Analysis of Enterprise Marketing Strategies in New Media Era

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ABSTRACT
With the development of science and technology, contemporary society has entered the era of new media. Compared with traditional media, new media has great advantages in terms of communication results and efficiency, and therefore has a great impact on the marketing environment of enterprises. In the new network market, enterprises must continue to innovate marketing ideas and marketing strategies to adapt to the requirements of new media, which leads to a sharp rise in market competition. Then it is particularly important to combine new things with the needs of target customer groups to create innovative and effective marketing strategies. At the same time, maintaining the brand image can help the enterprise grow over time.

Keywords: *New Media Era, Marketing Strategies, Big Data, Target Customers, Challenges*

1. INTRODUCTION

The era of new media provides new development opportunities for enterprises and makes their marketing methods more diversified. At the same time, consumer groups' material demand is also growing, which has promoted the transformation of traditional marketing to new media marketing. Therefore, it is of great significance to attach importance to new media marketing and strengthen its marketing strategies for the development of the market economy. Based on the above content, this paper analyzes the characteristics of new media marketing and discusses the challenges they may face with solutions.

2. MARKETING OVERVIEW OF ENTERPRISE BRAND MANAGEMENT IN NEW MEDIA ERA

2.1. The influence of new media on the marketing environment

Along with the rapid development of network technology, the traditional radio, newspapers, television and other marketing channels have been greatly impacted. The new media environment makes the information fragmentation and also urges the audience to pursue fast food culture. The emergence of new media not only change people's daily communication mode, but also brings some new opportunities for the operation of

market economy [1]. The change of the market structure, from product trading to information circulation, which represents that the business model of enterprises is not only production-oriented but also improving to service [2]. For this kind of marketing mode, they are committed to being different and unique, and give customers a stronger sense of experience. Everyone is the receiver of information, and is also the retransmission station and sender of information. Marketing pays more attention to user production value. The timeliness and sharing characteristics of the Internet provide good support conditions for brand marketing, while the complexity and rapidity of information bring challenges to brand marketing.

2.2. Essentials of brand management

A brand is an intangible asset of an enterprise and a bridge to maintain customer relationships and loyalty. The enterprise system of market analysis is required to shape a complete brand image and form a marketing plan, and complete the system operation management. The era of new media for brand positioning and management has brought new challenges due to the information polygon and the spread of timeliness. In brand marketing, customer management, communication construction, channel expansion, execution and promotion are more closely linked together. A brand is not a single marketing component, but an important starting point for the whole

enterprise management, and it is both a support point and a catalyst in the chain of enterprise effective management.

2.3. Important value of new media marketing

In the marketing network environment built in the era of new media, no enterprise can refuse to reduce costs and expand the multiplier of new media marketing. With the support of large data and information, the new media pattern and change of the market showed strong sensitivity. Enterprises can use the Internet platform to better market segment, understand customer needs, and engage in multi-party cooperation so as to improve targeted marketing and avoid unnecessary waste of resources. The window of the new media marketing not only conveys information about foreign enterprises, it is also an important channel for information reception and feedback. The latest products and services and preferential measures of enterprises can be promoted online in a timely manner. Online dialogue and sales break the limitations of time and space, open the market for enterprises, and promote the brand to all parts of the world, which overcomes the narrowness of traditional transmission and promotion meetings. It is of great value to seize market share and improve popularity and reputation. In addition, the digital way makes marketing delivery more direct, media perception more prominent, user experience stronger, and customer relationships more convenient.

3. ANALYSIS OF MARKETING CHARACTERISTICS IN THE NEW MEDIA ERA

3.1. Interactive Information dissemination

In the era of new media, the role of the audience has changed from passive acceptance to partial dominance [3]. This is because consumer groups are gradually becoming more active in choosing enterprises and products, and traditional media can no longer meet the needs of consumers, such as publishing advertisements [4]. In order to solve the problem of consumers wanting to know more about the target product, enterprises provide interactive platforms to get to know each other better. Taking the promotion of live broadcast as an example, the live broadcast personnel of enterprise marketing can display product information according to the needs of consumers, thus making information interaction more effective. The social application of such technical language information communication had influenced the subject, content and method of communication, and formed corresponding social values such as economic culture and information technology [5]. At same time, this drives substantial changes in the way information is transmitted between enterprises and consumers [4].

3.2. The increased efficiency due to the pertinence of marketing

New media provides multiple forms of expression and communication carriers for marketing, which makes the implementation of marketing strategies more accurate and is also conducive to personalized customization according to the needs of the audience [3]. Another vital point is that enterprises can use computer technology to make marketing evaluation more scientific. With the help of big data, new media can analyze the characteristics of users and carry out precise marketing - carrying out online publicity through multiple channels and diversified ways [3]. While achieving good communication efficiency and effect, it can effectively control the cost of marketing and publicity and maximize the profits of enterprises.

3.3. Openness and inclusiveness

Traditional media are limited by technology and ideology, and the information they can provide to consumers is very limited [6]. This is also because such limitations affect communication between enterprises and consumers. The rapid popularization of new media as a new tool makes it more and more convenient to obtain information. It has strong openness, can rely on the network and a variety of media terminals to deliver different types of information to consumers, and can also provide a variety of online services, so as to show a three-dimensional real corporate image. Such a perfect marketing system can help consumers more effectively and expand the influence of the enterprise brand.

4. ANALYSIS OF MARKETING STRATEGIES IN THE NEW MEDIA ERA

4.1. Establishing new media marketing concept

In order to adapt to the changing new media environment, enterprises must actively change the traditional mode, establish the innovative concept of new media marketing, and recognize its important value. Enterprise managers should lead everyone to learn the knowledge and methods related to new media marketing, fully tap its marketing advantages, and lay the foundation for marketing reform. Only by mastering the pace and methods of marketing in the new media environment can firms realize innovation and breakthroughs. Otherwise, they will be buried by the fast pace of innovation and even lead to negative development.

4.2. Accurate market research to prepare for the development plan

Customer demand plays an obvious guiding role in enterprise marketing. Only by developing targeted marketing strategies based on customer demand can

marketing goals be achieved smoothly [7]. Otherwise, to carry out a planning or marketing activity at will, the final effect will be very unsatisfactory, even if it consumes a lot of resources and materials [8]. Therefore, it is indispensable to develop a new marketing plan combining the influence of the new media era and the needs of target customers, which can greatly improve the comprehensive effect of enterprise marketing. With the increasingly mature development of big data, enterprises can make use of big data to deeply analyze the actual needs of target users and understand the main influencing factors of users' consumption decisions when making marketing goals and strategies. At the same time, it also interprets the development status and product planning of competitors of the same type [9]. In combination with the results of big data analysis, the marketing market can be segmented to develop personalized products to meet the needs and develop marketing strategies suitable for the market, thus laying a solid foundation for the efficient marketing of enterprises in the new media environment.

4.3. Using social hot spot to make marking

The popularity of the media can promote consumers' purchase desires to a large extent, so it is a good marketing way to cooperate with other countries to create hot spots. Taking Land Rover as an example, it cooperated with National Geographic in 2019 to explore six terrains with the earth as the carrier, which effectively attracted the attention of consumers. It also highlighted the advantages of vehicle performance while promoting extreme conditions such as grassland, snow and desert. Therefore, a good understanding of consumer psychology and marketing combined with hot topics can maximize marketing benefits.

Figure 1. Land Rover's collaboration with National Geographic (featuring a compass)

4.4. Creating new topics for discussion

To continue to attract consumers, firms should do more than cooperate with others. Enterprises also need to keep innovating, and create new topics to enhance product loyalty and attract different consumer groups. At Crocs, for example, casual sandals with small holes were the mainstay of their creative branding. At first, it is

famous for adding creative accessories that you like. Later, with fashion as the marketing point, it has created product innovation and successfully transformed into fashionable single products. The company's revenue jumped 73% to more than $600 million this year. Their marketing topics are constantly innovating, and they invite different spokespeople to promote, and attract attention with new topic discussion points. From the environmental background of the epidemic to the attitude of daily life and festivals, diverse topics can continue to bring freshness to the masses.

Figure 2. Crocs with Winter Olympics mascot, Bing Dwen Dwen

5.   POSSIBLE CHALLENGES AND SOLUTIONS

5.1. Enriching marketing tools

Traditional and single marketing techniques are difficult to attract consumers' attention and catch their interest for a long time. Enterprises will only gradually lose their market in the process of consuming old customers, so it is very necessary to develop rich and diversified marketing tools. At the same time, expanding marketing channels is an important breakthrough to ensure the quality of new media marketing and make its coverage wider. For example, it is common for modern enterprise marketing to open online sales mode to enhance the three-dimensional marketing. Internet marketing has many advantages, such as wide coverage and fast information dissemination, but offline sales channels cannot be abandoned [7]. Therefore, enterprises should make changes to traditional sales by using Internet thinking. and also do a good job of offline marketing channel management and maintenance. This is because face-to-face sales can spread the culture of firms and maintain a good relationship with customers. Combined with online and offline multiple marketing channels, while improving the marketing effect of enterprises, marketing risks can also be greatly reduced.

5.2. Optimizing the integrated skills of marketing managers

The establishment of the marketing system for new media requires not only the mastery of marketing theory, but also the systematic control of information technology, and the realization of comprehensive management by analogy, which requires interdisciplinary talents with strong comprehensive ability and wide application skills [7]. In practice, marketing personnel may not understand the technical fault, and technical personnel are not familiar with marketing skills and other problems. This means that the marketing work of new media does not have strong cohesion, which means that enterprises need to pay more attention to the training of staffs, especially many technical learning, so as to enable them to have advanced service concepts, keen market sense, and good technical literacy. The enterprise should improve the fusion of technical team and marketing team, and organize the marketing team to brainstorm and make market analysis and market research. They should also interact with customers so as to understand more pain points and hot spots, and focus more on material and the media environment, with specific added to heal. Sometimes, marketing personnel even need to go out of the office, and get inspired from life to rich product marketing context.

5.3. Timely control the direction of public opinion to maintain brand image

Although the new media communication technology can increase the efficiency of marketing communication, if the enterprise produces negative information, it will also spread quickly and widely. In the rapid development of the information age, a small thing may be magnified and over-understood by the masses, while there may be malicious competition between peers. At the moment, the advantages of the Internet have turned into disadvantages, which will only accelerate the development of negative information pressure from public opinion. Therefore, enterprises need to do a good job of marketing management in advance to deal with potential risks. For instance, the relevant management personnel of the enterprise should continuously consider the language expression, whether it is unreasonable or easily causes ambiguity. Otherwise, it is very likely to induce negative public opinion on the network [10]. The second point is to regularly check the quality of products and services to avoid cumulative risks. When problems occur, enterprises should immediately follow up, take effective measures, and then provide feedback on problem solving to the public so as to minimize the negative impact.

6. CONCLUSION

New media marketing can improve many traditional marketing deficiencies, conform to the development of society, and build a new marketing and service model. The new media marketing strategy has great significance for the development of the whole market economy. It not only better meets the needs of consumers, but also brings greater benefits to enterprises. Enterprises need to sum up experience on new platforms and new marketing modes and then constantly optimize new media marketing strategies.

At the same time, this paper has some drawbacks, such as lack of sufficient enterprise examples to prove all the theories expounded. In order to further exert a constructive influence on enterprise marketing in the new media era, more empirical tests are needed.

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