New Media Marketing Analysis of the Existing Problems and Development Path

Hai-rong ZENG¹,a,*, Li-li XUE²,b and Gong-hang CHEN³,c

¹,²,³Qingdao Huanghai University, Qingdao, Shangdong, China

a24176040@qq.com, b2556367929@qq.com, c874200803@qq.com

*Corresponding author

Keywords: New Media Marketing; Enterprise Marketing; Development Path

Abstract. With the improvement of social and economic level and the development of Internet thinking, enterprises should not rely on traditional business models to achieve great development, but they need to constantly seek reform and innovation in the mode of Internet thinking and effectively use new media to carry out new marketing integration. New media marketing is in the early stage of development, and there are many problems, and the negative effects of these problems can’t be ignored. This paper analyzes the existing problems of new media marketing in Internet thinking and discusses the development path of new media marketing.

1. Introduction

With the rapid development of media technology in the Internet era, the world has entered a period of mass emergence and flourishing of new media in a moment. New terms such as microblog, group purchase, building TV, public transport and mobile TV are emerging, and the new media era has arrived. The new media is not only popular around the world in its various forms, but also brings a storm in the marketing field with its unique advantages. With the wide application of new media in various industries, new media marketing has become one of the most effective marketing methods. More and more marketing methods emerge as the times require, and new media has brought considerable economic benefits to operators. But new media marketing is not a simple application of traditional marketing theory in new media. It is not only a platform, but a systematic and systematic way of thinking based on digital technology. As most managers are not fully converted, there are many problems in the current new media marketing.

2. Concept of New Media Marketing

New media is a concept that is different from traditional media. Traditional media mainly includes newspapers, periodicals, TV, radio and other information transmission channels. And new media is the main use and technology of the electronic communication information dissemination way of a kind of new media, the emergence of new media is dependent on the Internet, at the same time, the emergence and development of new media, to a certain extent, has promoted the rapid development of Internet technology. The basic concept and connotation of new media marketing are: taking the most popular way of new media (such as micro letter, weibo online social platform, electronic publications, website or software, network video, etc.) as the carrier, using the modern marketing theory and the overall environment of the Internet marketing. The new media marketing in the Internet age brings new opportunities for the development of commercial economy, opens up new development areas, at the same time, from another perspective, it also makes people’s daily life richer, more diversified and convenient.

3. Problems in New Media Marketing

3.1 Form is heavier than content

With the emergence of social media, merchants have used it for marketing, especially weibo
marketing and WeChat marketing. These social media are used by merchants to deliver goods information and to attract customers through interpersonal communication and word-of-mouth communication. They even use hunger marketing to limit the number of customers or products, and to authenticate customers in the form of personal invitations, so as to create a reputation in this way and call for consumers to experience. This kind of marketing method, the more successful now is the xiaomi mobile phone, the carving of a few brands such as the beef. But most of the businesses trying to replicate the marketing model have been successful. Investigate its reason, is that most businesses use this marketing method, the value is its uniqueness and epidemic, rather than according to the characteristics of their products or brand, so that the adoption of new media marketing become a mere formality, than a gourd ladle, but their products or brands are not different from those of other competitors, and its price is higher than the peer, it is still fail[1].

3.2 Media technology focuses on deep value innovation

The rapid development of new media technology has brought about the impact of traditional marketing methods and economic myths created in some fields, leading to the “digital worship”. It seems that with new media marketing, all problems are solved. In addition, some businessmen think of the new media as a website, an APP and an official account of WeChat, so as to embrace the Internet. The real new media marketing is not only reflected in the application of new media technology, but also deeper[1].

Once the problem is that a deep understanding of consumer behavior under the influence of new media and the change of the environment, to form new thinking, and to make creative communications strategy, otherwise, to create new value chain can only be old wine in new bottles, with new technology realizes traditional thinking, doomed to walk far.

3.3 Low cost advertising has the opposite effect

The adoption of new media, especially from the media, has greatly reduced the cost of publishing marketing information and greatly simplified the process. This leads to the rampant spread of advertising information in new media, especially the marketing information in social media, which is a great substitute for media content. This breach marketing way and there is no difference between the traditional media, the serious influence the ecological environment of social media, giving the audience made great interference, which causes the audience to its credibility and goodwill degrees increasingly reduced. One of the reasons for the emergence and obsolescence of new media is that the audience will soon lose interest in the media full of display advertising. In addition, the effect of such a simple and crude advertisement is sometimes not as good as it seems. According to the statement of the Booth School of Business in University of Chicago, is an object with a YAHOO! Tests show that advertising affects how people search for brand products, and the results found that display advertising can increase for a consumer product category search of numerous brands, not just brand advertising. It thinks online display advertising may help[2].

3.4 Precision marketing involves audience privacy

One of the salient features of new media marketing is its accurate grasp of audience information. Under the support of Internet technology and big data concept, consumers have no privacy in the eyes of merchants, and they are completely exposed to the business and media. Although precise marketing to the lavatory to a certain extent the personalized needs of consumers, improve the service quality of merchants, but at the same time also let consumers feel uneasy, they don’t want their own consumer behavior by marketers know clearly. Today, more and more consumers are using the Internet in the hope of anonymity. To cater to this trend, the recent, anonymity of social networking websites, including Secret, began to appear, and Facebook has been committed to establish a user identity system is begin to pay close attention to how to develop social services, anonymous to explore the development to the opposite direction. This is contrary to the most competitive features of the new media for advertisers, and it shows the dilemma faced by new media marketing.
4. Path Analysis of New Media Marketing Development

4.1 Adopt the product strategy adapted to new media marketing

Whether it can meet the needs of consumers is the value of an enterprise, and it also determines whether the enterprise can exist. New media marketing should emphasize the product of marketing strategy is based on the customer as the center, customer demands, enterprises to help customers to design and develop product, so product strategy in the new media is also known as the connection of production and consumption. On the Internet platform, new media marketing can be directly exposed to customers, and can also meet the unique needs of Internet consumers, so the new media marketing products in the original level also expect product level and potential product level. Consumers get more psychological experience than expected, and they increase their preference and loyalty to the product.

4.2 Integrate various media to realize cross-border marketing and multi-screen integration

In the new media era, consumers are gradually changing from traditional media to new media, but this does not mean that traditional media is useless. In fact, due to the excessive use of new media now, consumers are too dependent on the chaos of the real life order, leading some audiences to boycott the network. Under Internet thinking, therefore, we should re-examine the relationship between the various media, Internet thinking is not only related to the Internet, it requires that in the new media marketing not only limited to the new media itself, but rather to put all the media information dissemination channels to form systematic and social communication platform. All kinds of media can achieve interoperability and real-time conversion through the Internet. The idea of split screen in the field of marketing communication is the requirement of cross-border communication and multi-screen combination, and it is also the basis for realizing seamless connection of various media. No matter which communication channel consumers travel, they can contact the marketing information of merchants.

4.3 Strengthen synergy between online and offline

Even if the multi-screen integration of new media technology is realized, it will not achieve the goal of new media marketing. By integrating multiple screens to realize the round-the-clock coverage of the target consumers, but in today’s diversified and diversified consumption behavior, contact with network consumption information doesn’t mean the purchase behavior on the network. Either way, if it is only reflected in the network environment, it will only fall into the new media marketing of formalism. Now the logistics industry is developing rapidly with the maturity of the network media platform, which provides the possibility for realizing the connection between consumers online and offline. The knowledge and experience of efficient logistics system and physical experience provide a reference for consumers to purchase decisions online[3].

4.4 Implement new media knowledge marketing strategy

Knowledge marketing is a new marketing mode in new media marketing. Compared with traditional marketing products, it has higher technology content and is a sublimation of high-tech products. Knowledge marketing is a combination of information and intelligence, which makes it easier to use new media and knowledge marketing. Innovation provides a breakthrough marketing effect for enterprises, so enterprises need to change their thinking and attract consumers with high, new and odd marketing methods, especially online marketing. Internet marketing is the use of the Internet for enterprise marketing, mainly through the establishment of virtual stores and virtual business districts on the Internet to achieve. In addition, the market investigation and collecting information on the Internet, get the consumer demand and feedback on the product, in the network can also be used directly for marketing and product sales, provide consumers with personalized customization, using new media marketing, e-commerce also get rapid development, growth is far higher than the growth of total retail sales of social consumer goods[4].
5. Conclusion

With the development of the Internet society, new media marketing in-depth business heart, new media marketing as a new marketing mode, the impact on the traditional marketing exists, but this is not to say the new media marketing will completely replace the traditional marketing, new media marketing and traditional marketing an integrated process. In view of the problems existing in the marketing of new media, some effective strategies are put forward. New media marketing, of course, will also face new challenges and opportunities, the competitive market need to follow the pace of the new media marketing development, explore new media and learning more effective marketing tool.

Acknowledgement

This research was financially supported by the Innovation and Entrepreneurship Education Project in Qingdao Huanghai University (Project Number: 2016cxcy1).

Reference


