



New Media Marketing Strategy Optimization Study

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Abstract. The emergence of new communication channels, including microblogs, WeChat, brief videos, and live streaming, has been accompanied by the ongoing innovation of Internet technology and has given users more diverse information access medium. The widespread use of new media has prompted new demands for business marketing strategies, and the digitization and informational capabilities of new media can also support businesses in achieving marketing effects more successfully. For the long-term success of businesses, it is crucial to figure out how to effectively utilize the benefits of new media to update marketing tactics and boost market competitiveness.

The current state of new media development is used as the starting point for this paper. Based on interviews with management and relevant staff members as well as field research, the paper analyses the current state of new media development and the issues with strategy implementation, with a focus on news timeliness, content editing and distribution, new media marketing, and resource development. Based on this, we examined the barriers preventing the execution of the new media development strategy, including the impact of the established state-owned enterprise system, the lagging notion of brand marketing, the dearth of qualified professionals, and the absence of pay incentives. In light of the fundamental situation and development advantages, this paper concludes by suggesting safeguards and countermeasures to encourage the implementation of the new media strategy. These include developing a new organizational structure, setting up a central hub for news gathering and editing, stepping up new media marketing efforts, and encouraging product system diversification. New organizational structures, a central hub for news collection and editing, increased promotion of new media, and a push for product system diversity are a few of the countermeasures.

Keywords: Marketing strategy optimization · new media · optimization program research · industry financial analysis

1 Introduction

Newspapers are not alone in the tide of digital transformation and are having development issues. The newspaper has a provincial head who is a member of the Heilongjiang Province, and because to its lengthy history and robust territorial monopoly, it has built up a consistent readership. The newspaper industry has traditionally believed that as long as it focuses on producing quality content, readers and revenue will take care of itself. However, the newspaper's communication advantage of supplying the newspaper with just one newspaper is fading as foreign media flood the market and new media proliferate quickly. The "invasion" of foreign media, the quick iteration of new self-published media, the move towards fragmentation and fast-food reading, and other factors have caused advertising revenue to steadily drop and drastically shrink in recent years. How do we stay up with the times while keeping to the right orientation and forward-thinking cultural direction when faced with distribution, advertising, and readership issues? To achieve media integration and transformation, we must rapidly and correctly position ourselves in the market, integrate all available resources, and consistently strengthen their core competitiveness. In order to survive in the harsh market rivalry, newspapers must integrate new media into many elements of their operations and support industrial development [3]. These two factors are unquestionably important and merit more investigation.

The study of new media management and management in newspapers is an enhancement and complement to traditional media during the digital transformation, validating media management and management theories and deepening traditional media management concepts during the transformation stage. It also provides rich grassroots experience for the development of new media, especially when combined with the experience of the basic departments of newspapers, which are in close contact with the public.

Based on the analysis of the current situation of the new media of the newspaper, this study utilizes the media management theory to identify the problems and deep-seated reasons for the development of the new media of the newspaper, and use the media-related management model in the analysis process to put forward suggestions to improve the problems and countermeasures in the implementation of the new media management and development of the newspaper, which can provide reference for other traditional media in the industry in the process of seeking digital transformation.

2 Literature Review

As Internet technology develops even farther, there are an increasing number of new media platforms that are derived from it. Marketing on new media platforms is becoming more and more common as a result of the platforms' expanding audiences. All types of branches are actively promoting 4G goods in the new media environment, and while they have made some progress towards growing the client base, there are also additional issues. In particular, the market share is shrinking, the growth rate of 4G product sales in each type of branch is slowing down, and consumer satisfaction with the consumption experience is low [9]. In order to discuss the implementation environment, current situation, problems and causes of marketing strategies of China Mobile's branches in

the new media era, this study applies the 4P, 4C, and 4R theories of marketing. It also uses literature analysis, case studies, questionnaire surveys, and inductive deduction. It then offers specific suggestions for improvement [1].

2.1 Overview of 4P Theory

The 4P marketing theory, which is the foundation of marketing strategy research, frequently plays a crucial role in the marketing process of the cultural media sector. Professor Jerome McCarthy proposed the 4P marketing mix theory, which is a collective phrase for these four components, in his analysis of product, price, channel, and promotion. This theory, which is at the foundation of marketing, serves as a crucial theoretical foundation for directing the marketing strategies of pertinent media businesses. The four factors of product, pricing, channel, and promotion are planned and implemented as part of a company's fundamental strategy to elicit a response from the market. This helps to facilitate transactions and maximize profits. The 4P theory bases the development process on the production of goods and services, and managers must prepare the decisions' contents and oversee them in real time. The 4P theory is founded on the production of goods and the delivery of services, the planning of managerial decisions, and the real-time management of these decisions. The company can propose an effective marketing strategy based on its marketing model [4]. Based on its marketing model, the organization can suggest a successful marketing approach.

Product, Price, Place, and Promotion are the four terms that make up the 4P theory, and the first letters of each of these four words begin with P. As a result, the 4P strategy refers to the combination of these four components. Managers are crucial to the controllability and market share of products in the product marketing process. Controllability for items marketed by businesses refers to the promotion of product brands, characteristics, and trademarks, all of which are components of the business that may be controlled. The corporation has no control over the customers' ability or desire to purchase or market fluctuations. As a result, the following components should be used to study the 4P theory [5].

2.2 Overview of STP Theory

The STP theory is often referred to as the market positioning theory since its main benefit is that it aids businesses in precisely choosing their target markets and consumers. Market segmentation, target market selection, and market positioning are all components of STP; these concepts are known in English as segmentation, targeting, and positioning, respectively. As a result, the STP theory was created. Market segmentation, which forms the foundation of STP theory, can assist businesses in identifying the appropriate market, allowing them to target that market with their goods and services. The initial marketing model has been demolished by the rise of STP theory, and market positioning theory—precision marketing—has taken its place as the dominant marketing paradigm [2]. Moreover, STP theory regards the market as a multiverse instead of a singular.

The market, which combines preferences and wants, is complex, claims the theoretical analysis. Businesses must segment the market based on customer wants and purchasing power in order to grow sustainably. Market segments are created by splitting

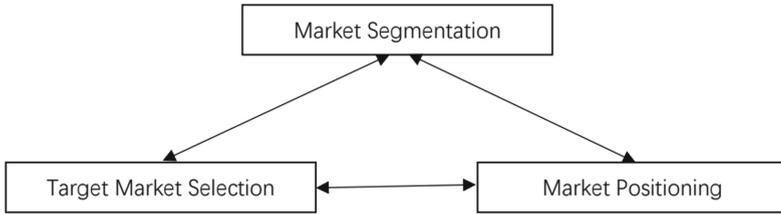


Fig. 1. STP theory (drafted by author)

consumers into groups with comparable needs. In this approach, the market can accommodate the firm’s objectives and capabilities, and the market that the company seeks is the target market [7]. Last but not least, effective product positioning is crucial because only then can businesses cater to the needs of consumers in the target market and conduct pertinent marketing initiatives, allowing the target consumer market to communicate the company’s positioning information and the target market to pay attention to it (Fig. 1).

2.3 Transformation of Traditional Media

In contrast to the ‘Internet+’ business philosophy, which places a greater emphasis on users, impacts, and interaction, Kuang Wenbo and Sun Bin contend that the traditional business philosophy is to sell pages in one direction. In order to revolutionize the newspaper industry, it is required to move away from the conventional “content supply + page marketing” strategy, which is focused on a single paper, and towards a full-media, user, data-driven, and effect-based “newspaper + network + WeChat + QQ group + magazine” approach. Model of media management [6]. ‘Strengthening the two bodies’—integrating and promoting—and creating an integrated media enterprise, according to Fu Shaowan, secretary of the Party Committee and head of the Public Press Group. This indicates that in order for new media and newspapers to integrate, develop, and flourish, we should concentrate on both the development of new media and the stability of newspapers. Small businesses must create space for vertical platforms and new media platforms to enable the integration of several services in order to strengthen new media. Mobile, socializing, and intelligence are also the three main axes of new media development, according to Peng Lan [8]. The process of new medializing conventional media in these three key dimensions is known as “media convergence” in the modern era. The future of conventional media is determined by our grasp of these three development orientations and approaches.

2.4 Review of Foreign Literature

In conclusion, an organization’s core competencies are its overall resources and competitive advantages. It is necessary to effectively utilize the current development advantages to create the new media strategy if we hope to improve market competitiveness in the transition of traditional media based on the new media environment and capture a larger market share on the basis of social value and economic value. Additionally, the production of new media in traditional media must be effectively marketed to target audiences

and incorporated into existing media platforms. Additionally, in the digital age, cross-media contact and information exchange can assist the traditional newspaper industry in escaping the challenges and looking for new survival strategies. The three primary themes of mobile, socializing, and intelligence must also be considered in order to produce new media more effectively. These include both interpersonal and mass communication [10].

3 Methodology

The thesis team conducted extensive investigation and thought carefully before selecting the topic for this paper. They then integrated the pertinent topics, integrated the literature review of pertinent research ideas and countermeasures, and adopted a thorough survey method to organize and collect pertinent data and information in order to ensure the validity of the data references for the study and provide the necessary theoretical framework.

3.1 Literature Analysis

By scouring the existing literature and doing in-depth research in online libraries and database resource platforms, this study will compile the literature on the present situation, issues, and solutions faced by media organizations in the new media ecosystem for this essay [2]. This study combines beneficial ideas and conversations, and provides the theoretical framework for the study through the analysis of the pertinent literature.

3.2 Comprehensive Investigation

The comprehensive survey, which is a significant means to gather pertinent research data, is the main research method used in this study. Through the thesis team research plan survey design, survey implementation, and statistics, to comprehend the current state of new media marketing and the issues, to acquire an understanding of the current state of new media marketing understanding and suggestions, to lay a particular theoretical foundation for the research, and to ensure that the research work can provide useful evidence for the thesis research.

3.3 Case Study

This paper conducts a case study on the current marketing situation of new media, examines the problems and causes of the current marketing strategy of new media, and formulates a marketing strategy suitable for Xazhong Media in the coming period.

3.4 Interview

Researchers examined managers and staff from various new media segments about their existing marketing tactics and suggested relevant actions (Fig. 2).

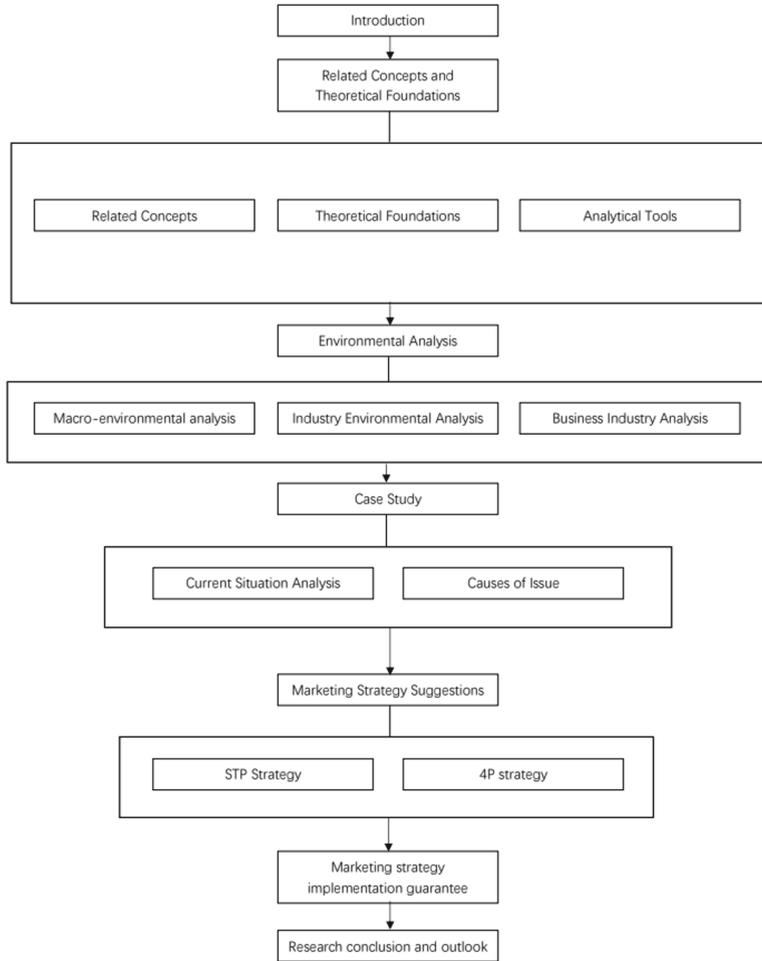


Fig. 2. Research framework (drafted by author)

4 Conclusion

The issues with the new media company’s product strategy, price strategy, channel strategy, and promotion strategy are examined separately in each of the four areas. Limited marketing product quality, insufficient discounts, and price war tactics are problems with the pricing strategy. Poor brand personalization, erroneous customer targeting, and insufficient use of new media promotion techniques are issues with the promotion strategy.

This study suggests that new media firms’ product, price, channel, and promotion strategies be improved. The first is to enhance the fun-based product strategy, which includes fun marketing through hot spots, putting an emphasis on the enjoyment of development and design, and utilizing the burgeoning trend of internet broadcasting;

The second is to refine the pricing plan in accordance with the benefit principle, which encompasses functional, emotional, and self-expression benefit marketing strategies; third, the optimization of channel strategy based on the principle of interaction, including optimization of official website marketing, optimization of live broadcast platform marketing, and optimization of shopping APP marketing.

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