

Research Into New Media Marketing Strategy in Advertising

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Abstract. Since the rise of new media, new media marketing has become a popular topic. Marketing strategies of new media marketing are relatively different compared to those of traditional media. This article will take advertisement as a representative of new media marketing actions, analyze several different categories of new media advertising actions and look into the business logic behind these actions. New media marketing is special in its graphic nature, real-time interaction with consumers, personalized recommendation system and the propagation of new media information. Then the article analyses five different types of new media marketing advertising strategies: storytelling advertising, hunger marketing advertising, trend-following advertising, non-verbal language advertising and outdoor advertising. Based on the five types of advertising, this article discusses the specialties and innovative theories behind marketing actions. These new media advertising actions meet challenges in the aspects of law, recognition and aesthetic fatigue. It is suggested that the marketing managers of new media be cautious about their marketing strategies and explore the boundaries and methodologies of new media marketing.

Keywords: New media, Advertisement, Marketing strategy, social media.

1. Introduction

With new media rising and gradually replacing traditional media, more marketing actions have been carried out through new media. The unique features of new media have influenced marketing actions, leading to new forms of marketing actions and strategies. This article will look into the influence of new media on advertising as a representative of new media marketing actions, analyze the challenges new media marketing is facing, and give suggestions on improving the situation.

2. New Media Marketing

2.1. Concept of New Media Marketing

Currently, there is no commonly recognized definition for new media. In this article, the concept of new media shall be explained as a media form based on the internet that allows real-time interactions of multiple parties via a multimedia information communication system [1]. While new media marketing should be defined as marketing actions and strategies that involve or via new media platforms this research will take advertising as a representative of new media marketing actions to be studied.

2.2. Specialties of New Media Marketing

Compared to traditional marketing, new media marketing has many distinguished features. These features have much influence on new media marketing actions. They are the foundation of the formation of unique advertising strategies in new media marketing.

2.2.1 Dynamic graph and videos

One of the most significant differences between traditional media and new media is that new media can be carriers of dynamic information. Traditional media advertising usually takes the form of pictures and propaganda, while new media advertising often takes the form of short videos or dynamic graphs. According to previous research, the visual stimuli of new media advertising can bring a more impressive viewing experience. In addition, psychological theories about visual effects are widely

applied in new media marketing to improve the effect of the advertisement. Those theories take visual presentation into consideration when designing the advertisement, and can effectively discover the desires of viewers, thus making the advertisement more effective [2].

2.2.2 Real-time interaction

In traditional media, information communication is only one-way. The advertisement only contains information that the marketer wants the viewer to see, the viewer cannot provide any form of feedback. However, communication in new media advertising can be mutual. Viewers can post their comments on the advertisement, interact with the marketer, or even influence others with their own opinions about the advertisement [3]. For example, recently live-streaming marketing has been very popular. In live-streaming marketing, viewers will interact with the promoter in the live-stream, and the promoter will be able to react to real-time comments about the merchandise, allowing the viewers to know more deeply about the merchandise.

2.2.3 Personalized recommendation system

With the development of big data technology, more and more social media can personalize the advertisement that is recommended to each viewer. The recommendation system will capture the viewing pattern of the viewer and recommend advertisements that will presumably interest the viewer. There are arguments that such a personalized recommendation system will invade the privacy of the viewer and create an information cocoon to deceive or misguide consumers [4]. There is a heated debate regarding the boundaries of big data recommendation systems and information bias created by the system. Researchers have been looking for a balance between the convenience brought by the technology and its potential risks. In general, personalized recommendation in social media has been a heated topic in recent years.

2.2.4 Propagation of new media information

In a new media environment, the propagation of information is faster, broader and easier. In traditional media, the information is received usually only by the person whom the media is in direct connection with. For example, the advertisement in newspapers can only be seen by those who have purchased the newspaper. However, in new media, information can spread like wildfire. This section takes social media as a representative of new media. Information in social media can be shared with a simple click, and one share of the information allows the information to be exposed to the entire social circle of the person. This means the propagation of information in social media is significantly faster than that on traditional media, and the information can reach more people in a shorter time period. New media provides wider coverage, faster propagation and easier access to information [5].

3. Advertising Strategy in New Media Marketing

3.1. Story-telling Advertising

The graphic nature of new media can perfectly catalyze story-telling advertising. Story-telling advertising is the type of advertisement that promotes the product by telling a story related to the product, usually through a short video, to give a certain impression to viewers about the product, thus being able to promote the product [6]. Such advertisement usually seeks to achieve emotional resonance with the viewers and then leads the viewers to project such emotion onto the product, creating a certain impression in viewers' conscience to promote the product. The reason why this kind of advertisement is highly relevant to new media is because new media can convey much more information necessary to affect viewers' emotions than traditional media. The graph, video, sound effects and music are all important influences on the viewers. Videos that combine all these elements together will be able to leave a more effective and distinctive impression on the viewers than written information conveyed by traditional media. In addition, the interactive nature of new media is a big help for the promotion of story-telling advertisements. Traditionally, the propagation of a story requires the retelling of the story by viewers to other people. However, on new media such as social

media, the sharing of the story can be achieved by simply sharing the website link of the advertisement. This avoids the misinterpretation of the story while retelling and greatly accelerates the spreading of the story, allowing the story told in the advertisement to reach more people more accurately in a shorter time [7].

Usually, such story-telling advertisements first present an interesting story that attracts viewers' attention, then seek to form emotional bonds with viewers in the telling of the story. Once the emotional bond is formed, the story then introduces the product it intends to promote into the story, trying to influence the viewer to project emotion onto the product to achieve a certain product or brand image to promote the product. This transformation of emotion is a process that requires delicate graphic design and the support of psychological theories to ensure the information being conveyed is useful and correct. This advertisement usually appears to be attractive and interesting to attract consumers. And is usually persistent in the aspect of emotion to enhance the effect on the viewers.

Recently, more attention has been focused on this type of advertisement, and the market has seen many innovative story-telling advertisements. For example, Mihoyo has released a series of interesting short videos about a player of Mihoyo's games encountering other players in all kinds of awkward situations. These videos have become very popular among players, subconsciously creating a positive brand impression and improving the ecosystem of its player community.

3.2. Hunger Marketing Advertising

Hunger marketing is not unprecedented before the development of new media. However, new media has led to different forms and further development of hunger marketing [8].

Hunger marketing is the marketing strategy of creating the impression of a shortage in the supply of certain products in order to fetch higher prices or sell more products. The price of a product is influenced by the relation between its supply and demand. If there is a higher demand than supply, then the price of the product rises. Group psychology indicates that people will find popular products more desirable in seeking commonality with others.

Hunger marketing has many variants on new media platforms. A very basic type of hunger marketing in new media is to provide a limited number of products. Online platform shows the real-time purchase of the product, presenting a clearer display of how well the product is selling, thus creating a more intense atmosphere for consumers making the purchasing decision, pushing them to buy the product immediately out of the concern of the product being sold out. Apart from this type of hunger marketing, new media hunger marketing has different ways to create a sense of emergency and intensity. One of them is live streaming. In live streaming promotion, the promoter usually prepares a limited number of products, then the promoter presents the product and provides a discount that is only available for those who are currently watching the stream, pushing consumers to purchase the product in real-time. The intense atmosphere created by the promoter, coupled with the real-time purchases in the stream made by other consumers, is able to greatly affect consumers' emotions, causing them to make rational decisions.

Other than the relatively straightforward hunger marketing strategy mentioned above, new media also provides an information forum for marketers to indirectly carry out hunger marketing activities by influencing consumers' ideas on the scarcity of the product. Marketers sometimes hire influencers to create the impression that the product is selling out to promote sales. Influencer's influence, coupled with the intentionally formed information cocoon, is effective in leading the consumers to fall for the hunger marketing tricks and make irrational purchase decisions.

3.3. Trend-following Advertising

One of the most significant features of new media is the rapid change in trending topics. Some new media advertisement activities grasp these trends and benefit greatly from the popularity of the trend. Normally, such trend-following advertisement relies on people or events that have a great influence at the time, trying to form connection with these big influencers and take advantage of their influence to promote the product or idea.

These advertising activities can be classified into two categories: Those that follow a positive trend and those that take advantage of a negative trend. For example, the ALS ice bucket challenge is an activity that brings attention to Amyotrophic lateral sclerosis patients and helps them raise money for their treatment [9]. The challenge quickly became a trend, and many celebrities are participating in the challenge, both to gain public attention and to promote themselves as kind and caring. This can be seen as an act of self-promoting. By participating in the challenge, they recognize the activity as beneficial and meaningful for ALS patients, thus also securing the impression that they, who participated in the challenge, are helping ALS patients as well. In short, their participation in the trending event is a symbol that they are in favor of the event, thus transforming the positive impression of the event onto themselves. The other kind of trend-following advertising will be criticizing certain objective that has a negative public impression to indicate one has opposite features against the negative impression. For example, recently, a Chinese traditional makeup brand was caught in dispute because its promoter argued with viewers who said its products were expensive and verbally abused those viewers. This action immediately put the brand into dispute, and while this event became trending, other traditional Chinese brands are promoting their products by introducing cheap and quality products and directly comparing their products with those of the brand in dispute, showing how much a bargain their products are. In this case, those other traditional brands put themselves in an opposite position against the first brand to give an impression of being the opposite of the negative qualities shown by the first brand.

Both kinds of trend-following advertisements impress stakeholders by establishing their opinions on trending events to convey certain messages. This kind of new media advertising highly relies on the trending events and the public opinion on the event.

3.4. Non-verbal Language Advertising

Non-verbal advertisement is a very traditional type of advertisement. The logo of any famous brand is its non-verbal advertisement. However, new media has given non-verbal advertising new meanings and new applications.

There are many different kinds of non-verbal language in advertisements. Any signal that is not verbal can be categorized as a non-verbal advertising language. However, in new media marketing, there are certain non-verbal language signals that are more significantly influenced than others, especially those related to visual effects and sound effects [1]. Naturally, advertisement seeks certain harmony among all elements it contains. Ideally, all these elements should convey the same or similar message so that the intention of the advertisement is not confusing. Such harmony is more important in new media marketing. With more elements participating in new media advertising, there are more channels to send the intended message. However, this also indicates more variables to be put together and support each other. The music, the video, the color, the symbol and the sound effect, are all put together to express the same idea. The tuning among all these variables is more difficult than that of traditional media, but if harmony is achieved, the effect is also greater than that of traditional media.

Non-verbal language in new media advertising usually relies on the impression of the symbol itself and the connection between the symbol and the brand [10]. The brand uses non-verbal signals in the hope that the impression of the signal can be subconsciously transformed into the brand. For example, the color red is commonly considered energetic and warm, thus a brand using the color red a lot is probably hoping consumers will consider the brand warm and enthusiastic as well.

3.5. Outdoor Advertising

With the development of technology, outdoor advertisement is not limited to a giant board with information on it. One of the most popular forms of outdoor advertisement now is the big digital screen that can be seen in public locations. These advertisements not only serve their original purpose of promoting an idea or a product, but they also become a part of the impression of the city [11]. For example, the big screen in Times Square in New York is one of the most famous attractions of the city. Outdoor new media advertising has become vital regarding the image of the city, thus requiring

new regulations and adjustments. Inappropriately placed new media outdoor advertisements can cause problems such as light pollution and sense of disharmony of the environment. Thus, researchers have suggested that new media outdoor advertisements being carefully designed and placed to create a congruent environment. Designers should consider the historical and sociological background of the area, trying to involve outdoor advertisement harmoniously with the surroundings and create a modern and innovative image for the place.

4. Challenges and Suggestions

4.1. Aesthetic Fatigue

Aesthetic fatigue means when a consumer sees similar contents, they grow tired of them. In new media advertising, because of the big data recommendation system and the viral spread of information, it is easy for consumers to get tired of certain kinds of advertisements [12]. This requires the marketer to be innovative with the content of the advertisement to impress viewers.

4.2. Privacy Concerns

With the development of big data recommendation systems, there are growing concerns regarding the private information the model uses to calculate the interests and preferences of users [4]. This information is extremely valuable, thus if it is sold or leaks out, might bring about catastrophic consequences. Some consumers with high caution regarding their privacy also dislike the way big data captures their user information and makes use of it without permission. This has been a popular legal issue in recent years. Regulations must be carried out to prevent the abuse of private information in the case of the big data recommendation model.

4.3. Information Cocoon

The tendency of only viewing information that is favorable or similar to their own is of a psychological nature. However, such action can lead to one ignoring other opinions and only listening to those that fit their thoughts, thus forming an information cocoon surrounding oneself with information only in one's favor. This can lead to a paranoid personality, refusing to accept reality and self-deception [13]. This informs that people should be open to listening to all voices to avoid prejudice and bias.

5. Conclusion

New media advertising is advertising activities based on or related to new media. The innovation of new media has led to new forms of advertising activities. The development of new media has brought great development to advertising, while challenges also arise from the development. When enjoying the convenience and benefits new media has brought to modern advertising, consumers must also be aware of its risks and challenges and be able to deal with them.

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