

## An Analysis of Effective Marketing Strategies in the New Media Environment (Postprint)

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### Abstract

The continuous development of informatization, datafication, communication technologies, and media technologies has shaped the new media environment for contemporary marketing. Enterprises operating within this new media environment enjoy distinct advantages, including the exponentially expanding role of advertising and the continuously broadening reach of media enabled by informatization and networking. However, content is becoming increasingly homogenized, channels increasingly uncontrollable, and users more difficult to satisfy, rendering traditional marketing strategies and their rhythms gradually ineffective. The principal distinction between marketing in the new media era and the traditional media era is the imperative to better comprehend the principles and techniques of content propagation. Grounded in this understanding, this paper investigates effective marketing strategies within the new media environment.

### Full Text

### Preamble

### Research, Prospects, and Analysis: Exploring Effective Marketing Strategies in New Media Environments

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**Abstract:** The continuous development of information technology, data analytics, communication technologies, and media technologies has created a new media environment for contemporary marketing. Enterprises operating in this new media environment enjoy distinct advantages, including exponentially expanded advertising reach and continuously broadening dissemination channels enabled by informatization and networking. However, content is becoming increasingly homogeneous, channels are slipping out of control, and users are growing harder to please, rendering traditional marketing strategies and rhythms gradually ineffective. The key difference between marketing in the new media era and the

traditional media era lies in the necessity of mastering the laws and techniques of content dissemination. This paper explores effective marketing strategies within this new media environment.

**Keywords:** new media environment; marketing; strategy analysis

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## 1.1 Conceptual Analysis

New media refers to media forms that have emerged amid rapid technological advancement, including digital magazines, digital newspapers, digital broadcasting, mobile device terminals, mobile television, and the internet. These platforms primarily leverage digital technology, network technology, and satellite channels. In this new media environment, market scope has expanded considerably, enhancing consumer space and integrating the international environment to provide enterprises with greater opportunities. It is undeniable that big data is permeating every corner of the globe at a geometric growth rate, presenting both new opportunities and challenges for new media dissemination. Market operations can fully utilize big data mining to identify characteristics, patterns, and trends, thereby better serving enterprise marketing and enhancing core competitiveness.

## 1.2 Characteristic Analysis

Information and knowledge transmission in the new media environment exhibits several key characteristics. First is equality and interactivity. New media enables diverse, interactive communication between media and audiences, where information disseminators and recipients need not clearly identify each other—every individual serves as both. This facilitates two-way interaction while achieving equal exchange between parties. Second is timeliness and speed. New media technology breaks the temporal constraints of traditional media, allowing anyone to receive desired information anytime and anywhere. With continuous upgrades in network communication technology, information transmission has become increasingly prompt and rapid, enabling people to obtain the most effective information in minimal time online. Third is openness and sharing. New media transcends not only temporal but also geographical limitations, allowing recipients anywhere to share information resources as long as they have internet access. Finally, there is convergence and extensive big data application. “Internet Plus” has given rise to the new business form of converged media, facilitating the transformation of traditional media from resource fragmentation to resource concentration, from mutual disconnection to mutual superposition, and from single to multi-dimensional communication channels. This represents

an irresistible trend in expanding market operations. Currently, data accessibility has reached unprecedented levels. The massive, timely, dynamic, and open nature of data enhances the validity and depth of market operation analysis.

In the traditional media era, enterprises maintained strong control over channels, with users typically playing the role of listeners and information following a “one-way” dissemination model. In the new media era, however, everyone carries their own communication channels, resulting in a complex “multi-way” dissemination pattern.

## **2. Main Effects of New Media Environment on Marketing**

### **2.1 Accelerating Marketing Effectiveness**

Undoubtedly, new media helps enterprises expand to broader platforms. Through new media communication forms, market information can be transmitted to recipients conveniently and rapidly, achieving information sharing. It has become conventional practice for enterprises to rely on this approach for brand promotion and marketing, thereby creating more business opportunities. Lesser-known enterprises rapidly gain exposure, increase visibility, and dominate trending topics through “internet celebrity” figures, events, and products—becoming widely recognized public focal points. By leveraging the continuously evolving new media communication environment, means, and forms, as well as the deepening penetration of mobile internet platforms and artificial intelligence information technology, enterprises can accelerate marketing effectiveness.

### **2.2 Facilitating Mastery of New Marketing Trends**

New media itself possesses strong extroversion and three-dimensionality, providing a new platform for diversified information exchange, interchange, and sharing. This platform’s openness and sharing align with the open nature of markets. However, the rapid updating of new media technologies and devices can also create a gap with enterprise marketing development, resulting in insufficient matching between the tight integration and efficient application of marketing markets and new media technology. In the new media environment, the rapid exchange and updating of information, coupled with increasingly diverse and short-lived consumption patterns, make market consumption forms highly volatile and their patterns relatively difficult to grasp and apply quickly. Therefore, enterprises must rapidly understand and master new new media communication technologies to adapt to this development trend. In turn, new media technology feeds back into enterprises, enhancing their ability and efficiency to learn and master new marketing methods, making marketing communication and exchange cooperation across broader ranges increasingly tight.

### **2.3 Mastering Communication Laws and Techniques in the New Media Era**

The emergence of new media has fundamentally altered the relationship between content, channels, and people. Understanding these relationships is a prerequisite for brands to achieve effective marketing. As content becomes increasingly homogeneous, channels more uncontrollable, and users harder to please, traditional marketing strategies and rhythms gradually lose effectiveness. The greatest difference between marketing in the new media era and the traditional media era is the necessity of mastering content dissemination laws and techniques, as this is an era where “everyone carries their own channel”—each individual has their own social media account and can influence a group of people.

## **3. Analysis of Primary Marketing Strategies in New Media Environments**

### **3.1 Understanding New Media Operational Changes and Familiarizing with Channels**

In the new media environment, establishing a sound marketing system requires enterprises to build marketing frameworks based on information and network technologies that align with objective economic development laws. Specifically, enterprises must achieve the following: First, all staff must develop market awareness, proactively understand evolving new media operational methods, familiarize themselves with various new media channels related to marketing, and emphasize information collection to lay a foundation for enterprise promotion and product marketing. Second, employees must actively understand new marketing management concepts and methods, and strengthen the development of marketers’ professional capabilities and innovative practical skills in actual marketing environments, enabling them to apply acquired new media knowledge and skills to practical work. Third, enterprises must fully mobilize various resources and allocate them rationally to maximize resource benefits, attract more collaborators, strengthen economic ties among them, and secure more partners to support enterprise new media, thereby maximizing marketing effectiveness.

### **3.2 Strengthening New Media Operations and Innovating Operational Methods**

Enterprise new media operations face a rapidly changing market economic environment. With globalization trends becoming increasingly evident, enterprises also face international market competition, further complicating the market environment. Therefore, strengthening new media operations and innovating operational methods are crucial conditions for enterprises to maintain a foothold in fierce competition and achieve sustainable development.

First, enterprises must continuously conduct online market research to discover information that helps formulate more detailed and reasonable marketing plans

and stimulates consumer demand. Second, based on discovered valuable information, enterprises should appropriately integrate this information into product design to meet diverse consumer needs. Third, enterprises must analyze customer consumption tendencies and even market changes from collected data, establish customer-centric platforms for communication and exchange between various departments and clients, and align product design with actual customer needs, thereby enhancing product design relevance and innovation to provide more creative, demand-matching products for consumer groups.

### **3.3 Fully Exploiting Big Data to Enhance Core Competitiveness**

“Internet Plus” has catalyzed the new business form of converged media, facilitating the transformation of communication forms from resource fragmentation to concentration, from mutual disconnection to superposition, and from single to multi-dimensional channels. Currently, data accessibility has reached unprecedented levels. The massive, timely, dynamic, and open nature of data helps improve the validity and depth of market analysis. However, big data also features low value density and high transmission speed. Whether the data analysis model is scientific directly affects the quality of market data analysis. Based on data analysis, identifying products and services that better meet social requirements behind the chaotic and complex data, and making targeted adjustments and optimizations, represents the greatest variable in market operations in the big data era. Facing this new “converged media” era where big data permeates every corner of the globe at a geometric growth rate, we must cherish the opportunities and challenges big data brings to the media industry, learn to fully utilize big data characteristics, patterns, and trends, and optimize market operations to enhance enterprise core competitiveness.

### **3.4 Preventing New Media Marketing Risks**

While the new media environment opens new development paths for marketing, it also introduces risks characterized by greater instability and uncertainty. Therefore, enterprises must emphasize prevention of new media marketing risks. Generally, two measures can prevent marketing risks: project combination and diversified investment. Project combination links different projects to achieve resource and information sharing while sharing risks. Diversified investment means various investment projects are unrelated, dispersing risk across projects and naturally reducing it. However, this approach hinders resource sharing among projects, thereby increasing operational costs and affecting economic benefits. Enterprises can comprehensively apply these two methods according to actual conditions to minimize risks and maximize economic benefits.

## **Conclusion**

In summary, to adapt to the increasingly complex and volatile market environment and gain greater market share, enterprises must actively utilize new

media technologies and devices, revolutionize traditional media and marketing methods, formulate new marketing strategies, innovate marketing concepts, and develop products that meet consumer needs. Enterprises must cherish the opportunities and challenges big data brings to the media industry, learn to fully exploit big data characteristics, patterns, and trends, and optimize market operations to enhance core competitiveness.

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