



Research on the Optimization of New Media Marketing Strategies

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Abstract. The emergence of new communication channels like microblogs, WeChat, brief videos, and live streaming has increased people's access to a wider variety of media thanks to the Internet's ongoing technological innovation. The growth of new media has prompted new demands for business marketing plans, and the digital and informational capabilities of new media can also support businesses in achieving more successful marketing outcomes. New media's digital and informative features might also assist businesses in enhancing their marketing results. For the long-term success of businesses, it is crucial to understand how to effectively utilize the benefits of new media to update marketing tactics and boost market competitiveness.

This study begins by looking at the present state of new media strategy development. It analyses the current state of the development of new media and the issues with the strategy's implementation, particularly in terms of the timeliness of news, content editing and distribution, new media marketing, and resource development, based on interviews with management and pertinent employees as well as field research. Based on this, the barriers preventing the execution of the new media development plan are examined, including the legacy of the state-owned enterprise system, the lagging notion of brand marketing, the dearth of qualified individuals, and the absence of financial incentives. The study also recommends creating a new organizational structure and a central hub for news gathering and editing as safeguards and countermeasures to en-

courage the execution of the new media strategy in light of the fundamental circumstances and development advantages. Among the initiatives are the development of a new organizational structure, the construction of a central hub for news gathering and editing, the expansion of new media marketing, and the encouragement of product system diversification.

Keywords: Marketing strategy optimization, new media, optimization solutions research, industry financial analysis

1 Introduction

Newspapers are experiencing development challenges in the wake of the digital shift. The newspaper has a provincial name and is a part of Heilongjiang province. It has a lengthy history and a strong geographic monopoly, which have helped it develop a stable readership. The newspaper industry has long believed that if it focuses on running itself efficiently, it won't have to worry about its readers or its bottom line. The newspaper's communication advantage of being able to feed the paper with only one newspaper is waning, though, as foreign media swarm in to seize the market and the new media tsunami rises quickly. Today, there has been a steady reduction in advertising revenue due to the "infiltration" of foreign media, the quick iteration of new self-published media, and the shift towards fragmented and fast-food reading. How do consumers stay up with the times while maintaining the right orientation and the course of advanced culture in the face of distribution, advertising, and readership issues? To achieve media integration and transformation, it is crucial to position oneself in the market swiftly and accurately, include all available resources, and keep developing one's core capabilities. The integration of new media and the promotion of industrialization are strategic keys to the survival of newspapers in a highly competitive market, and are undoubtedly worth analyzing and studying.

The study of new media management and management in newspapers is an enrichment and supplement to the traditional media during their digital transformation, validating theories of media management and management, deepening the management concepts of traditional media during the transformation phase, and providing rich grassroots experience for the development of new media, especially in the context of the basic departments of newspapers, which are in close contact with readers, and deepening the study of new media management and management.

The newspaper uses media management theories to pinpoint the issues and underlying causes for the growth of the new media in the newspaper based on an examination of the current state of the new media in the newspaper.

2 Literature review

A growing number of new media platforms have been developed using internet technology as it continues to develop. The usage of new media platforms for marketing reasons is becoming more widespread as their user base expands. All kinds of branch-

es are actively marketing their 4G goods in this new media environment, and while they have had some success growing their customer base, there are also a lot of issues. This is demonstrated by the sluggish 4G product sales growth, the shrinking market share, and the unsatisfactory customer experience. This study discusses the environment, current situation, problems, and reasons for the implementation of the marketing strategies of China Mobile's various branches in the new media era while applying the 4Ps, 4Cs, and 4Rs of marketing theory and making specific suggestions for improvement using literature analysis, case studies, questionnaires, induction, and deduction.

2.1 Overview of the 4P theory

The 4Ps marketing theory is frequently a key component of the research on marketing strategies in the marketing process of the culture and media sector. Professor Jerome McCarthy established the 4P marketing mix theory, which is a collective phrase for these four components, in his analysis of product, price, channel, and promotion. This notion, which is at the foundation of marketing, serves as a crucial theoretical foundation for media organizations' marketing strategies. The 4Ps idea is centered on the creation of goods and services, with managers organizing the details of choices and exercising real-time control over them. The 4Ps are utilized to create successful marketing plans since they are based on the company's marketing strategy.

The product, price, channel, and promotion that make up the 4Ps all start with the letter P. Managers have a significant impact on how the product is controlled and distributed in product marketing. Controllability in the context of products marketed by businesses refers to the promotion of the product's brand, attributes, and logo, all of which are components of the business that can be controlled. The corporation has no control over a customer's ability or desire to purchase or market changes. The 4P theory is therefore investigated in the following fields.

2.2 Overview of STP theory

The STP theory was first put forth by renowned American marketing scientist Wendell Smith in the middle of the 20th century. It was later improved upon by renowned American marketing expert Philip Kotler. According to the STP theory, businesses must carefully choose their target markets based on market segmentation and then position their goods and services there. Market segmentation, target market choice, and market positioning are all parts of STP. Segmentation, targeting, and positioning are the relative English words for market segmentation, target market selection, and positioning. Market segmentation, which forms the foundation of STP theory, can assist businesses in identifying the appropriate market, allowing them to target their goods and services at that market. Precision marketing, or market positioning theory, has replaced the previous marketing paradigm since the emergence of STP theory, upending the traditional marketing paradigm. According to STP theory, there are several markets as opposed to just one.

The market is a complicated system that combines requirements and preferences, according to theory. Companies must segment the market based on customer wants and purchasing power in order to create several market segments that can meet a variety of needs. This is necessary for businesses to expand sustainably. Companies can select a market niche that has the appropriate market prospects and size of development in line with their own product profiles and development strategies, ensuring that the market matches their own goals and capabilities. Finally, effective product positioning is essential because it enables businesses to carry out pertinent marketing initiatives, adapt to consumer preferences in their target markets, and enable the target consumer market to spread the company's positioning message.

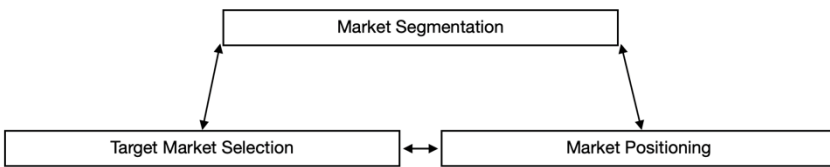


Fig. 1. STP Theory (Photo Credit: Original)

2.3 Traditional media transformation

The traditional business theory is to sell pages in one direction, while the "Internet+" business philosophy is more focused on users, impacts, and interaction, claim Kuang Wenbo and Sun Bin. The conventional model of "content supply + page marketing," which focuses on a single newspaper, must be replaced with a full-media, user, data, and effect-based "newspaper + internet + WeChat + QQ group + magazine" as part of the newspaper industry's transformation. The "newspaper + internet + WeChat + QQ group + magazine" all-media, user, data, and effect-oriented media management model has been adopted. strengthening the "two bodies" - integrating and promoting - and creating an integrated media business, according to Fu Shaowan, Secretary of the Party Committee and Chairman of the Popular Newspaper Group Board of Directors.

2.4 Review of foreign literature reviews

In conclusion, an organization's core competency is its entire resource and development advantage. Utilizing the current development advantages to create the new media strategy is essential for improving market competitiveness in the transformation of traditional media based on the new media environment and for capturing a greater market share based on social and economic values. In addition, successful audience targeting, effective marketing, and media integration are necessary for the development of new media in traditional media. Additionally, the digital age's widespread information exchange can assist the conventional newspaper sector in overcoming its challenges and discovering fresh avenues for survival. Mass and interpersonal com-

munication, as well as the three primary themes of mobile, social, and intelligent communication, must all be considered as we transition to new media.

3 Methodology

The study group conducted extensive research and consideration for the purpose of this study, and after much deliberation, came up with a topic that was appropriate. They then integrated the relevant topics, integrated a literature review of pertinent research ideas and countermeasures, and adopted a thorough survey method to compile and gather pertinent data and information to ensure the validity of the data references for the study, and provided the necessary theoretical support. The data and information are gathered and aggregated to assure the accuracy of the research data and to offer the necessary theoretical backing. The research methodology is based on a thorough survey procedure. The study has a certain level of authenticity and a genuine foundation.

3.1 Literature analysis

The main goal of this study is to compile literature on the current state, issues, and solutions faced by media companies in the new media environment. To do this, the team will search through previously published works, online resources like relevant database resource platforms, libraries, and existing literature. The literature on the current state, issues, and solutions faced by media companies in the new media ecosystem served as the foundation for this study. The research is founded on the investigation of pertinent material, the incorporation of helpful ideas and conversations, the development of pertinent work, and the establishment of the study's theoretical underpinnings. The theoretical underpinnings of the research will serve as the study's basis.

3.2 Integrated survey

The comprehensive survey was used as the primary research method for this study since it is a valuable tool for gathering pertinent research data. This is a critical method for gathering pertinent study data. To understand the current situation of new media marketing and its problems, to gain an understanding of the current situation of new media marketing and to make recommendations, to lay a certain theoretical foundation for the research, and to make sure that the research offers credible arguments for the thesis, the survey was conducted and statistics were gathered through the research design of the thesis team's research project. This will give the study a theoretical foundation and guarantee that its reasons supporting the thesis are sound.

3.3 Case study

This study presents a case study of the current marketing environment for new media, analyses the issues and factors that contribute to the current marketing approach for

new media, and develops a marketing plan that will work for Xazhong Media in the future.

3.4 Interview

The interview method is a way of choosing the best interviewees to discuss and address problems. In order to recommend appropriate countermeasures, this report conducts interviews with managers and staff from various new media segments regarding current marketing strategy difficulties.

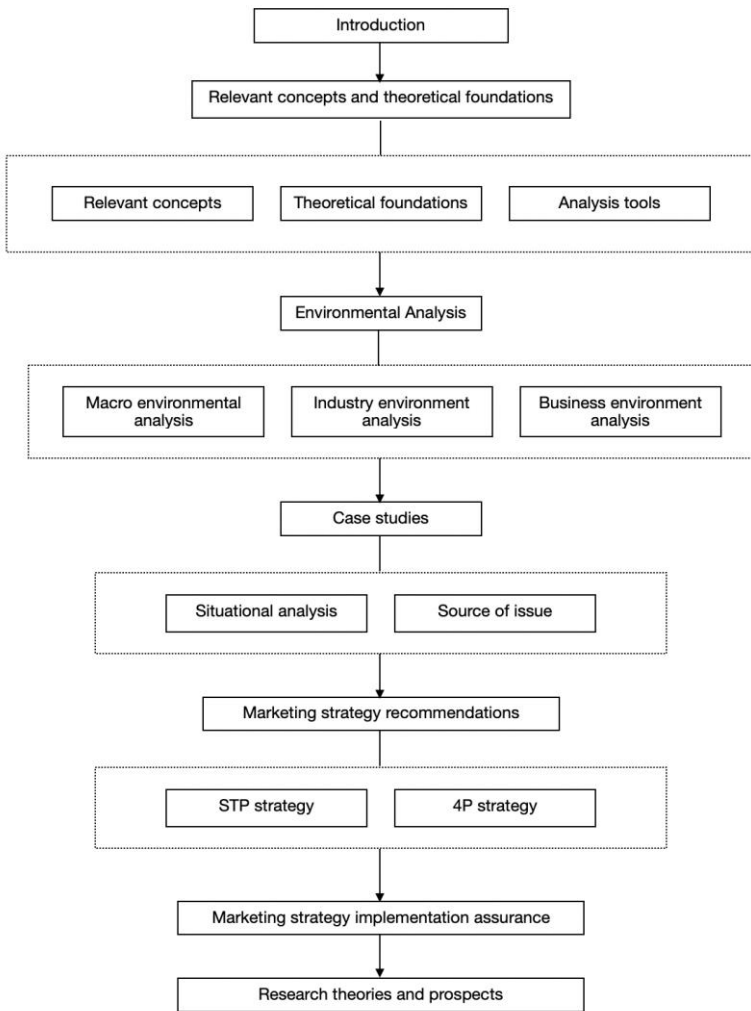


Fig. 2. Technical roadmap (Photo Credit: Original)

3.5 4P marketing theory

Jerome McCarthy created the famous 4P theory in 1960 along with the marketing mix theory, which distilled down to four fundamental strategic pairings: product, price, promotion, and place. Philip Kotler further defined the 4Ps in 1967, saying that the product should concentrate on creating features, the price should be set in accordance with the needs of the various markets, the channel should concentrate on creating sales channels, and the promotion should be based on distinctive selling propositions. When creating their marketing plans, newspapers must combine these four marketing tactics.

3.6 Integrated marketing

The method to marketing known as "integrated marketing" unites the numerous tools at a company's disposal in a goal-oriented way. Your strengths, relationships, competencies, and other resources are at your disposal; by combining these elements, you may forge synergies and increase the value of your company. The synergy produced by combining several marketing initiatives, such as advertising, people marketing, direct marketing, sales promotion, packaging, event marketing, sponsorship, and customer service, can also be understood as it. It is crucial to remember that each marketing initiative targets a specific market rather than the majority of the general public in order to "tailor" it to the needs of the consumer.

3.7 Strategic management

Strategic management is the process of gradually creating a company's overarching, long-term vision, which results in the creation of development goals, objectives, tasks, and policies. According to Michael Porter, a successful strategic management requires five essential components: interactivity, sustainability, explicit trade-offs, and a distinctive value proposition. Strategic analysis is the analysis and evaluation of a company's strategic environment, as well as the prediction of future trends in these environments and the potential impact of these trends. Strategic selection and evaluation, strategic implementation, and strategic control are the other two stages of the strategic management process, and they are all interconnected and cyclical. Analyzing the internal and external environments respectively makes up the two sections. Exploring, creating, and selecting strategies are all parts of the strategy selection and evaluation process. Determining an enterprise's strategic plan and then acting strategically are the strategy implementation and control processes.

4 Conclusion

The product plan, price strategy, channel strategy, and promotion strategy of the new media company are each individually examined to pinpoint any issues. In particular, the product strategy of new media firms' marketing has difficulties with insufficient

investment in fascinating marketing, weak communication of brand interest, and lack of distinction between products; the price strategy has problems with limited quality of marketing products, insufficient discounts for marketing products, and price war strategy for products; and the channel strategy has problems with insufficient new media traffic, insufficient customer contact, and lack of differentiation between products.

The product strategy, price strategy, channel strategy, and promotion strategy of the new media corporation all have four issues, and corresponding strategy optimization is suggested. The first is to optimize the fun-based product strategy, which involves utilizing fun marketing hotspots, emphasizing the playful aspects of production and design, and utilizing the newest internet broadcasting trend; the second is to optimize the pricing strategy based on the benefit principle, which includes functional, emotional, and self-expression benefit marketing strategies; the third is to optimize the channel strategy based on the interaction principle, which includes optimizing the marketing of the official website, the live broadcast platform, and the marketing of the official website; the fourth step is the optimization of the individuality-based advertising plan, which involves the precise positioning of individualized features, the precise placement of individualized adverts, and the application of advanced personalization techniques.

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