

Analysis of Effective Marketing Strategies Based on New Media Platform

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Abstract: in the Current Society, the Internet Technology Has Gradually Become Popular and Has a Very Important Influence in All Sectors of Society. under This Background, New Media Marketing Has Also Emerged. the Emergence of New Media is of Great Significance to the Development of Enterprises. New Media Can Provide a Certain Platform and Opportunity for Enterprise Marketing, Thus Promoting the Promotion of Enterprise Marketing Level. under the New Media Platform, Enterprises Have Obvious Advantages in Marketing. the Role of Advertising Has Been Expanded Infinitely. Information and Networking Make the Scope of Media Communication Expand Continuously. However, the Content is More and More Homogeneous, the Channel is More and More out of Control, the User is More and More Difficult to Please, and the Traditional Marketing Strategy and Rhythm Gradually Fail. through Research, This Paper Analyzes the Problems Existing in Enterprise Marketing under the New Media Platform, and Puts Forward the Strategies for Enterprises to Use New Media to Effectively Carry out Marketing, Which Plays a Positive Role in Improving Enterprise Marketing Ability and Promoting Enterprise Development.

1. Introduction

Different from the Traditional Media Mode, the Emergence of New Media Has Its Unique Advantages and Keynote from the Beginning, and Its Application Scope is Also Gradually Expanding. Its Advantage is That It Can Improve the Speed of Information Transmission and Realize the Sharing of Resources [1]. Today, the Task of the Media is No Longer Simply to Release Information, But to Achieve Dialogue and Communication with Customers or Relevant Stakeholders. the Traditional Marketing Strategy is No Longer Suitable for the Development of the Times. More and More Enterprises Realize the Necessity and Realistic Urgency of Using New Media for Marketing [2]. the New Media Platform Has Accelerated the Speed of Information Dissemination, Broadened the Scope of Communication, Broken the Limitation of Time and Space, and Greatly Affected the Quality of People's Life. At the Same Time, It Has Also Brought Business Opportunities. Using New Media for Marketing Can Achieve the Ideal Marketing Effect. There Are Great Differences between New Media and Traditional Media, and There Are Certain Uncertainties [3]. the Emergence of New Media is a Subversion of Traditional Media. Therefore, New Media Has Established a Different Characteristic Tone from Traditional Media At the Beginning. Using New Media for Marketing, Accelerating the Adaptation of Enterprises and Market Changes, Improving the Quality of Marketing with the Help of New Marketing Technology, So as to Maximize the Effect of Marketing.

Today's New Media Refers to the New Media Generated with the Development of Communication Technology and the Further Subdivision of Media Market [4], Compared with the Traditional Mass Media Such as Newspapers, Radio and Television. the Development of New Media Will Be More and More Developed, the Survival of Traditional Media Has Received an Unprecedented Threat. Chinese Media Industry Development Report Shows That in the Face of Complex and Changing Global Economic Environment, Chinese Economic Growth Began to Slow Down, and Investment in All Walks of Life Tended to Be Cautious. in the New Media Environment, the Market Scope Has Been Expanded to a Large Extent, Increasing the Consumer's Consumption Space. the New Media Platform Also Means That the International Environment Has Been Incorporated, Providing More Opportunities for the Development of Enterprises. Many Enterprises Are Discussing the Strategy of Using New Media for Marketing. If This Marketing Method Can

Play Its Role, It Can Effectively Improve the Marketing Ability and Competitiveness of Enterprises [6]. New Media is Currently Used in Many Industries in the Society. the Emergence of New Media Makes the Transmission of All Kinds of Information in the Whole Society Faster and the Development of All Industries Faster. It Can Provide More Abundant Content Sources, More Interpretation Methods from Different Perspectives, and Even Surpass the Timeliness of Traditional Media. the Communication Function of New Media in Marketing Activities is the Focus of This Article.

2. Overview of New Media Marketing

As a New Marketing Method, New Media Marketing is Characterized by Reasonable Use of Advanced Technologies and Resources, Broadening Marketing Channels and Effective Marketing with Advanced Network Platforms as Carriers. in the Era of Traditional Media, Enterprises Have a Strong Control over Channels, Users Usually Play the Role of Listeners, and Information Presents a “One-Way” Communication Mode. in the New Media Era, Because Everyone Has Their Own Communication Channels, Information Presents a Complex “Multi-Directional” Communication Mode [7]. Microblog Marketing is a New Media Marketing Method That Uses Microblog Platform to Spread Information. through Microblogs, Businesses Can Use Popular Microblogs, Microblog Headlines, Etc. to Quickly Gather a Large Number of Audiences Interested in Topics, Products, Etc. in a Short Time, Thus Achieving the Purpose of Publicity. Everyone is the Disseminator and Receiver of Information. While Realizing Two-Way Interaction, Information Realizes Equal Communication between the Two [8]. the Second is Timeliness and Rapidity. Enterprises Do Not Need to Waste a Lot of Human and Material Resources to Spread, Which Can Save Resources. in Addition, Micro Blog Has Strong Incitement, Which Can Easily Combine Consumer Groups and Brands, Give Full Play to Its Advantages, Promote a Virtuous Cycle, and Contribute to Brand Communication. Let the Audience Have a Clear Understanding of the Brand Image of the Enterprise; the Other is to Use the Third-Party Platform, Such as Jd.Com, Tmall.Com and Other e-Commerce Platforms, to Hang and Sell the Enterprise's Products in the Form of Settling in. by Using the Website, We Can Ensure That Communication At All Levels of Society is in the Same Form, Can Establish a Good Brand Image, Can Design Some Corporate Culture in the Website Page, Show the Characteristics of the Enterprise, and Show the Connotation of the Characteristics of the Enterprise Products.

3. Features of New Media

3.1 The Public Has Changed from Passive Acceptance to Active Participation

In the New Media Era, There Are More Opportunities for Public Participation. in the Traditional Media, Radio, Television, Newspapers and So on, the Public Can Understand Information through the Media, But They Are All Unilateral [9]. in the New Media Era, Users Can Evaluate the Information and Express Their Opinions and Suggestions through the Internet, Especially Qq, Microblog, Wechat and Other Means, Thus Realizing Public Information Exchange and Interaction. Breaking the One-Way and Linear Communication Mode of Traditional Media, the Traditional Audience Has Become the Publisher of Information and Can Interact with Each Other. New Media Technology Breaks the Time Limit of Traditional Media, and Anyone Can Receive the Desired Information Anytime and Anywhere, and with the Continuous Upgrading of Network Communication Technology, the Transmission of Information is More Timely and Fast. on the Internet, People Can Spend the Shortest Time to Get the Most Effective Information [10]. for Example, in Recent Years, a Lot of Network Information Will Be Spread Rapidly, and Some Events Will Get More Attention, Which Promotes the Efficiency of These Events, and Improves the Humanization and Efficiency of Event Processing.

3.2 New Media is More Fragmented and Targeted in Content

In the Era of Traditional Media, the Traditional Media Makes the Media Audience Have the

Disadvantages of Wide Range and Poor Pertinence. in the Era of New Media, Information Dissemination is More Fragmented. Some Mobile Video Can Quickly Spread Some News Media Events through Wechat, Microblog, Qq and Other New Communication Platforms. the Content Released by Traditional Media is Relatively Procedural and Standardized, with a Complete Set of Systems and Requirements, and the Format and Content Are Regulated, and the Communication is Relatively Formal [11]. New Media Users Have Strong Autonomy. Customers Can Create Their Own Content According to Their Own Authority, Communicate Freely and Have Strong Autonomy. It Has Also Broken through Regional Restrictions, and Can Share Information Resources as Long as the Internet is Used, Regardless of the Recipient's Depth and Location. Finally, the Convergence and Wide Application of Big Data. "Internet Plus" Has Given Birth to a New Format of Financial Media, Helping Traditional Media to Move from Resource Dispersion to Resource Concentration [12]. for Example, Wechat, Which is Widely Used by the Public At Present, Allows Users to Publish Pictures and Moods Anytime and Anywhere, Share Preferences and Interact with Friends, with Obvious Personal Characteristics.

3.3 New Media is More Random in Information Content

With the popularization of the Internet and the widespread use of smart phones, new media have shown obvious advantages in advertising, information dissemination and other aspects of enterprise marketing. The advantage of new media lies in faster and wider information dissemination and greater influence on the public [13]. The information content published by traditional media is basically screened at multiple levels, so the information received by the audience is the content screened at different levels. In the new media era, information content involves not only the media but also the audience. Under the new media platform, enterprises can also make reasonable use of "soft advertising" to change their marketing strategies, because information explosion advertising has been difficult to adapt to the new media platform [14]. The audience shows that they are not only the recipients of information, but also the creators of information. The audience can quickly publish and broadcast the content they see through video, pictures and other ways anytime and anywhere, with the help of websites, forums, wechat, microblog, QQ and other new communication methods. At present, the availability of data has increased unprecedentedly. The massive, timely, dynamic and open data is conducive to improving the validity and depth of market operation analysis.

4. The Main Role of New Media in Marketing

4.1 New Media Promotes the Development of Marketing

The marketing of new media mainly relies on Internet technology. It relies on Internet platforms, communication software, websites and other media to identify and classify marketing content and push information according to the personal situation of users. New media is a very important means for enterprises to expand their markets. Marketing is a necessary step for enterprises to expand their markets. When enterprises reach a certain level of development, they need to shift the market to a broader market platform [15]. Enterprises rely on this way to carry out brand promotion and marketing, creating more business opportunities for the development of enterprises has become a conventional means. Accurate marketing can be carried out. New media marketing is closely related to the network. Relying on the network platform, website pages and communication software, it can locate the content, push relevant messages for users, customize the content and promote the product. It strengthens the communication efficiency between different information, improves the interaction effect between different audiences, gradually weakens the barriers between various fields, enhances the enthusiasm of marketing participation, and creates more development space for enterprise marketing activities. For example, Weibo and wechat are important ways to improve the transaction efficiency, and can also create more businesses for enterprises Opportunity. These opportunities can make transactions that are more expensive or difficult to execute easier and more feasible. So that people can use a variety of information platforms to collect data, according to the actual needs of

the reasonable acceptance of information data, so that people's trends and requirements can be reasonably displayed, convenient for the production and research and development of late products, and promote the common development of enterprises and people.

4.2 New Media Has a Certain Impact on the Operation Environment of Marketing

New media itself has a certain degree of extraversion and three-dimensional, which provides a new platform for the exchange of various information, and the openness of this platform is also just in line with the openness of the market. For consumers, they are always willing to listen to others' opinions before buying a product, so as to judge whether they choose to buy. Whether it's Micro blog, wechat or website marketing, the purchased consumers can evaluate the products according to their own consumption experience. This provides a new platform for the exchange, exchange and sharing of diversified information. The openness and sharing of this platform are also in line with the open characteristics of the market. However, the rapid update of new media technologies and equipment will also leave a certain gap with the development of enterprise marketing. It can establish trust relationship with users, promote users' consumption, and has strong interaction. The new media platform can quickly update and push messages, which facilitates the smooth development of work and effectively carry out new media marketing.

Although personnel communication is usually more effective than mass communication, mass media is the main way to promote personnel communication. Mass communication affects one's attitude and behavior through a two-step process. Ideas are generally spread from official blogs, television and printed materials to opinion leaders, and then from opinion leaders to people with less media involvement. For example, three numbers in the marketing department line indicate that the marketing department needs to work 3 and 5 hours for online and offline transformation of a person, and the daily working hours provided by the marketing department are 15 hours See Table 1 below.

Table 1 Data Sheet Of Optimal Combination Problem

	On line	Under line	Existing working hours per day
Marketing department	4	6	15
Sales department	2	4	8
Profit/(RMB 10,000/person)	6	9	

In the process of the development and application of new media, the globalization of information has made the communication between enterprises in various countries around the world more and more frequent, and the exchange of various commodity information has become more and more rapid and convenient. Therefore, various environments in the marketing process have undergone corresponding changes. The emergence of new media platform not only provides people with the data they need, but also enriches people's access to information and data, and improves the efficiency of information transmission.

4.3 The Development of New Media Has Changed the Management of Marketing

The emergence of new media is of great significance to the development of marketing. Because new media provides a very perfect transaction basis for marketing, many information can be optimized in the transaction process of new media. The emergence of new media is of great significance to the development of marketing. Because new media provides a very perfect transaction basis for marketing, many information can be optimized in the transaction process of new media. Under the new media platform, the rapid exchange and update of information, the more diversified and short-term consumption forms, make the market consumption forms change rapidly, and its laws are relatively difficult to grasp and apply quickly. Therefore, new media plays an important role in the promotion of enterprises' position in the development of market economy. Modern marketing should establish a system with capital flow as its form, information flow as its core and commodity flow as its main body. Transmit consistent product information, realize two-way communication with consumers, quickly establish the position of product brand in consumers' mind, establish long-term close relationship between brand and consumers, and more effectively

achieve the purpose of advertising and product marketing. Therefore, it is necessary for enterprises to quickly understand and master the new technology of new media communication to adapt to this development trend. The new media technology feeds back the enterprise, which promotes the enterprise's ability and efficiency to learn and master new marketing methods.

5. Problems Existing in Enterprise Marketing under New Media Platform

Although the new media has been greatly developed and the media has become the main medium of information dissemination in today's society, there are still many enterprises in our country still follow the traditional way of marketing and do not realize the important value of new media in marketing. The enterprise has not fully understood the role of new media in the marketing process of the enterprise and has not spent much effort on the application and promotion of new media. At present, many enterprises are indifferent to the way of using new media for marketing. Many enterprises cannot actively use their communication advantages to carry out marketing activities when facing the new communication channel and mode of network communication, resulting in low marketing capability. Although a special network marketing department has been set up in the enterprise and professional network researchers have been arranged, the enterprise marketing and network information communication have not been well connected, nor can many enterprise marketing channels and marketing methods be carried out through the network communication platform. This kind of marketing mode has no long-term planning, which is not conducive to the long-term development of enterprises. At the same time, at present, new media does not support the marketing work of enterprises well, and various kinds of information emerge, which makes it difficult for enterprises to find valuable marketing information, so it is difficult to get the information support of new media.

The low ability of using network platform for marketing is a common problem in many enterprises. The enterprise lacks a team to explore the effective connection between new media and marketing. The brand experience project should have sufficient flexibility and participation, even including the user's independent creation. "Brand image display and product display are strictly not projects of brand in-depth experience. For enterprise marketing, new media is a good opportunity, but also a good challenge. Only by making full and reasonable use of the advantages of new media, can enterprises really play the advantages of new media in information dissemination. In the new media era, information dissemination has become more fragmented. Some mobile phone videos and other news media events can be quickly disseminated through new communication platforms such as WeChat, Weibo and qq, causing widespread concern and even becoming major events that everyone is paying attention to. Enterprises do not know that if they find useful information for their own marketing, it is difficult to obtain useful information resources from the vast amount of information, so that their ability to use new media for marketing is low. Under the background of the new media era, enterprises can better adapt to the current marketing environment and do a better job in the marketing work of enterprises only by actively utilizing the new media, firmly grasping the opportunities of the information era and actively meeting the challenges of the information era.

6. Strategic Analysis on Effective Use of New Media for Marketing

6.1 Enterprises Should Increase New Media Marketing Technology and Capital Investment

In order to use new media for marketing, enterprises must increase capital and technical investment in this area. As the leader of an enterprise, it is necessary to realize the necessity of using new media for marketing under the new situation and realize that new media will certainly play an important role in marketing. Therefore, in the work, we should first ensure that the marketing personnel can master professional marketing knowledge, have a detailed understanding of the information, culture and development of the products in the enterprise, and have a clear understanding of the marketing management system; Secondly, improve the moral standard of marketing personnel. Enterprises need to change their marketing concepts, actively adapt to new

media technologies, enhance their competitiveness and productivity, meet customer needs, actively understand customers, classify and analyze customers, so as to provide personalized services for users and do a good job in product promotion. Enterprises should increase the construction of network marketing infrastructure, purchase the necessary basic equipment, train the network marketing team. In addition, they should actively introduce new technologies and increase the investment in the construction of new media network marketing. Employees are required to actively understand the new concepts and new ways of marketing management, and strengthen the training of marketing personnel's business ability and innovation practice ability in the actual marketing environment, so that they can apply the new media knowledge and skills they know and master to the actual working environment. Enterprise leaders should often organize marketing personnel to learn, strengthen the training and practice of marketing personnel on various professional knowledge, so as to improve the marketing ability level of marketing personnel and promote the level and efficiency of enterprise marketing.

6.2 Establish a Perfect Marketing Network System

In order to achieve the purpose of using new media for marketing, enterprises should be able to actively build a perfect marketing network system, accumulate and use new media means to collect useful information resources for themselves, and be able to sort out relevant information. In the process of marketing, due to the large span between regions, in order to improve the efficiency of product marketing, enterprises should strengthen the construction of network marketing platform, so as to improve the publicity effect of products and enterprises. Pay attention to the application of WeChat, microblog and other software to enhance the timeliness of marketing. Microblog and WeChat are important communication methods for modern people, with a large number of active users, and can effectively carry out content marketing and dissemination. Enterprises can fully mobilize all kinds of resources and rationally allocate them so as to maximize the benefits of resources, achieve the goal of attracting more partners, strengthening economic ties between partners, and strive for more partners to help the new media of enterprises.

After selecting the information, the next task on the advertisement is to select the media to spread the advertisement. The steps are: determining the expected arrival, frequency and influence, selecting from the major media types, selecting the specific media carrier, determining the media delivery time, and determining the geographic distribution of the media. Figure 1 is a graph showing the number of fans

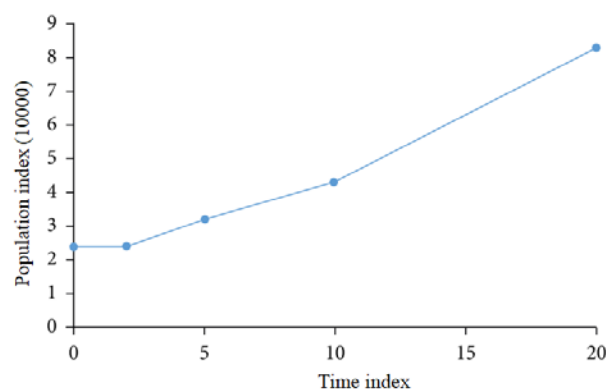


Fig.1 Graph of Fan Count

Enterprises should be able to set their own network marketing objectives according to market needs, scientifically analyze their own advantages and disadvantages, effectively study their own products and reasonably price them. Therefore, enterprises need to do a good job in website construction, update the latest development information of enterprises in time, strengthen the information release and publicity of products, so as to better facilitate consumers to understand the relevant marketing situation of enterprises with the help of websites, and improve the pertinence and practicability of marketing.

6.3 Establish a Professional Network Marketing Team

In the new era, the promotion of enterprise network marketing ability needs the support of a professional and high-quality marketing team. Enterprises should actively absorb network marketing personnel to expand their own marketing team, and strengthen the technical training of marketing personnel. Therefore, in order to improve the efficiency of enterprise marketing, in the process of work, it is necessary to continuously strengthen the ability of cooperation between various departments, improve the construction of marketing management system, establish correct marketing concept, enhance the strength of management, and improve the management level of marketing. In this case, it is necessary for enterprises to establish a crisis marketing public relations mechanism for the new media era, so as to better maintain and shape the good image of enterprises and create unique brands of enterprises. We should actively encourage marketing personnel within the enterprise to learn to use network means and use new media for marketing. We should increase technical training and guidance for marketing personnel and continuously improve their professional ability so that they can effectively use new media to receive and feedback information. Therefore, enterprises need to use WeChat and microblog platforms to push product information regularly and update product information regularly by opening WeChat public number and microblog number. Therefore, enterprises should actively strengthen the application of network media, strengthen the introduction of enterprise product information and enterprise culture on the network media, so as to make the publicity effect of enterprises more extensive. Employees should be able to skillfully use and operate new media technologies, reasonably use new media platforms, interact with audiences, strengthen the publicity of enterprises and products, and effectively deal with various emergencies. Through the above ways to better promote the healthy and long-term development of enterprises.

6.4 Scientific and Reasonable Control of Marketing Management

Marketing is an important factor for enterprises to expand their business and develop the international market. With the rapid development of economy, more and more enterprises are developing towards nationalization. In order to improve the competitive efficiency of enterprises, it is necessary to continuously strengthen the control of marketing management to ensure the effectiveness of marketing work. In the process of making network marketing strategy, it is also necessary to constantly challenge its marketing strategy according to market changes and the collection of information resources. Use the online platform to broaden the scope of marketing, improve the speed of marketing, use the offline platform to organize users to experience, meet the needs of users, and make preparations for the effective marketing of enterprises. Secondly, on the basis of finding effective information, these information should be properly integrated into product design to meet the diversified needs of consumers. We need to make effective use of the network media, and through the network media, enterprises can have a better understanding of the industry market, so that enterprises can make more detailed marketing plans. In addition, in the process of overall management and control of marketing, we should optimize and change the original marketing management system in combination with the development environment of new media, so as to establish a new comprehensive management model in line with market development. Avoid corporate brands sliding into the bottom. Improve the post brand and image reconstruction mechanism, correctly handle some crisis events, strengthen media display and positive publicity of the enterprise, so as to better restore the brand image of the enterprise.

6.5 Grasp the Development Trend of New Media and Innovate Marketing Mode

In the new media era, consumer demand is no longer only satisfied with the products or services provided by merchants, and experiential consumption has become the new demand of consumers. Experiential consumption is that businesses use network technology to create an open and simulated virtual space to improve participants' indirect experience and obtain better marketing effects than direct experience. Through mobile TV and outdoor new media and other forms of marketing. The combination of Internet and TV will make this traditional media show new marketing advantages.

In the process of system marketing strategy, the opinions of the customers are considered and studied, and the customers are actively contacted. Through telephone calls, network questions and answers, questionnaire surveys and other means, the customers' thoughts and thoughts are understood. So that consumers can freely match, so as to choose their own clothes. This experience way satisfies the consumers' choice right, improves the interest and interaction of the consumption process, and is welcomed by consumers. With the continuous development of new media technology, the quality requirements of employees are increasingly stringent. In order to better use new media marketing and adapt to the market trend, enterprises need to pay attention to the training and management of new media quality. In order to effectively improve the efficiency of network marketing, we should be able to constantly challenge the marketing mode, fully grasp the changing market competition environment, formulate the corresponding marketing strategy and marketing plan, and implement the dynamic management of network marketing.

7. Conclusion

Enterprise marketing is an important strategy in the process of enterprise economic development. At the same time, new media plays a more and more important role in the process of enterprise development, which is of great significance to enterprise marketing. Under the new media platform, enterprises need to actively use new media means to carry out marketing, so as to improve the efficiency and level of marketing. Enterprises should be able to develop their own needs, establish a sound information network system, and cultivate professional information network marketing team. In order to adapt to the increasingly complex and changeable market environment, enterprises need to actively use new media technologies and equipment, innovate traditional media methods and marketing methods, formulate new marketing strategies and innovate marketing concepts in order to do a good job in marketing and gain more market share. At the same time, it is necessary to continuously improve the comprehensive ability of marketing personnel to ensure the normal development of marketing work, thus laying the foundation for enhancing the market competitiveness of enterprises.

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