenagers and middle-aged people are the most frequent users of smartphones, and these people have become the primary consumers of new media APPS. Young people follow the trend, willing to use the latest mobile phone apps.

NetEase Cloud Music has created the concept of "Cloud Village" to form a village exclusively for the NetEase Cloud Music app in the idea of all app users. The users are villagers to build a unique group of people. Among smartphone users, young people pay attention to fashion and trend pursuit. At the same time, among many consumers, such a large consumer group often has to bear a lot of life pressure, social pressure, economic pressure, emotional pressure, etc. In the App NetEase Cloud Music, the concept of cloud village gives them a sense of belonging, which again provides consumers with a large degree of emotional value.

NetEase Cloud Music is a mobile music APP that focuses on discovery and sharing, and it is an "explorer" who comes behind in user experience [7]. The emotional value marketing of NetEase Cloud Music is an essential reason for its success, but the control degree of dynamic marketing is worth pondering. In the early stage of the development of NetEase Cloud Music, many consumers and users like to communicate with others by telling their own stories in the comments below songs. Self-expression in the music social scene is mediating communication. Again in the new social scene, users in the song comment section. Recording self experiences feelings is a kind of emotional relationship expression—the existence of special communication content [8]. However, with the development and progress of society, people spend more and more time at work, so the comment section of NetEase Cloud Music has become an important way for people to share stories. However, with the increasing number of users of NetEase Cloud Music, some of the original real stories in the comments section became fabricated stories, making the stories in the comments section no longer have a sense of reality. It isn't easy to build people's emotions as true as before. Excessive emotional value marketing makes NetEase Cloud Music used by some young people to relieve depression. Many people will even think of those unhappy and depressing things when they open NetEase Cloud Music [9].

In addition, due to the short release time of NetEase Cloud Music, some well-known singers' songs still have copyright problems. With the cooperation between QQ Music and Ali Music, many music Copyrights of NetEase Cloud Music have been taken away[10]. Tencent Music has become the company with the largest number of music Copyrights in China, while NetEase Cloud Music has fallen into a copyright dilemma [11]. Many users find that songs in their favorite playlists cannot be played commonly. They can only search for similar covers or live versions of the song Rain in NetEase cloud music software, significantly affecting their listening experience. Many users also have to use other music apps [12].

4. DISCUSSION

4.1 Marketing strategy

There are also some solutions to the problem of how to moderate emotional marketing. At this stage, NetEase cloud music's marketing method is still at the stage of arousing users' resonance. Some songs about love, some songs about life and so on. Most of the playlists recommended by NetEase Cloud Music depend on whether the user enjoys listening to these emotionally related music genres. People often like to listen to sad songs that can express depression when low. However, suppose this mood lasts to the next day. In that case, NetEase Cloud Music will continue to recommend this low music to consumers and fail to provide users with a positive emotional bridge. For a successful new media App, such recommendation will indeed meet consumers' psychological expectations, but to some extent, it ignores people's most basic optimistic attitude towards life. Therefore, NetEase Cloud Music can scientifically and reasonably judge which music can provide users with a better sense of experience based on users' listening experience and the type of music they often listen to.

NetEase Cloud music provides consumers with space for soul communication with music. The focus should be on contact rather than blindly consuming pessimism. Pessimism as a new media App can make emotional marketing the focus, but it should not become all.

4.2 Product strategy

NetEase cloud music is different from ordinary music software apps in terms of marketing focus. NetEase Cloud Music provides music listening services and uses UGC to form a large user group with highly sticky users. For the App's design, the focus is always on sharing and communication. However, NetEase Cloud Music often loses some influential users due to copyright issues based on past use. Therefore, in the subsequent development, NetEase Cloud Music must pay attention to the copyright issues of famous singers and popular songs in addition to the interactive functions of the App itself.

5. CONCLUSION

NetEase Cloud Music has achieved success through personalized marketing as a new media app that modern and contemporary people prefer to choose. This study solved the problem of how to customize the development of new media apps by using data and surveys. We have learned how to develop personalized marketing plans for new media apps by studying the emotional marketing methods of NetEase Cloud music. At the same time, the world market's good prospects and development needs also require new media apps to have better shaping power and vitality and constantly meet consumers' expectations for the market.

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