

## From Being Advertised to Advertising: Opportunities and Challenges for Corporate Marketing in the New Media Environment (Postprint)

**Authors:** Lü Fenjin

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### Abstract

In the contemporary era, the continuous development of the new media environment has presented novel opportunities and challenges for corporate advertising and marketing. This paper primarily examines two aspects: the opportunities and challenges confronting enterprises in their advertising and marketing processes within the new media environment, and concisely discusses several strategies for strengthening innovation and reform in corporate advertising and marketing under these circumstances, aiming to provide valuable references for relevant practitioners and researchers.

### Full Text

## From Being Advertised to Advertising: Opportunities and Challenges of Corporate Marketing in the New Media Environment

**Abstract:** In today's era, the continuous development of the new media environment has brought forth fresh opportunities and challenges for corporate advertising and marketing. This paper primarily addresses the opportunities and challenges faced by enterprises in their advertising and marketing processes within the new media environment, outlining several strategies for strengthening innovation and reform in corporate advertising and marketing efforts, with the aim of providing valuable insights for relevant practitioners and researchers.

**Keywords:** advertising; new media; corporate marketing; opportunities; challenges

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**Author:** Lü Fenjin (1980-), male, Han ethnicity, from Haifeng, Guangdong, Master's degree, research direction: Communication Studies. (Affiliation: Wuhan University)

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In the present day, with the rapid development of social economy and modern computer information technology, new media has gradually gained widespread application in corporate advertising and marketing in China, presenting fresh opportunities and challenges for the continuous growth and expansion of relevant enterprises. It can be said that under China's current market economy conditions, if enterprises wish to achieve long-term survival and development in an increasingly competitive market environment, they must continuously innovate and reform, constantly pursuing effective paths suitable for their own development, thereby providing effective guarantees for enhancing their overall comprehensive benefits.

### **1.1 Enterprise Marketing Platforms Have Been Greatly Expanded**

With the continuous development of contemporary new media technologies, corporate advertising and marketing models have gradually broken away from traditional communication methods that relied solely on broadcast, television, and newspapers as primary media channels. This shift has effectively enriched and diversified corporate advertising and marketing platforms, playing a facilitative role in broadly enhancing enterprise economic benefits. Due to their advantageous characteristics—such as low cost, strong advertising dissemination effects, and vast consumer audiences—new media platforms enable enterprises of all scales to effectively obtain excellent product promotion services during practical application, thereby continuously facilitating corporate publicity and development.

### **3.1 Transforming Corporate Marketing Concepts**

In today's era, with continuous socio-economic development and innovation in computer information technology, traditional advertising communication forms can no longer satisfy enterprises' dissemination needs for advertising and marketing. Therefore, in their current development processes, enterprises should first enhance the quality of their advertising and marketing work by transforming concepts and innovating thinking. The transformation of corporate advertising and marketing concepts is manifested not only in increased attention to diverse marketing methods within the new media environment, but also in a renewed understanding of emerging advertising approaches. Specifically, enterprises must fully recognize that traditional enterprise-centered advertising processes no longer significantly influence contemporary consumer groups; rather,

the genuine needs of consumers represent the most fundamental factor controlling the entire advertising and marketing process. In other words, in modern corporate advertising and marketing, only by continuously transferring market activity dominance to consumer groups—enabling them to authentically express their purchasing intentions—can enterprises fundamentally improve their advertising and marketing effectiveness.

### **3.2 Innovating and Reforming Marketing Methods**

Given the increasingly widespread application and influence of new media technology, it is essential for relevant enterprises to comprehensively understand and master the development status and functional forms of new media technology in their advertising and marketing activities. This mastery should be pursued through several key aspects: First, strengthening understanding and command of new media technical tools, such as widely used online communication platforms like Weibo and WeChat; second, enhancing comprehension of new media communication content and interactive sharing patterns, with focused attention and research on content and topics of interest to current consumer groups; and third, deepening knowledge of the specific operational mechanisms of new media technology to accurately grasp its development status and prospects, thereby continuously improving new media technology's service to corporate advertising and marketing efforts.

### **3.3 Fully Utilizing New Media Advantages**

Presently, with the emergence and innovative development of new media technology, the initiative in market operations has gradually shifted from enterprises to consumer groups. Therefore, in actual advertising and marketing processes, enterprises should continuously leverage the specific advantages of new media technology in corporate advertising and marketing work through innovative reforms, vigorously strengthening effective communication between enterprises and consumers, and continuously promoting significant improvements in overall corporate benefits. Moreover, since new media technology itself represents an experiential environment with entertainment value for consumer groups, consumers' initial exposure to product advertisements often stems from their special feelings and interactive desires regarding relevant products. Consequently, in practical communication and interaction with consumer groups, enterprises should strive to establish mutual trust relationships while centering on consumers' subjective experiences, thereby continuously facilitating the effective implementation of their advertising and marketing strategies.

### **3.4 Reasonable Media Portfolio Development**

Although current new media technology possesses numerous advantageous features in practical application, its stability in advertising and marketing is relatively inferior compared to traditional media communication models, thus carrying certain usage risks. Therefore, in practical operations, enterprises should

also continuously strengthen their marketing management capabilities to ensure effective implementation of their new media advertising and marketing strategies. Additionally, when selecting various new media technologies, enterprises should fully integrate their operational characteristics with the promotional advantages of new media tools, and through comprehensive evaluation of factors such as cost, online influence, and consumer assessments, ultimately determine the multimedia technologies suitable for their advertising and marketing work. This provides a guarantee for effectively maintaining their product brand image and establishes a solid foundation for comprehensively enhancing corporate economic benefits. Furthermore, enterprises should continuously absorb and cultivate professional new media marketing talents, and through corporate training and other specific forms, continuously improve employees' professional marketing capabilities and work efficiency, thereby providing talent guarantees for the effective implementation of corporate new media advertising and marketing. On the other hand, enterprises should also continuously improve their marketing management levels to ensure that their new media advertising and marketing strategies are truly implemented.

#### 4. Conclusion

In summary, the development of the modern new media environment has not only greatly facilitated the rapid advancement of relevant computer information technologies, but has also unprecedentedly enriched the material and spiritual lives of vast consumer groups, laying a solid foundation for significantly improving people's quality of life. On the other hand, the continuous development of the new media environment has also brought unprecedented opportunities and challenges to corporate advertising and marketing work. Therefore, relevant enterprises should seize these opportunities and meet these challenges by continuously emancipating their thinking, intensifying innovation, substantively transforming traditional marketing models and concepts, and implementing consumer-centered experiential marketing activities and other practical forms. By continuously expanding their advertising and marketing methods and channels, and making full use of new media network platforms, enterprises can effectively build their own brands, establish a solid foundation for stable future development, fundamentally improve the effectiveness of their advertising and marketing methods, and achieve long-term sustainable development.

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

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