Research on Marketing Strategy of Enterprise Brand Management in New Media Era

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Abstract: With the advent of the new media era, enterprise brand management is facing unprecedented opportunities and challenges. New media not only brings positive influence to enterprise brand management, such as reducing management cost, optimizing management effect and enhancing the interaction between brand and consumer, but also has resistance such as weak marketing concept, limited marketing channel and single marketing content. This paper deeply discusses the marketing strategies of brand management in the new media era, aiming to help enterprises better respond to the challenges of the new media era by innovating marketing concepts, expanding marketing channels and enriching marketing content, so as to improve the effect of brand management and market competitiveness[1].

Keywords: new media; enterprise brand management; marketing strategy

1. Introduction

In the new media wave swept across the present, the enterprise brand management environment changed dramatically. On the one hand, new media, with its unique way of communication and wide coverage, has brought many positive impacts on corporate brand management, such as reducing management costs, optimizing management effects and enhancing the interaction between brands and consumers, which provides new opportunities for the development of corporate brands[2]. On the other hand, the new media era has also put forward higher requirements for enterprise brand management. Problems such as weak marketing concept, limited marketing channels and single marketing content have gradually become prominent, which have become the bottleneck restricting the effect of enterprise brand management and the improvement of market competitiveness. Therefore, it is of great practical significance to deeply explore the marketing strategy of enterprise brand management in the new media era.

2. The positive influence of new media era on enterprise brand management

2.1 Reduce brand management costs

In the era of new media, enterprises can carry out brand promotion throughdiversified online channels, effectively reducing the high cost of traditional media advertising. By using low-cost and efficient marketing methods such as social media, content marketing and search engine optimization, enterprises can more accurately reach the target audience, enhance brand awareness and influence, thus significantly reducing the overall cost of brand management. Through data analysis tools,enterprises can track user behavior and feedback in real time, adjust marketing strategies in time, and avoid the waste of resources caused by ineffective marketing. This precision marketing model not only improves the conversion rate of advertising, but also further amplifies the brand effect through the word-of-mouth communication of users, forming a virtuous cycle of low cost and high return[3].

2.2 Optimize the effect of brand management

In the new media era, enterprises can use big data analysis and artificial intelligence technology to dig deeply into consumer needs and preferences, so as to develop more targeted brand management strategies. Through the construction of accurate user portraits, enterprises can more clearly understand the characteristics of the target audience, and provide customized products and services for different consumer groups, thus improving brand satisfaction and loyalty. At the same time, the new media platform provides a channel for enterprises to directly interact with consumers, so that enterprises can timely collect user feedback, quickly respond to market changes, and constantly optimize the effect of brand management. This two-way communication mechanism not only enhances the emotional connection between brands and consumers, but also brings more space for innovation in enterprise brand management

3. Marketing resistance of enterprise brand management in the new media era.

3.1 Weak marketing concept

In the era of new media, some enterprises still have weak marketing concepts for brand management, and lack in-depth understanding and application of new media characteristics. Some enterprises only regard new media as a traditional advertising channel, but ignore its interactive and participatory nature. This one-sided perception makes it difficult for enterprises to make full use of the advantages of new media platforms to carry out effective brand promotion and consumer interaction in the process of brand communication. Some enterprises lack systematic planning and professional team support in new media operation, and often simply copy the traditional marketing model, failing to develop targeted content strategies and interaction mechanisms according to the characteristics of new media communication. This lag not only limits the accurate access of brand information, but also makes it difficult for consumers to establish in-depth brand cognition and emotional connection, which ultimately affects the brand's communication effect and market competitiveness in the new media environment.

3.2 Limitations of marketing channels

In the new media era, another major marketing resistance faced by enterprise brand management comes from the limitation of marketing channels. Although new media platforms emerge in an endless stream, providing diversified communication channels for enterprises, some enterprises are still limited to traditional marketing channels due to the lack of comprehensive understanding of the new media environment. These enterprises tend to rely too much on one or a few new media platforms, while ignoring other potential channels, resulting in limited scope of brand information dissemination. At the same time, some enterprises in choosing new media channels, failed to fully consider the characteristics of the target audience and demand, makes it hard for the brand information accurate touch of potential consumers. In addition, some enterprises lack innovation and differentiation strategies in the operation of new media channels, which makes it difficult for brand information to stand out in the massive content, further weakening the market competitiveness of brands.

3.3 Single marketing content

In the new media era, enterprise brand management is still facing the severe challenge of single marketing content. The content released by some enterprises on new media platforms often lacks diversity and innovation, and relies too much on traditional product introduction and promotion information, while ignoring the content creation that builds emotional resonance and value identification with consumers. This single form of content is not only difficult to attract consumers' attention, but also unable to stimulate their purchase desire and brand loyalty. At the same time, some enterprises lack of depth and connotation in the new media content creation, simply copy and paste or copycats, led to the mass content of brand information appear mundane, hard to impress the consumer. In the long run, this kind of single and unattractive marketing content will seriously weaken the brand's market influence and competitiveness.

4. New media era of brand marketing strategy of management

4.1 Innovative marketing concept

The new media era, enterprises should actively change the traditional marketing thinking, to consumers as the center of the new marketing concept. We should deeply understand the needs, preferences and consumption habits of consumers, and use the big data analysis function of new media platforms to accurately grasp the psychological and behavioral characteristics of consumers. Through realtime interaction and communication with consumers, we can obtain consumers' feedback and suggestions in a timely manner, so as to continuously optimize products and services and improve consumers' satisfaction and loyalty. At the same time, enterprises should also pay attention to cultivating the consumer's brand identity and belonging, by creating unique brand culture and values, to attract the active participation of consumer brand construction, form the benign interaction between the brand and consumers. Enterprises can take advantage of new media platform to carry out diversified brand activities, such as online interactive games, discussion topics, user generated content, arouse consumers' participation enthusiasm, enhance consumer brand awareness and viscosity. In addition, with the aid of the spread of new media advantage, the enterprise can timely transfer brand information to consumers, according to consumer feedback quickly adjust marketing strategy, the brand always maintain vitality and attraction[4].

4.2 Expand marketing channels

After the arrival of the new media era, enterprises should make full use of diversified new media platforms, such as social media, short video platforms, live broadcasting platforms, etc., to broaden the brand communication path. By

releasing customized content on different platforms to meet the needs of different user groups, enterprises should achieve precision marketing. At the same time, enterprises can cooperate with opinion leaders and Internet celebrities on new media platforms to quickly improve brand awareness and reputation with the help of their influence and fan base. In addition, enterprises can also carry out online and offline marketing activities, such as online booking and offline experience, to provide consumers with more convenient and rich shopping experience, further expand marketing channels, and enhance the market competitiveness of brands. Enterprise can in the online platform, for example, introducing new booking activities, attract consumer's attention and look forward to, at the same time in the offline store setting experience area, let the consumer feel the quality of the products and performance. This way of the combination of online, can not only meet the diverse needs of the consumers, can also spread through consumer experience and word of mouth, to expand the brand's influence. For example, beauty brands make online appointments for new products to try colors, and offline stores provide professional makeup artist guidance and experience services, attracting a large number of beauty lovers to participate in and share their experience, forming a good word-of-mouth effect. At the same time, enterprises can actively participate in trade shows, theme activities, such as offline way, face to face communication with potential customers, deepen the customer's perception of the brand and trust[5].

4.3 Enrich marketing content

To enrich marketing content in the new media era, enterprises need to start from multiple dimensions. First of all, can be combined with hot topics and festivals elements, create content with timeliness and interest, such as Spring Festival launched brand story or interactive games related to traditional culture, attract consumer participation and sharing. Secondly, user-generated content (UGC) can be used to enhance interactivity and encourage consumers to share their experiences or ideas of using products, so as to form word-of-mouth communication. In addition, enterprises can also develop serialized content, such as brand micro films, series of short videos, etc., to maintain consumers' attention and brand stickness through continuous content output. Finally, combined with big data analysis, we can accurately grasp consumers' interests and needs, customize personalized marketing content, and improve marketing effects. In addition to the above methods, enterprises can also carry out cross-border cooperation with brands or ips in different fields and launch co-branded content, so as to expand brand exposure and attract more potential consumers by leveraging the brand influence and fan base of both parties. At the same time, they can create brand-exclusive virtual images or mascots, and create a series of interesting and just-in-time content around them, such as cartoons, animations, and memes, so as to enhance the affinity and recognition of the brand, so that consumers can remember the brand in a relaxed and pleasant atmosphere.

5. Concluding remarks

To sum up, the new media era of brand management for the enterprise has brought unprecedented opportunities and challenges. In this background, enterprises need to deep understanding to the positive influence of the new media to brand management such as lowering the cost of brand management, the effect of optimization brand management and strengthen the brand and the consumer interaction. At the same time, also want to face up to the marketing facing resistance, including weak marketing concept, marketing channels and marketing content single. In order to address these challenges, the enterprise must actively take effective marketing strategies, such as innovative marketing concept, marketing expand marketing channels and rich content, to stand out in the new media era, realize the brand management of continuous optimization and upgrade.

Acknowledgments

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