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## Research on Enterprise Marketing Strategies in the New Media Environment (Postprint)

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**Date:** 2023-10-08T00:00:00+00:00

### Abstract

In the context of the new era, domestic internet technology has experienced rapid and remarkable development, with information dissemination efficiency increasing daily. New media has become an indispensable and integral component of people's daily work and lives. The scope of new media is extensive, and the development of diversified mobile terminals has invisibly opened up entirely new channels for the expansion of new media communication. Compared with traditional communication media, new media can create more favorable opportunities for enterprise development, enabling consumers to gain closer insights into enterprises. Enterprises should learn to flexibly leverage new media to forge novel marketing pathways while avoiding potential risks. This article primarily addresses the problems inherent in current marketing strategies employed by enterprises, explores effective marketing pathways, and aims to provide reasonable recommendations for promoting the integrated development of the new media market and advancing enterprise marketing management levels.

### Full Text

#### Preamble

#### Exploring Corporate Marketing Strategies in the New Media Environment

*(ChinaXiv Collaborative Journal)*

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**Abstract:** Against the backdrop of a new era, China's internet technology has experienced rapid advancement, information dissemination efficiency has improved daily, and new media has become an indispensable part of people's daily work and life. New media covers extensive domains, and the development

of diversified mobile terminals has invisibly opened new channels for the expansion of new media communication. Compared with traditional media, new media can create more favorable opportunities for enterprise development, enabling consumers to understand companies at close proximity. Enterprises must learn to flexibly utilize new media to forge novel marketing pathways while avoiding potential risks. This paper begins by examining the problems in current corporate marketing strategies, explores effective marketing pathways, and aims to provide reasonable recommendations for promoting the integrated development of new media markets and advancing corporate marketing management standards.

**Keywords:** enterprises; new media; marketing strategies; online sales; mobile terminals

**Classification Code:** G206

**Document Code:** A

**Article ID:** 1671-0134(2021)03-043-03

**DOI:** 10.19483/j.cnki.11-4653/n.2021.03.008

**Citation Format:** Shen Shunzhen. Exploring Corporate Marketing Strategies in the New Media Environment [J]. China Media Technology, 2021(03): 43-45.

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## 1. Characteristics of New Media

In China, new media is no longer a novel concept. It is a general term relative to traditional media, primarily referring to a category of media that has emerged in the new era and differs significantly from conventional media. As times have evolved, the connotation of new media has continuously enriched, its content has been constantly innovated, and its scope has steadily expanded. Within the current context, we can define new media as a media communication network built upon modern information dissemination technologies. New media is not only closely related to computer network technology and big data technology but also has an extremely close relationship with the internet. The rapid development of new media has provided people with richer channels for accessing information, while the emergence of various social platforms has fundamentally changed people's communication and interaction habits. Overall, new media possesses three main characteristics.

First, **information targeting**. Information disseminated on new media platforms is generally concise and diverse in form. In addition to text and images, video, audio, and other audio-visual integrated auxiliary forms have become new modes of information transmission. Due to the high efficiency of new media platforms, much news information can capture people's attention within a short time, and this efficient dissemination speed better meets the demands of people's fast-paced lives. Furthermore, many current new media platforms have introduced intelligent recommendation functions. Platforms can understand audience reading preferences based on users' daily reading behaviors, thereby

recommending information to audiences in a targeted manner—similar to “information customization.” This not only improves information dissemination efficiency but also saves audience time.

Second, **information selectivity**. In the past, although people could obtain external information without leaving home through traditional media, what information they could access often depended on the content provided by traditional media. The information carried in newspapers and magazines was limited, and the time for television and radio to transmit information was fixed. Regardless of the type of traditional media, each had its unique characteristics while also possessing corresponding drawbacks. In contrast, with new media, people can search for desired information through diversified information platforms. This information will not be lost over time nor be covered by new information. Whenever and wherever, people can use new media to understand events that happened in the past, just occurred, are happening, or will happen in the future. Simultaneously, new media has shortened the distance between communication platforms and audiences, as well as among audiences themselves. People can discuss and analyze certain events on platforms, understand others’ perspectives, and share their own insights. As of now, many events that have attracted widespread public attention were initially released on new media platforms, and many previously difficult-to-resolve issues have been properly addressed under the powerful guidance of public opinion generated by new media.[1]

Third, **information uniqueness**. In the new media era, information publishers are no longer exclusively professional media personnel. Everyone holds a microphone to share their voice with others, and everyone has the opportunity to record information and share it with others. To some extent, many users of new media platforms are both information recipients and information creators, publishers, and disseminators. This means that in every corner covered by new media, people can share interesting events encountered in daily life or information they deem valuable in corresponding forms on new media platforms. The information transmitted on platforms combines both the myriad aspects of life and the personalized perspectives of information publishers. Additionally, on many social platforms, people can communicate with others in a more relaxed and convenient form, improving information dissemination efficiency and accelerating information transmission speed.

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## 2.1 Corporate Marketing Scope Needs Expansion

The primary purpose for enterprises to vigorously promote marketing work is to obtain greater support from consumers and win higher levels of consumer trust. Therefore, when conducting marketing, many enterprises transform product promotion into building a favorable corporate image and consider issues more from the consumers’ perspective, taking into account the actual needs of the general consumer public. However, overall, most domestic enterprises currently have a

relatively narrow marketing scope that they have mastered, and there is much broader marketing space worth exploring. If enterprises remain complacent for a long time, failing to produce new products and formulate marketing strategies that keep pace with the times based on the broader market environment, then consumer dependence on enterprises will gradually decline, and the position of many products in consumers' minds will gradually diminish. Enterprises will face increasingly severe market competition, which will not only affect the improvement of corporate economic benefits but may even lead to enterprises having to exit the market in a dismal manner.

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## 2.2 Corporate Marketing Strategies Are Too Monolithic

Currently, under the guidance of traditional marketing thinking, many corporate marketing methods exhibit obvious lag. They mechanically apply previous marketing strategies without optimizing and adjusting them according to the demands of the times and changes in market conditions, causing corporate marketing to lose its necessary flexibility. When problems emerge, unexpected emergencies may catch enterprises off guard. Additionally, some enterprises, dominated by fixed mindsets, are unwilling to innovate and overly rely on traditional media, even believing that the arrival of the new media era will bring many negative issues. In the new media environment, enterprises can no longer focus solely on the single issue of which media channel to choose during marketing work. Instead, they should consider which marketing pathways are more acceptable to people and which marketing strategies better align with their own development positioning. For example, if an enterprise has formulated a corresponding marketing plan and this plan can be advanced with new media as the main platform, the enterprise should promptly release relevant information on the network platform. Compared with traditional media platforms, users on new media platforms have already begun to utilize the information content they have mastered, and enterprises can obtain feedback from users within a relatively short time, thereby formulating subsequent marketing strategies in a targeted manner based on actual dissemination conditions.[2]

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## 2.3 Lack of Professional Marketing Talent in Enterprises

Currently, enterprises have attached considerable importance to marketing work during their development process. Many enterprises regularly formulate new marketing strategies to win better opportunities for corporate development. However, as the marketing field continues to advance, two different concepts have emerged. Some enterprises have built relatively complete marketing management teams, while others view marketing merely as a path to assist corporate development and have not cultivated professional marketing personnel. Under increasingly severe market competition, the problems existing in corpo-

rate marketing management work have gradually become apparent. Without a sufficiently complete marketing team as support, if people lack emphasis on marketing management, marketing management consciousness can hardly be disseminated within the enterprise. Additionally, some enterprises have failed to exert their leadership role, and marketing management staff have remained in a relatively lax state for a long time, with work lacking effective reference basis. When facing new media technologies with outstanding application advantages, they do not know how to apply them or how to make them serve corporate marketing.[3]

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### **3.1 Establish New Media Marketing Concepts and Develop Diversified Markets**

In the new era, China' s economic development level has progressed rapidly, creating a favorable environment for new media development. Compared with the past, we can observe that people' s time has been fragmented by work and life. People are no longer willing to spend large blocks of time obtaining information but instead hope to use fragmented time to understand desired content, reduce their work pressure, and promote improved information dissemination efficiency. The emergence of new media not only aligns better with people' s information acquisition concepts but also satisfies their needs for timely and efficient information access. Precisely because of this, many enterprises have also turned their development focus to new media when conducting marketing activities. During enterprise development, we must promptly transform marketing management concepts, firmly grasp the pulse of the times, understand market development dynamics, pay more attention to changes in consumer psychology, clarify consumer preferences, establish brand-new marketing concepts, and flexibly leverage the advantages of new media. This will enable enterprises to stand firm under the impact of the times, expand existing markets, consolidate original market foundations, and open up broader market space.[4]

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### **3.2 Innovate New Media Marketing Strategies and Grasp Marketing Patterns**

Based on the analysis above, we can clarify that new media development is a dynamic and ascending process, and the concept of new media is constantly being endowed with new connotations. However, essentially, the development of new media follows certain patterns, and marketing management work can leverage these underlying patterns to function more effectively. Corporate marketing in the new media environment should identify the correct direction for advancement while also adjusting the pace of progress and development to maintain a stable state with the innovation speed of new media, promoting the innovation

and improvement of marketing management strategies. Combined with consumer psychological needs, we can see that many consumers choose to purchase certain products not only out of necessity but also possibly out of curiosity. Consumers' psychological needs play a decisive role in the product selection process and are not influenced by corporate guidance. Whether they ultimately make a purchase reflects their personal will. This means that when conducting marketing, enterprises cannot solely consider consumers' actual needs; they must also clarify industry development patterns, find marketing methods that are more easily accepted by consumers and better satisfy their curiosity. In the new media environment, marketing management forms are becoming increasingly diversified. Rather than stubbornly adhering to traditional forms and consuming substantial human and material resources for small-scale promotion, it is better to leverage new media platforms' characteristics of wide dissemination range and high efficiency to timely display all kinds of product-related information to audiences, winning higher levels of consumer recognition and favorability.

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### 3.3 Form a New Media Marketing System and Adjust Marketing Thinking

Enterprises operate in a market environment for the long term, and changes in market conditions inevitably affect corporate development. In the new media environment, corporate development concepts are constantly updated, and traditional market management methods can no longer fully satisfy the demands of the times. The emergence of new marketing models has opened a brand-new path for corporate development, not only promoting the advancement of corporate marketing levels but also laying a solid foundation for the construction of marketing systems within the industry. Therefore, enterprises should combine market development demands to build more diversified new media marketing platforms, organically integrate online marketing with offline marketing, break through traditional ground promotion-based marketing models, and adopt online sales methods to connect consumers from all over the country. This enables representative products within the enterprise to be promoted on a large scale. Enterprises should also flexibly leverage the advantages of mobile terminals, demonstrate the convenience characteristics of mobile phones in the marketing management process, and use outdoor mobile platforms as a new marketing foothold, allowing more consumers to comprehensively understand corporate product information. Additionally, in the process of conducting marketing management work, enterprises should attach sufficient importance to establishing their social image. Both marketing objectives and selected marketing pathways should aim to maintain corporate image, creating a more solid foundation for corporate development and establishing a higher-quality corporate brand image.[5]

### 3.4 Build a New Media Marketing Team and Promote Marketing Progress

At the current stage, the most severe competition enterprises face in their development process is talent competition. If an enterprise can acquire sufficient high-quality talent resources, its operational development can also obtain more solid guarantees. In the new media environment, the types of talent required for enterprise marketing activities have become more diverse, and the number of required talents has also increased. However, based on reality, we can find that while there are many people who understand corporate marketing and an increasing number who understand new media development, there is always a scarcity of new marketing talent who can balance both. To solve this problem and better promote the orderly advancement of corporate marketing work, enterprises should invest more energy in building a high-quality marketing talent team. First, enterprises can appropriately raise the threshold for talent recruitment based on existing foundations, recruiting talents from all sectors of society with outstanding abilities in new media marketing, or actively communicating with universities to form an integrated talent cultivation model, creating a brand-new “talent resource pool” for subsequent corporate development. Notably, in the talent recruitment process, enterprises should not only focus on professional abilities and understanding of the new media environment but also encourage talents to learn more knowledge related to consumer psychology, thereby accurately capturing consumer needs according to changes in market conditions. Second, strictly implement specialized talent management strategies to ensure that marketing management talents in enterprises can truly have opportunities to apply their skills. Marketing work requires sufficiently high-quality professional talents to advance, and the quality level of professional talents will greatly influence the development level of marketing work. However, many enterprises still have not clarified the relationship between talent and marketing, believing that utilizing new media technology simply means using new media marketing tools for marketing, which has resulted in corporate marketing becoming a rigid marketing system with a new marketing model as its shell. Enterprises should regularly organize marketing personnel to participate in professional skills training, establish a concept of lifelong learning, continuously learn knowledge related to industry development, lay a solid theoretical foundation for marketing work, and provide more reliable suggestions for their own development.[6]

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*Note: Figure translations are in progress. See original paper for figures.*

*Source: ChinaXiv –Machine translation. Verify with original.*