

Digital Economy Era New Media Marketing Analysis of the Existing Problems and Development Path

Hairong Zeng*, Jiaxuan Wang

Qingdao Huanghai University, Qingdao, Shangdong, China

*Corresponding Author.

Abstract:

In the digital economy era, enterprises should not rely on traditional business models to achieve great development, but they need to constantly seek reform and innovation and effectively use new media to carry out new marketing integration. New media marketing has become an inevitable choice for all enterprises to carry out marketing activities. In order to better enable enterprises to enjoy the dividend brought by the digital economy, by investigating the current situation of a large number of enterprises' new media marketing, to understand the current new media marketing common platform including social platform and video platform, and then in-depth analysis of the survey data, analyze the current enterprises in the new media marketing still exist problems: form is heavier than content; media technology focuses on deep value innovation; low cost advertising has the opposite effect; precision marketing involves audience privacy. Accordingly explored the development path of new media marketing: adopt the product strategy adapted to new media marketing; integrate various media to realize cross-border marketing and multi-screen Integration; strengthen synergy between online and offline; implement new media knowledge marketing strategy. In order to promote the new media marketing in the digital economy era better development.

Keywords: *New media marketing, Enterprise marketing, Development path.*

I. INTRODUCTION

Digital economy is a new economic form characterized by big data, cloud computing, artificial intelligence, Internet of Things and so on. In the era of rapid development of China's digital economy, new media marketing represented by Wechat, Weibo, short video and live broadcasting with goods is booming, playing an important role in driving the high-quality development of enterprises. But new media marketing is not a simple application of traditional marketing theory in new media, it is not only a platform, but a systematic and systematic way of thinking based on digital technology. Due to the fact that most managers have not fully converted, there are many problems in the current new media marketing. Therefore, it is of great significance to discuss the new media marketing of enterprises in the digital economy ear, analyze the problems existing in the new media marketing of enterprises, and put forward the corresponding development path.

II. THEORETICAL REVIEW

2.1 Concept of New Media Marketing

New media is a concept that is different from traditional media. Traditional media mainly include newspapers, periodicals, TV, radio and other information transmission channels. And new media is the main use and technology of the electronic communication information dissemination way of a kind of new media, the emergence of new media is dependent on the Internet, at the same time, the emergence of new media and development and in some ways to promote the rapid development of Internet technology. New media marketing basic concept and the connotation is: will the new media of the most popular way to (such as micro letter, weibo online social platform, electronic publications, website or software, network video, etc.) as the carrier, using the modern marketing theory and the overall environment of the Internet marketing [1]. New media marketing in the digital economy era, brings new opportunities for the development of commercial economy, opens up a new development area at the same time, from another perspective, also makes People's Daily life become more rich, diverse and convenient. Li Kan (2019) summarized the concept of new media marketing in detail and put forward that, New media marketing refers to the use of modern information technology and electronic technology by enterprises in the Internet era Collect and sort out the relevant information, and spread the product information and value image of the enterprise through the marketing platformSowing, in order to achieve the purpose of improving the economic benefits of enterprises [2].

2.2 Characteristics of New Media Marketing

In the digital economy era, with the rapid progress and reform of science and technology, the form of new media marketing is also changing. At present, the academic research on the characteristics of new media marketing mainly includes the following three points:

2.2.1 Interactivity

The interactivity of new media marketing is a unique feature in the era of digital economy, which is reflected in the real-time interaction between enterprises and consumers. This interaction allows companies to communicate in a timely manner and get feedback from consumers. Adjust the product structure and marketing mode in time, grab the background data of new media and conduct data mining, so as to discover the potential shopping needs of consumer groups. At the same time, use the data to accurately locate single consumers in consumer groups, and give consumers personalized experience during marketing to achieve precise marketing. MAO Guangqiang (2018) explained the interactive process of new media marketing. That is, when enterprises carry out new media marketing activities with the help of internet technology, not only business owners spread marketing information to consumers, but also consumers can choose a large amount of information independently [3]. And consumers tend to choose valuable marketing content that meets their own needs. At the same time, enterprises can push more

attractive marketing information according to consumers' choices to achieve communication and interaction between enterprises and consumers.

2.2.2 Diversity

In the digital economy era, various media emerge in an endless stream. New media platforms such as wechat, Weibo, video and live broadcast have their own strengths, and each form represents a different marketing method. All these provide a variety of carriers for new media marketing, including text, pictures, audio, video, etc., and rich carriers greatly improve consumers' attention to marketing information. Zhao Yingzhu (2018) emphasized the diversification of new media marketing channels and proposed that enterprises can cooperate with offline physical stores when conducting new media marketing, so as to promote the diversification of overall marketing channels [4]. Enterprises can build social relationships with consumers through personalized content on these new media platforms and gain consumer trust.

2.2.3 Universality

The popularity of new media marketing is closely related to the continuous development of information technology. The popularization of mobile media such as mobile phone provides a carrier for new media marketing and lays a foundation for the rapid development of new media marketing [5]. In the era of digital economy, new media marketing is gradually becoming convenient and platform-oriented, and enterprises' mastery of consumer groups and marketing strategies of new media are also gradually shifting to mobile digital devices. New media marketing has gradually become a widely accepted marketing model. In addition, in the context of globalization, not only the products of enterprises can be globalized, but also the services of enterprises will gradually become globalized [6].

III. CURRENT SITUATION IN NEW MEDIA MARKETING

According to the survey data, the current new media marketing platforms mainly include social platforms and video platforms.

3.1 Social Platform

Social media marketing refers to the marketing activities conducted by enterprises using social media such as wechat, Weibo and QQ. Wechat, as a nationwide mobile communication tool and a new media platform with the largest current traffic, has penetrated into daily life and business activities [8]. On the Wechat platform, commonly used new media resources and tools include wechat circle of friends, wechat group and wechat public platform. Micro-blog marketing is also one of the important forms of social platform marketing. At present, a closed loop of business ecology with "content - fans - users - realization" has been established. Weibo is not only an advertising and marketing platform, but also based with high-quality content and social relations, enterprises can build their own new channels and consumer groups, and increase socialization marketing empowerment [9]. In addition, new social apps such as

Xiaohongshu, KEEP Fitness and Tantan have also quickly become new media body marketing platform. In May 2020, Tencent wechat and China Academy of Information and Communication jointly released the report on wechat employment Influence 2019-2020. The report shows that the wechat ecosystem, which is composed of public accounts, mini programs, wechat Pay and enterprise wechat, has the natural advantage of connecting more than 1.2 billion wechat users. By creating new jobs, improving workers' digital skills and promoting the precise alignment of talent supply and demand, it provides important support for the country to stabilize employment. It is estimated that wechat created 29.63 million jobs in 2019, of which 26.01 million were directly created, with a year-on-year growth of 16% and an average annual growth of 22% since 2014, and 3.62 million were indirectly created [7].

3.2 Video Platform

Video platform is divided into short video platform and long video platform, mainly refers to the Internet to provide paid or free a platform for video downloading and playing services. Video platforms are divided into video websites, such as Youku, Tencent, iQiyi, etc. Short video mobile apps, such as Douyin, Kuaishou, Weishi, etc. And live streaming software, such as tiger teeth, betta fish and other three categories [8-9]. China Internet Network Information Center (CNNIC) has released the 48th Statistical Report on Internet Development in China. By June 2021, China's Internet users had reached 1.011 billion, up 21.75 million from December 2020. According to the research Report on China's Live streaming E-commerce Industry in 2021 released by IResearch, the market size of China's live streaming e-commerce in 2020 will exceed 1.2 trillion yuan, with an annual growth rate of 197.0%. It is expected that the scale of live streaming e-commerce in 2023 will exceed 4.9 trillion yuan.

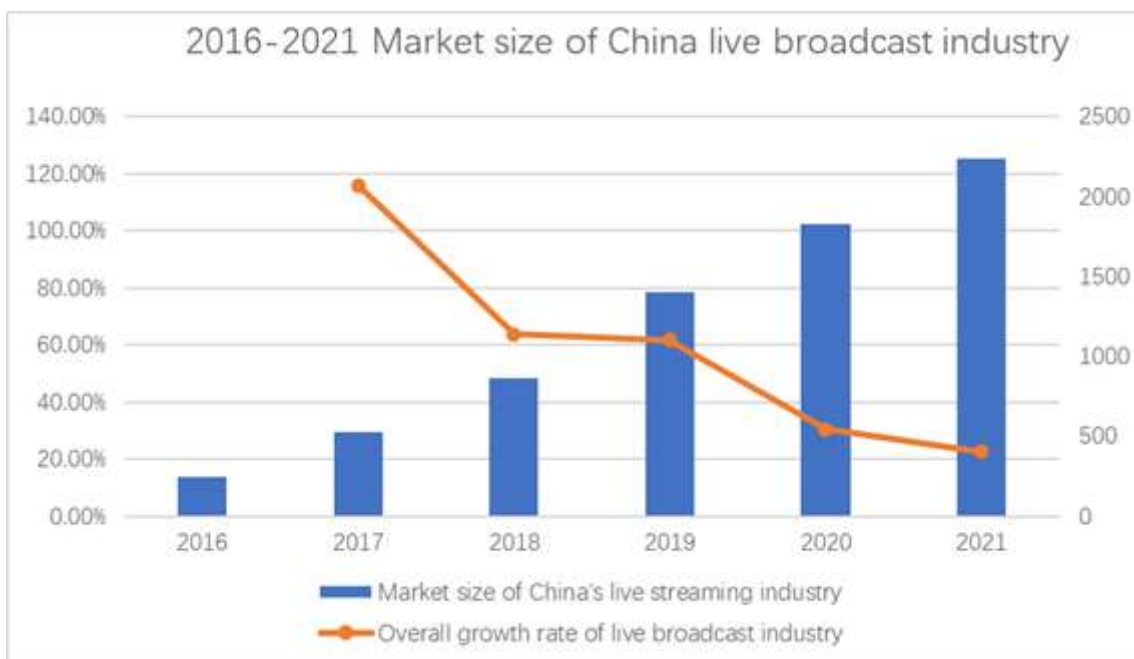


Fig 1: 2016-2021 market size of China live broadcast industry

IV. PROBLEMS IN NEW MEDIA MARKETING

As a marketing model in the era of digital economy, the development trend of new media marketing is rapid, but it also produces certain problems.

4.1 Form is Heavier than Content

With the emergence of social media, merchants have used it for marketing, especially weibo marketing and WeChat marketing. These social media are used by merchants to deliver goods information and attract customers through interpersonal communication and word-of-mouth communication. They even use hunger marketing to limit the number of customers or products, to authenticate customers in the form of personal invitations, and to create a reputation in this way, calling on consumers to experience. This kind of marketing method, the more successful now is the xiaomi mobile phone, the carving of a few brands such as the beef. But most of the businesses trying to replicate the marketing model have been successful. Investigate its reason, is that most businesses use this marketing method, the value is its uniqueness and epidemic, rather than according to the characteristics of their products or brand, so that the adoption of new media marketing become a mere formality, than a gourd ladle, but their product or brand was no difference with other competitors, and its price is higher than the peer, it is still fail.

4.2 Media Technology Focuses on Deep Value Innovation

The rapid development of new media technology has brought about the impact of traditional marketing methods and economic myths created in some fields, leading to the "digital worship". It seems that with new media marketing, all problems are solved. In addition, some businessmen think of the new media as a website, an APP and an official account of WeChat, so as to embrace the Internet. The real new media marketing is not only reflected in the application of new media technology, but also deeper [10].

Once the problem is that deep understanding of consumer behavior under the influence of new media and the change of the environment, to form new thinking, and to make creative communications strategy, otherwise, to create new value chain can only be old wine in new bottles, with new technology realizes traditional thinking, doomed to walk far.

4.3 Low Cost Advertising has the Opposite Effect

The adoption of new media, especially from the media, has greatly reduced the cost of publishing marketing information and greatly simplified the process. This leads to the rampant spread of advertising information in new media, especially the marketing information in social media, which is a great substitute for media content. This breach marketing way and there is no difference between the traditional media, the serious influence the ecological environment of social media, giving the audience made great interference, which causes the audience to its credibility and goodwill degrees increasingly reduced. One of the reasons new media are constantly emerging and becoming obsolete is that the audience will soon lose interest in

the media that is full of display advertising. In addition, the effect of such a simple and crude advertisement is sometimes not as good as it seems. According to the university of Chicago's booth school is an object with yahoo!, test display ads affect how people search for brand products, the results found that display advertising can increase for a consumer product category search of numerous brands, not just brand advertising. It thinks online display advertising may help.

4.4 Precision Marketing Involves Audience Privacy

One of the salient features of new media marketing is its accurate grasp of audience information. Under the support of Internet technology and big data concept, consumers have no privacy in the eyes of merchants, and they are completely exposed to the business and media [11]. Although precise marketing to the lavatory to a certain extent the personalized needs of consumers, improve the service quality of merchants, but at the same time also let consumers feel uneasy, they don't want their own consumer behavior by marketers know clearly. Today, more and more consumers are using the Internet in the hope of anonymity. To cater to this trend, the recent, anonymity of social networking websites, including Secret, began to appear, and Facebook has been committed to establish a user identity system is begin to pay close attention to how to develop social services, anonymous to explore the development to the opposite direction. This is contrary to the most competitive features of the new media for advertisers, and it shows the dilemma faced by new media marketing.

V. PATH ANALYSIS OF NEW MEDIA MARKING DEVELOPMENT

5.1 Adopt the Product Strategy Adapted to New Media Marketing

Whether it can meet the needs of consumers is the value of an enterprise, and it also determines whether the enterprise can exist. New media marketing should emphasize the product of marketing strategy is based on the customer as the center, customer demands, enterprises to help customers to design and develop product, so product strategy in the new media is also known as the connection of production and consumption. New media marketing on the Internet platform, can direct contact to the customer, but also to meet the needs of online consumers some unique characteristics, so the new media marketing products in the original level also expect product level and potential product level. Consumers get more psychological experience than expected, and they increase their preference and loyalty to the product.

5.2 Integrate Various Media to Realize Cross-border Marketing and Multi-screen Integration

In the new media era, consumers are gradually changing from traditional media to new media, but this does not mean that traditional media is useless. In fact, due to the excessive use of new media now, consumers are too dependent on the chaos of the real life order, leading some audiences to boycott the network. Under Internet thinking, therefore, we should re-examine the relationship between the various media, Internet thinking is not only related to the Internet, it requires that in the new media marketing not only limited to the new media itself, but rather to put all the media information dissemination channels to

form systematic and social communication platform. All kinds of media can achieve interoperability and real-time conversion through the Internet. The idea of split screen in the field of marketing communication is the requirement of cross-border communication and multi-screen combination, and it is also the basis for realizing seamless connection of various media. No matter which communication channel consumers travel, they can contact the marketing information of merchants.

5.3 Strengthen Synergy Between Online and Offline

Even if the multi-screen integration of new media technology is realized, it will not achieve the goal of new media marketing. Through integration of multiple screens, realize the round-the-clock coverage of the target consumers, but in today's diversification, diversification of consumer behavior, contact online consumer information, it doesn't mean the purchase behavior on the network. Either way, if it is only reflected in the network environment, it will only fall into the new media marketing of formalism. Now the logistics industry is developing rapidly with the maturity of the network media platform, which provides the possibility for realizing the connection between consumers online and offline. The knowledge and experience of efficient logistics system and physical experience provide a reference for consumers to purchase decisions online.

5.4 Implement New Media Knowledge Marketing Strategy

Knowledge marketing is a new marketing mode in new media marketing. Compared with traditional marketing products, it has higher technology content and is a sublimation of high-tech products. Knowledge marketing is a combination of information and intelligence, which makes it easier to use new media and knowledge marketing. Innovation provides a breakthrough marketing effect for enterprises, so enterprises need to change their thinking and attract consumers with high, new and odd marketing methods, especially online marketing. Internet marketing is the use of the Internet for enterprise marketing, mainly through the establishment of virtual stores and virtual business districts on the Internet to achieve. In addition, the market investigation and collecting information on the Internet, get the consumer demand and feedback on the product, in the network can also be used directly for marketing and product sales, provide consumers with personalized customization, using new media marketing, e-commerce also get rapid development, growth is far higher than the growth of total retail sales of social consumer goods.

VI. CONCLUSION

With the rapid development of digital economy, new media marketing in-depth business heart, new media marketing as a new marketing mode, the impact on the traditional marketing exists, but this is not to say the new media marketing will completely replace the traditional marketing, new media marketing and traditional marketing an integrated process. Aiming at some problems existing in the marketing of new media, some effective strategies are put forward. However, due to the limited number of enterprises investigated in this study and the continuous improvement of new media technology, it is inevitable that the analysis of problems existing in new media marketing is not comprehensive. New media marketing, of

course, will also face new challenges and opportunities, the competitive market need to follow the pace of the new media marketing development, explore new media and learning more effective marketing tool.

ACKNOWLEDGEMENTS

This research was supported by Humanities and Social Science project of Shandong Province in China (Project Number: 2021YYGL41)

REFERENCES

- [1] Chen L. Validity Analysis of the Impact of New Media Marketing on the Business Circulation Industry in the E-commerce Era. *Business Economics*, 2019, 11: 64-65.
- [2] Li K. New Media Marketing Strategy Transformation Method Based on the “Internet +” era. *Chinese Market*, 2019, 17: 130-131.
- [3] Mao G Q. Analysis of New Media Marketing Strategies in the Era of “Internet +”. *Market Weekly*, 2018, 11: 108-109.
- [4] Zhao Y Z. Explore the Impact of New Media Marketing on the National Economy. *Times Finance*, 2018, 17: 245 + 252.
- [5] Chao Pang, Yi Li, Analysis of new media marketing strategies based on Internet. *Enterprise technology development*, 2014 (8): 83-84.
- [6] G. M. Yu, Fei Yao, Strengthening Internet thinking to promote media convergence. *Front line*, 2014(10): 54-56.
- [7] Zhengwei Li. The scale of Chinese Netizens exceeds 1 billion. *Guangming Daily*, 2021-08-28 (003).
- [8] Massoud Moslehpour, Wing-Keung Wong, Yi Hsin Lin et al. Top purchase intention priorities of Vietnamese low cost carrier passengers: expectations and satisfaction. *Eurasian Business Review*, 2018, 8(4)
- [9] Naujoks Anna, Benkenstein Martin Who is Behind the Message? The Power of Expert Reviews on eWOM Platforms. *Electronic Commerce Research and Applications*, 2020, 44 (prepublish)
- [10] Fang Tian, WeChat public number: research on new media marketing model based on Internet thinking. *Market modernization*, 2016, 25(11): 87-88.
- [11] Q. P. Song, Analysis on the strategy of new media marketing under Internet thinking. *Journal of hubei institute of economics (humanities and social sciences edition)*, 2016, 07(23): 70-71.