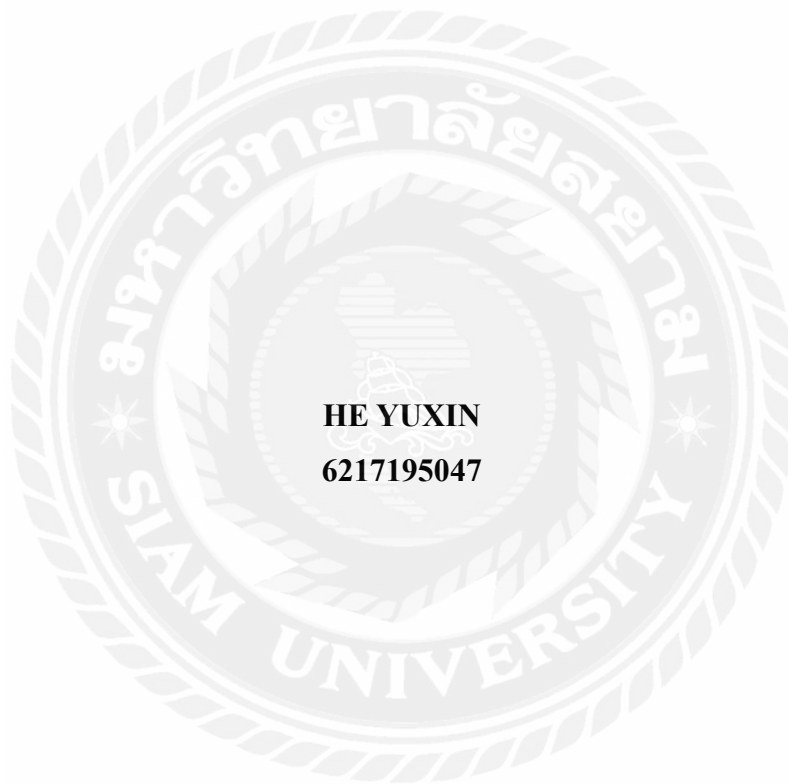




**ZHONGFANGLIANBO INVESTMENT AND DEVELOPMENT CO., LTD
RESEARCH ON THE NEW MEDIA MARKETING STRATEGY, FUJIAN.**



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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR
THE DEGREE OF BUSINESS ADMINISTRATION
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**ZHONGFANGLIANBO INVESTMENT AND DEVELOPMENT CO., LTD
RESEARCH ON THE NEW MEDIA MARKETING STRATEGY, FUJIAN.**

Thematic Certificate

**To
HE YUXIN**

This Independent Study has been approved as a Partial Fulfillment of the Requirement of
International Master of Business Administration in International Business Management

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ABSTRACT

Title: Research on The New Media Marketing Strategy of
ZHONGFANGLIANBO Investment Development Co., Ltd.
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With the continuous improvement of the economic level, the continuous development of science and technology, and the comprehensive advancement of the Internet era, new media has played an important role in the economic environment and cannot be ignored. With the rapid development of mobile communication technology and Internet information technology, opportunities for enterprises to enhance their market competitiveness in China, new media marketing is an inevitable trend of economic development. Enterprises use new media marketing to expand their market share, increase market share, and enhance their advantages in market competition. New media marketing is an opportunity, innovation, and value for enterprises.

Through the research of the ZHONGFANGLIANBO new media marketing, it was found that the company still has many problems with the new media marketing process, such as lack of new media management system planning, difficulty in controlling new media costs, and insufficient new media marketing creativity. Through in-depth analysis of these issues and combined with relevant research theories, specific measures to solve problems such as establishing a complete new media management system, establishing a cost management plan, focusing on marketing content innovation, and establishing a complete customer management system are proposed. The application will change the status quo of ZHONGFANGLIANBO new media marketing and promote the company's healthy and long-term development.

Keywords: new media new media marketing marketing strategy



摘要


题目： 中防联博投资发展有限公司新媒体营销策略研究

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(博士. 张力)

23 / / 2021

随着经济水平的不断提高，科学技术的不断发展，互联网时代全面推进，新媒体在经济大环境中起到了重要的影响和不容忽视的作用。近年来，移动通讯技术和互联网信息技术的快速发展为企业提升市场竞争力带来了机遇。新媒体营销是经济发展的必然趋势，企业通过新媒体营销扩大市场占有率、增加市场份额、增强企业在市场竞争中的优势，新媒体营销对于企业来说是机遇，是创新，更是价值。

通过对中防联博新媒体营销的研究，发现该公司在新媒体营销过程中还存在着缺乏新媒体管理系统规划，新媒体成本费用难以把控，新媒体营销创意不足等诸多问题。通过对这些问题的深入分析并结合相关的研究理论，提出了建立完善的新媒体管理系统，建立成本管理规划，注重营销内容创新，建立完善的客户管理系统等解决问题的具体措施，这些措施的应用将改变中防联博新媒体营销现状，促进公司健康长远发展。

关键词： 新媒体 新媒体营销 新媒体创新

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1. INTRODUCTION

1.1 Research Background

Marketing methods are diversified, and marketing methods are emerging one after another, such as personalized marketing, service marketing, viral marketing, hungry marketing, charity marketing, integrated marketing, new media marketing, etc.... All kinds of marketing methods are just for the enterprise Improve corporate reputation and establish loyal consumer relations with customers, so as to achieve the purpose of increasing corporate sales and maximizing corporate profits. The above can see how important a good marketing is for a company to achieve self-worth and complete sales plans.

The sudden emergence of new media has changed our production and lifestyles in all aspects. At the same time, many companies are also changing their business philosophy and marketing methods in the wave of new media development. The popularization of digitization and informatization has also enabled domestic enterprises to find new opportunities on the road to start new media marketing.

Companies have more choices in the promotion process, attach importance to the dissemination and communication of new media information, use the convenience of new media marketing, the timeliness of message transmission, the accuracy of product information update capture, search for accurate customers, and cloud area mining Buyers can stimulate their desire to purchase.

Companies can use new media platforms to continuously provide customers with information about related products, push related activity data, and use convenient new media resources on the Internet to maintain a close relationship with old customers.

Customers drive the consumption of family members, friends and other people around them, stimulate consumption, attract new customers to know and understand the company, and guide customers to participate. Customers who are satisfied with the high-quality services provided by the company are willing to buy and use company-related products many times, so that companies can select target customers based on effective information when reusing new media marketing, discover potential customers, and provide high-quality services through network communication.

The timely follow-up and feedback of the above issues is conducive to maintaining good customer relationships, building a bridge of cooperation between enterprises and customers, and establishing close relationships.

Therefore, while new media has brought convenience to our lives, it has also played a role in guiding the development of the company. Today, let us take ZHONGFANGLIANBO Investment Development Co., Ltd. as an example to conduct research on new media marketing.

1.2 Research Problems

This article takes FUJIANZHONGFANGLIANBO Development Co., Ltd. (hereinafter referred to as "ZFLB") as an example to study its new media marketing strategy. New media marketing strategies will provide useful references for company development. According to the current situation of new media marketing, the author analyzes the existing problems of China Defense Alliance Boss, finds solutions and perfects the company's new media marketing strategy. It is hoped that this research can arouse the attention of company managers and make the company's new media marketing management more mature.

This article mainly studies: how to change the marketing strategy of ZFLB new media.

1.3 Research Purposes

In the process of social development, there will be multiple problems. The rise of the Internet industry makes ZFLB not only limited to offline marketing in the marketing process, but also combines online new media resources for marketing and promotion.

Sales, in order to cater to the overall market environment, meet the needs of the market, develop new media marketing based on the market, but through the status quo research found that the company still has many problems in the new media marketing process, lack of new media management system planning, New media costs are difficult to control, new media marketing creativity is insufficient, etc., through in-depth analysis of these issues, combined with the actual situation of new media marketing to formulate marketing plans, proposed to establish a complete new media management system, establish a cost management plan, and pay attention Innovate marketing content and establish a complete customer management system to maximize corporate value.

1.4 Research Hypothesis

Hypothesis 1 If a new media marketing strategy is implemented, it will have a beneficial impact on the development of the company.

Hypothesis 2 If the company increases investment in new media marketing, it will diversify the company's development.

1.5 Research Significance

As one of the new, economical and convenient marketing methods, new media marketing has a rapid spread speed and has attracted the attention of enterprises. It has a rapid development momentum and bright prospects. Therefore, if ZFLB wants to establish a good corporate public image, it must thoroughly analyze the corporate new media Marketing, gaining a firm foothold in the fierce market competition, has its own market share and advantages that are conducive to its own development, and lays the foundation for the long-

term development of the company.

ZFLB uses new media marketing to realize the rapid dissemination of information to the audience, thereby reducing the cost of traditional marketing in promoting company activities, but the reduction in cost has a more direct impact on promoting company activities, not only to meet the differences in order to make the age group Consumers get information, and companies use new media marketing to diversify the company. The combination of online and offline eliminates the differences in information acquisition channels between consumers, and the perfect online and offline cooperation achieves a seamless connection and builds a complete new media marketing platform. New media marketing is an inevitable trend of economic development. Through new media marketing, companies have expanded their market share, increased their market share, strengthened their advantages in market competition, and brought opportunities and breakthrough innovations. Therefore, new media marketing is more valuable to the company.

New media is everywhere in life. With the continuous development and expansion of new media technology, the expression of new media has become more and more abundant. Metro channel video player, bus video player, bank radio big screen, shopping mall LED scrolling screen... Every corner of our life is surrounded by the new media era, and we feel the infinite charm brought to us by new media marketing. If we do not work hard to learn and accept new things, the development of new media will make us obsolete. In an era, full of innovation, we have learned to learn and accept actively. People's acceptance of new things gradually changed from rejection, hatred and doubt to acceptance. We establish our own way of thinking and judgment standards. New media marketing is being explored. It is becoming stronger and stronger, and it is universal in the receiving population from children to youth to adults to old age.

In the past corporate marketing, marketing refers to product packaging, product promotion or product TV advertising, and the marketing evolution in the new media era will change flexibly and creatively according to changes in the market and user habits. According to the survey, compared with traditional advertising, 90% of customers trust the recommendations of other customers more. This means that new media marketing is a civilized advancement that will continue to expand and continue, and the transformation and change of corporate marketing strategies Not only the execution and channel links, it will directly rise to the strategic level, affecting the company's strategy implementation and corporate transformation and development.

New media marketing does not need to invest too much manpower and material resources, and the fixed costs and mobile costs are relatively low. New media marketing forms are diversified, with many choices and wide, and information transmission is vivid and clear. For some free communication channels, the communication cost of new media marketing is lower, and rapid communication can be achieved in a short time. The information can be delivered to the target group through some free channels in the extreme time. This is the advantage of new media marketing.

2. LITERATURE REVIEW

2.1 New Media

New media is a form of communication that uses digital technology to provide users with information and services through computer networks, wireless communication networks, satellites and other channels, as well as computers, mobile phones, digital televisions and other terminals. From a spatial perspective, “new media” specifically refers to the equivalent of “digital media” and “traditional media”. These digital media are supported by digital compression and wireless network technology. Its large capacity and real-time and interactivity can cross geographic boundaries and ultimately realize globalized media.

The new media represented by digital technology has the biggest feature of breaking down the barriers between media, dissolving the boundaries between media and media, between regions, between administrations, and even between communicators and recipients. New media also exhibits the following characteristics:

(1) Outstanding personalization of media

Due to technical reasons, almost all the media in the past were popularized. However, new media can target a more segmented audience, and can target individuals. Individuals can customize the news they need through the new media. In other words, the combination of information content received by each new media audience can be the same or completely different. This is very different from traditional media audiences who can only passively read or watch undifferentiated content.

(2) Increased audience selection

From a technical perspective, in new media, everyone can receive information, and everyone can act as an information publisher. Users can watch TV programs and play music at the same time, and at the same time, they can also vote on programs. Information is retrieved. This breaks the limitation that only news organizations can release news and fully meets the segmentation needs of information consumers. Different from the "leading audience type" of traditional media, the new media is "audience leading type". Audiences have greater choices, can read freely, and can amplify information.

(3) Various forms of expression

The new media has various forms, and the various forms of expression process are relatively rich. It can integrate text, audio, and pictures into one, so as to expand the content instantly and infinitely, so that the content becomes a "living thing." In theory, as long as the computer conditions are met, a new medium can meet the needs of the world's information storage. In addition to large capacity, the new media also has the feature of "easy retrieval", which can store content at any time, and it is very convenient to find previous content and related content.

(4) Real-time information release

Compared with radio and television, only new media has no time limit and can be processed and released at any time. New media uses powerful software and web pages to present content, which can easily be online 24 hours a day.

New media is highly interactive, and the unique network media makes the relationship between information disseminators and recipients equal. The audience is no longer easily at the mercy of the media, but can make more voices and influence information through the interaction of new media. Communicator.

2.2 New Media Marketing

It uses new media platforms (weibo, WeChat, live broadcast, etc.) as communication and purchase channels to transmit information such as the function and value of related products to the hearts of target people, so as to form memories and likes, thereby realizing brand promotion, Marketing activities for product sales purposes.

In the era when web2.0 brings tremendous innovation, marketing methods have also brought changes, such as differentiation, communication, creativity, experience, and relevance. The Internet has entered the era of new media communication. And new media such as online magazines, blogs, TAG, SNS, RSS, WIKI, etc. appeared.

New media marketing uses the wide and in-depth information release of audiences in new media to get them involved in specific marketing activities. New media marketing is a marketing promotion method that psychologically guides consumers on the basis of specific product concepts.

2.3 Chinese literature review

Deng Qian (2020) found through research and analysis that in recent years, my country's Internet technology has developed rapidly, and Internet thinking has gradually been applied to all walks of life. New media marketing teaching is one of the important subjects in higher vocational colleges, and Internet thinking in the teaching of new media marketing, it can guide students to use the Internet to think better and learn and master new media marketing methods. Therefore, this article first summarizes the Internet thinking, then analyzes the concepts and characteristics of new media marketing, and finally analyzes the impact of new media under the Internet thinking and specific marketing methods.

Shuaikang, Li Chunwu, and Wang Yuyu (2019) found that the advancement of information technology, the in-depth application of computer interaction technology, artificial intelligence, and the penetration and share of Internet and mobile Internet users have greatly increased the The application and dissemination of the media has more stable channels, its influence has been greatly enhanced, and it has played an increasingly important and irreplaceable role in the daily study, work and life of citizens. It has undergone major changes

to traditional marketing concepts and traditional marketing methods. First of all, in the context of a series of computer technology era such as artificial intelligence, China's intelligent manufacturing 2025, industry 4.0, etc., the rapid progress and intelligent development of information technology have brought about the popularization of the Internet and the increase in the number of smartphones. Secondly, it also gave birth to a new form of media-new media on the Internet, and reformed the traditional marketing industry, marketing concepts, marketing platforms, etc., which triggered a revolution in marketing methods. At present, in order to better face the new media and the ever-changing social environment, it is more urgent to study marketing methods and concepts. How to effectively carry out new media marketing is the main issue discussed in this article.

Wang Rui (2019) pointed out that new media communication has become a powerful tool in the marketing process. The analysis of new media marketing from the perspective of communication science will help us grasp consumer psychology, grasp the pulse of the market, and improve our comprehensive marketing strength.

Ju Lixin (2013) researched and proposed that new media marketing has become a new force in China's media industry.

2.4 International Literature Review

Brigitte Muller and Jean-Louis Chandon (2004) published an article published in the *Journal of Marketing Communications* (*Journal of Marketing Communications*) that consumers will be more inclined to associate positively with the brand after visiting a brand's website. New media Marketing attracts more consumers.

Wendy Macias (2003) autumn edition of "*Journal of Current Issues & Research in Advertising*" published an article to study the impact of website interaction on consumers' understanding of website content. After research, she pointed out that the higher the degree of interaction, the better for consumers to understand the content of the website.

Professor Philip Kotler (2001) specifically discussed new media marketing in Chapter 23 of "*Marketing Management*". He believes that new media marketing activities are important marketing methods in the 21st century. Dave Chaffey (2004) of the University of Derby in the United Kingdom pointed out in his book: New media marketing or Internet-based marketing can be defined as the use of the Internet and related digital technologies to achieve marketing goals and support modern marketing concepts.

Arthur Raney, Laura Arpan, Kartik Pashupati and Dale Bil published articles in the (2003) Fall Edition of the *Journal of Interactive Marketing*, examining the effects of entertainment and interactive content on the website. Research shows that adding more brand features to entertainment elements will increase consumers' recall of the brand. In addition, the more interesting the website, the greater the chance that consumers will visit again.

Nigel Hollis (2005) published an article in the Journal of Advertising, reviewing how Internet advertising has built brands in the past 10 years. Hollis pointed out that the purpose of consumers going online greatly affects their attention and response to Internet advertising, and this influence will change as consumers are in different stages of purchase. For example, the consumer may be in the four situations of intending to purchase, in the process of purchasing, having purchased, or not intending to purchase. At the same time, consumers' perception of different levels of brands will also affect their attention and response to advertising. Hollis has come to a conclusion after comprehensively considering various experiments and research: Internet advertising can build brand equity just like traditional advertising media.

Yuhmiin Chang and Esther Thorson (2004) published a study in the Journal of Advertising. In this study, they compared the effects of different media combinations, including separate use of television, separate use of the Internet, and combined use of television and the Internet. This study found that the combined use of TV and the Internet has the best effect, and its advantages are mainly: Win more attention among consumers; The information conveyed by the advertisement is more likely to be trusted by consumers; Consumers agree more with advertising products.

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2.5 Theoretical Framework

2.5.1 Positioning Theory

Positioning theory was first proposed by famous American marketing experts Al Ries and Jack Trout in the early 1970s. In 1972, they first mentioned the concept of "positioning" in their article "New Era of Positioning" in the American magazine "Advertising Age".

Ries and Trout believe that "positioning is your mental effort for future potential customers, that is, positioning the product in the minds of your future potential customers." It can be seen from this that market positioning is a creative experimentation of existing products. Today, the word "positioning" has become a professional vocabulary for marketing masters and marketers in their marketing strategies and planning. The positioning law brings marketers a conceptual innovation. If combined with a career, it will also bring us many enlightenments.

With the development of marketing theory, people have a deeper understanding of market positioning theory. Philip Kotler's definition of market positioning is: Sowe market positioning is the action of designing the company's products so that it can occupy a unique and valuable position in the minds of target top potential customers. The essence of market positioning is to strictly distinguish this enterprise from other enterprises, and to make customers clearly feel and recognize this difference through market positioning, thereby leaving a special impression in the minds of customers.

Positioning is to determine a reasonable placement of the product in the minds of potential customers in the future. The basic principle of positioning is not to create something strange or distinctive, but to manipulate people's original thoughts to open up the knot of association. The positioning of the true poem is "heart attack first", and the consumer's soul is the ultimate battlefield of marketing. Consumers have five modes of thinking; consumers can only receive limited information, consumers like simplicity, hate complexity, consumers lack a sense of security, consumers' impressions of brands will not change easily, and consumers' ideas tend to lose focus. Mastering these characteristics is helpful to help companies occupy the position in the minds of consumers.

2.5.2 Positioning Theory

Positioning was proposed by the famous American marketing experts Jiao Reese and Jack Trout in the early 1970s. At that time, they published a series of articles called "Positioning Times" in "Advertising Times" in the United States. These viewpoints and theories are concentrated in their first book, "Advertising Strategies". As they said, this is a textbook on communication between Chuanpan and Pan. In 1996, Jack Trout compiled his 25 years of work experience and wrote the book "New Positioning". Perhaps it is more in line with the requirements of the times, but its core ideas are still derived from the positioning theory they put forward in 1972.

The positioning theory originated from the congestion and obstruction of various human information dissemination channels, which can be attributed to the impact of the information explosion era on business operations. Technological progress and economic and social development have almost pushed consumers into a situation where they are at a loss as to what to do.

The first is the explosion of the media: radio, television, the Internet, video tapes, and CD-ROMs make consumers overwhelmed; the second is the explosion of products: TV alone has large screens, small screens, right angles, and arcs, ranging from consumables to daily necessities. It feels dazzling. Finally, there is the explosion of advertising: TV advertisements, radio advertisements, newspaper advertisements, street advertisements, software advertisements, etc. Therefore, if you want to be different in the minds of consumers, you must implement differentiation, and differentiated positioning can attract consumers more.

2.5.3 STP Theory

In 1956, American marketing scientist Wendell Smith first proposed the concept of market segmentation. Since then, American marketing scientist Philip Kotler has further developed and improved Wendell Smith's theory. Finally formed a set of mature STP theory, which includes market segmentation, selection of appropriate market targets and market positioning. This is the core content of corporate strategic marketing and laid the foundation for the company to develop new media marketing. Based on its own development, the company conducts market segmentation in the overall market environment, finds a target market that matches the company itself, and puts products or services on the market to meet customer needs.

(1) Market Segmentation

A process in which an enterprise further subdivides the consumer market of a product into several markets based on the needs, preferences and characteristics of consumers. Market segmentation is based on consumer demand characteristics, reflecting consumer consumption characteristics, region, age, preferences, consumption patterns, etc., which provide a strong basis for enterprise market segmentation.

(2) Target market

The final choice of the enterprise after market segmentation is to target the product to the market. Due to the differences in market segments, it is necessary to conduct research and analysis on each market segment before choosing the target market, combine the company's own situation, formulate business objectives, and determine the target market.

(3) Market positioning

With the continuous development of society and fierce market competition, creative products or new media marketing strategies can leave a deep impression on consumers, determine the competitive position of their products, and help improve consumers' loyalty to the company. Market positioning is also called competition. Sexual positioning. Market positioning means that after an enterprise accurately grasps the consumer's consumption habits and consumer psychology, it provides products and services that meet the needs of consumers in the target market, which is conducive to the sustainable development of the enterprise. Market positioning is generally divided into: identifying potential competitive advantages, selecting suitable competitive advantages, determining the overall positioning strategy, and forming a specific image.

This theory is referred to as STP theory.

3. RESEARCH METHOD

3.1 Research Methods

This article uses qualitative research methods for research and analysis. In the research process, the literature data method is used for purposeful, planned and systematic methods to collect data from the literature and conduct research based on these data.

(1) Literature analysis method

According to the research purpose of this article, read a lot of domestic and foreign related research on new media marketing strategies. Through reading and understanding of the literature, the new media marketing strategy ideas are sorted out, and the relevant research results at home and abroad are summarized. The research of this article has laid the theoretical foundation.

According to the research purpose of new media marketing, data can be obtained by investigating literature, so as to fully and correctly understand and grasp the problem to be researched. Through in-depth analysis and research on the related issues and current situation of new media marketing, it helps to determine and complete the research on new media marketing strategies. Through the reference to the literature, it is helpful for research and learning and get data support.

(2) Case analysis method

Taking ZFLB Investment Development Co., Ltd. as an example, this company is investigated and analyzed as the research object of new media marketing strategies. Study the effects of implementing new media marketing strategies, and explore the advantages of implementing new media marketing strategies in this situation.

If the company increases its investment in new media marketing, it will be a diversified development of the company. If a new media marketing strategy is implemented, it will have a beneficial impact on the company's development, and it will raise corresponding issues in the development of the company's new media marketing strategy. Solutions to promote the stable development of the company's new media marketing.

In order to accurately target user groups and achieve precise investment in new media marketing, data surveys were conducted for different age groups, as shown below.

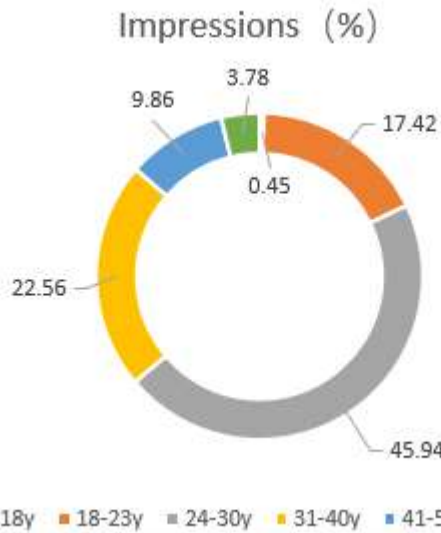


Figure 3.1 Audience Age Analysis Table (Unit: times)

Data source: Compiled and calculated according to ZFLB Monthly Report

Through the analysis of the distribution of exposure from 2019-04-15 to 2019-05-10. The user group is mainly young people aged 18-30. The overall style of the activity is relatively younger, and the user group is consistent with the new media marketing user group.

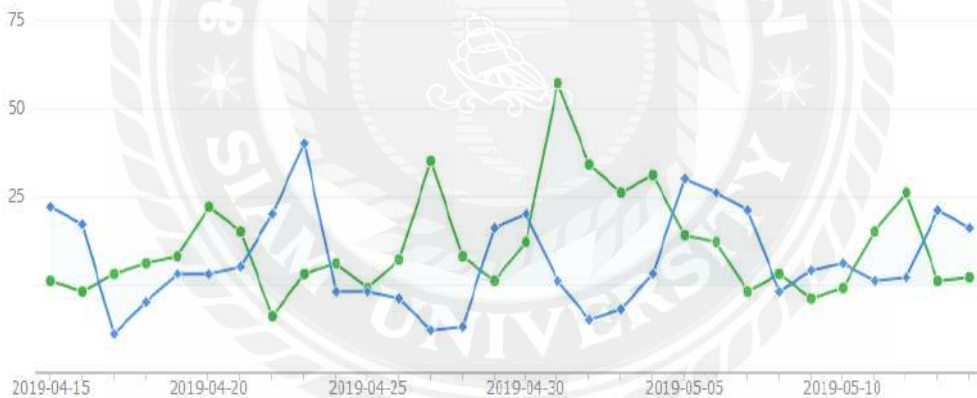


Figure 3.2 Followers Net Increase Trend Chart

Data source: Compiled and calculated according to ZFLB Monthly Report

The green part of the trend graph is the net increase in the number of followers from 04.15 to 05.14, and the blue part of the trend graph is the net increase in the number of followers last month. Through comparison, it can be seen that: for the content released at different times, the number of fans attracted by the new media marketing operation platform With this change, May 1, 2019 is China's statutory holiday-Labor Day, so around April 30, 2019 is the peak period of new media launches, so the net increase in the number of followers has increased. It can be seen that, High-quality new media marketing content plays an important role in attracting traffic.

3.2 Research Content

This article summarizes the concepts and theories of the company's new media marketing on the basis of relevant research by domestic and foreign scholars, then introduces the company's new media marketing development status, and analyzes the advantages and disadvantages of the implementation of new media marketing strategies. It studies whether the implementation of new media marketing strategy will diversify the company's development, whether it will have a beneficial impact on the company's development, discover the problems existing in the implementation of new media marketing strategy and propose corresponding countermeasures. The chapters and main contents of this article are summarized as follows:

The first chapter is the introduction. It mainly includes the research background, research question, research purpose, research hypothesis and research significance of this article.

The second chapter is the definition of the concept, and reviews related theories and literature. Explains the relevant theoretical concepts of new media and new media marketing, through combing and researching the concepts involved in this article, applying relevant theories to the article, and summarizing the research status at home and abroad from different angles through the literature.

The third chapter is methodology. Including the main research methods and research content used in the writing of this article.

The fourth chapter is the main analysis part of this article. It analyzes the implementation of new media marketing in the ZFLB new media marketing process. In order to further improve, develop and innovate based on the existing new media marketing strategy, we look for problems and find problems. In view of the lack of new media management system planning in the new media marketing strategy, the difficulty of controlling the cost of new media, the lack of new media marketing creativity, the map guidance system to be improved, and the lack of new media marketing professionals, the establishment of a new media management is proposed. System, the establishment of cost management planning, the focus on marketing content innovation, the establishment of a complete customer management system and map navigation, and the recruitment of outstanding new media marketers. New media marketing is conducive to the long-term development of the company.

The fifth chapter is conclusions and research recommendations. It verifies the hypothesis presented. If a new media marketing strategy is implemented, it will have a beneficial impact on the company's development. New media marketing is an inevitable trend of economic development. New media marketing has a beneficial impact on the development of enterprises. If the company increases its investment in new media marketing, it will diversify the company's development. Do a good job in new media marketing, realize corporate value, and diversify the company. And take measures to improve the implementation effect of new media marketing strategies. Provide a general summary of the problems in the new media marketing process.

3.3 Case Analysis

Take ZFLB Investment Development Co., Ltd. as an example to study the marketing status of commercial investment companies and the problems in the marketing process, and provide specific solutions to improve the authenticity of research data and the importance of marketing strategy research.

(1) Have your own new media information center

The information center is affiliated to the group and provides technical support and assistance to the various branches of the group. The information center provides copywriting, event promotion, event external contact, event docking and other work for the "China Defense Marlboro Shopping Park" official account. The establishment of the company has provided a good service for the company and provided technical support for the grasp of customer information.

When the event is carried out, the information center will provide on-site support, and programmers will provide help and technical support for the back-end. After the event is over, in order to facilitate the financial staff's amount statistics, combine the back-end data, extract and integrate, and submit the event expenses and It has proved that this not only saves the time of relevant staff, but also reduces unnecessary expenses for part-time staff and greatly improves work efficiency.

(2) Focus on new media product development

Our department has been focusing on the research and development of new media products. Since the establishment of the department, we have used our resources and developed software to develop dozens of related offline products. The success of new media research and development has not only saved the budget cost of purchasing software outside, but also contributed to the development of related software. Arbitrary use provides convenience, eliminates the inconvenience of multiple processing transfers and business negotiation links, and provides strong technical support for the next development of new media-related activities.

(3) Propaganda through multiple channels

New media has multiple publicity channels, including WeChat, Sina Weibo, Douyin Short Video, Xiaohongshu, Baidu, etc. Among them, the more widely used and widely used must be inseparable from Weibo and WeChat, but with With the continuous growth of the self-media platform team, major self-media platforms such as Toutiao and NetEase accounts have also attracted attention, and the usage has also been rapidly increased with the rapid development of new media. The coordination of multiple channels has made the communication faster Fast, and each platform has a clear division of labor. Sina Weibo is mainly responsible for the interactive lottery draw between fans, WeChat official account is mainly responsible for advertizing and sending out fan benefits from time to time, Douyin short video is responsible for the small video shooting and promotion of activities, and Xiaohongshu is responsible.

Propaganda through multiple channels adopts different forms of fan interaction when facing audience fan groups at different stages to narrow the distance with customers, increase publicity, and expand influence.

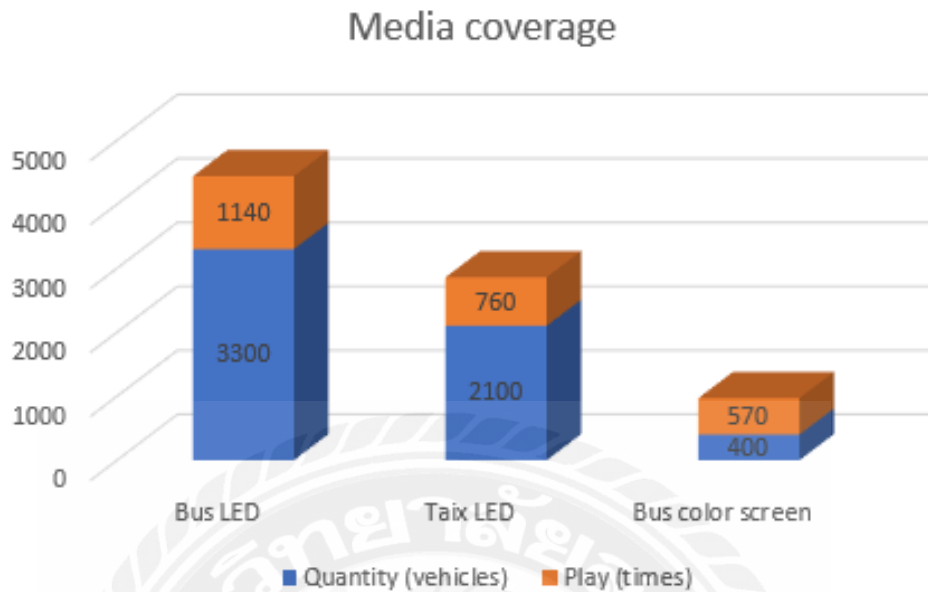


Figure 3.3 Media Reports Bar Graph

Data source: Compiled and calculated according to ZFLB Monthly Report

In addition, multi-channel publicity is aimed at audience fan groups at different stages and adopts different forms of fan interaction to narrow the distance with customers, increase publicity, and expand influence. According to media recommendations, local buses and taxis are used to provide fixed-point advertising services.

(4) Adopt a corporate cooperation strategy

When promoting the new media marketing activities of China Defense Alliance Boss, it is obviously not enough to rely solely on our own strength. In this new media era, we need to join hands with other well-known online publicity companies to adopt strategic cooperation.

At present, the companies we have worked with include Fujian Netease, Baidu Cloud, Toutiao, etc. We have cooperated with them and used their resource advantages to submit planning plans that meet the requirements of both parties, reach an agreement, and cooperate with each other. Because we have our own new media information center, it provides convenience for external docking with various companies. The successful product development can enable other cooperative companies to show the products developed by our department to other cooperative companies in the event publicity, docking and communication, and get a good promotion. The effect is that when Party A finds that its company's products need to be improved, it will offer a cooperation invitation to Party B's favorite product. This way, it will get a chance to learn from each other, reach a corporate strategic cooperation, establish long-term resource sharing, and the concept of win-win cooperation.

3.4 External Environment Analysis

(1) Policy and legal factors

The "Opinions of the General Office of the State Council on Promoting the Healthy and Orderly Development of New Government Media" is an opinion proposed with the consent of the State Council to promote the healthy and orderly development of new government media. It was issued and implemented by the General Office of the State Council on December 7, 2018.

New media for government affairs is an important channel for the party and government to contact the masses, serve the masses, and unite the masses in the mobile Internet era. It is an important means to accelerate the transformation of government functions and build a service-oriented government. It is an important position to guide online public opinion and build a clear cyberspace. Explore new models of social governance and important ways to improve social governance capabilities.

In recent years, various regions and departments have conscientiously practiced the online mass line, and actively used new government media to promote open government affairs, optimize government services, build social consensus, and innovate social governance, and achieved good results. But at the same time, some new government media still have outstanding problems such as unclear function positioning, inaccurate information release, non-standard construction operation and maintenance, and inadequate supervision and management, such as "zombies", "sleeping", "thrilling words", and "non-interaction". Phenomena such as "no service" happen from time to time, which has a negative impact on the image and credibility of the government. To promote the healthy and orderly development of new government media.

Implement the network power strategy, implement the network ideological responsibility system, vigorously promote the healthy and orderly development of new government media in the government system, continue to improve the government's online performance of duties, and strive to build a "fingertip online" that is convenient for businesses, bright spots, and people's satisfaction. government". By 2022, a new pattern of standardized development, innovative development, and integrated development of new government media will be formed across the country.

(2) Economic factors

Since the beginning of the 21st century, with the rapid development of the world economy, the continuous advancement of science and technology, the amount of information dissemination is increasing. Correspondingly, people have higher and higher requirements for the transmission speed of information. The media came into being. New media is a form of media emerging under a new technical support system, such as digital magazines, digital newspapers, digital broadcasting, mobile phone text messages, mobile TV, the Internet, desktop windows, digital TV, digital movies, touch media, etc. Compared with the four traditional media of newspapers, outdoor, radio, and television, the new media is vividly called the "fifth

media."

The emergence of every new medium will always bring a new way of information dissemination, thereby affecting the way of thinking, communication, and art forms of human beings. Today, the media has finally entered a state of omnipotence in the process of continuous evolution. The media has roughly gone through a process from newspaper media, television media, magazine media, Internet media to new media other than the Internet. In recent years, the new media industry has developed rapidly. Network new media, digital new media, mobile new media, and new entertainment media have formed a certain industrial scale. These changes are affecting our economy step by step.

The development of new media has formed a huge media market, has become a new economic growth point, has become a business model, and promotes the overall development of the overall economy. The new media has expanded the media from radio and television to computers and mobile phones, and has shown the richness of the transmission channels from wireless and the Internet. Mobile TV can be carried with you, mobile reception; network TV can interact in two directions, free on-demand; network broadcast can retain the sound, download at will and so on. These technological changes enable consumers to obtain their favorite programs and information from radio, TV, Internet and mobile phones anytime, anywhere and at will, so as to meet their own personalized viewing needs, but also bring the birth of new industries. Bring huge business opportunities.

(3) Technical factors

The technological environment has injected new vitality into the development of China's new media. At present, China has become a big country with the rapid development of new media. With the increasing frequency of people's use of new media, life is gradually becoming smarter. In order to cater to the rapid development of new media, related technologies must be rapidly upgraded, more intelligent, and technological innovations are constantly being made. , Lay an important foundation for the future development of the enterprise.

3.5 Internal Environment Analysis

(1) Market Analysis

The company is located in Fuzhou City, the capital of Fujian Province, with rich media resources, working together to build a prosperous city. ZFLB is a large-scale enterprise investing in underground development. The unique conditions have laid a solid foundation for the company to carry out new media marketing and provided a strong material guarantee. However, because the older generation of Fuzhou people lacked interest in the shopping mode of underground malls, and their acceptance was not high, the development and construction of the core competitiveness of enterprises in the future would not be possible without rich media resources for publicity. Especially in an environment of fierce market competition, new media

marketing has played a vital role in reducing business operating costs and improving profitability.

(2) Target Analysis

Fuzhou is located in Eastern China, Eastern Fujian, the lower reaches of the Minjiang River and coastal areas. It is an important coastal city in southeast China, the first batch of coastal open cities to open to the outside world, and a marine economic development demonstration zone.

Affected by many factors such as region, climate, economy, consumption habits, consumers have stronger purchasing power and have more diversified choices of products. With the development of social economy, consumers' consumption habits, consumption concepts, and consumer psychology continue to occur. Changes have led to greater differences in consumer purchases. Using the influence of new media to carry out marketing activities will make the selection of the target market more accurate and the data more realistic.

(3) Positioning Analysis

New media marketing As a new marketing method, communication media not only has certain requirements for the use of digital products, but also needs to be interested in receiving new information and stay fresh. Therefore, market segmentation is more inclined to young consumers when selecting target customers. group. Then the target market is determined. When positioning the company, the market is more oriented towards young consumers. During the new media marketing process, advertisements are placed near the university town and CBD office area, which is convenient for event promotion and optimal for new media marketing. The effect of publicity.

4. DATA ANALYSIS

4.1 Development Strategy

4.1.1 Enterprise Overview

In November 2018, I am honored to join Fujian Zhongfang Lianbo Investment Development Co., Ltd. I got to know the company more closely through work, and here is a brief introduction to the company: The company was established in April 2013. The company is currently developing and investing in China Wanbao City, with a total construction area of 195,000 square meters. , Entertainment, dining, leisure, experience, themed shopping.

The company is a hard-working, innovative and hard-working collective. It has senior management talents with rich investment management experience, leaders who have been engaged in national civil air defense projects for many years, and compound talents who have been engaged in underground space investment management, capital operation and economic management for a long time. There are professionals engaged in civil engineering, protection engineering, finance, and law.

The company has strong financing strength, professional talent strength, project development and operation strength, investment management strength and overall team effectiveness strength. The company has always adhered to the corporate philosophy of "strengthening responsibility to create the future, consolidating advantages and sustainable development", and is determined to build private enterprises to invest in the construction of national civil air defense projects, stimulate the development of the national economy, promote the progress of public welfare undertakings, and achieve "investment and prosperity, strengthening the country and the people, and enterprises. Harmonious development with society" vision.

4.1.2 Adjustment of ZFLB Development Strategy

Since its establishment, ZFLB Investment Development Co., Ltd. has gone through three stages of development: financing-construction-operation.

Using its own funds for foreign investment, mainly engaged in the development of underground commercial space, investment-oriented enterprises, ZFLB Investment Development Co., Ltd. estimates the production and operation status according to its own capital status, as well as the company's future business development needs, through scientific prediction and decision-making , Adopt a certain method, raise funds from a certain channel, organize the supply of funds to ensure the company's normal production needs and financial management activities needed for business management activities. The company's motive for raising funds follows certain principles, through certain channels and certain methods. So as to ensure the smooth and stable operation of the enterprise, it is convenient for the enterprise to expand abroad, and achieve the effect of mixed motivation.

Under the condition of ensuring relatively sufficient funds and all conditions permitting, investment and development and construction of selected areas shall be carried out. In order to promote social development and realize mutual benefit, investment and construction are the process of enterprises transferring funds. In order to achieve gains or capital appreciation in the foreseeable period in the future, in order to inject a sufficient amount of capital or physical currency equivalents into a certain field within a certain period of time.

After the completion and acceptance, the operation of the enterprise is carried out. The operation of the enterprise is a strategic level activity of strategically planning and deploying the long-term development of the enterprise, and formulating the long-term goals and policies of the enterprise according to the resource status of the enterprise and the market competition environment in which it is located. It solves the problems of the development direction and development strategy of the enterprise, and it has an overall and long-term nature. This is a purposeful economic activity of an enterprise or business operator. It is the business operator's impact on the business under the guidance of the country's guidelines and policies, based on the state's planned tasks, market demand conditions, and the needs of the enterprise itself, starting from the internal and external environmental conditions in which it is located. The planning, design and arrangement of economic activities. As a physical investment, it is necessary to put money into the enterprise and obtain a certain amount of profit through production and operation activities.

This article studies the use of new media marketing strategies in ZFLB's business development, explores the problems in its new media marketing strategies, and proposes corresponding solutions to the problems, so as to promote the company's long-term development.

4.2 New Media Marketing Status

(1) Have your own new media information center

The information center belongs to the group and provides technical support and assistance to the various branches of the group. The information center provides copywriting, event promotion, event external contact, event docking and other work for the official account. The establishment of the company has provided good services for the company and provided technical support for the grasp of customer information.

When the activity is underway, the information center will provide on-site support, and programmers will provide help and technical support for the back end. After the event, in order to facilitate the statistics of the number of financial personnel, the back-end data was combined, extracted, integrated and submitted for the event expenses. Facts have proved that this not only saves the time of relevant personnel, but also reduces unnecessary expenses for part-time personnel, which greatly Improve work efficiency.

New media marketing uses network platforms to reduce fixed capital investment. In the circulation process, advanced new media technologies can be used to describe products and services in various forms of expression such as pictures, copywriting, and videos. The performance is realistic and potential. Consumers can receive corporate marketing information more vividly and directly; new media marketing is a product of the development of science and technology to a certain degree in the process of social development, with a high technical content, but compared with other higher-end product technologies, new media marketing The price of marketing technology is relatively low.

(2) Focus on the research and development of new media products

Our department has been focusing on the research and development of new media products. Since the establishment of the department, we have used our resources and developed software to develop dozens of related offline products.

New marketing has a broad prospect. It has a very clear definition of work ability. With the continuous improvement of personal development and personal ability, career development prospects will gradually form. In terms of content, you need to be familiar with WeChat article writing, broaden your knowledge and master Internet thinking, forming a mode of thinking suitable for your own system, seeking your own way of doing things, collecting information on user needs, is conducive to the transformation of resources.

At the same time, the dissemination of information does not need to be approved by the relevant administrative department, which simplifies the cumbersome dissemination procedures, accelerates the dissemination progress, and shortens the dissemination time. I can learn myself at work, improve my personal abilities, and enrich my experience. There will be more choices, so new media marketing has a bright future.

Our department has been committed to the research and development of new media products. Since the establishment of the department, we have used our resources and development software to develop dozens of related offline products.

The success of new media research and development not only saves the budget cost of purchasing external software, but also contributes to the development of related software. Arbitrary use can provide convenience, save the inconvenience of multiple processing transfers and business negotiation links, and provide strong technical support for the next new media-related activities.

(3) Propaganda through multiple channels

New media has a variety of publicity channels, including WeChat, Sina Weibo, Douyin video, Xiaohongshu, Baidu, etc. The new media can collect and organize the user's as many information as possible, which contains rich content. Every new media person can become an information publisher and collector. The collection of information becomes simple and covers a large area. , Companies can effectively mine user needs through new media back-end data, provide a basis for product design and development, and make precise selections for target

customers for new media marketing.

In the information transmission process of new media marketing, recipients interact and communicate with them in various forms through modern technology. The way of information transmission has undergone a fundamental change. New media marketing realizes sharing of your information anytime and anywhere, with great marketing efficiency. The range is increased, and the R&D and follow-up can be designed according to user requirements, which reduces the risk of product launching on the market, shortens the distance between enterprises and users, reduces unnecessary intermediate links, and facilitates close communication and interaction.

However, as the self-service media platform team continues to grow, major self-service media platforms such as Toutiao and NetEase have also attracted people's attention. With the rapid development of new media, their use has also increased rapidly. The coordinated promotion of multiple channels makes communication faster, and each platform has a clear division of labor. Sina Weibo is mainly responsible for the interactive lottery between fans, the WeChat official account is mainly responsible for the promotion of adverts and irregular fan benefits, Douyin Short Video is responsible for the shooting and promotion of small videos, and Xiao Hongshu is responsible. Recommended matching items.

When facing audience fan groups at different stages, publicity through multiple channels will adopt different forms of fan interaction to narrow the distance with customers, increase publicity and expand influence.

(4) Adopt a corporate cooperation strategy

When promoting new media marketing activities, it is obviously not enough to rely solely on our own strength. In this new media age, we need to cooperate with other well-known online advertising companies for strategic cooperation. Currently, the companies we cooperate with include Fujian NetEase, Baidu Cloud, Toutiao, etc. We have cooperated with them and used their resource advantages to submit a plan that meets the requirements of both parties and reached an agreement.

Since we have our own new media information center, we can easily establish contacts with various external companies. Successful product development can enable other cooperative companies to show the products developed by our department to other cooperative companies in publicity, docking and communication, and obtain good publicity and promotion. As a result, when Party A finds that it needs to improve its company's products, it will provide Party B's favorite product with an invitation to cooperate. In this way, there are opportunities to learn from each other, reach strategic cooperation with the company, and establish long-term resource sharing and win-win cooperation.

4.3 New Media Marketing Advantage

New media marketing will win more attention among consumers; the information conveyed by advertisements will be more easily trusted by consumers; and more easily accepted by consumers.

(1) Owning its own business company facilitates the promotion of the event

ZFLB Investment Development Co., Ltd. has a number of commercial limited companies. Among them, the China Defence Marble City project is a key provincial and municipal project approved by the National Civil Air Defense Office. The total construction area of the project is about 200,000 square meters and the total investment is about 20. It is a prefecture-city life complex integrating entertainment, catering, leisure, experience, intelligence, and themed shopping. The project is designed and planned with seven characteristic themed commercial areas of “two cities, three streets, and two districts”, with a layout of “six "Large composite main store" has introduced many domestic and foreign brands. So far, it is the one-stop subway commercial complex with the largest volume, the most complete format and the most advanced design in China, and it is committed to creating a three-dimensional business circle.

There are three underground floors. The B1 and B2 floors are used for commercial purposes; the B3 floor is the underground parking lot of the shopping mall, which is connected to the station hall floor of Metro Line 2, and contains a two-way four-row motor vehicle lane with a length of 1,100 meters.

There are auxiliary roads at both ends of the underground lane, and vehicles can directly enter the large underground parking lot through the auxiliary road. The underground parking lot and three non-motor vehicle parking places can park about 1,400 motor vehicles and about 5,000 non-motor vehicles.



Figure 4.1 B3 Layer 3D Renderings

Data source: According To ZFLB Information Center Program Design

As shown in the figure, such a commercial company provides a fast and convenient marketing environment for new media marketing and promotion, which naturally forms a commercial advantage.

(2) Own new media system

The general manager of the information center has rich experience, quick thinking, extensive contacts, and deep experience. The Ph.D. in the United States belongs to Silicon Valley. He has been in the IT industry for decades. He is a perfectionist. Under his leadership, he has obtained a high level of projects and resources. High level, rich work experience, timely grasp of task analysis data, timely delivery of tasks after analysis and decision-making, clear division of labor, high staff cooperation, strong cooperation among several software development technical talents in the department, front-end, UI design, and network Editing, PHP (development language), BIM engineer (parking lot model), software engineer (software development), etc. The tasks are deployed in an orderly manner, completed quickly and accurately.

With the joint efforts of the departmental programmers, they created their own new media information system.

Employees signed a confidentiality agreement during entry. The use of the new media information system needs to initiate a request for instructions from the superior. Only after the review is passed, the information system can be obtained. New media information system data is for internal use only within the group. After the employee resigns, he must hand in all the data related to the data and information of the Confidence Center, and shall not leak out.

(3) Own new media platform

Compared with traditional marketing, new media marketing is more flexible, information is time-sensitive, and information can be delivered to consumers in a timely manner. With the expansion of the base, more and more people join the new media field and rely on new media platforms to display their own Advantages and strengths, so ZFLB Investment Development Co., Ltd. has its own new media interactive platform, Sina official Weibo, WeChat official account, WeChat applet, Douyin official short video, Xiaohongshu official account, etc., and the publicity methods are more flexible The control of the background data allows the company to more accurately capture the information of the precise customer group, laying the foundation for subsequent publicity.

Owning its own new media platform provides convenience for event promotion. After the article has been reviewed and approved, it directly uses its own new media platform to promote the event, which increases the exposure of the event and has a certain promotional effect.

We can get accurate data according to the execution of the activity, and the data display is clear and clear. as follows:

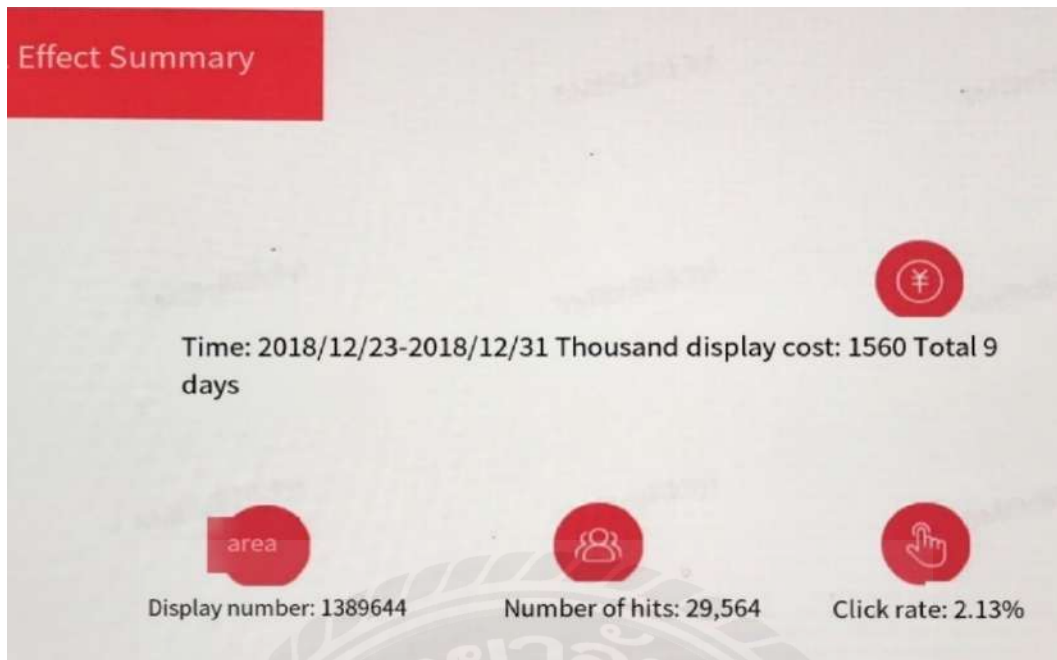


Figure 4.2 Summary Of ZFLB Advertising Effect
Data source: Data Obtained Based On ZFLB Advertising Effectiveness

4.4 Problems in New Media Marketing Strategy

It can be seen from the above analysis materials that ZFLB has continuously accumulated experience and continuous learning in the development process, formed its own development advantages and has a stable customer base.

However, with the rapid development of the high-tech field, it also faces various threats and challenges. The lack of innovative new media marketing strategies cannot attract consumers and increase their desire to buy.

In order to further improve, develop and innovate on the basis of existing new media marketing strategies, we are looking for problems and discovering problems. Questions are as follows.

4.4.1 Lack Of New Media Management System Planning

In recent years, new media marketing has been affected by the overall situation, and its commercial value has been favored by all sectors of society. The popularity of new media has caused the senior management of the group to pay attention to the development of new media marketing.

Therefore, a new media team was quickly established. The establishment time is relatively short, and overall needs to be improved and improved. There is a lack of systematic management arrangements and plans, work progress is tightened, work completion time is short, facing emergencies, and work pressure is high. For software development and new media

marketing, due to Short time is not conducive to long time. In the test, in order to ensure the smooth progress of new media marketing activities, under high-intensity working conditions, the mentality adjustment was slow.

4.4.2 New Media Costs Are Difficult To Control

The finance department will review and approve the next month's expenditure budget for each department at a specific time. Each department needs to study and discuss within the department, make statistics on the monthly or quarterly expenditure budget, fill in and submit the application form, due to the tight time for submission. The budget covers a wide range, and it is affected by many factors such as festivals and seasons. For new media marketing, the cost of new media marketing at different time periods increases with the price of major nodes, and fluctuates greatly during off-peak and peak seasons. It is difficult to control the cost of new media.

With the arrival of major nodes, the demand for new media marketing choices of various groups has changed accordingly. Which kind of publicity is low in price and has good publicity effect, which kind of publicity is high in price but has strong publicity, and the choice of new media at different time nodes is also Follow the changes.

When major festivals arrive, some companies in demand will conduct marketing node publicity, which is not only affected by holidays, but also by market environment factors such as the popular "net celebrity" effect of the season. For example, the publicity cost of celebrities increases with the increase in popularity. Increased, the team's packaging design attracts a large number of fans' attention, leading to a skyrocketing number of fans and a linear increase in interaction rate. Such new media publicity costs are difficult to control.

4.4.3 Insufficient New Media Marketing Creativity

The essence of marketing is to be different. Constantly innovate and provide customers with new visual experiences. What's bright in front of you will always attract people's attention. Many excellent cases on the Internet provide us with good ideas and solutions. The content is too complete and outstanding, which hinders our thinking and limits our imagination. Unconstrained is the soul of new media marketing creativity. The lack of new media marketing creativity will affect the quality of content operations. Malnourished content fans will not buy.

Therefore, the back-end fan data directly shows that the speed of increasing fans is not optimistic. Low click rate, low conversion rate, low activity rate and low number of views. These are all new media marketing. The common problems in the past and long-term imitation make us lose our creativity, while the establishment of the comfort zone makes us lose the right to think.

Without the output of high-quality content, new media personnel will feel tired, and lack of creativity means that new media marketing cannot achieve the desired results.

4.4.4 Map Navigation System Needs Improvement

New media marketing makes full use of large-scale Internet propaganda platforms. In the process of corporate promotion, you can clearly see the data such as exposure, page views, clicks, etc. in the background, which is convenient for data statistics in the future. The data is true, and the value of each interval increases or decreases significantly; consumers According to the information channel he is interested in, he receives the information sent by the corresponding information stream and information media. Information can be accurately delivered to the customer base. Consumers arrange the timetable for participating in the event according to the time and needs of the event.

However, the 200,000 square meter underground shopping mall in this area is too large, the Bluetooth signal reception is relatively delayed, the map system needs to be improved, and customers who are in the wrong direction are usually lost. Underground, resulting in low customer loyalty, so the company will continue to update and improve the map navigation system, and repeatedly test road signs, maps, applets, etc.

4.4.5 Lack Of New Media Marketing Professionals

The course of new media marketing is not fully popular at present. Some colleges and universities have not set up this course. The traditional marketing learning model has not been completely replaced. The market for new media marketing talents is in short supply. Therefore, it is imperative to continuously optimize, innovate and upgrade the new media marketing talent training model of colleges and universities.

Lack of new media professionals to join, lack of professional knowledge and skills training, so that employees who are interested in new media and meet the requirements for transformation are transferred to the new media marketing industry, the transformation is too large, and the marketing, planning, new media, new media Insufficient knowledge of marketing and other professional knowledge and lack of practical experience require continuous learning, and the process of exploring and learning requires a certain amount of time.

At the same time, because the ZFLB information center mainly focuses on software development, the new media marketing team has been established for a short time, and the department has confidential information and important data within the group. Therefore, the requirements for personnel applications are extremely high, resulting in a shortage of professional new media marketing personnel.

4.5 Countermeasures To Solve The Problems of New Media Marketing

In order to integrate online and offline, ZFLB uses electronic publication platforms to increase video traffic exposure, online shopping visual experience, and use new media marketing platforms to accurately select customer groups. New media marketing familiar in life is mainly Sina Weibo, WeChat, Zhihu, Douyin, Xiaohongshu and so on.

New media marketing is a development model with more audience and advanced than the Internet system. It can pay attention to the difference of each person, pay attention to the change of emotions, and display the tangible or intangible goods and services required by each person in various forms in front of you through the analysis of the information and data of each person, giving users multiple Experience. The service is thoughtful and considerate, the attitude is kind and friendly, and the high-quality service is very important to the users in the buying experience. The success of new media marketing is also inseparable from the high-quality service, which is the core competitiveness.

(1) Sina Weibo Marketing

Popular topics and interesting content are where everyone's fun in Weibo, advertising, blogger's sharing, likes and forwarding draws, Weibo marketing has penetrated into our lives, and companies use Weibo's corporate account to shape their corporate image and pull Close to the distance between netizens, companies should regularly maintain their fans and launch more interactive promotional activities to prevent Weibo from losing its influence.

(2) Wechat marketing

Since its launch, WeChat, as a mobile Internet application, has been loved by users due to its good user experience and unique product positioning, and has become one of the most popular software in smartphones today.

WeChat marketing uses WeChat advertisements, WeChat applets, WeChat official accounts, etc. to show the content of interest to the majority of users of WeChat APP, and select and push advertisements according to their interests and hobbies, increase exposure, increase click-through rates, and promote activities. Improve corporate visibility.

(3) Short video marketing

The explosion of short videos has increased their use by major companies, and they are favored by companies. The application of short videos not only promotes related marketing products, but also maintains customer relationships.

In order to close communication and exchanges with local companies, develop Douyin marketing, and stabilize customers, representatives of various companies are regularly invited to participate in brand presentations to conduct marketing analysis and explanations on marketing nodes and marketing operations in different periods.

In the process of playing short videos, insert advertisements, and push corresponding advertisements according to each person's browsing content and hobbies, including the area, age, gender, etc., and push different advertisements according to different needs. The advertisements are broadcast in the form of short videos, and the way of presentation Diverse, the video is full of creativity, loved by customers of different age groups, and the promotion effect is good.

Combining the new media marketing operation model, ZFLB found that there were

problems in the new media marketing process, and in response to the above problems, the following countermeasures were proposed.

4.5.1 Establish A Complete Media Management System

For enterprises, a sound management system is an important part of enterprise development. Incorporating the new media management system into the future development plan of the enterprise can ensure the steady and steady development of the new media marketing plan in the development of the enterprise, thereby ensuring the continuity of the enterprise development.

The independence of the new media operation department maximizes the authority of the new media operation department. In publicizing new media activities, it is not restricted by other departments. Reasonable and legal content can shorten the approval process and speed up the upgrade process. Event promotion has played an important role in the rapid development of new media marketing.

New media has given SMEs an opportunity to expand the market and reduce costs while at the same time competing with large companies. Because through the Internet, companies can not only introduce their high-quality products to consumers, promote their corporate image, but also negotiate with the outside world. This provides a convenient way for small and medium-sized enterprises to expand their market and accelerate their development. And opportunity.

Therefore, SMEs should formulate their own new media marketing strategies, fully grasp the conveniences brought by new media, and expand their industries. Due to different industries, the entire network marketing plan for different products is also different. Companies need to formulate high cost performance, high conversion, and develop a complete set of new media marketing strategies dedicated to the company based on service or product attributes and crowd positioning analysis.

Therefore, increasing the importance of new media marketing within the company, formulating strategic plans, establishing an independent new media marketing department, and establishing a completely new media management system are the first tasks.

4.5.2 Establish Cost Management Plan

Cost management is an important part of enterprise production and operation management. It requires a thorough understanding of the total expenditure and budget of the activity. However, the development of things is affected by many factors. As far as new media marketing is concerned, it is affected by four factors, including content, resources, investment and technology. High-quality content lacks good resources and needs.

Cost investment and advanced technical support will not constitute good new media

marketing, so these four points are crucial.

There is a view that new media marketing does not require early investment. When I am not in contact with this industry, I might think so too. After understanding, I found that this view is incorrect. Early preparation and investment can be used for subsequent new media marketing. Lay the foundation. Although the price of new media marketing has risen sharply due to the impact of new media marketing, after all, the advantages and scope of promotion are unmatched by traditional marketing.

Therefore, it is necessary to find professionals to formulate cost management plans, control the cost of new media marketing, rationally invest in new media marketing and publicity, seize market opportunities, increase the proportion of early market investment, and increase publicity. Every link is a link and is inseparable.

The company has a cooperative media company to promote marketing node activities, packaging promotions and long-term cooperation, thereby making the relationship between the two parties closer, understanding each other and working together more easily and happily. Under the premise of mutual trust, mutual benefit and win-win will be realized.

The establishment of a cost management plan not only facilitates work, speeds up the process, reduces the cumbersome process of contacting multiple parties, but also reduces the pressure of applying for funds to the financial department. It can be seen that the management plan is very important, so it is urgent to determine the complete cost.

4.5.3 Pay Attention To Marketing Content Innovation

According to changes in the marketing environment, combined with the company's own economic conditions and resource advantages, find suitable marketing content. Marketing content is the soul of the promotion process. Good reproductions should establish correct innovative concepts, high-quality content, eye-catching titles, novel themes and innovative styles, which not only play a finishing touch, but also reflect the corporate structure. Therefore, new media marketing should focus on the innovation of marketing content.

Citing excellent cases helps to collect and organize information, but too many citations will not limit our thinking and will not be conducive to our innovation. Read more, read more, sum it up, find a style that suits you in new media. For example, in an era that is springing up like mushrooms after rain, high-quality content has commercial value, and uniqueness can stand out.

According to the statistics of several activities, the promotion and interaction between Weibo and WeChat official account has a wider range of information dissemination and a larger audience group, because these two marketing methods have richer marketing content and mutual The interaction is full of creativity. The Internet buzzwords in the articles make the distance between each other closer, the format is clear and clear, giving people a striking feeling,

interesting and innovative articles make customers want to know more about the event and increase clicks Rate and promote effect.

At the same time, in order to make the company's articles present a better visual effect, with the help of the copy editor for layout design, the article page can be enriched and enriched, and the display effect is clear and concise. Keywords and key information should be marked accordingly and combined with faithfulness Regular income from articles in the fan customer base, maintain good customer relationships, and increase consumer loyalty.

In the process of new media marketing, marketing content is very important, which will be related to the final effect of new media marketing. The content of marketing must be full of innovations and not too old-fashioned. This will not attract people's attention, so it must be carried out irregularly. The innovation of form and content, in order to be able to understand more people's needs, companies must do a good job of market research before marketing, pay attention to the latest new media hotspots, and combine the current hotspots to conduct publicity work more effectively.

In addition, the perfect combination of online marketing and offline marketing of a company will form an organic whole, so that consumers can have a unified understanding of the product, and it can also realize consumers' online and offline transactions. The seamless docking can ensure that enterprises seize the market as soon as possible and seize the opportunity. Companies grasp the current hotspots when they are marketing, and can use the hotspot information to help them achieve their marketing goals to the greatest extent.

4.5.4 Establish A Complete Customer Management System And Map Navigation

Maintaining good customer relationships is not only to provide customers with good pre-sales services, but also to communicate with customers in a timely manner in the after-sales link.

so that they can feel the company's intentions and responsibility. First of all, we must establish a sound customer management system. The collection and sorting of customer information is very important. The two-dimensional code and attention have established an inseparable information transmission bridge between consumers and enterprises. It will target loyal customers. Groups send articles, promptly and effectively respond to related questions of consumers who have questions and needs, and the operation of background data is authentic and rigorous, which lays the foundation for the good maintenance of customer relationships and also provides a strong customer management system. Powerful data is convenient for after-sales service.

In the early stage of the event, in order to expand the promotional efforts, the data uploaded on the customer management system was used to release the information related to the upcoming event to customers in the form of cloud text messages, so that customers can get the latest corporate event news in the first time, which is not only convenient for new media

marketing In the process, true and reliable information is sent to loyal customers, which is convenient for post-propaganda, and data can also be tracked in time for data feedback. The sending report of these data can help the post-data collation and billing settlement, which is for the authenticity of customer information. Played an important role.

At the same time, due to the large area of the shopping mall, the phenomenon of getting lost during the shopping process will occur. In order to provide customers with convenient shopping conditions and accurately find the location of their favorite store, the use of map navigation is like a "maze" The shopping mall has played a certain guiding role, providing convenience for customers, and also convenient for the statistics of the back-end customer management system. The caring service has greatly improved customer satisfaction.

The development of the company is inseparable from the support of customers. Adhering to the business philosophy of customer first, it realizes the establishment of long-term mutually beneficial cooperative relations with customers, maintains, operates, and treats with care to increase the trust of customers in the company and maximize the benefits of the company.

4.5.5 Recruit Outstanding New Media Marketers

The development and growth of an enterprise is inseparable from the hard work of the employees. With the joint efforts of all employees, the enterprise can create good results and complete its corporate goals. Therefore, the company should expand recruitment efforts and increase recruitment points during the graduation season and internship season. The recruitment location should not only be established in universities, but also participate in the employment platform built by multiple parties to recruit outstanding new talents in the social recruitment industry.

Media marketing talents, improve the marketing content, quality, and the ability to plan marketing activities, and prepare for the fermentation of new media events. Fill up the shortcomings of new media marketing, give full play to innovative capabilities, write excellent plans, create more interesting marketing events, achieve expected or even beyond expected publicity effects, so as to achieve the purpose of enhancing the corporate image.

The market scale of China's new media marketing industry has maintained a rapid expansion trend and has grown rapidly. In the future, with the introduction of industry-related regulations and the maturity and popularization of 5G and other related Internet technologies, the new media marketing industry will usher in a golden period of development, and the future market prospects are very impressive. With the application of Internet, social media, big data, mobile Internet, artificial intelligence and other technologies in the media industry, the new media industry is moving towards a technology-led era.

In the future, there will be greater demand for technical talents, and a large number of media will require IT technology. Demand for talents is rising rapidly. Traditional central media including CCTV and People's Daily, as well as emerging Internet companies such as Tencent, Toutiao, Netease, and Sina, have a huge demand for technical talents. Among them, the People's

Daily, a representative of traditional media, even offered a monthly salary of 50,000 to recruit technical talents, which shows that the development prospects of technical talents in the new media marketing industry are worth looking forward to.

Therefore, the recruitment of excellent new media marketing talents plays a vital role in the development of enterprises.



5. CONCLUSION

5.1 Conclusion

Hypothesis 1 If a new media marketing strategy is implemented, it will have a beneficial impact on the development of the company.

New media marketing is an inevitable trend of economic development. Through the use of new media marketing, the click-through rate and exposure rate of company activities have been increased, which has a certain impact on enterprises to enhance their market competitive advantage, and provides them with indispensable foreseeable opportunities and breakthrough innovations. New media marketing Have a beneficial impact on the development of the enterprise.

The development of new media marketing has narrowed the distance between enterprises and consumers, and formed a good interaction between enterprises and consumers, and accurately and effectively grasped the needs of consumers. In the process of using new media marketing, it will Realize corporate profit growth. Propaganda of the company has established a good corporate image. Therefore, new media marketing has a beneficial impact on the development of the company and will also improve the overall work efficiency.

Hypothesis 2 If the company increases investment in new media marketing, it will diversify the company's development.

The company effectively selects target customers through new media marketing, finds potential customers, maintains good customer relationships, and forms its own competitive advantage in the fierce market competition. The company relies on its own economic conditions and economic advantages to vigorously develop new media marketing and do a good job in new media marketing to realize corporate value, which will enable the company to diversify and develop.

In this era of innovation, new media marketing on social media has entered a new stage. Life is flooded with massive amounts of information. The media divides content for consumers to choose from, and has gradually become aesthetically tired of information that has no flashes, Slowly feel numb.

Simple and rude marketing content, marketing activities that have not been carefully planned, and video promos without highlights are becoming more and more difficult to attract users; it is more and more easy to gain insights into consumer habits, interesting and humorous, and in-depth content Get consumers' shared attention. For companies, choosing a single media channel and relying on a single high-quality content has been difficult to gain consumers' favor. The era of single media carrying single content has passed, and it can no longer adapt to the requirements of the form and the times.

Diversified and diversified new media marketing strategies are the new trends in the development of enterprises.

5.2 Suggestions

In the era of traditional media, advertising is accepted by most companies and is considered a very effective means of marketing communication.

However, with the continuous development of new media and changes in the information dissemination environment, new media marketing has gradually replaced the position of traditional media. It has provided a new way of thinking for marketing. Traditional marketing is no longer the company's protective net. In the new media environment, the company's business operations and development provide a new way of thinking, narrow the distance between the company and its customers, and provide the company and its customers with more humane, flexible and timely communication platform. Marketing methods range from simple to diversified, and personalized precision marketing is achieved through new media marketing, which will have a beneficial impact on the company's long-term development.

In this era of innovation and the continuous improvement of the macroeconomic environment, Sino-French Leasing Investment Development Co., Ltd. has ushered in a new round of development opportunities. New media marketing innovation has become the top priority of today's society. New media has brought new vitality and vitality to marketing methods. At the same time, it has become a competitive advantage of enterprises, precisely targeting the market and implementing differentiation. Precise marketing to realize effective promotion of enterprises.

New media marketing is an inevitable trend of economic development. Through the use of new media marketing, the click-through rate and exposure rate of company activities have been increased, which has a certain impact on enterprises to enhance their market competitive advantages, and provides them with indispensable foreseeable opportunities and breakthrough innovations. New media marketing Played a certain role in the development of the enterprise.

(1) Develop a targeted marketing strategy

The main purpose of an enterprise is to make a profit. All the work done by an enterprise manager is for the enterprise to obtain more profits. Therefore, no matter what decision is made, it must work towards the goal of maximizing profit. The enterprise wants to achieve this The goal, the first thing to do is to be well-known to the masses of people. In other words, it is to establish brand power and brand image, so that consumers will have the desire to buy when they see this brand. Only in this way can the brand be considered as a good brand Only by gaining a firm foothold can we obtain more benefits.

Before the emergence of new media, many companies used television or newspaper methods to achieve corporate marketing. After entering the new media era, if they want to

achieve the effect of publicity faster, they must rely on new information dissemination methods. To complete the corporate publicity work, if you still blindly adopt traditional advertising forms, the end result is that it will not be able to attract more user groups, and with the emergence of new media, the audience of traditional media will become less and less.

The effect that can be achieved by using traditional media to place advertisements will become worse and worse, and the types of audiences are also very limited. On the contrary, the number and types of audiences of new media are gradually increasing, so make good use of new The media is a good choice to carry out corporate marketing, which can help companies gain more potential audiences. Based on the use of new media for publicity, targeted marketing plans are formulated according to the different effects of different products. This way To carry out marketing will definitely bring better profits to the enterprise.

In addition, users who are potential marketing programs can be divided into different types, and different marketing programs can be delivered to them according to different types. For example, according to the user's degree of interest in the product, the more differentiated consumer groups are. Careful, the marketing plan formulated will be more effective, and the big data of modern society can help companies better distinguish different types of consumers. Companies make good use of big data to conduct research on consumers' consumption situation and consumption ability, and then according to This information is used to recommend the products they may buy to users, and at the same time constantly improve the products, so that product positioning and consumer preferences are more in line with the use of new media for marketing, and bring more profits to the company.

(2) Building a multi-linked new media publicity system

Under the background of new media, companies can also build a multi-linked new media publicity system to launch marketing activities in the market. With the development of the information age, new media have sprung up, which makes the current media environment very complicated. In order to obtain better marketing effects in this media environment, companies need to build a multi-linked media publicity system to help companies carry out publicity activities.

In the era of new media, whether it is enterprise internal media or traditional media platforms, you can freely publish the content you want to publish. With the progress of the times, the living standards of consumers are constantly improving, and consumption concepts are constantly changing. If a company only focuses on one platform when conducting marketing, it will not be able to get the ultimate goal of the company, because The audience of each platform is limited. Basically no platform can perfectly cover all users, and the platform cannot guarantee coverage to all user groups. Companies can only promote on multiple social platforms in order to achieve the best publicity effect.

Therefore, in order to expand their influence with the help of new media, some companies even accept free publicity when they conduct publicity. This can save a part of the publicity funds for the company and achieve better results. In addition to advertising their products on

new media platforms, companies can also establish their own public accounts and other publicity windows on various publicity media, so that they can establish a batch of their own publicity output points and save a part of publicity for the company. Expenses can also attract companies to a fixed group of consumers. Stabilizing old customers and attracting more new customers, a two-pronged approach, will definitely help companies achieve the desired publicity effect.

(3) Marketing ideas and content closely follow new media hotspots

In the marketing process, marketing content is very important, which is related to the final effect of marketing. Marketing content should not be too old-fashioned to attract people's attention.

Therefore, it is necessary to innovate the form and content from time to time in order to be able to understand more. According to the needs of many people, companies must do a good job of market research before marketing, pay attention to the current hot spots of new media, and combine the current hot spots to conduct publicity work will be more effective.

In addition, the online marketing and offline marketing of a company can also be combined to form an organic whole, so that consumers can have a unified understanding of the product, and it can also be realized in the process of online and offline transactions. The seamless docking can ensure that enterprises seize the market as soon as possible and seize market opportunities. Companies grasp the current hotspots when they are marketing, and can use the hotspot information to help them achieve their marketing goals to the greatest extent.

(4) Use new media to form corporate brand publicity

The ultimate goal of marketing is to increase consumer awareness of the brand, because products are changed according to user needs, but the brand is unchanged. If you want to obtain a stable group of consumers, you must increase consumers' awareness of the corporate brand. Awareness is also the biggest goal of corporate marketing. Many companies choose new media for brand marketing. A large part of the reason is that new media has a large audience. Using new media for marketing can help companies get more attention and achieve the effect of publicity. It can also help Companies tap potential consumers.

The value of a company's product is closely related to the brand itself, which is what we call the brand effect at the moment. For a product of the same type, the higher the brand awareness, the higher its value. This is also what the company wants to achieve in marketing. One of the purposes of this is to allow companies to gain greater attention and recognition, so that companies can obtain higher profits.

For consumers, there are many reasons for choosing a brand. The value of the product is also one of the points they care about. The overall image of the company is also one of their considerations. Moreover, once the corporate image is fixed, it is difficult to change, so In the early stage of the enterprise, it is necessary to establish a good brand image with the help of new media.

In this regard, ZFLB must establish a complete new media marketing management system as the basis for the development of new media, and establish a complete new media management system, which is the key to ensuring the continuity of enterprise development and the stable and stable development of new media. Cost determines the basic prerequisite and guarantee for marketing success. Therefore, it is urgent to establish a cost management plan; focus on the innovation of marketing content and find a new media marketing approach that suits you; establish a complete customer management system to better maintain users and The relationship between enterprises improves the corporate image.

The company effectively selects target customers through new media marketing, finds potential customers, maintains good customer relationships, and forms its own competitive advantage in the fierce market competition. The company relies on its own economic conditions and economic advantages to vigorously develop new media marketing and do a good job in new media marketing to realize corporate value.

During the period of innovative marketing models, enterprises must scientifically and rationally use new media technology, use innovative thinking, and organically integrate new media into the marketing process. Enterprises must choose new media forms that conform to the actual situation of the company based on the current development status. Only by doing this can it effectively promote the improvement of corporate marketing efficiency. Under the background of the new media era, as an auxiliary means for the continuous innovation of corporate marketing models, it has effectively promoted the rapid development of enterprises. Enterprises use new media technology in the process of continuous development and growth, which has gradually caused widespread attention to new media technology, and the two coordinated and promoted each other.

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