

# On the "Borrowing Marketing" of Enterprise Brands in the New Media Era

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**Abstract:** "Leverage marketing" is a new marketing method that integrates the products to be sold into the environment that consumers like, unconsciously promotes their awareness and understanding of products, and finally accepts products and consumption. Based on the new media era, this paper analyzes the "borrowing marketing" of corporate brands from two aspects, first summarizes the problems existing in actual marketing, and then discusses the strategy of how to effectively "borrow marketing" with the help of new media, hoping to have reference value for corporate brand marketing.

**Keywords:** new media era; Corporate branding; Leverage marketing

Introduction: "Advantage marketing" is a marketing method that enables consumers to understand products and ultimately guide consumption in a specific environment or easy entertainment scene through the way of following the trend and borrowing the trend. At present, new media has become the main way for the public to obtain information, which has the characteristics of rapid and rapid information dissemination, high degree of discussion of hot events, and high rate of spontaneous dissemination. In this media communication background, enterprise brands should strengthen the ability of "taking advantage of marketing", integrate sales purposes into marketing activities, better publicize and promote consumption, and establish a good product image.

## 1. The problems of corporate brand "borrowing marketing"

### (1) Blindly following the trend

At present, there are many similar products on the market, and if you want to improve product competitiveness, you need to highlight product characteristics in marketing activities, attract consumers' attention and arouse interest, which is the most important. In the actual process of corporate brand "borrowing marketing", this point is often ignored, and there is a situation of blindly following the trend. Although marketing activities are combined with social hot spots, the connection with the product itself is not strong enough, it has a rigid and far-fetched situation, can not fully establish and shape a good brand image through marketing, and it is difficult to make consumers have the desire to understand and buy.

### (2) The reaction speed is not fast enough

Only by seizing the opportunity, combining with the brand at the peak of popularity, in-depth correlation and timely marketing, can the enterprise brand "borrow marketing" achieve good marketing results. At present, in the "borrowing marketing" of corporate brands, there is a situation of insufficient sensitivity to hot spots, often unable to respond quickly and formulate marketing plans in time, and by the time of "borrowing marketing", the popularity has been greatly reduced, or has been seized by other brands, marketing naturally can not stir up waves, drowned in overwhelming marketing advertising and sound tide.

### (3) Lack of cooperation with marketing models and means

"Leverage marketing" should attract consumers' attention and promote the brand, but the ultimate goal is to guide consumption and promote consumption. For marketing activities, in order to achieve the goal of service consumption, it is necessary to integrate various marketing communication methods. Judging from the actual situation of corporate brands in "borrowing marketing" in recent years, it is mainly based on fighting alone, focusing on the event itself, ignoring the research of marketing models, and there is a lack of cooperation. "Leveraging marketing" is often difficult to achieve the expected results, or it is not impressive enough, it will be forgotten in a short period of time, it cannot be sustained, and the marketing effect cannot be continued.

## 2. The brand "borrowing marketing" strategy under new media

### (1) Strengthen the association with the brand

The most important thing in "borrowing marketing" is the content, creating momentum and borrowing momentum is to attract the attention of consumers, and finally through marketing copy or other ways, so that consumers know the brand and guide consumption. Based on this, "leverage marketing" must highlight the distinctive characteristics of the brand, and should be distinguished from the same type of brands and products on the market, which requires marketers to work hard to grasp the psychology and needs of consumers, consider this aspect in the association with social hot spots, and at the same time directly attack the most core part of the brand and reflect the advantages.

That is to say, “leverage marketing” should make consumers clear about the same type of products, I have what you have, but I have you but you don’t, thereby enhancing the impression of the product, arousing the desire to consume, promoting purchases, and making consumers recognize and recognize the brand, and have loyalty to the brand.

“Borrowing marketing” must avoid blindly following the trend, but to find the entry point with the “borrowing” hot spot, and establish a targeted correlation, so that you have me and I have you, and consumers take the initiative to understand the brand under the impetus of hot spots. “Leveraging marketing” should be combined with brand positioning, and should be guided by consumer preferences and needs, and formulate marketing plans on the basis of comprehensive consideration. In the process, it is necessary to highlight the brand characteristics through hot spots, and also convey the business philosophy and connotation of the enterprise. “Leveraging marketing” should dig deep into the correlation between hot spots and brands, ensure that any hot spots can be used by themselves, adhere to ingenious integration, enhance brand effect, and enhance consumers’ awareness of brands. Taking the 2015 sandstorm as an example, the attention was high, and air purifier companies “took advantage of marketing” and held a marketing campaign of “returning you fresh air”. Another example is that the Mengniu brand seized the hot spot of “Feitian”, sponsored the aerospace industry, and launched the slogans of “strong Chinese” and “cheer for China”, which maximized its popularity and was in line with the brand positioning.

### (2) Rapid response

Enterprise brand “taking advantage of marketing” should strengthen the understanding of new media, clarify information dissemination methods and communication characteristics, and lay a foundation for better use of new media to carry out marketing activities. Although hot events are sudden and unpredictable, they are also regular and characteristic in many cases, and enterprises should analyze and summarize hot events in recent years to enhance sensitivity and improve the ability to predict hot spots. In this way, from the massive information of new media, we can quickly grasp the information that may become a hot spot, hold a meeting, and prepare in advance and “take advantage of the marketing” strategy. Once the predicted event becomes a hot spot, respond quickly, efficiently formulate a “borrowing marketing” plan under the preliminary preparation, and keep up with the popularity of marketing. Through homeopathic and trend-making marketing, it can not only make the brand attract enough attention and expand its influence, but also make the marketing influence help greater in hot events, and finally achieve very good marketing results. “Taking advantage of the situation marketing” to adopt “blitzkrieg”, taking Liu Xiang as an example, it has its own halo, and every move will attract widespread attention. Liu Xiang’s retirement is bound to become a hot spot, in 2015 Liu Xiang just announced his retirement on Weibo, Nike combined this matter to develop a publicity copy and publish it on Weibo, in the first time to win the public’s attention. Later, many companies followed suit and combined with events to carry out “borrowing marketing”, but the attention and forwarding volume were far less than Nike.

In the era of new media, enterprises from top to bottom, from marketing departments to other departments, must have sensitivity to hot spots, learn more about them in ordinary times, and analyze the successful cases of “borrowing marketing” of previous brands, and obtain inspiration and summarize experience. Enterprise marketing departments should pay attention to new media with a wide audience, such as Weibo, WeChat public platform, Douyin, Toutiao, etc., and keep abreast of the dynamics to ensure that potential hot information is captured, timely organize personnel discussions, explore the connection with products and brands, and jointly discuss marketing plans. Enterprise brand marketing should understand the listing of enterprises, major policy changes, arrangements of well-known figures, and topics and events related to people’s livelihood, such as education, public examinations, tourism, etc., which are hot weather vanes, enhance the sensitivity of relevant aspects, and do a good job in forecasting and preparation, not only to win with marketing quality, but also to win with speed.

### (3) Do a good job in marketing integration

Corporate brand “borrowing marketing” to make it clear that the new media era has the characteristics of fast hot communication and fast heat reduction, so in order to improve marketing effectiveness, it is necessary to ensure that marketing continues to make efforts, which is the most important. “Leverage marketing” should be integrated with diversified marketing means and models to promote interaction, not only to grasp the immediate effect, closely follow the hot spots to quickly let products and brands into the field of vision of consumers, enhance exposure, but also ensure that marketing has depth and breadth, so that marketing continuity plays an influential and role.

“Leverage marketing” creates touchpoints from all aspects to motivate consumers to engage in marketing campaigns while paying attention. Vouchers can be issued, promoted online and offline, or other preferential activities can be launched to enhance cooperation with “borrowing marketing” and establish a systematic marketing system. Consumers pay attention to the same time to act, join the experience activities, enterprises should impress consumers with high-quality products and services, establish a good brand image, thereby promoting purchases, and accumulating product loyalty.

### 3. Concluding remarks

To sum up, in the era of new media, enterprises must improve their marketing capabilities and effectiveness in order to improve brand awareness, shape a good brand image, enhance brand effect and market competitiveness. “Borrowing marketing” is a way to subtly carry out marketing by following the trend, creating momentum and borrowing the trend, so as to attract consumers’ attention and make them accept products and purchase marketing methods. In the new media era, “taking advantage of marketing” should enhance the effectiveness, in addition to strengthening the association with the brand, it is also necessary to respond quickly and do a good job in marketing integration, so as to improve the comprehensive competitiveness of enterprises.

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