

On the IP Marketing Strategy of Enterprises in the New Media Environment

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Abstract. In recent years, with the continuous improvement of new media technologies and services, IP marketing has become a phenomenon-level marketing concept. In order to better adapt to the new development of IP marketing strategies, it is necessary to comprehensively analyze IP marketing in enterprises under the new media environment. The operational characteristics of the strategy, grasping the rules, ultimately provide the necessary conditions for the enterprise to achieve its own marketing purposes and economic benefits.

Keywords: IP marketing, new media, marketing strategy

Introduction

With the increasing social and economic level in China, the vigorous development of new media affects the development trend of marketing. Consumers can obtain corresponding personalized information through various new media means and channels. After consumers receive the information, there is a constant demand for products and related service projects. As the market changes with the demand, the company also provides challenges and opportunities for continuous upgrading and frequent development. In recent years, the concept of IP marketing has become the research focus of the development of the enterprise market, showing the business model system and consumption trends of cross-border cooperation, the Internet market and the traditional physical market.

Although IP marketing strategies launched by Chinese companies in recent years have successful cases such as “Tsingtao Beer – Custom Cans”, “Wuhan Zhou Black Duck” and “Strawberry Music Festival”, there are more reds like “Sharp Brother” and “Feng Jie”. Extremely quickly lost the vitality of the IP. In my opinion, the reason is that most enterprises in China have not entered the deep level of IP marketing, and they have not grasped the IP life cycle very well. They lack systematic development of IP marketing value, resulting in many occurrences, although they cost a lot, but only in the short term. An IP marketing strategy that is profitable and cannot produce e-benefit benefits. In order to better adapt to the new development of IP marketing strategy in the market, a comprehensive analysis of the implementation process of IP marketing strategies in enterprises under the new media environment has become the only way, we need to learn to grasp the internal operating rules and comprehensive understanding of IP marketing. Strategy can help companies achieve their marketing goals and improve their economic efficiency.

1.1 Definition and Characteristics of IP Marketing Strategy

1.1.1 Introduction to IP

IP, the abbreviation of Intellectual Property, refers to “intellectual property”, which refers to music, literature and other works of art, discoveries and inventions, all products that are devoted to the author's mind, and are granted “exclusive rights” by law. The law provides that rights holders have exclusive rights to their intellectual property rights for a limited period of validity.

1.1.2 Definition of IP Marketing Strategy

The IP marketing strategy is a “people-centric” business strategy that attracts, captures and aggregates the vertical audience of IP by continuously publishing valuable, relevant and sustainable content in the process of building IP. Its role is to naturally promote IP products, influence consumer behavior, and achieve corporate sales goals.

1.1.3 Characteristics of IP Marketing Strategy

1. Business prospects are certain. IP refers to systematically combining and summarizing a lot of scattered content into an organic whole. Good quality IP comes with topics, fans and traffic. Compared with other similar products in the market, products with IP as a selling point have a wider sales range and stronger competitiveness. The core audience attracted by IP provides valuable customer reference materials for further development of products and services, and clarifies the direction of the next business development.

2. Synergies in cross-border areas. Products with IP can break free from the constraints of a single platform to a certain extent, attract fans and create traffic in multiple areas, and leverage the synergy of two or more markets to tap into the greater market potential of products.

3, longitudinal extensibility. Through the continuous creation, design and continuous re-creation of IP, the accumulation of fan assets and the maintenance of the popularity of the fans are guaranteed, and then new hot topics and consumer concerns are created, and the individual IPs are gradually developed into complete and The closed IP system also brings greater profitability and liquidity.

1.2 Models and Objectives of IP Marketing Strategy

12.1 Mode of IP Marketing

1. Experience marketing. Give the product IP personality, attract fans through IP charm, use the full user experience to make the audience emotionally resonate and build a trust foundation, which will enhance the acceptance of business information and affect the audience consumption behavior.

2, pain point marketing. Identify the audience, understand the audience's needs and preferences, identify their “consumption pain points”, then design products and services for them, achieve brand differentiation and capture new market profit points.

3. Viral marketing. Follow the trend, look for phenomena, and try to be the leader of the trend, to promote the audience to buy products and spontaneously promote the product, the product as the first choice for this aspect of consumption. This is also a strategy to increase the turnover of the corporate market in the short term.

4. Associated marketing. By understanding the needs and preferences of vertical crowds in IP audiences, we will do a good job of accurately cross-border drainage, gradually build a closed IP industry chain, and leverage the synergies of IP across the field to work with all parties to maximize benefits.

1.2.2 The goal of IP Marketing

Personalize the company or product, identify the brand identity of the brand, image, target group, etc.; use the product's personality agent to emotionally resonate with the consumer, provide reasons for consumers to purchase beyond the function, increase the brand viscosity of the target group and Reputation; promote the brand's sales channels to rational planning and construction in the context of new media, and ultimately achieve brand premium.

1.3 Basic Principles of IP Marketing Strategy

1.3.1 Differentiated and Well-toned

If IP is not clearly differentiated and tempered, and other IP content and form tend to be homogenized, then IP will soon be eliminated by the market. For example, the brand of Apple has clearly demonstrated its company's value concept in marketing. The 18- to 30-year-old user group who pursues fashion and advocates the aesthetics of scientific life has positioned the smartphone in the range of 4,000 yuan to 8,000 yuan. When new products are listed in the public expectation, due to their remarkable brand tonality and high quality, the phenomenon of “hunger marketing” is formed, which is the charm of IP marketing. In essence, the difference in the nature of differentiation is the continuous improvement of the professional level of pursuing products or services, making the vertical extension of IP more powerful.

1.3.2 Has a Multi-entertainment Tonality

In the modern development of new media, entertainment-related content can often find people to relax and relax in the fast-paced society to meet people's spiritual needs, so the information carried is more acceptable to people. Therefore, in the spread of IP, you can use the way or means of entertainment to enhance its influence. For example, star as IP, its endorsement brand or product is still one of the important IP marketing methods, which can convey the difference of brand or product in the short-term, and establish a certain connection with the target audience. Consumers' consumption behavior, but celebrity endorsements have their own limitations: once the star image is damaged, it will have a negative impact on the companies that endorse the products.

1.3.3 Realizing the Development of IP Industry Chain

There are many companies in China who have tried to learn the successful experience of IP marketing from foreign companies, but usually only learn the fur and fail to form the IP marketing theory system belonging to the company. The deeper reason for this is to ignore the IP of the full chain, think about the benefits of short-term IP, and not pay attention to the improvement of the IP chain, so that the investment is heavy again and again, the return is small, and the cycle is short.

In order to realize the development of the IP industry chain, we must attach importance to using the Internet as a tool to revolutionize IP production, create influential IP, form an IP system, and enhance the profitability and liquidity of IP. For example, the cultural IP of "Break the Sky", the ontology is network literature, with its IP's powerful ability to attract traffic, through the closed-loop development of derivatives such as movies, TV series, games, physical books and peripheral goods: 2017 cartoon of the same name The total number of broadcasts exceeded 1.2 billion hits to break the record of domestic animations. In September 2018, the same name of the mobile game was launched for 5 hours, and it was easy to get the top score on the top of the App Store free list. "Break the Sky" continues to be sought after by fans, staying in the public eye, increasing the influence of its IP in different fields, proving that high-quality IP can exert its strong vitality on multiple platforms, and improve the IP industry chain. Conducive to the maximization of IP business value.

1.3.4 Content Continues to Produce And Keep Pace with the Times

IP has its life cycle. How to accurately grasp the characteristics of each stage and make IP play its greatest business value is one of the important challenges of the enterprise. Of course, the most important thing about IP is the content. The ability to attract traffic and fans is a prerequisite for IP. For example, Fuwa, the mascot of the 2008 Beijing Olympic Games that once ravaged the north and south of the Yangtze River, is undoubtedly a high-quality IP. It emphasizes the concept of harmony between man and nature. In design and application, it highlights the personalization of five Fuwa, and the headwear is featured. The surrounding products that have been developed with Olympic colors have greatly enhanced the interactivity of the mascots. As the mascot of the Beijing 2008 Olympic Games, it attracted a lot of fans and traffic. At the same time, in the process of commercial realization, the introduction of derivative peripherals and animations were also highly sought after, and achieved good results. With the support of the government, Fuwa was well-known and deeply impressed by the Chinese at that time. It was the IP with strong commercial value when the new media IP marketing did not become a trend in China.

Now, the IP of Fuwa has been forgotten by the public and has become a memory of a generation. The reason is not only the limitations of the mascot of the 2008 Beijing Olympic Games, but also the reproduction of content that does not pay attention to this IP. There is no new content. To attract audiences, the life cycle will come to an end. Another classic IP with different experiences here is the Princess series of Disney Pictures. When the gentle and beautiful princess image in fairy tales gradually loses the appeal of the new generation, Disney Pictures will launch a yearning for the aesthetic and feminine quality. The "new princess", such as the long-haired princess who will use the pan to fight the enemy, the hair as a weapon, the intelligent and powerful Princess Aisha and the courageous independent Princess Melida. Compared with the previous princess movies, most of

them focus on the pursuit of perfect love. The newly launched princess film focuses on the growth of women. These princesses meet the beautiful female qualities that contemporary society yearns for, and of course they have achieved good film results. Attracted more fans and traffic. This is enough to illustrate the importance of continuous output and advancing with the times.

1.3.5 Resonate with the User

The most memorable content of the user is to touch the content of the user's cognitive level. When the enterprise contacts with the user, some small details will affect the user's cognition, and the impression may make the user unforgettable for life. This is called "emotional resonance" in IP communication, that is, in the course of IP transmission, it can form a strong stimulus and recognition in the user's mental model, and this emotion will affect the user's consumption behavior in an instant. And IP can resonate emotionally with users, which means that IP can be accepted by users at the level of values.

According to the case study of "Haidilao", although the services such as providing free drinks, glasses cleaning, and nails are not the main body of the hot pot, but the extension of the brand's extension value. However, because these small details are more real and more impressive, they can reflect the brand's value concept and service attitude, so many users have emotional resonance in this moment. At this time, the customer's transfer value can be realized, and the customer also has a differentiated impression on the brand of "Haidilao" and enhances the market competitiveness of the "Haidilao" brand.

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