

Research on Marketing Strategy of Enterprise Brand Management under New Media Environment

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Abstract: With the comprehensive coverage of the Internet, the production of various industries in China has gradually changed from the traditional artificial to the intelligence, and digital products can be seen everywhere in the new era market, among which, the new media technology has also been widely used. This paper takes new media as the general environment, and carries out the marketing strategy research of enterprise brand management under this environment. This paper believes that new media can provide certain advantages for enterprise brand marketing, and has a positive role in promoting enterprise brand awareness. The key lies in how to use new media well.

Keywords: New Media; Corporate Brand Management; Marketing; Strategy

Introduction

After the 21st century, the living environment of human beings has produced great changes, and the application scope of new media technology has gradually expanded in the environment of comprehensive coverage of the Internet. At the development level of the enterprise, the application of new media technology has brought more development opportunities to the company, and established a new sales platform for the enterprise. As the people's survival level is higher and higher, their consumption needs is changing, so, to the market dynamic research is very necessary, need to constantly marketing, the needs of customers as their own development direction, good at using new media technology, to provide capital for the sustainable development of the enterprise.

1. Advantages of new media technology in the marketing of enterprise brand management

1.1 Advantages of data storage

Compared with conventional media, new media can store information in various ways, achieve high-quality and efficient work, and gradually expand to other application fields. New media contains all kinds of information, which can be presented to the public in the form of images, numbers, text and so on. At the same time, it can also automatically classify the data. Through the query operation, it can find the relevant information anytime and anywhere, which provides great convenience for people's life and work.

1.2 Easy to operate

Since newspapers, television, radio and other media are the main carriers of communication media, if people want to publish news, they often have to go through a series of reviews, so the effect is not good. The new media gives the public more freedom, taking the public as the media and reporting through various channels, making the connotation of the media more and more rich, and the forms are more and more diversified, and the operation is simple and easy to use.

1.3 Rapid transmission speed

In the digital age, the use of new media is gradually expanding, and where there are signals, anyone can quickly spread it, no matter how much information available. New media technology also has a strong diffusion in the process of information transmission.

Any news can be controlled by people to achieve rapid communication and expand the attention to information.

2. Marketing influence of new media technology on enterprise brand management

2.1 Can accurately judge the needs of the majority of consumers

With the development of science and technology and the gradual improvement of the national economic level, the development of the media has gradually changed from the original handicraft industry to the intelligent and digital development. New media technology arises at The Times require under the continuous expansion of Internet information. It presents information content in various forms and provides users with a richer query experience. The use of data query can also help improve users' learning ability. In the transmission of information, each new media user can receive the same message, and can communicate and interact around these messages, so that the system can observe according to these messages, and put more potential customers into the enterprise marketing. At the same time, users can also browse and veto the relevant information, such as found unwanted information, can be omitted; the system will provide users with more valuable information according to the number of browsing, so that the needs of users become clearer. Based on this, when making sales plans and promoting brand products, it can also be used to promote the interest information of these users to increase the market demand for products.

2.2 Can guarantee consumers' independent choice

Due to the rise of new media, the acceptance and transmission of information have changed. Users are no longer passively accepting newspaper and TV information, but can choose information through the network platform through the Internet information technology, and choose the content they want. In the market, consumers occupy a certain dominant position and can participate in the market competition to the maximum extent. They can not only freely choose the information products they want, but also communicate with enterprises through the communication platform, telling their needs and the real situation of their products. Such a sales model can not only meet the needs of customers to the greatest extent, but also lay the foundation for the company's reflection work. The reason why new media can gradually replace traditional media is because it regards customers as a market with full autonomy, thus giving them full autonomy. In practice, we should pay attention to the customer positioning, and continue to innovate in the market promotion. 2.3 Can reduce marketing costs The use of new media technology for enterprise management marketing can improve the achievement rate of enterprise marketing goals, and it can also reduce the cost of marketing. In the new media era, companies can strengthen the brand operation through the operation of new media and other channels, so as to improve the brand awareness of the company. Using new media technology, we can make a rational judgment on the market conditions and obtain sales materials, so as to determine the market position of their products. At the same time, through the use of new media technology, the product sales process of enterprises is improved, so that the marketing strategy of enterprises is more scientific and reasonable.

3. Research on Marketing Strategy of Enterprise Brand Management under New Media Environment

3.1 Attention needs to be paid to cultivating technical talents

Although the new media technology under the Internet provides a broader space for the development of enterprises, it also provides new opportunities for the development of enterprises. However, in order to adapt to the development of market economy and promote enterprise brand management, enterprises must correctly grasp the role of new media, strengthen the training of scientific and technological personnel, and improve the management and operation level of new media operators, so as to enhance its practical effect. First, the salary arrangement of skilled workers can be increased appropriately to increase the attraction to technical personnel. Meanwhile, in order to prevent personnel shortage, select more personnel with specialized technical and professional skills, and expand the ranks of personnel. Secondly, we can cooperate with local universities to set up a practice base for college students. At the same time, we can also set up corresponding disciplines in the school to train people with sales skills and encourage them to work in enterprises. In the related fields of upcoming graduation, companies can hold "job fairs" on campus, and recruit potential "capable"

talents through the "two-way selection" method of "college students and companies". Establish a scientific talent training system. Actively introduce high-level technical personnel, hold professional lectures, build a stage for their development, establish a rigorous evaluation system; regularly evaluate the professional technology, to ensure that the excellent employees in the development of the enterprise.

3.2 New media thinking that focuses on marketing

Under the continuous innovation and development of Internet technology, new media technology has developed rapidly in different fields of society, which provides a broad space for the development of enterprises. Therefore, it is necessary to innovate in the concept of market management continuously, keep pace with The Times, and make full use of the advantages of information technology to develop enterprises; to fully realize the psychological needs of consumers, flexibly apply new media technology in marketing, accelerate the development pace of enterprises, and create a bigger sales stage. In order to realize the renewal of new media marketing methods and ideas, we must change the traditional marketing thinking and apply it to practice. First of all, it is necessary to adopt the "top to bottom" method to innovate. From company managers to employees, we should have innovative thinking, and then effectively apply the new media technology to all link of the work, so as to promote the development and construction of the enterprise. Secondly, with the advent of the new media era, it is necessary to make enterprise operators realize the value of new media and the importance of its impact on the market and the enterprise development. Only by constantly encouraging enterprise brand managers to update their ideas, cultivating new media thinking, and applying information technology to the business decision of enterprises, can we gradually achieve the change of market strategy and realize the transformation of enterprises. Finally, before conducting sales, should conduct market research to adapt to the development trend of the enterprise; make the optimal plan, analyze the possibility of market risks, and discuss countermeasures to prevent emergencies.

3.3 Expand product experience channels

In the past, the traditional media marketing focused on the product and service attitude, product quality and product price and other factors, but now, with the continuous improvement of people's quality of life, they also pay more and more attention to the product purchase experience. the consumer buying experience is that when a customer is shopping, affected by the environment and sales people, if the customer experience is good, it is very likely to become a repeat customer; But if, when shopping, customers feel poor shopping due to the operation of the store or the behavior of the clerk, very rarely do second visits happen, therefore, companies can try to open up product experience channels, if a merchant can place a small basketball stand in a large shopping center or in an offline physical store, in the form of a game throwing that allows customers to throw at designated places, you can get the right to use the goods, and then, to inform the seller of the feedback information, provide reference for enterprises.

3.4 Pay attention to establishing the brand image

Participation and interaction are the main features of the new media environment. In the context of new media, enterprises should achieve the purpose of maintaining the corporate brand image through interactive marketing methods, so as to improve their market share and improve their visibility. In the context of traditional media, it is difficult for consumers to obtain feedback on their market due to their insufficient evaluation of products. New media functions make the company's brand marketing channels become more diversified, and the market division of products is also clearer. In the segmented market environment, the characteristics of customer groups are more prominent, and the interest focus is more focused, thus laying a foundation for the marketing strategy decision of enterprises. Driven by new media, the company's trademark communication presents a variety of forms: text, images, sound and video. Enterprises can integrate the above communication methods to enhance the company's brand image, thus contributing to product marketing.

Peroration

In the era of new media, in order to carry out effective marketing, enterprises must change the concept of The Times, innovate their business models, take the quality of products as the focus of development, and take customer needs as the ultimate goal of

marketing. At the same time, it is also necessary to strengthen the training of new media technical personnel, to ensure the advantages brought by the new media technology functions to enterprises, so as to promote the sustainable development of enterprises in the new era environment.

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