

The Application of Visual Marketing in Brand Marketing in the New Media Environment

Hui Wang, Xiaoying Yang

Communication University of China, Nanjing 210000,China.

Abstract: In today's society, with the acceleration of computer development and the large-scale popularization of network technology, in the new media era, the development of visual marketing presents many new trends, the application of dynamic vision is attracting more and more attention, the form of expression is becoming richer, the scope of transmission is further expanded, and accurate communication has been realized. Therefore, in the process of brand marketing, visual merchandising began to be valued, especially favored by enterprises. Based on this, this paper first analyzes the role of visual merchandising in the process of brand marketing, and then analyzes how visual merchandising is applied in the new media environment for reference.

Keywords: Visual Merchandising; Brand Marketing; New Media

Introduction

Since human society entered the 21st century, the development speed of information technology has accelerated significantly, and in terms of visual communication, new media has become a very important carrier, especially in the field of design. In the new media environment, the advantages of visual marketing are more prominent, which can promote the connection between consumers and products and obtain better marketing effects. In traditional visual marketing, companies usually combine color or text to stimulate users' senses, stimulate users' imagination and purchase desire, and then obtain user recognition and improve users' recognition of the brand. However, in the new era, the traditional design means can no longer meet the needs of users, dynamic views frequently appear in people's lives, and even play an important role in interactive information communication, the application of visual marketing to brand marketing is conducive to improving the acceptance of consumer product information, the information disseminated is more timely, and the brand marketing effect is better.

1. The application value of visual marketing in brand marketing

Visual marketing is mainly to promote the dissemination of brand ideas through certain visual methods, so that more people recognize the brand and accept the brand. For example, reasonably place the products corresponding to the brand, ensure the scientific layout of the brand, efficiently match the corresponding sound effect color and structure, etc., from the visual level as the entry point, impact the user, and then get their favor. With the development of new media technology and the increasing frequency of application, consumers are paying more and more attention to visual marketing, visual marketing to a certain extent recommends information transmission, but also can improve the audience's recognition of the brand, marketing content is richer and more exciting, brand and consumer communication efficiency is higher. In terms of brand marketing, the main value of applied visual merchandising is reflected in the following aspects:

First, at present, we are in the era of information explosion, traditional old media has been gradually replaced by new media, new media environment, information transmission efficiency is higher, the way is more diversified, applied to the brand marketing process can promote brand communication, improve enterprise competitiveness. At present, there are a large number of brands in the market, how to let consumers truly appreciate the value of the brand and improve consumers' recognition of the brand is an urgent problem to

be solved. Referring to a large number of research results, compared with the impact of other senses on people, the visual impact has a greater impact, compared with the transmission efficiency of words, the transmission efficiency of images is higher, and compared with the speed of the brain processing text, the speed of processing visual information is about 6,000 times. In addition, compared with traditional media, new media transmission is not only faster and more accurate, but also stimulates the user's multiple senses, assists visual language expression, and releases a large amount of marketing information in a short time. Vision mainly acts on the right brain of people, and the visual experience has a certain emotional color, which can stimulate the emotional appeal of consumers to a certain extent. From the perspective of visual language, in the process of brand marketing, through the processing of text, color, size and graphics, etc., the imagination of the audience can be stimulated, and customers can be prompted to dig deep into their own memories and extract the relevant elements in them, so that users can be more impressed by the brand, so as to achieve the purpose of brand marketing appeal transmission [1].

Second, it can improve the attractiveness and attention of the brand symbol. Symbol is an externalized form that can stimulate people's senses, stimulate people's imagination through the action of a variety of elements, such as words, graphics and colors, and at the same time, reflect the actual value of the brand. The main value of a visual symbol can be expressed through brand logos, such as McDonald's or KFC. With the role of metaphorical symbols, the vitality of the brand is strengthened, and at the same time, the connection between the brand and the consumer is promoted. Visual marketing is often more direct in expressing emotions and opinions, not only strong visual impact, but also full attraction, under the role of visual media, the brand will pass its own story out, while expressing the corresponding appeal, can make the user's perception experience more intense, improve the precision of users and the brand, and further highlight the intrinsic value of the brand through the role of multimedia. Successful brand symbols can fully meet the value needs of consumers, and high-quality visual experience can not only improve consumers' favorability of the brand, but also make the communication effect of marketing information achieve the expected goal. By giving full play to the advantages of information technology and using other diversified methods of information dissemination, new media allows the audience to have a more diversified and personalized sense of experience, breaking through the shortcomings of traditional media [2].

2. The application of visual marketing in brand marketing in the new media environment

2.1 Integrate into brand culture and strengthen marketing effects

Brand culture is not achieved overnight, it is formed by the brand with the development and precipitation of the city, which can fully meet the desires of consumers and highlight the brand's own market competitiveness. According to the current situation of brand visual marketing, brand marketing must highlight the positive image of the brand and output brand culture at a high level. At this stage, the strong output of self-media, many businesses are also aware of the important value of new media marketing, and at the same time began to take the road of new media marketing, deeply explore and think about brand value, analyze the cultural connotation of the brand, integrate the brand culture strategy into the brand marketing link, closely combine consumers' loyalty to the brand and the promotion of brand value and brand spirit, establish a more comprehensive and perfect marketing strategy, highlight the impact of the brand, visually reflect the distinctive personality of the brand, and leave a deep impression on consumers. Make them more recognizable to the brand and highlight the important role of visual merchandising in brand marketing. "Hua Xizi" is a well-known beauty brand in China, the brand takes brand culture as the entry point in the marketing process, whether it is advertising marketing or brand packaging, it fully reflects the expected marketing effect of China Beauty and achieves the established marketing goals. By creating an excellent image of domestic classic beauty, establishing long-term cooperative relations with many well-known stars and bloggers, and integrating national cultural pride and product image, the brand has attracted a large number of young consumers, and the brand marketing effect is very significant. The success of the brand is closely related to the help of new media, but also to the strong brand culture output, which is worth learning from other brands.

2.2 Continuously improve user stickiness

In the new media era, for brand marketing, improving user stickiness is very key. In the current era context, information is updated so quickly, and popularity can indeed make the brand more exposed. However, in order to achieve sustainable growth and

ensure long-term increase in efficiency, we must start from the perspective of improving user stickiness. Apply visual marketing to the process of brand marketing, by creating a virtual situation, bring users a special visual experience, meet their real needs, improve their attention while stimulating their curiosity and purchase desire, so that the number of readers of the platform is higher, the number of views is more, and then users and brands reach a tacit understanding. In this process, the brand side can also deeply understand the user's situation, such as consumer demand, consumption characteristics and consumption power, etc., on this basis, to achieve precision marketing, which in turn improves the stickiness of users, so that users have a higher recognition of the brand and gain more consumer groups [3].

3. Conclusion

In summary, in the new media environment, visual marketing appears more free in terms of content output. In terms of brand marketing, visual marketing is a very important way, the application of visual marketing to brand marketing, can make the brand liked by more users, promote the interactive communication between the brand and users, help businesses understand the needs of users in time, achieve precision marketing, and improve brand competitiveness. In the follow-up development process, merchants need to keep up with the development trend of the times, clarify the brand's demands, understand market changes, conduct in-depth and rational thinking and analysis, continuously improve user stickiness, integrate brand culture in the marketing process, etc., to achieve the expected publicity effect, highlight the value of the brand, and improve their own economic benefits.

References

[1] Fang YJ. The strategy of visual marketing in brand marketing in the new media environment[J]. Journal of Inner Mongolia Electric University,2022(06):30-33.

[2] Liu J. A brief discussion on the application of visual marketing in brand marketing in the new media environment[J]. News Outpost, 2020(07): 48.

[3] Yuan N, Zhou YL. Application of visual marketing in brand marketing in new media environment[J]. Art and Design(Theory), 2019, 2(03): 26-27.