

Analysis of Brand Marketing Strategy in the Era of New Media

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Abstract

This paper first summarizes the typical characteristics and common models of brand marketing in the new media era, and then points out some common problems existing in modern enterprises when using new media to carry out brand marketing, including the lack of marketing planning, neglect of brand maintenance, etc. Finally, some suggestions are put forward from the aspects of selecting appropriate marketing platforms and methods, attaching importance to marketing planning, improving the marketing talent management system, and doing the brand marketing work in the new media era, implementing standardized marketing services.

Keywords

New Media; Brand Marketing; Personalized Service; Precise Push.

1. The Characteristics of Brand Marketing in the New Media Era

(i) Instant

The transmission speed of new media information dissemination is very fast, showing obvious immediacy characteristics. Netizens can quickly release information and timely receive information through mobile phones, computers or other intelligent terminals. It breaks the law of regular communication of traditional media, and really has the communication without time restrictions and no regional restrictions.

(ii) Interaction

Compared with traditional media, new media has super interaction. Traditional media is one-way communication, whether radio, television or newspaper are one-way information transmission, media is in a strong position, determines what kind of information the audience receives, it is difficult for users to provide information feedback, and poor interaction.

In the new media environment, the transmission of information is two-way, or even multi-directional. Each user has the control of information exchange, the public can choose to receive information, can also choose to close the client or block the information source from receiving information, the user is no longer simply passively receiving information.

(iii) Diversity of channels

The wider the brand marketing channels, it means that the more consumer groups are covered. Under the traditional marketing model, the available channels are relatively limited, such as TV advertising, shopping mall posters, outdoor billboards, etc., and the audience has strong limitations. In contrast, new media based, Internet based brand marketing has more channels. For example, choose to advertise on some portal sites, when browsing the web can understand the brand information; or in weibo, WeChat and other social media promotion, due to the large user base, can achieve the ideal marketing effect, relying on "net red" in kuaishou, TikTok and other new media platform "goods", has gradually become a common channel of brand marketing in the new era.

2. The Brand Marketing Model based on New Media

(i) Website marketing

Website marketing is also known as Internet marketing, It is based on the international Internet, A new type of marketing method that uses the interaction of digital information and network media to assist the realization of marketing goals, It is a form of direct compound marketing, Is the product of enterprise marketing practice and modern information and communication technology, computer network technology combined, Refers to enterprises based on electronic information technology, With the computer network as the media and means of various marketing activities (network research, network product development, network promotion, network distribution, network distribution, network services, online marketing, Internet marketing, online marketing, online marketing, network marketing).

(ii) Video marketing

Compared with the previous way of only choosing pictures and text to introduce products, short video marketing can make brand stories and product features into short videos of 1-3 minutes. These marketing videos are short and concise, which not only achieve the marketing effect and do not occupy too much time of consumers, well to avoid user resistance. In addition, in video marketing, you can also directly join the link of the third-party e-commerce platform. If consumers are interested in the product, they can directly click and complete the jump, which is also very convenient to buy.

(iii) Social platform marketing

Brand marketing based on social platforms such as Weibo and wechat, on the one hand, can introduce products to users to achieve the purpose of marketing; on the other hand, it can support user interaction and improve topic popularity and brand awareness. Take Weibo as an example, enterprises can open a "super topic" of the brand, under which the history, story, product content and characteristics of the brand are specially discussed, to display the products to users. in addition, the brand marketing based on microblog also supports the communication and interaction between users and users, and between users and brand owners. This makes the information more transparent, and consumers are willing to buy and use it only when they better understand the product and more identify with the brand.

3. Some Problems Faced by Brand Marketing in the New Media Era

(i) Lack of systematic marketing planning

The establishment of a brand and the maintenance of brand image, the need to develop systematic marketing planning plans, and the implementation of normal marketing management measures. Although new media marketing is a thriving marketing means is not as difficult as some other marketing means, but it is still necessary to make plans and strategic guidelines. However, many enterprises lack an objective understanding of brand marketing, do not pay enough attention to the professional and systematic requirements of marketing work, brand management thinking is relatively backward, and the formulation and implementation of marketing strategy is bound to have many defects. For example, the time and energy invested in market research are insufficient to fully grasp the market trends and user preferences. In the absence of feedback mechanism, some users' suggestions and evaluation on products cannot be timely reflected to the marketing personnel, and cannot make accurate evaluation of the implementation of brand marketing strategy, which is not conducive to the improvement and improvement of marketing planning. There are obvious deficiencies in the expansion and positioning of new brands, the lack of overall planning for the expansion of new products, as well as the corresponding capital and management policies, so that there is a great blindness in the process of brand expansion.

(ii) Lack of compound marketing talents

Due to the cognitive ability of network media is not correct, think network media is simple, many enterprises are all let the enterprise management staff or salesman do the new media marketing together, this is the typical not technical professional marketing, this is the new media marketing no practical effect, no technical professional new media marketing staff is not to make the actual effect of new media marketing. In addition to the mandatory requirements for academic qualifications and majors, marketers in the new era should also be skilled in using the Internet, new media and other tools, as well as big data, cloud computing and other technologies. When formulating brand marketing strategy, we can integrate information resources and rely on data analysis results to make the marketing strategy more scientific and feasible. At present, this kind of compound marketing specialist with both rich marketing experience and adapting to the new media environment is still relatively scarce. Especially in the small scale and low attention to brand marketing in medium and small enterprises, there is a large gap in compound marketing talents.

(iii) Brand marketing is disconnected from products and services

From the perspective of enterprises, brand marketing is a means, and to enhance the brand awareness, increase product sales, and improve the operating profit is the ultimate goal. Therefore, after the formulation and implementation of marketing programs, we must also pay close attention to the market feedback, and provide quality products and services to consumers. Only when the supporting services and the marketing and publicity content are the same, can we win the trust of consumers, and the brand image will be continuously accumulated and gradually established in this process. But the survey found that many enterprises launched products have a "false name" problem. In order to improve visibility and increase the amount of attention, we exaggerate some advantages and efficacy of the product in marketing. Although good marketing effect has been achieved in the short term, the product quality is not standard, after-sales service is not in place, consumers' goodwill to the brand will be greatly reduced. Once the brand image is damaged, the sales of products will show a cliff decline, which will have a negative impact on the marketing of other products and their own sustainable development in the future.

4. Analysis of Brand Marketing Strategy in the New Media Era

(i) Choose the appropriate marketing platform and methods

The negative impact brought by the chaotic positioning of brand marketing channels is not to achieve the expected publicity effect. Therefore, in order to ensure the publicity effect, enterprises must realize precision marketing based on various new media platforms under the background of the new media era, that is, choose the right platform. At the same time, also should according to customer characteristics, take different ways, just choose the right marketing platform and method is not enough, because the enterprise brand marketing is a long-term process, and the enterprise is constantly growing and developing, therefore, the new media marketing strategy, need timely according to the enterprise development process and different stages of development timely adjust marketing methods, even, limited by the new media platform replacement rate, also need to choose according to the development of the marketing platform to continue in the platform for marketing promotion.

(ii) Strengthen brand awareness and make good marketing planning

Marketers should understand the far-reaching impact of "brand effect" on product marketing, and enhance brand awareness and do a good job in brand maintenance and marketing work on the basis of their own duties. In this work, we should also try to increase the goodwill of the market and users to the brand by virtue of the convenience provided by new media, and finally realize the increase of brand awareness. First of all, it must make clear the market positioning,

and require enterprises to marketing design the psychology of potential customers, create products, and establish certain images or certain personality characteristics of brands, so as to obtain competitive advantages. In this aspect, the official microblog can be used to collect users' messages or private messages, extract some valuable information, to provide necessary reference for the production of marketing programs, and ensure that the marketing plan can be relatively satisfactory after the launch of the market response. When the brand has a certain popularity, it is necessary to develop a regular marketing strategy, regular publicity, do a good job in supporting services, the brand will do better and better, to create good conditions for the next step of marketing.

(iii) Improve the talent management system and reserve excellent marketing talents

New media operation is the core means used in the field of information communication, publicity and brand communication in recent years, which is the most used, to obtain the recognition of the brand through imperceptible, and silently transform the audience into loyal customers of the brand. In the final analysis, new media is only a tool and means of brand marketing. Whether it can achieve the expected marketing effect ultimately depends on whether the enterprise has a high-quality marketing team. Based on the brand marketing strategy, develop a professional training system suitable for marketing positions, and cultivate a talent team competent for the transformation of marketing work in the new media era.

(iv) Improve service standards and customize service products

Brand marketing is not only the process of introducing products to consumers, but also the process of providing pre-sale services for consumers. Through the implementation of standardized marketing services, only let consumers can more comprehensive, more detailed understanding of the content and function of products, the history and advantages of the brand, can improve the sales of products, with excellent quality, quality service, consumers into loyal "fans". Providing high standards of marketing services requires marketers to master the users' consumption preferences. The questionnaire can be published online by using wechat public account or mini programs. After consumers fill in, consumers are classified according to consumption ability, consumption preference and other different indicators, so as to achieve audience segmentation. Then the marketing department of the enterprise can provide personalized marketing services for each specific type of consumer group.

5. Conclusion

Brand marketing strategy should keep up with the changes of the market situation and the development trend of The Times, and make adaptive adjustments. In the era of new media, big data technology and new media platforms have become important tools of brand marketing, and higher requirements are put forward for the comprehensive quality of marketing personnel. When developing brand marketing strategy, on the Internet and big data, collect market information, research similar competing products, and push marketing information to users; on the other hand, emphasize the construction of compound marketing team, provide business training, optimize performance mechanism, and make greater contribution to brand maintenance and product marketing.

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