

Publishing Marketing Strategies under the Influence of New Media Technology: Postprint

Authors: Li Tingting

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

Abstract

With new media technology advancing rapidly, the media and modalities through which the public accesses information have undergone profound transformations, exerting substantial impact on the publishing industry and yielding minimal effectiveness from traditional advertising and marketing strategies. Consequently, the publishing industry should adapt to contemporary changes, grounded in new concepts, employing novel methods, mastering emerging technologies, and leveraging new media to establish multi-channel communication modes and pathways between enterprises and readers. Centering on publishing marketing approaches under the influence of new media technology, this study investigates and analyzes relevant issues across three dimensions—community marketing, scenario marketing, and search marketing—to furnish the publishing industry with innovative perspectives on development and marketing.

Full Text

Publishing Marketing Strategies Under the Influence of New Media Technology

Abstract

The rapid advancement of new media technologies has fundamentally transformed the channels and methods through which the public accesses information, profoundly impacting the publishing industry and rendering traditional advertising and marketing strategies largely ineffective. In response, publishers must adapt to these epochal changes by embracing new concepts, employing innovative methods, mastering emerging technologies, and leveraging new media platforms to establish multi-channel communication pathways between enterprises and readers. This paper explores publishing marketing strategies under the influence of new media technology, examining key issues through three

dimensions: community marketing, scenario-based marketing, and search marketing, with the aim of providing fresh perspectives for the development and marketing of the publishing industry.

Keywords: New media technology; Publishing marketing; Strategies

Introduction

The publishing industry has always been intimately connected with societal development, with the history of publishing bearing the imprint of media technological transformation and evolution. From ancient bamboo slips and silk manuscripts to movable type printing, and now to digitization and networking under the ‘Internet Plus’ paradigm, technological changes in publishing have been closely intertwined with scientific progress. New media, as a product of its time and a concept rooted in historical context, refers to technologies that enable information transmission and services through mobile, network, and digital technologies via terminal devices such as smartphones and computers. The information dissemination methods characteristic of new media technologies offer novel approaches for both the development and marketing of the publishing industry.

1. Building on Communities for Mutual Benefit

A community refers to a social relationship formed when individuals with shared experiences, hobbies, and interests come together. From the perspective of new media, community organizations possess a virtual nature in form. With the development of new media technologies, communities are built upon social media platforms such as WeChat, QQ, Tieba, forums, and social networking sites. Within these communities, interpersonal relationships are both independent and interconnected. New media communities gather based on common needs, forming open, diverse, timely, and interactive consumer and communication tribes. As communities are established, develop, and organize activities, community marketing naturally emerges.

Leveraging communities for marketing creates value for the publishing industry in two primary ways. First, it reduces costs. Traditional marketing relies heavily on print media and advertising, consuming substantial human, material, and financial resources with relatively high operational costs. In the new media environment, technology platforms bridge the gap between publishers and readers, enabling direct communication that eliminates intermediary links and reduces promotional communication costs. Additionally, as self-media continues to evolve, readers share their reading experiences through platforms like Zhihu, Jianshu, and Tianya, transforming from passive readers into active knowledge disseminators. This inadvertently creates aggregated communication and promotional methods that enhance corporate reputation and influence while reducing publicity and operational expenses for publishing enterprises. Second, it increases stickiness. While individuals make unique judgments and choices,

these decisions are often influenced by group dynamics. Readers' selection of a particular platform is frequently tied to their identification with the community they belong to, and the influence of their social circle can sometimes determine their reading preferences and judgments. Consequently, numerous enterprises utilize social software like WeChat and QQ to build communities, aiming to strengthen bonds with readers and facilitate internal community interactions. Shared values, interests, and hobbies can foster the formation of community culture, thereby enhancing positive relationships between enterprises and readers. For instance, influential self-media reading platforms such as "Ten O' Clock Reading," "YouShu," and "Jinjin Ledao Reading Club" have all established reading communities that organize readers through communal reading activities and use check-in mechanisms to maintain user engagement, successfully converting some readers into loyal platform users.

Based on this analysis, publishing enterprises can adopt three marketing approaches. The first involves marketing through third-party vertically-operated new media groups. Mature community marketing platforms such as "Uncle Kai' s Storytelling" and "Luoji Siwei" boast high reader activity and engagement levels, offering viable partnership opportunities for publishing enterprises. The second focuses on large-V community marketing with clear profit objectives. WeChat public accounts like "Ten O' Clock Reading" and "Yue Du" accurately target consumer groups with broad, literature-oriented content, allowing publishers to promote books through "host reading" features. The third approach entails publishers creating their own personalized community reading groups. Enterprises can establish their own WeChat public accounts, forums, and Tieba communities, organizing diverse reading activities that integrate online and off-line engagement. By grounding these initiatives in public welfare and cultural values, publishers can achieve mutual benefit with their readers.

2. Leveraging Technology to Create Scenarios

New media technology based on mobile terminals has transformed public lifestyles, particularly by emphasizing the role of scenarios. As scientific and technological capabilities continue to evolve, new media technologies have fostered fragmented reading patterns and consumption scenarios, making marketing scenarios a new competitive battleground. Scenario-based marketing refers to the delivery of information services tailored to customers' specific spatial and temporal contexts across media terminals, activating connections between customers' sensory experiences and information. Consequently, customer reading patterns have shifted from offline to online, with digital reading becoming the mainstream scenario in today' s dispersed, free, and fragmented mobile technology environment.

Publishing enterprises can create technological environments and implement scenario marketing through three dimensions. First, temporal scenarios. In the new media era, capturing a scenario means capturing readers' attention and time. Publishers should actively insert themselves into readers' daily schedules,

embedding marketing messages into various time slots of their lives. For example, people often find themselves with poor mobile signals while commuting on trains or subways, rendering their smartphones unusable. Recognizing this phenomenon, Singapore Mathematics Papers Publishing House made select book passages and chapters available offline through mobile applications, effectively utilizing readers' "idle" time. By seizing this temporal scenario opportunity, they captured readers' reading time while simultaneously promoting and publicizing their enterprise through service provision. Second, spatial scenarios for creating purchasing environments. Utilizing new mobile media technologies to bridge the gap between readers and books establishes a streamlined connection from selection to purchase, making book buying more convenient, simple, and effortless. For instance, CITIC Publishing House partnered with Baidu Wallet to offer readers an extensive selection of books, breaking spatial limitations through one-click payment. This spatial scenario technology shortened purchase time, provided broad book choices, and reduced purchasing costs for readers. Third, emotional scenarios. Marketing transcends simple transactional relationships; creating an emotional atmosphere stimulates readers' desire to purchase and transforms book buying into an enjoyable experience. For example, the self-media platform "Luoji Siwei" once released limited-edition books through its public account, which sold out rapidly online. Interestingly, some readers who purchased multiple copies attempted to resell them in their personal micro-stores but found few buyers. The fundamental reason lies in the high level of stickiness established through long-term interaction between "Luo Fat" and his readers, achieving an emotional connection between platform and audience. This genuine engagement stems not only from book quality but primarily from the emotional bonds characteristic of the fan economy.

Based on this analysis, digital reading has become the mainstream reading mode. Publishing enterprises should fully leverage mobile technologies to transform smartphones and tablets into effective communication media, providing readers with scenarios for reading, selecting, and purchasing books across temporal, spatial, and emotional dimensions, thereby shortening the distance between reading and buying. It should be noted that creating marketing scenarios requires not only understanding readers' psychological needs but also staying attuned to technological developments, ensuring high-quality services are delivered through advanced technologies.

3. Effective Indexing for Convenient Services

In the new media era under the 'Internet Plus' paradigm, the deluge of information provides people with diverse and abundant content while simultaneously increasing the difficulty of choice. Search engines offer new methods for the public to select, filter, and utilize information. Leveraging search engines for corporate marketing allows enterprises to deliver information to readers through the simplest and most efficient means. Currently, the public has grown accustomed to using search engines to find needed online information, making search engine

usage a fundamental way people interact with the internet. Moreover, search engine marketing has gained reader favor due to its advantages of low cost, fast retrieval, and large information volumes.

Publishing enterprises can employ three primary strategies for search engine marketing. First, expanding audience reach. Publishers can partner with influential search engine companies to position key corporate information prominently on search results pages, transforming traditional ‘billboard’ advertising into ‘digital information resources’ under new media technology, thereby drawing public attention to relevant corporate information through search engines. Second, increasing click-through rates. Click-through rates signify attention levels, and publishers can enhance them by creating their own websites, Taobao stores, Tieba forums, and other platforms, enabling the public to quickly find useful information after searching for keywords. Third, boosting conversion rates. The ultimate goal of publishing marketing is to convert searches into clicks and subsequently into book purchases. Therefore, publishers must carefully manage website content design, reader group positioning, reading activity planning, and scenario model creation. Whereas traditional marketing focused on managing physical bookstores and packaging printed books, new media era marketing requires greater attention to organizing the content and format of websites, online stores, and public accounts. By providing consumers with comfortable, convenient, and affordable shopping scenarios, publishers can successfully achieve conversion from exposure to clicks to purchases, thereby fulfilling their marketing objectives. Currently, Baidu dominates as China’s most influential search engine, with the ranking of publishing enterprises on results pages determined by payment levels. When utilizing search engines for marketing, publishers can establish their corporate image through introduction and presentation. For example, when users input a publisher’s keywords, basic corporate information, introductions, and relevant websites appear. Publishers can also provide keywords for key promoted titles, allowing readers who input relevant information to access book details and purchase methods, thereby optimizing purchase channels and building a positive corporate image.

Search engines enable enterprises to rapidly appear before readers, capturing attention and helping readers obtain the most needed information among numerous options, thereby establishing immediate reader attention and trust. It is important to note that when using search engines for marketing, publishing enterprises should regularly update content, keywords, links, images, and videos to provide fresh experiences and perceptions of the company. By continuously changing and updating keywords to maintain prominent search engine positioning, publishers can attract public attention, achieve dynamic marketing, establish a strong corporate media image, and generate new economic growth points.

Conclusion

New media generates new methods, and new methods bring about new changes. Under the influence of new media, publishing enterprises face novel challenges across marketing concepts, approaches, methods, and models. Only by confronting the new environment, establishing fresh concepts, and applying emerging technologies can publishers find their accurate position in the rapidly changing publishing market and decisively resolve the dilemmas facing the industry. Based on this, grasping market patterns, understanding industry transformations, mastering the characteristics of the digital era, utilizing new media technologies, and continuously enriching marketing content and methods in accordance with market development are essential for achieving sustainable development of the publishing industry and realizing its social value.

Author Affiliation: Jiangsu Phoenix Education Publishing House

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

Source: ChinaXiv – Machine translation. Verify with original.