Research on brand image planning and network marketing strategy in the new era

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Abstract: In order to ensure that enterprises always have the core competitiveness of the market, enterprise managers should pay attention to brand image planning, take network marketing as the carrier, and start from the following aspects to ensure the effectiveness and feasibility of network marketing, such as highlighting the strategic nature of network marketing, ensuring the real-time nature of network marketing, ensuring the flexibility of network marketing, and strengthening the compatibility of network marketing. This paper conducts research and analysis on brand image planning and online marketing strategies in the new era.

Keywords: brand image; planning work; Internet marketing

Introduction:

In order to ensure that enterprises can ride the dust in the fierce market competition, the construction of corporate brand image should be highlighted. In the planning and shaping of brand image, in order to achieve the expected work development goals, we should continue to innovate network marketing strategies, give full play to the value and role of network marketing work, and help the construction of corporate brands.

1. The needs of brand image planning and network marketing work

When planning the corporate brand image, the shaping of the brand image should be completed based on the development of network marketing work, so as to ensure that the corporate brand image has a high degree of recognition and is recognized and favored by consumers. To this end, when carrying out network marketing work, we should continue to innovate the strategy of network marketing, conform to the characteristics of Internet information dissemination, ensure the operability of network marketing programs, and complete the shaping of corporate brand image from multiple dimensions, such as service image, product image, corporate image, etc., to ensure that each image can be recognized by consumers, and finally achieve the ultimate goal of brand image planning and promote the efficient operation and development of enterprises .

2. The new era of brand image planning and network marketing strategy research

When planning and shaping brand image, in order to make consumers recognize the brand image, it should be in line with the subjective association of consumers, establish the connection between brand image and consumer imagination, and then ensure consumers' loyalty to the brand. Under the background of the rapid development of e-commerce in the new era, in order to achieve the expected goals of brand image planning and shaping, we should take network marketing as the starting point, give full play to the value and role of network marketing, and achieve the expected goals of brand image planning and shaping.

(1) Highlight the strategic nature of network marketing

Brand image planning is a systematic project, and when the actual work is carried out, it should start from multiple aspects to ensure the feasibility of brand image planning and shaping. To this end, enterprises should formulate scientific and effective network marketing plans to provide a strong starting point for brand image planning. In view of the virtual and dynamic nature of network marketing work, it not only provides certain convenience for corporate brand image planning, but also easily causes enterprises to fall into a crisis of trust, which has a huge impact on the long-term development of enterprises. The author believes that when enterprises carry out online marketing, they should highlight the strategic nature of online marketing, such as the setting of brand name, the update of brand image, and the expansion of brand image.

When consumers choose products, they will comprehensively consider the cost performance, service quality, brand image, product name, etc. of the product. In order to win the favor of consumers, when planning the brand image, a representative brand name should be selected, so that the brand name and product value can be effectively matched. At the same time, in order to meet the diversified demands of consumers, when brand planning and shaping, according to the differences in the products produced by the enterprise, the name of the product will be set, that is, multiple products under the brand will achieve comprehensive coverage of consumer groups. When shaping brand image in the new era, the most appropriate name should be chosen, so as to resonate with the language reserve of consumers, so that

the product name can be recognized by consumers. To this end, many companies adopt homophony, network words, trend names, etc. when setting product names, so that the brand image can be effectively shaped .

In order to show the power of the brand, it should follow the giant wheel of the development of the times, update the corporate brand in time, and ensure the core competitiveness of the brand. Because, in the changing economic environment of consumer demand, enterprises should take effective network marketing measures to achieve the renewal of brand image, so as to ensure the freshness of the corporate brand and avoid being forgotten by consumers. When carrying out the actual network marketing work, we should focus on the intrinsic cultural heritage and spiritual power of the brand image, cut in from multiple dimensions, and constantly innovate the concepts and methods of network marketing, such as precision marketing, Internet marketing, fan effect, live broadcast marketing, hunger marketing, etc., and constantly expand the upgrade space of the corporate brand image and enhance the vitality of the brand.

(2) Ensure the real-time nature of online marketing

When enterprises in the new era carry out brand image planning, in order to ensure the effectiveness of brand image building, they should ensure the real-time development of corporate network marketing work, and there should be no delay problem, so that enterprises miss the best time for brand image building. Because, in the context of the Internet, the occurrence of events, the orientation of public opinion, and the concerns of consumers will change from time to time, if the company's network marketing can not be adjusted according to the latest situation to ensure the real-time nature of network marketing, it will not be able to give full play to the value and significance of network marketing work.

(3) Ensure the flexibility of online marketing

Network marketing is very different from the traditional offline marketing working method, when enterprises carry out brand image planning and shaping, they should ensure the flexibility of network marketing, and integrate diversified materials into the network marketing plan to ensure that the network marketing plan is recognized by consumers. To this end, in online marketing, modern science and technology can be flexibly used to create immersive experience scenarios for consumers, such as VR technology, AR technology, human-computer interaction technology, etc., to transform online shopping scenes into virtual online shopping scenes, so that consumers can immerse themselves in it and enjoy a new shopping experience.

At the same time, in the process of corporate brand image shaping, modern media technology and skills should be flexibly used, and a variety of ways should be adopted to carry out online marketing, such as short videos, micro-movies, micro-novels, copywriting, animation, scene dramas, etc., and constantly tap the potential value of the brand image to achieve the expected goals of online marketing work. It can be seen that when enterprises carry out network marketing in the new era, they should uphold the concept of innovation, continuously expand marketing channels, innovative marketing forms, and expand the radiation influence scope of marketing, so that network marketing becomes the best carrier for corporate brand image shaping, and lay a solid foundation for future brand building and high-quality development of enterprises.

(4) Strengthen the compatibility of network marketing

The author believes that when enterprise network marketing, it should closely follow the brand image planning plan, focus on the goal of brand image shaping, ensure the compatibility of the network marketing plan, give full play to the value and role of network marketing work, and help the shaping of corporate brand image. In online marketing, enterprises should choose image spokespersons that are in line with the product market positioning, such as online anchors, movie stars, famous singers, excellent entrepreneurs, scientific and technological workers, etc. In the actual network marketing, the brand image should be effectively combined with the actual life of consumers, so that consumers can have empathy, and then give full play to the appeal and market influence of the brand image.

In order to ensure the compatibility of online marketing, the marketing planning staff of enterprises should be good at grasping social hot spots or creating consumption hot spots, and effectively combine corporate brand image with hot spots, such as the Double 11 Shopping Carnival created by Taobao, which effectively enhances the brand image of Taobao shopping platform; Another example is the "618" mid-year shopping carnival created by JD.com, which benchmarks Taobao's Double 11, and then carries out differentiated competition strategies, effectively associates 618 shopping with JD.com's brand image, and continuously enhances JD.com's brand image influence.

3. Concluding remarks

In summary, the author takes corporate brand image planning and online marketing as an example to focus on the specific strategies of work development, aiming to illustrate the necessity and urgency of innovation and reform of online marketing work when planning corporate brand image. In the future, when the corporate brand image planning and network marketing work are carried out, it should closely follow the development and changes of the times and the current situation of the company's business development, adopt scientific

and appropriate network marketing strategies, actively promote the planning and shaping of the corporate brand image, and point out the direction for the long-term development of the enterprise.

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