

Preliminary Exploration of New Models Integrating “Internet Plus” with Traditional Advertising Industry: Postprint

Authors: Lyu Liying

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Abstract

With the continuous development of China’s socialist market economy, Internet information technology has also achieved significant advancements. In the era of Internet+ information technology, numerous industries are confronted with severe challenges, and advertising marketing is likewise facing restructuring issues. The traditional advertising industry is experiencing the impact of various emerging advertising models and has lost its competitiveness, prompting many traditional enterprises to contemplate development models for the advertising sector that are suitable for the new era in order to survive. This article investigates the integration models of the advertising industry, elaborates on the characteristics of the integrated development of Internet+ and traditional advertising, outlines technology-driven advertising industry convergence, and finally proposes new models for the integration of Internet+ and traditional advertising.

Full Text

A Preliminary Study on New Models of Integrating “Internet Plus” with Traditional Advertising

Abstract: With the continuous development of China’s socialist market economy, Internet information technology has also made significant progress. In the era of “Internet Plus” information technology, many industries face severe challenges, and advertising marketing confronts issues of reconstruction. Traditional advertising, impacted by emerging advertising models, has lost its competitiveness, prompting many traditional enterprises to explore development models suited to the new era in order to survive. This article investigates the integration models of the advertising industry, elaborates on the characteristics

of “Internet Plus” integration with traditional advertising, outlines technology-driven advertising industry convergence, and finally proposes new models for integrating “Internet Plus” with traditional advertising.

Keywords: “Internet Plus” ; traditional advertising industry; new integration models

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Author: Lü Liying

In recent years, traditional print media has faced a crisis of high circulation but low readership. As living standards improve, print media is no longer people’s sole information channel. In the information age, individuals can rapidly obtain information from the Internet, reducing dependence on print media and leading to the current situation where traditional media receives little attention. For advertising, two factors are paramount: “traffic” and “conversion rate.” Today, the new integration model of “Internet Plus” and traditional advertising has significantly enhanced precise advertising exposure, generating substantial traffic and solving the problem of advertisements being ignored. Its precise analysis and targeted delivery offer advantages lacking in traditional advertising. Moreover, traditional advertising is characterized by uncertainty—it is impossible to know how many people viewed an advertisement or to evaluate its effectiveness. Now, various forms of “Internet Plus” advertising can intuitively display browsing data, allowing advertisers to monitor popularity and conversion rates via mobile devices. Currently, as the new media era continues to evolve and media convergence trends become increasingly apparent, China’s social media possesses strong interactive advantages under the “Internet Plus” framework, creating certain shocks for traditional advertising, particularly in brand promotion and product marketing. These changes are driving traditional advertising media toward integration [1]. Therefore, at this stage, intensifying research on new models integrating “Internet Plus” with traditional advertising holds important practical significance. The key challenge lies in how to market this new model to the public, as it differs significantly from traditional advertising. Consequently, marketers must conduct thorough market research and promotion to ultimately transform public perception of traditional advertising, enabling it to shine anew under the “Internet Plus” integration model.

The Internet era places greater emphasis on cultivating corporate creativity. Enterprises must expand their margins and maintain the capacity to respond to complex markets. In other words, they must preserve their core Internet competitiveness to cope with the rapidly changing Internet market. Network interconnectivity enables maker teams to develop products based on market needs, while the formation of the Internet has substantially reduced public dependence on newspapers, radio, and television for information acquisition. These characteristics have profoundly transformed the production and transaction models of

traditional advertising enterprises, thereby influencing the organizational structure of the advertising industry [2].

1. Conceptual Exploration of “Internet Plus”

What is “Internet Plus” ? It represents a new economic form that leverages the optimizing and integrating functions of the Internet among production factors, infusing the innovative advantages of the Internet into all sectors of the economy and society to provide new vitality for the market economy, enhance the innovation and productivity of the real economy, and foster the formation of a new Internet-based economic development paradigm. Today, as the Internet has entered everyday life, businesspeople have discovered its economic benefits, and various “Internet Plus industry” commercial models have emerged. Although the industry is still in its infancy and most Internet enterprise projects exhibit a state of 野蛮生长 (unchecked growth) with relatively small investment scales, the enthusiasm of businesses for investing in the Internet sector is palpable. Every traditional industry has been impacted by the Internet to varying degrees, affecting the real economy and forcing market transformation. The Internet is not merely a sales platform but an entire organic platform. Looking back at revolutions in different eras, the “Steam Age” and “Electric Age” brought substantial improvements to traditional material productivity. The Internet-based revolution can be considered the third industrial revolution, requiring enterprises and businesses to timely transform their thinking to align with the times.

2. Exploration of Advertising Industry Integration Models

Industry convergence primarily refers to the integration of modern service industries within a certain scope. With the continuous development of information technology, intensifying internal and external integration of modern service industries breaks traditional boundaries, enabling mutual penetration and fusion. This effectively changes original product characteristics, accelerates market transformation, meets market demands, and forms healthy competitive and cooperative relationships. During the integration process, the dual nature of industrial development can be differentiated and weakened to a certain extent, effectively eliminating the need for division of labor at one level while satisfying the demand for specialized division of labor. Strengthening research on industry convergence enables effective macro-level control of industries, facilitates industrial upgrading and structural adjustment, and broadens development paths for different industries against the backdrop of industrial fusion. For advertising industry convergence, it primarily integrates the content and achievements of advertising industry research as the main object of expression, making the advertising industry more digital and technological. In other words, using digital technology and innovation as the main driving forces for advertising industry convergence can effectively expand advertising forms and operational processes, realize the value of the advertising industry, and promote market structure reconstruction. Currently, under the “Internet Plus” information technology

background, comprehensive exploration of the digital development direction of the advertising industry is needed to fundamentally solve problems arising during the digital advertising industry integration process [3]. Only then can we effectively explore the background, causes, effects, and pathways in traditional advertising industry integration research, conduct comprehensive discussions on the ecological penetration of the advertising industry, break traditional boundaries of advertising industry integration, and promote technological convergence to achieve continuous development in digital marketing, interactive operations, and digital services.

3. Characteristics of “Internet Plus” and Traditional Advertising Industry Integration Development

Typically, the advertising industry has three developmental stages, each with distinctive integration characteristics of its era. The first stage, primarily in the 1970s, was based on professional differentiation and service branding, focusing on comprehensive control of advertising technology, art, planning, and creativity from a professional capability perspective. On this foundation, strategic management and professional differentiation of various media departments were implemented to effectively fulfill the advertising function of broadcasting to a wide audience and promote commercial communication. This process formed advertising industry integration, primarily achieving marketing under certain economic benefit models and expanding sales industry chains. The second stage, in the 1980s, focused on business integration, achieving integration channels for media fragmentation and diversification, promoting internal and external penetration and cross-fertilization of the advertising industry to a certain extent, and presenting a situation of market convergence. This effectively expanded global reach, optimized industry chains, and realized powerful marketing models. During this process, various models such as public relations, event marketing, telemarketing, and market research were generally used as advertising convergence into communication services. The third stage began in the 21st century. Currently, with the continuous development of “Internet Plus” information technology and increasing digital transformation, the scale of the advertising industry continues to expand, breaking traditional constraints and achieving digital promotion and integrated marketing models. The characteristics of “Internet Plus” and traditional advertising industry integration development are becoming increasingly prominent.

4. Technology-Driven Advertising Industry Integration

Currently, under the “Internet Plus” information technology background, the primary foundation for traditional advertising industry integration is technological innovation, which can effectively optimize the media convergence environment and form a solid platform foundation. In this process, supported by information technology, the integration of the advertising industry and service industry can be effectively promoted, accelerating platform convergence and promoting

changes in market demand within a certain scope to achieve effective 对接 (docking) between advertising and media. In business integration, technological forms mainly include three approaches: penetration integration, reorganization integration, and extension integration [4].

4.1 Penetration Integration Penetration integration primarily refers to the use of information technology in the current process of traditional advertising industry penetration to effectively promote the emergence of the digital advertising industry. It is based on the data advertising industry chain. First, it can achieve the penetration of advertising agencies into Internet information technology platforms, enabling business differentiation and the emergence of batch-style digital interactive advertising service agents, strengthening the connection between traditional services and advertising to achieve complementary advantages. Second, it can effectively achieve mutual penetration and integration of technology into the traditional advertising agency industry, triggering transformation of the advertising industry through programmatic methods and imperceptibly promoting digital platform operations, with Internet advertising continuously emerging. Finally, it generates a service-based digital advertising industry chain that can achieve service complementarity and select service providers for various new technologies based on different front-end and back-end links.

4.2 Reorganization Integration Reorganization integration primarily involves the advertising industry completing certain restructuring with its related industries or internal industries during development. Compared with traditional advertising industry integration, in the new media era, it can effectively conduct consulting activities on brands, commerce, consumption, and other content. Additionally, it can perform fragmented management to meet the basic needs of integrated marketing communication from the general public, becoming an important service unit for corporate brand operations. Especially under the “Internet Plus” information technology background, supported by information technology, reorganization integration can effectively achieve comprehensive integration of upstream and downstream enterprises in the industry chain based on information technology, ultimately producing digital, intelligent, and modern network development service areas. During consumer and market research processes, the advantages of reorganization integration become apparent, thereby providing integrated consulting services for subsequent product design, production, and marketing.

4.3 Extension Integration In the process of integrating “Internet Plus” with traditional advertising, certain extension integration will occur—that is, the advertising industry will achieve extended complementarity with its related secondary or other relevant service industries during development, thereby realizing mutual integration between industries. Through this unique integration method, new functions of the advertising industry can be broadened, giving it

stronger market competitiveness. For instance, in establishing public relations, brand consulting, information consulting, health, and other aspects, both advertising and media have achieved innovative development. Especially with industry convergence as the core development direction, modern advertising possesses high industry integration characteristics and exhibits certain economic system features to a certain extent. With the deepening development of “Internet Plus” technology, using big data integration methods to facilitate information exchange between suppliers and e-commerce can effectively enable advertising bidding [5].

5.1 WeChat Soft Article Advertising

WeChat, as a chat tool, has seen soft article 植入 (implantation) become a new advertising model. Good soft articles can easily gain tens of thousands of views in a single day. In recent years, with the rise of the “Internet Plus” industry, more people have entered the new media operations sector, with increasing numbers running their own public accounts. By writing quality articles combined with current events and leveraging forwarding within WeChat, advertising viewership grows rapidly—a powerful marketing tool for micro-businesses. Currently, with continuous usage, WeChat’s functions have become increasingly powerful, forming a new advertising marketing model. Integrating soft article advertising into WeChat tools is unconstrained by time or space, spreading widely within friend circles and achieving fan acquisition in an instant. As advertisements spread widely across WeChat friend circles and public accounts, their information dissemination pathway resembles explosive growth, becoming the primary means of micro-business marketing. Currently, WeChat soft article advertising has become the main carrier of WeChat marketing. We can see rich and colorful content in WeChat friend circles—positive energy articles that are widely browsed and shared by many groups. Therefore, in the new media era, advertisements with product characteristics can be integrated into these articles. On one hand, people can access the article information they need within WeChat; on the other hand, they also browse these advertisements, achieving the advertising function and changing traditional advertising 植入 (implantation) methods. Moreover, with the continuous development of QR code technology and image-video technology, QR codes can be implanted in advertisements, and contact information can be displayed through animated images. Notably, during the advertising implantation process, it features a one-click close function for convenient reading without interfering with people’s reading experience, reflecting the humanistic effect of advertising implantation. This can effectively improve advertising conversion rates and promote commercial marketing. Additionally, as WeChat functions grow increasingly powerful, small games integrated into WeChat also serve as the most effective vehicles for advertising implantation.

5.2 Advanced WeChat Voting

In the process of integrating “Internet Plus” with traditional advertising, we can discover that opening our used friend circles reveals WeChat participation in voting activities. There are not only WeChat votes but also various promotional models such as voting on web pages and browsers, and video voting. As an Internet advertising tool, WeChat voting imperceptibly increases netizen participation in voting and can effectively stimulate consumer experiences. Advertising dissemination speed can be enhanced through advanced voting methods. For example, a children’s talent competition at a school can use WeChat platform voting to effectively unite local kindergartens, schools, and various merchants, creating a powerful advertising network that can generate certain influence within a short time. This not only exercises students’ abilities but also imperceptibly promotes all participating local kindergartens and brand merchants, creating a quality platform for instant advertising dissemination. Conventional WeChat voting uses static images to attract votes, but as these voting activities increase, their appeal diminishes. At this point, video and audio voting can be added to voting activities to increase netizens’ sense of novelty and thereby boost participation enthusiasm. WeChat voting advertising can also collaborate with well-known local media and brand merchants to intensify promotion efforts.

5.3 Red Packet Newspaper Advertising

Red packet newspaper advertising is a new advertising model that differs from traditional advertising. Previously, advertising was generally conducted through newspapers, magazines, television commercials, and merchant billboards, with costs ranging from thousands to hundreds of thousands or even millions—a threshold difficult for many small and medium-sized enterprises to afford for achieving promotional purposes. Therefore, many small businesses used flyer distribution for advertising, yet many people would take flyers and immediately discard them without reading the content, resulting in low actual audience reach. Television media and newspaper magazines face similar issues: it is difficult to count how many people actually see the advertisements, and users receive advertising information passively and compulsively, creating resistance and poor advertising effectiveness. Currently, the “Internet Plus” advertising model can use red packet advertising platforms to place advertisements for just dozens of yuan while achieving precise delivery, solving the problem of low efficiency. In some red packet advertising platforms, this red packet-grabbing format can ensure advertising precision and effectiveness because customers must browse for a certain duration to obtain the red packet, preventing waste of advertising investment and solving the problem of flexible advertising placement. In the future, this advertising model will surely become a trend. In the “Internet Plus” era, there are increasingly more channels for advertising dissemination, enabling the use of red packet newspaper broadcasting methods during dissemination. This red packet newspaper is a concrete manifestation of “Internet Plus” integrating

with the traditional advertising industry, effectively improving advertising exposure rates and avoiding the awkward situation of advertisements being ignored for long periods. It breaks the boundaries of traditional print media, allowing people to know the advertisement's popularity index and browsing audience through mobile phones for precise advertising positioning—currently the most popular advertising marketing model. It can effectively achieve communication and docking between advertising companies and various network enterprises, help marketing personnel with market promotion, and drive continuous transformation of the traditional advertising industry in the “Internet Plus” era.

This article begins with the transformation of traditional advertising, comprehensively analyzing the advantages of the “Internet Plus” traditional advertising model in conversion rates, exposure rates, placement effectiveness, and audience targeting precision. It explores new models integrating “Internet Plus” with traditional advertising. Under the continuous development of “Internet Plus” information technology, China's advertising industry is exhibiting a diversified integration and transformation trend. Strengthening internal and external integration effects in the advertising industry can effectively drive innovative transformation of the advertising industry in the new era, opening new channels for advertising industry integration development. Only by comprehensively controlling problems in the digital value aspect of the advertising industry during transformation can we reverse the negative situation in transformation. Future traditional advertising should pay greater attention to integration with the Internet, focus on advertising effectiveness, conduct precise analysis, and avoid wasted effort and capital.

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(Author Affiliation: Sichuan Agricultural University)

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

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