Research on the Brand Marketing of the Enterprise under the New Media Era

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Abstract: In the continuous transformation and development of China's e-commerce industry, it has been in the forefront of the world, but also brings great competitive pressure. In the face of the market environment where the cost of online traffic is soaring and the traffic conversion rate is declining, how to seize a place in the limited traffic has become a problem faced by every enterprise. With the arrival of the new media era, online celebrities with their own traffic have given enterprises new opportunities, so more and more enterprises are seeking to cooperate with online celebrities. Based on this, this paper focuses on the impact of online celebrity on enterprise brand marketing, expounds the problems in the process of brand marketing with online celebrity and puts forward corresponding solutions, so as to help enterprises better use the power of online celebrity to create a new model of brand marketing.

Keywords: New media; Brand marketing; Online celebrities

1. Introduction

With the promotion of the Internet and the development of information technology, the rapid rise of new media marketing has shifted the business logic from traditional demand generated purchase to personal influence generated purchase. Online celebrities are exactly the groups that become popular relying on the new media platform. They play the role of opinion leaders in various vertical fields. They have the characteristics of wide social scope, large amount of information dissemination, and strong personal influence. They can transmit their own tendencies and attitudes towards products to fans and affect the purchase decision of pink silk. The liquidity and commercial potential highlighted by online celebrity has led more and more enterprises to seek cooperation with online celebrity to layout their own brand marketing strategies.

2. Online celebrity marketing mode in the new media era

2.1 New media marketing advantages

First, with the upgrading of consumers' consumption, the disadvantages of poor shopping experience of traditional e-commerce are becoming more prominent. With the support of Internet technology and digital technology, the communication form of the new media platform has developed from the original graphic to the current short video and live broadcast. With the help of short videos and live broadcasts, the product can become more three-dimensional, better capture consumers' attention and stimulate transformation. Second, the audience of new media is very large. All consumers can use the new media platform to publish content and show their strengths. Users can become content creators from the original content receivers, and everyone can join the ranks of online celebrities. All ordinary people, online celebrities, stars and enterprises can use the new media platform to spread and interact information, enhancing the user's sense of participation, More conducive to emotional resonance. Third, with the help of big data and cloud computing, the current well-known social media platforms can accurately target the target consumer groups, and enterprises can more accurately market users through crowd portraits. Let accurate users see accurate content, let accurate buyers buy accurate products, improve marketing effect and reduce marketing costs. Under the influence of new media, recommendation traffic tends to catch up with search traffic, especially for young consumers, the world has ushered in a dividend period of short video social traffic.

2.2 Online celebrity marketing methods

Online popularity is the carrier of online popularity economy. The network anchor is a popular group in the mobile Internet because of its continuous display of certain characteristics and active performance. Relying on the social platform, online celebrity has gathered a large number of fans and popularity, and turned the fan effect into purchasing power. The marketing mode of online celebrity is

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"content+social+e-commerce". Content: Relying on high-quality content+high-yield frequency, online celebrity attracts the attention and recognition of users, thus gathering fans and popularity. Social networking: Users can watch the content published by online celebrity through their mobile phones anytime and anywhere, and interact with online celebrity, reprint, comment, etc. without any restrictions. E-commerce: Now most online celebrities will choose the mode of carrying goods after they have accumulated a certain amount of popularity. Some recommend the products of the cooperative company in the short video, some open their own online stores, hang shopping links in the video, and some directly broadcast the goods.

Torres et al. (2019) found that influencers (online celebrities) can effectively improve consumers' attitude towards brands and enhance their willingness to buy. Online celebrities accumulate fans from the perspective of content output, and the personality image of online celebrities with goods is also shaped from the e-commerce scene, which will virtually make consumers equate many online celebrities with experts, believing that their recommended products will be more credible. Therefore, when online celebrity collides with e-commerce, it shows great liquidity.

3. Current situation of enterprises' marketing with the help of online celebrity brands

3.1 Short video+live delivery mode

With the rapid development of online celebrity economy, the relationship between enterprises and online celebrity is closer. On the Double 11 in 2021, the number of online celebrities launched by enterprises increased by 65% compared with last year. At present, the most common cooperation mode between enterprises and online celebrities is: short video+live delivery. Online celebrities release enterprise related product information with our media accounts. Common products include unpacking, evaluation, product implantation and direct recommendation. With attractive content and trust in opinion leaders, many users will like the product and transform it. Especially after the rise of live broadcast, the live broadcast room hosts created tens of thousands of sales one after another through professional scripts and the lowest price of the whole network. According to the data of iResearch, in June 2021, the number of online live broadcast users in China will rise to 637.69 million, an increase of 85% compared with 2016. At present, there are three magic weapons that make the live broadcast room popular: first, comprehensive preheating. In the warm-up content, users can know the live broadcast theme, related products and benefits in advance. It not only ensures the number of viewers in the live broadcast room, but also attracts more new fans. Second: ultra-low prices. For the purpose of traffic and guidance transformation, the webcast room will often give the lowest slogan of the whole network, and prepare for many benefits, so that users can stay in the webcast room to watch through wave after wave of benefits. Third: Hunger marketing. Online celebrities use limited time and quantity scripts to force orders, which greatly shortens users' hesitation time and quickly facilitates transactions.

3.2 Enterprises rely on the advantages of online celebrity brand marketing

Online celebrity marketing has a strong appeal and dynamism. Online celebrity has a large number of fans and audiences, which can enable enterprises to quickly use the power of online celebrity to achieve accurate docking with target consumer groups, and better achieve the effect of brand promotion while reducing the cost of advertising. Users have a strong sense of trust in their favorite online celebrities. Through a large number of online celebrities' trust endorsement, consumers can have a basic sense of trust in products and brands in the shortest time. Secondly, online celebrity is equivalent to a salesperson. Through short videos or live broadcasts, online celebrity highlights the characteristics and selling points of enterprise products. It can introduce products in all aspects, from multiple angles, and even in multiple scenes, so that users can see more three-dimensional products, which helps to increase consumers' perception, and users will have a better shopping experience. The interaction and timeliness of the live broadcast room greatly shorten the time and process from grass planting to transformation. Moreover, online celebrities can directly talk to target users and create content that is popular with consumers, which is conducive to corporate brand promotion.

4. The problem of brand marketing with the help of online celebrity brand

4.1 Lack of brand marketing depth

Brand marketing is a long-term and complex process, which requires enterprises to formulate brand marketing plans in an all-round way and invest huge human, material and financial resources to build a brand matrix. Although the vast majority of enterprises have realized the importance of brand building, their understanding of brand marketing is relatively shallow. Influenced by traditional brand marketing mode and competitive concept, many enterprises think that brand marketing is to seize market share quickly by using the latest promotion means. Therefore, brand marketing is limited to product promotion and activity promotion. It is indeed effective to expand exposure and increase sales volume by using the sky high product videos and a large number of preferential benefits, but this is not enough to form the core competitiveness of the brand. When competitors use the same means, the market share of the enterprise is easily eroded. Secondly, many enterprises excessively "deify" online celebrity, believing that as long as they find high-quality online celebrity for marketing promotion, they will certainly obtain higher brand awareness and enhance brand competitiveness. As a result, many enterprises have completely transferred product promotion and brand building to online celebrities, and their participation has been greatly weakened. This lack of corporate brand level planning and output of core values makes it difficult to establish a clear brand awareness in the minds of consumers.

4.2 Lack of scientific screening mechanism

In order to improve the promotion efficiency, achieve certain economic benefits, and quickly occupy the market, enterprises will focus

on the marketing value when choosing online celebrity, and pursue a higher grass planting ability and transformation ability. In the online popularity economy, not all online popularity can bring huge economic benefits, but there is an obvious Matthew effect. Enterprises also know the truth, but many enterprises are unable to accurately tap high-quality online celebrity. In order to reduce the trial and error rate, many enterprises will choose the head online celebrity with a large fan base and a certain marketing team. However, in the whole online celebrity group, the head online celebrity accounts for a small proportion, and the cooperation costs are very expensive, and the margin of interest is also very large. Blind selection of head online celebrity will increase the input cost of enterprises. Some enterprises adopt the method of spreading their nets widely and cooperate with a large number of waist and tail net celebrities. A large number of online celebrity endorsements and high frequency of exposure will indeed keep the brand image in the minds of consumers, but Wong et al. (2020) have shown that the lack of consistency between the influencer and the brand will lead to a reduction in the efficiency of the transmission of emotion, credibility and symbolism. Once the online popularity of enterprise cooperation is inconsistent with the brand image positioning, it will affect users' recognition of the enterprise brand.

4.3 Lack of regulatory measures for online celebrity

Many enterprises only pay attention to the phenomenon of whether online celebrity can bring huge sales and economic effects, which makes many enterprises fall into a passive and negative situation. Some online celebrities, in order to attract more consumers and make them want to buy, will use some technical means to beautify the products, or even make some false publicity and over boast of the products. When consumers receive goods and find that the actual goods are far from the expected value, there will be a huge psychological gap, leading to poor shopping experience, which undoubtedly damages the brand image building. In particular, in the face of the characteristics of fast speed and wide range of new media, the enterprise's control over crisis public relations has been constantly reduced. Once users bind the brand with false, dishonest and other negative labels, the enterprise may no longer have a place to turn. In addition, when many enterprises find that online celebrity can not bring about high transformation, they think that the online celebrity can not create value, so they take the solution of removing cooperation and finding others. The cooperation between online celebrity and enterprises needs a running in period. The lack of scientific management and operation of online celebrity has made it easy to give up many online celebrities that could have created more value. In the process of constantly changing online celebrity, the stability of brand marketing cannot be guaranteed, and the cost of online celebrity promotion is also virtually increased.

5. Suggestions on brand marketing with the help of online celebrity brand

5.1 Strengthen the building of brand structure

Enterprises should strengthen the understanding of brand construction. Aware that brand marketing includes not only product sales, but also brand image building, enterprises should require online celebrity not only to recommend products, but also to focus on brand story publicity, so as to make the brand more vivid and interesting. Let users' understanding go from the recognition of online celebrity to the recognition of products to the recognition of brands. In brand building, online celebrity and social media are just marketing means and channels, which should not be over relied on and should be organically combined. The ultimate goal of brand marketing is to create a sense of value identity in consumers' minds. It is necessary to successfully shape the core competitiveness and value points of the brand in the content output to create emotional resonance with consumers. This is not something that can be done unilaterally by online celebrity, but requires the joint efforts of online celebrity, enterprises and even MCN institutions. At the same time, improve the utilization rate of online celebrity. Enterprises can build a bridge for direct dialogue with users by virtue of online celebrities. Through messages, comment areas and interactive sections, they can tap into the real needs of consumers, integrate their needs with their own advantages, and more targeted product development and upgrading, which is more conducive to brand building.

5.2 Scientifically select high-quality online celebrities

In the face of the huge number of online reds and the high cost of head online reds, how to choose online reds scientifically has become a problem faced by every enterprise. The research found that the current waist online celebrity has a high cost performance ratio, and more touch circles, so enterprises do not need to fully focus on the head online celebrity. At present, enterprises need to have digital marketing ideas to dig out high-quality online celebrities. First, matching degree and correlation are important prerequisites. Enterprises need to define their own brand positioning, and on this basis, look for social platforms and online celebrities that match their own brand image and the structure of fans. Secondly, consumers' identification ability is becoming stronger and stronger, which also puts forward higher requirements for the creation of online red content. Therefore, enterprises can consider the quality of content creation through the number of fans, account activity, fan interaction rate, average viewing amount and interaction amount of online celebrity. Finally, track and test the grass planting ability and transformation ability of the red content output of the cooperative network, and then determine whether long-term cooperation is possible. If the enterprise lacks the ability of digital marketing, it can seek the help of MCN institutions, which can provide online celebrity screening, content production and commercial realization services.

5.3 Strengthen the supervision and management of online celebrity

With the help of online celebrity promotion, it ultimately serves the enterprise's own brand marketing and aims to achieve a closed-loop business value harvest. Therefore, enterprises need to strengthen the supervision and management of cooperative online celebrity. First of all, enterprises should control the quantity and quality of online red content output, and ensure the originality and diversity of online red content output. This requires enterprises to help cooperative online celebrities better understand product selling points and brand connotation, and constantly deposit creative assets. We will resolutely put an end to false publicity. Once we find online celebrities that damage our corporate

image, we will actively deal with them and turn passivity into initiative. Secondly, enterprises need to regularly review and analyze the marketing effect of online celebrity brands. The commonly used funnel model can be used to analyze the brand marketing effect. The funnel model is a typical process analysis method, which can effectively tap the marketing effect of online celebrity at each node in the whole process of brand marketing. For example, an enterprise can divide the entire marketing path into five steps. The first step is to expand brand awareness, the second step is to guide product browsing, the third step is to promote users to buy more, the fourth step is to transform sales, and the fifth step is to promote repurchase. Through data tracking, the cooperative online celebrities are classified to find out the problems in their marketing and give guidance.

6. Conclusion

In any case, in terms of traffic operation, with the help of online celebrities, high-quality content output and brand marketing mode have been recognized by the majority of enterprises. However, enterprises still have many problems in brand promotion with the help of online celebrities. In this regard, enterprises need to look at the role of online celebrity in brand marketing scientifically and rationally. Only with the help of digital marketing means, precise marketing, optimization of processes, collaborative development with online celebrities, and promotion of product research and development, operation promotion, service mode, and upgrading of user experience, can the enterprise brand shaping and benign development be the direction of the enterprise.

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