

# Integrated Marketing Strategy in New-media Era

SHAO-ZHEN YANG

School of Economics and Management  
Hebei University of Science and Technology  
Shijiazhuang 050018, China, 18603110504  
yangshaozhen002@163.com

XIU-YAN FENG

School of Economics and Management  
Hebei University of Science and Technology  
Shijiazhuang 050018, China, 13833139612  
feng201117@126.com

**Abstract**—With increasing popularity 3G and WIFI, smart phone users are more and more, Mobile Internet has achieved rapid development in China. The entire network media has entered a new-media age. This provides businesses with more opportunities to improve their marketing and profitability. The integrated marketing has become the primary task of marketing management. This article discussed the following topics: the development of contemporary information communication mode, changes in the patterns of consumer obtaining information, the challenges faced by corporate marketing in new-media environment. Based on these analysis, this article proposes five key aspects about integrated marketing strategy: building consumer data collection plan, integration of offer channels and order channels, the mutual integration of the networks, electronic media and traditional media, the pursuit of "consistency" in integrated marketing, and active management of the consumer social interaction. Learning, understanding and applying economic laws under the new-media marketing model, looking for new business opportunities will enable a more mature company to benefit from this new marketing model.

**Keywords**- New-media; integrated marketing; network media; Mobile Internet; Smart phone

## I. INTRODUCTION

New media refers to the network-based electronic media. With increasing popularity 3G and WIFI, smart phone users are more and more, Mobile Internet has achieved rapid development in China. The entire network media has entered a new-media age. With the evolution of the media environment, the way of consumer shopping, receiving and processing information, has also undergone a fundamental change.

The consumer is the beginning and end of the marketing. Marketing theory and practice must respond to changing consumer. Marketing adjustment for the new media environment is necessary. The main task of the new-media integrated marketing is a combination of new media and traditional media. The new-media integrated marketing emphasis on multiple channels integration, innovation and practical. In addition to traditional media such as television, radio, magazines, marketing tools is no longer limited to the Internet, computer and website, mobile media, etc.

In order to achieve integrated marketing, companies should understand the context, the changes of obtaining information ways, their consumption tendency, as well as

various needs, and develop appropriate new-media integrated marketing strategy.

## II. THE TREND OF CONTEMPORARY INFORMATION ISSUE AND COMMUNICATION MODE DEVELOPMENT

### A. A new force of late-model electronic communications media has rises with extreme vitality, taking smart phones as example

The smart phone is far better than the mobile phone. Everyone has it, carry it, and always switch to be connected seamlessly. People use smart phones online, chatting, dating and shopping, anytime and anywhere. According to the relevant agencies predicted that 79% of smart phone users will shop with mobile phones in a new year, such as comparing prices, querying product information, finding retail stores, or making a purchase operation. Thus, the mobile terminal will become the mainstream, business promotion ways will be mobilized.

### B. Movement from flat Internet development to Developed into an integrated network environment

Information release form from static text and data to voice, image, multimedia, audio/video, streaming media, rich media, DV, SMS, CRBT, etc. Media tools diversified: including Blog, Twitter, SNS, BBS, online chatting room, etc. They all give consumers a new media experience. Comprehensive network media environment makes them increasingly possible, such as the interaction between enterprise and customer, supporting and integrating the marketing communication process for all media.

### C. Modern value-added service platform with great fascination

From a global perspective, the application store has become the main carrier of the mobile Internet services. The intelligent terminal platform achieved significant breakthrough in 2011, more than a dozen innovation groups in intelligent terminal and operating system integrated has been formed, including telecom operators, terminal manufacturers, and Internet companies. 356 million mobile Internet users as participants and consumers of mobile Internet, they are starting shopping experience in Mobile Internet business applications, including Multimedia Interactive SMS, mobile music, mobile games, video

applications, mobile TV, mobile payment and location services.

#### *D. Socialization and commercialization of database and information flow*

In the public domain, information products, Medical ICT, school ICT, police communication, digital urban management, digital city. They brought together a wonderful utility shares information flow for the public, consumers, governments, businesses. People seeking to achieve education, travel, consume, security surveillance through mobile terminals, Government departments and the information operators as the publishers and communicators of the information flow, they not only play a unique role of the consumer-oriented for the public, but also they complete the marketing resources (including the channel, consumer, communication, publicity) of re-integration for numerous participating companies. The integration of marketing resources, directly changed the traditional community marketing, regional marketing, store marketing strategy. The flow of information has become a unique phenomenon that enterprises engaged in e-commerce and mobile e-commerce.

### III. CUSTOMER INFORMATION ACQUISITION MODE SHIFTING

Clearly, new-media will bring people a new consumption patterns, lifestyles and working ways.

#### *A. Consumers are sparing more time on the Internet among media consumption*

Consumers are shifting their media consumption habits with more time spent online replacing on traditional media originally. After consumers generate demand, the first reaction is usually to "Search". They seek goods through the network and want the best value for money transactions, especially for young people and products of high-value category. Today, a wider optional range of goods and services, consumers have a lot of information about anything, they have the ability to compare information about products and services, the bargaining power increased dramatically, consultation, development and acceptance of orders become easier, consumer ability enhance greatly. At the same time, they have more and more like to express their views through the network, browse the comments of others, Consumers and customers interact actively with new media. They are the creators, contributors and reviewers, rather than a passive bystander.

#### *B. Variation in the way of acquiring information for consumers*

Technology changes the flow of information between buyers and sellers. Buyers have access to great amounts of information and knowledge, from outbound only to dynamic, on-going and interactive. People simultaneously use or consume multiple media forms at one point in time, consumers "multi-tasking": reading the newspaper and talking on the cell phone, online with the TV on, simultaneous using magazine and radio, etc. People today

like to take the initiative, independently control the process, moreover, they are anti-tradition, tired of advertising, disturbed, preaching, selling, they are more willing to find according to their own wishes, unwilling to passively accept the noisy advertising. The rise of search engines allows users spun off from the passive information acceptance, moving towards the era of the initiative to find information. The effectiveness of traditional advertising is declining! Communication means among the crowd are increasingly social, networking, entertainment, emotional, grass-roots, and shallow reading.

#### *C. Consumers browsing and buying across channels*

Consumers are often the first browse online, and then go to physical retail stores, 57% of multi-channel shoppers browsed in one channel, purchased in another. Before making a final purchase decision, consumers will take a lot of ways to help assess the relative merits of different products. The survey shows: On average, 25 percent of Chinese consumers to use the Internet for product surveys, only 12-16% in the United States; Chinese consumers buying a car, 70% of consumers search online before going into the store. Compared with western consumers, Chinese consumers are willing to spend more time and greater effort to make a pre-purchase product survey.

#### *D. The utilization of time fragments*

After the emergence of mobile Internet, people use the more fragmentation time, the typical three users are on the pillow, on the toilet and immediately. Modern people acquire knowledge and information by excessive reliance on the network, hyperlink and twitter, they do not want to complete and systematic study, Corporate should be with particular attention to this tendency in marketing, and learn to interact with customers or community in a very short time. How to meet the needs of these users is critical in the new-media era.

#### *E. Public praise has become the most important element for hunting popular brands and products*

Word of mouth has become very important information source in recent years, it help consumers to analyze the relative merits of different products, and help consumers to decide what to buy or where to buy. You can look at the views of family and friends, and also access to information through an online forum (such as chatting forums). Compared with the rest of the world, real-time online chatting is very popular in China, its use frequency is 13 times higher than e-mail, and the frequency of these two means is roughly equal in the United States. In fact, despite the TV ads are still accounted for dominant position, but until the 2010 survey, 64% of consumers said that word of mouth affects their purchasing decisions.

#### *F. SNS strengthening customer power*

Twitter is currently the fastest growing segment of Internet. It allows users to create their own information sharing, and promote interaction. Consumers have always been the right to speak, only with the community network, they can more loudly, all sorts of gossip, casually speaking,

casual listening, and information can also be quickly communicated. In the past, facing with large enterprises unreasonable, consumers suffer in silence. Because of the community network, consumers can gather together and compete to large enterprises. In view of the reliability and the rising popularity of community network, it play a more significantly role in stimulating consumers to choose products and brands, and became an important resource gathering place in online marketing.

#### IV. THE CHALLENGES FACED BY CORPORATION MARKETING UNDER NEW-MEDIA ENVIRONMENT

New-media environment completely changed the relationship between enterprises and customers. It can achieve real-time dissemination of information, extensive personalization, interactivity, precisely directional communication, the whole process simplicity and low cost. Along with the change of consumers obtaining information patterns, customer buying behavior has undergone tremendous changes. Corporate marketing will face some challenges.

##### A. *Rapid response to customer needs*

The new-media has proven to be very influential marketing tool, online information is sufficient, but also has been able to make or destroy a brand. The past, entrepreneurs have plenty of time to develop marketing strategies, meeting to study and slowly respond. Now time is running, the enterprises must improve the speed of market reaction, immediately responded.

##### B. *Integration of multi-media*

Multiple media should be pursuit of "consistency" and speak with "one voice". The appeal inconsistent will make marketing effectiveness greatly reduced. The consistency decided the success or failure of multi-media integrated marketing. Enterprises should strengthen the coordination of end consumers throughout the buying process, before the final purchase, consumers will have many opportunities connecting with the brand, such as receiving a e-mail for product promotion, online searching the product related information, finding retail coupons by the use of mobile devices, however, different departments responsible for different aspects of marketing in most enterprises. Therefore, businesses tend to lose a lot of marketing opportunities, many consumers interpret did not be fully integrated.

##### C. *Active management of the consumer social interaction*

As greatly enhancing the consumer's social interaction, the consumer choice shall not only be affected by corporate behavior, behavior of others, but also their own behavior affects others. Companies must not ignore the social interaction of consumers in the mobile Internet era, and fully understand the mechanisms of social interaction of consumers. Companies must actively manage the consumer social interaction.

##### D. *Realization of individualized service in an innovative way*

In view of the increasing demand for personalized services, companies have to change and adjust its development strategy according to the customer needs. Serving the customers in innovative ways, executing personalized communication and services, companies and organizations must give priority to them.

##### E. *Shifting from empirical marketing to data-based marketing*

New-media era, subjective marketing need to partially or completely shift to data marketing. Marketers should be using real-time data analysis, fact-oriented, and make rapid, continuous amendment on multi-media marketing campaigns.

#### V. INTEGRATED MARKETING STRATEGY IN NEW-MEDIA ERA

Based on the above analysis, integrated marketing should be around to meet the new demands of customers, communicate effectively, and improve service.

##### A. *Constructing consumer data-collection management plan and more detailed characterization of consumer psychology and behavior*

The modern marketing concept emphasizes consumer as the center, consumer satisfaction is the core goal of marketing, which requires in-depth study and understanding of consumer psychology. Based on the mobile media determined the identity, there are many ways to understand the psychological, behavioral and demand, the mobile community and games generate a lot of user behavior. An excellent data collection management plan will be the core of the multi-channel marketing. Companies have to understand your customers, collect registration and payment information, monitor consumer online click-stream and searching behavior, listen to the voice of the customer, and associate with the customer. Consumer data will become the lifeblood of marketing. These valuable insights should be shared widely within the enterprise, covered product development, sales and other departments, but not limited to marketing teams. The marketing staff will use these data for more carefully characterization of consumer psychology and behavior.

##### B. *Integration of marketing channels and ordering channels, providing a "one-stop" services experience and product value*

Offer Channels incorporate advertising, catalog/Other DM, telemarketing, email, online advertising, and website. Order Channels include retail/outlet stores, catalog/mail order, call center and website. At the mobile Internet age, enterprise need to create the "one-stop mobile business and networking platform integrated offer channels and order channels, providing customers with consulting, application services, interactive and community services, allowing customers to enjoy a new services, such as car dealers. Before buying a

car, consumers need to gather information to determine the model that they want to buy a car, and then he was going to bank loans, he wanted to go to insurance companies buying insurance, he also purchase audio and other accessories from other car accessories that. In the past, consumers have to run personally of these places one by one, but now the emerging mobile network selling alliance can help car buyers complete all of these procedures, providing a fuller value to customers, including quality, speed, convenience and low cost. This will encourage more people into the mobile business consumer.

#### C. *The integration of the networks, electronic media and traditional media*

Brand building requires the integration of social media and traditional marketing methods. TV ads stimulate the consumer interest and curiosity; and remind the customer concerns. Twitter free broadcast product promotion activities, preferential discounts, new products and new services. Twitter is a platform for dialogue between enterprises and users, it can help companies better maintain customer relationships, so twitter's marketing role is multiplex. For the different objects, integrate a variety of media, such as traditional advertising + Search Engine Marketing + Email Marketing + website marketing (knowledge, information, services, interactive, and guide) + mobile phone + experiential marketing + software tools + follow-up services (telephone, CRM, pre-/middle /after sales service). Marketing tool combined together so as to cover all target user groups in a greater degree. Of course, this depends on the concept of corporate marketing, product positioning, and the ultimate decision purpose. Cross-media advertising need to pay attention to the combination of the marketing depth and marketing breadth, the combination of online marketing and offline marketing. Streamline and automate campaigns in cross-platform services.

#### D. *From the customer point of view, acquiring the "consistency" in multi-channel marketing of its appeal, method and approach*

From the customer point of view, all marketing communication functions can be attributed to the two forms: information and incentives. Information refers to brand image and logo on the minds of consumers, Incentives motivate customers to take immediate action by limited given and the value. Enterprises integrate consumer shopping experience, select media, convey the brand message and purchase incentives.

The pursuit of "consistency" means that, marketing appeal and text features remains the same with customer behavior and motivation. Video voice advertising appeals, print media advertising appeals, the positioning and design of marketing site, keyword selection, link, the other means of SEM and other types of tools and media, all of these should be consistent. Strengthen the consistency among the ad text features, the marketing appeals and key words. By the keyword for the hub to integrate a variety of marketing media, build the framework of integrated marketing system. Online and offline brand image and information must remain unified, and must focus on creating a strong

correlation and high-quality contents, so that participants can produce a sustained interest.

#### E. *The perspective of customer relationship management turning from the enterprise-customer into the business-customers -other customers-the public-the stakeholders*

Under the new-media business environment, the relationship between enterprises and customers changed from one-way to two-way interaction. Customer relationship management should pay attention to the positive social interaction in response to consumer, narrow the distance with customers through new media, and shorten the communication link. Interactive core is involved in. Participation is not just in, more out. Companies also need to find ways to create a positive online comment, directly involved in the interaction of the consumer society through the creation of reputation information, and timely respond to negative comments. In addition to take measure to stimulate consumer conducting beneficial social interaction with business, when consumer created contents about brand, marketing can play a role to encourage and reward. To encourage customers to participate in the interaction, designing fun content and attracting to join, all customer contact points must be eye-catching attractive, simple participatory approach, convenient, low-threshold, simple mode of transmission, simple concepts, vocabulary, features, all of these facilitate more people to participate and co-creators.

### CONCLUSIONS

In the new-media environment, companies marketing can not stop at the communication strategies, but to further deepen the strategic changes in products and services. Enterprises need to immediately start looking for a good future marketing navigation mark for integrated marketing. Learning, understanding and application in the new-media integrated marketing model, looking for new business opportunities, will enable a more mature company to benefit from this new marketing model.

### REFERENCES

- [1] Michael. R., "Solomon, consumer behavior", 8/E, Prentice Hall, pp. 152-157, 2008.
- [2] Lilien., Gary. L., Philip Kotler and K. Sridhar Moorthy, "Marketing models", Prentice hall, pp. 122-126, 2006.
- [3] Nicholas. G., Carr, "The Big Switch: Rewiring the World", from Edison to Google, W. W. Norton, pp. 43-50, 2008.
- [4] Nirmalya Kumar, Lisa Scheer and Philip Kotler, "From market driven to market driving", European management journal, Vol. 18, no. 2, pp. 129-142, Apr. 2000.
- [5] Philip Kotler and Keven Lane Kelle, "Marketing management", Prentice hall, Vol. 13, pp. 225-245, 2008.
- [6] Rafi. A. Mohammed, Robert. J. Fisher and J. Bernard Jaworski, "Internet marketing: building advantage in a networked economy", McGraw-Hill/Irwin market space U, Second Edition, pp. 505-525, 2004.
- [7] Raisch and D. Warren, The e-marketplace: strategies for success in B2B e-commerce, McGraw-Hill, New York, 2001.
- [8] Hamel G and Prahalad C, "Competing for the future, harvard business review", pp. 122-128, July-August, 1994.

- [9] David L. Olson, "Information systems project management", McGraw-Hill/Irwin, Vol 2, pp. 176-184, 2004.
- [10] Nita H. Shah and Kunal T. Shukla, "Optimal production schedule in declining market for an imperfect production system", International Journal of Machine Learning and Cybernetics, Vol. 1, No. 1-4, pp. 89-99, 2010.
- [11] Jie Zhu, Xiaoping Li and Weiming Shen, "Effective genetic algorithm for resource-constrained project scheduling with limited preemptions", International Journal of Machine Learning and Cybernetics, March 2011. DOI: 10.1007/s1 3042-011-0014 -3.
- [12] Stephen Haag, "Management information systems for the information age", Vol. 4, McGraw-Hill, pp. 175-186, 2003.
- [13] Saloner, Garth, Andrea Shepard, and Joel Podolny, Strategic Management, John Wiley & Sons, New York, 2008.
- [14] Don Tapscott and Anthony D. Williams, Wikinomics: how mass collaboration changes everything, Portfolio Hardcover, pp.75-90, 2006