



The Impact of New Media on Corporate Marketing

Taking Apple Inc. as an Example

Xingjian Liu

Coe College, Cedar Rapids, Iowa, USA, 52402

xliu@coe.edu

Abstract. As a product of new technology, new media has changed the way people communicate information. Compared with traditional media, new media can help enterprises create a brand reputation in a shorter time and establish a large user group. In order to cope with the impact of new media technology, most enterprises have begun to implement new marketing strategies relying on new media technology. This paper, through a method of literature review, analyzes and studies the advantages of new media technology in marketing and analyzes Apple's marketing strategy to provide suggestions for enterprises in new media technology. The paper finds that companies need to change their marketing approach in the new media era, such as creating more creative advertising, hunger marketing, and improving the user experience.

Keywords: corporate marketing, Apple Inc., new media, media technology

1 Introduction

New media technology plays a very important role in today's society. A large number of people can see the information spread on the new media every day. For an enterprise, whether information dissemination is efficient determines whether the company's marketing is successful. Besides, the enterprises that enjoy advantages in marketing are often more competitive. New media refers to a form of media that uses modern digital technology to spread and express ideas. This is a new product, but it has had a great impact on people's lives. People can learn about information from all corners of the world through this social platform. This will undoubtedly speed up the frequency of information updating. In a very short time, information is widely spread, and then new information will cover the old information. Therefore, how to use the characteristics of new media for marketing has become the focus of many people.

While other papers focus on this side in detail, this paper, through a method of literature review, will focus on analyzing the advantages of new media technology and discussing how to combine marketing with new media to enable enterprises to achieve rapid development and position companies to take advantage of the new media era. It hopes to provide some insightful suggestions for the research field on this side.

2 Characteristics of new media technology

In this part, the paper will describe the characteristics of new media technology from three perspectives, including efficient communication, timeliness, and interactivity.

2.1 Efficient communication

For new media, information spreads very fast. Normally, people only need to post what they want to post on social platforms, such as TikTok. In a very short time, many people will see it. And these people may come from different countries, from all corners of the world. Therefore, the barriers between countries will be reduced and people from different countries will be able to share their views with each other. Besides, people can keep in touch continuously without losing each other's information because of the remote geographical location.

2.2 Timeliness

Information in the new media era usually spreads very fast, compared to the old media with limited communication methods. The new media can spread quickly through the Internet [1]. As time passes, the timeliness of the information decreases. For example, the information people get through newspapers has often been happening for some time, which can lead to a delay in the information people get. The new media can use cell phones, computers, and social media platforms to spread the information quickly to their users, which will ensure the timeliness of the information. People can also get the latest news. Companies can impress people with their products in such cases by disseminating timely information. Besides, companies can also get timely feedback from users, which allows them to quickly improve their products and correct their marketing strategies [2]. Companies have access to the most valuable information that will have a positive impact on their growth.

2.3 Interactivity

With the development of the times, cell phones and computers have become essential items in people's lives. Based on the huge number of users, the number of users who are active on social platforms every day is also huge. Under every message, there are people who discuss it. This means that people's ideas can be exchanged in a timely manner. When customers choose to buy products and share their experiences on the online platform, other customers are able to decide whether to use the company's products based on this information.[3] Additionally, consumers will be eager to connect directly with the company, and the company will be eager to get feedback from consumers.

3 Effect of new media on corporate marketing

In this part, the paper will show how the corporate marketing changed expanded with lower cost under the influence of new media.

3.1 Changing the marketing mode of enterprises

The traditional business marketing model will be impacted by the development of new media technology. Companies are able to develop marketing strategies that best suit their market positioning and target users. For traditional enterprises, the single marketing model is a very common problem. Most companies do not spend enough effort on upgrading their marketing. Many companies in China still use traditional marketing models, such as newspapers and street flyers, which are slow and inefficient compared to new media. It is not comparable to social media platforms.[4] In today's world, information is so fast that traditional marketing modes are difficult to achieve the marketing effect that the company wants. Companies often spend a lot of time and money in the traditional mode but do not achieve the results of using new media technology. Therefore, changing the marketing model has become one of the main goals of modern companies, and when the marketing model is updated, the company will be able to get better development.

3.2 Expanding the means of corporate marketing

In order to better integrate with new media technologies, companies need to expand their marketing tools. These tools need to be combined with the information dissemination advantages of new media technologies. For example, companies can make more people aware of their products by placing ads on social media platforms, because the spread of advertising is very fast on social media. User information is collected by professional analysts, for example, through user clicks on a website, social media communication content, and perceptual device data collection to expand the company's database. The purpose of this is to allow companies to get more accurate user information such as user age distribution and consumption level, which is conducive to accurate product delivery.

3.3 Reducing the marketing cost of enterprises

Traditional media are often used to disseminate information through TV commercials and flyers, which are often time-consuming and costly. The efficiency of communication is limited, and companies usually have to spend a lot of money to achieve their desired effect. In the new media era, the marketing model has changed. Companies can use third-party platforms to disseminate information in this way without paying additional fees. They are also able to create official accounts on social media platforms and attract customers by posting videos related to their products.[5] Based on the large user base of social media platforms, the videos placed by the company will

have a wide distribution range. And when the video succeeds in attracting customers' interest, these attracted customers have the chance to push the video to more people through retweeting. In this case, companies are able to gain great exposure with very little money and more and more potential customers. Unlike traditional media, companies that use social platforms to promote themselves are able to actively attract customers. As the promotion time increases, the marketing model will shift from pushing customers to attracting a targeted audience. This will allow for a further increase in promotional efficiency.

4 The trend of companies changing their marketing strategies in the new media era

The audience of products, targeted promotion, the period and frequency of promotion, and an effective social platform for advertising will be represented in this part to show the trend of companies changing their marketing strategies in the new media era.

4.1 Clarifying the audience of products, targeted promotion

In today's world where information is updated so quickly, a company that wants to successfully seize an opportunity must filter out the right users. This is done in order to attract more customers in less time. Companies can perform customer image analysis for their customers with the help of big data analytics, such as analyzing their preferences, age, and consumption level. Following that, you can select various types of promotions to precisely market to different customer categories. In this way, consumers can see the attractive points of the product and eventually buy it. Accurate analysis allows companies to accurately identify consumer buying trends because in today's society, consumer perceptions change frequently, so when businesses have accurate information about changing consumer perceptions, they can better adjust their marketing strategies and improve and upgrade their products.[6] This can provide consumers with more targeted products and services, which can enhance both the willingness of consumers to buy and consumer loyalty. It is important to clarify the target audience for your product. because doing so can achieve the purpose of promotion in a short time.

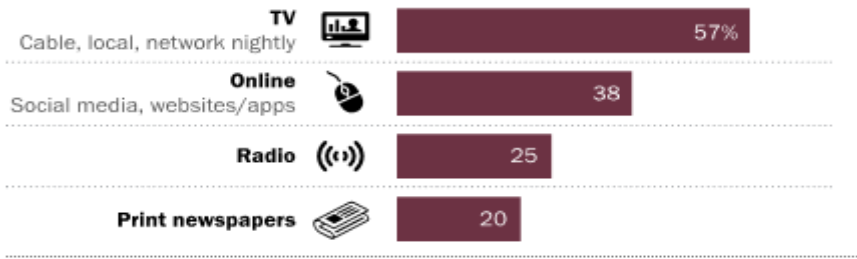
4.2 Focusing on the period and frequency of promotion

The way people access information has changed significantly over time. As the chart shows, the older Americans are, the more likely they are to get information through television and paper. Young people get information mainly from the Internet.[7] In the old media era, people had little access to information and could only read books, newspapers, and other means of communication. These ways are very inconvenient compared to the online platform. With the development of the times, cell phones have become a necessity in people's lives. The social networking platforms based on cell phones, such as WeChat, Facebook, TikTok, and so on, can all provide more sources

of information to people. Compared to traditional media such as newspapers, these new platforms have become very fast at updating information, and the amount of information people can receive every day has increased tremendously. With the acceleration of information reception, the frequency of information updates will also become faster and faster. So merchants need to consider carefully how they put information online and how often they update it. When competitors choose to advertise heavily over a period of time, companies need to consider whether to avoid this period of time and look for the next favorable cycle when the favorable time period is occupied. The increased frequency of information updates also means that it is difficult for consumers to be impressed with a particular brand, as they see countless advertisements for brands every day. Therefore, businesses need to understand the information update cycle and subsequently enhance their promotions during the time period when they are most likely to make an impression on consumers.

About four-in-ten Americans often get news online

% of U.S. adults who often get news on each platform



% of each age group who often get news on each platform

	18-29	30-49	50-64	65+
TV	27%	45%	72%	85%
Online	50	49	29	20
Radio	14	27	29	24
Print newspapers	5	10	23	48

Note: Just 1% said they never got news on any platform (not shown).
 Source: Survey conducted Jan. 12-Feb. 8, 2016.
 "The Modern News Consumer"

PEW RESEARCH CENTER

Fig. 1. The way Americans access information by age group

4.3 Choosing an effective social platform for advertising

With the development of new media, more and more social platforms have emerged. The users of these social platforms also have differences. In order to achieve the

highest promotion efficiency, companies need to target the target group according to their brand characteristics and choose the social platform with the largest target group for promotion. Conversely, if there is a problem with the promotion platform chosen by the company, then it will have negative effects. For example, a Chinese social platform, Xiaohongshu, has 70 percent of female users and 72 percent of people born after 1990. According to the 2021 user report, the five most talked about topics on this platform are makeup, dressing, skin care, sports, and food tutorials [8]. This means that the products promoted on this platform must be related to these topics if they want to achieve the highest efficiency and promote makeup-related products to get more attention and attract more potential customers. According to the chart, 96% of the users are under 34 years old. This means that the platform users are young people who can accept new things quickly. Thus, on this platform, companies are able to use more innovative advertising for promotion. This will greatly increase the efficiency of the promotion.

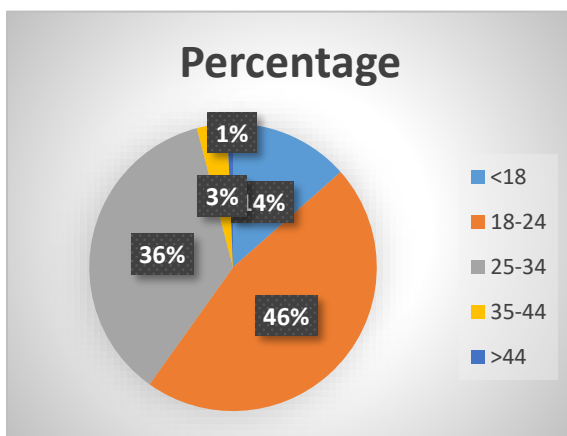


Fig. 2. Age distribution of Xiaohongshu users

5 Apple's marketing methods

Apple's marketing methods include increasing creative advertising, developing experience-based operation, and strengthening hunger marketing.

5.1 Increase creative advertising

Apple is the first high-tech company in the technology industry to break through the trillion dollar market capitalization and his product technology and marketing strategy are closely related. Apple attracts attention by designing and promoting more creative ads. Unlike the advertising strategy of most products, Apple does not focus on the number of ads but on the pattern of ad generation. Apple tends not to design ads, but rather to let users speak about their own experiences.

5.2 Experience-based operation

Apple attracts consumers through its product portfolio, such as macs, iphones, ipads, and Apple watches. When consumers have more than two products, their experience will be better. For example, if two people with Apple phones want to send pictures to each other, they only need to use airdrop, which is very easy compared to email or social networking software, and only requires two iPhones to be turned on at the same time. In this way, people can transfer a large number of pictures in a short time. Apple usually sets up brick-and-mortar stores in busy commercial centers, and these brick-and-mortar stores have an attractive appearance. When people pass by a busy street, they are often attracted to the outside of the building, and people have a desire to walk into the physical store. At the Apple store, people can experience a variety of products for free, including both the latest products and older products from several years ago. The Apple Store also provides explanations of features to customers who are using Apple products for the first time. In this way, customers can learn more about the features and benefits of Apple products. So the focus on live experience is an important reason for the success of Apple products.

5.3 Hunger marketing

In the annual new product launch, Apple always introduces some features of this year's products through various social media platforms, but it doesn't list them completely. People need to watch the conference in its entirety before they can learn all the information about the new products. This approach can certainly attract the attention of consumers.[10] And when promoting their products, Apple tends to combine their products with fashion, efficiency, and other concepts. After the new product starts production, the production volume of the product will be reduced due to various factors, resulting in a tight production total, which will stimulate consumers to make purchases. By limiting information and products to hunger marketing, Apple has been successful time and again. The months following the release of a new product are often the best period for product sales. For example, following the 2014 fall launch, iPhone 6 sales increased, with 74.47 million units shipped in the first quarter, and sales in Asia increased by a whopping 90% year on year. [10]

6 Conclusion

This paper concludes that in the new media era, as information dissemination becomes more rapid and people interact with information more frequently, companies need to create more creative advertisements to attract potential customers. At the same time, companies also need to focus on the customer's product experience, timely follow-up product upgrades, and after-sales service. Sometimes it is also necessary to use hunger marketing to attract the attention of the media, which can more effectively enhance the desire of customers to buy products.

There are several shortcomings in this paper. First of all, there is a lack of sufficient data comparison. For example, there is a lack of comparing the user profiles of

companies that use hunger marketing with those of companies that do not use hunger marketing. Besides, there are also product differences between different companies, so simply comparing marketing strategies is biased, and it is not possible to fully prepare to assess the marketing size of the marketing strategy for the company. To reduce these errors, the same company can be used for comparison. Sales of the same product with different marketing techniques can be investigated. Further research will be done in the future in terms of how the same product is affected by different marketing techniques.

References

1. Xuming Zhou, Research on corporate marketing strategy based on new media environment, China Market, 2022, pp. 1.
2. Zhao Feier. Research on Marketing Strategy under New Media Technology China Market 2020, No.9. 2020, pp. 1.
3. Huiying Wang, Analysis of corporate marketing strategies in the new media environment, New knowledge of marketing. 2021, pp. 123
4. Xiaofang Wang, Analysis of the Enterprise Marketing Strategies in the New Media Environment, Market Modernization. 2020, pp. 2
5. Guo, Cai Xia, Zhu Xiaochun, Huang Yuting. Exploring Marketing Strategies under New Media Technology Eddie China Market. 2022.
6. Amy Mitchell, Jesse Holcomb. State of the News Media 2016 [D]. Pew Research Center. 2016, pp. 61.
7. Jeremy King, 2022 Qian-Gua Active User Portrait Trend Report [J]. Qian-Gua Data. 2022, pp. 5, 8,9. <https://www.trendhunter.com/trends/2022-trend-report-research>
8. Zhishen Chen, A Case Study of Apple's Brand Influence Building Market Moderization [J]. Eosmarketing. 2021, pp. 19.
9. Jia Qian. Apple's Innovation Research of the Service Marketing Model in China Master's Thesis, Tianjin University 2012-06-01 pp. 26
10. Hair Scissors, Interface News iPhone ten-year product line comb: iPhone 6 series has the highest sales, 13 fire unprecedented. Shanguan news. 2021.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

