Problems and Countermeasures of Enterprise Brand Marketing in the New Media Environment

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Abstract. With the continuous advancement of information technology, market competition has become increasingly intense. For enterprises, adhering strictly to traditional marketing models is unlikely to yield the desired results. Therefore, it is crucial for companies to focus on the application of new media, update their marketing strategies, and develop marketing models that align with their development needs. A brand can reflect a company's image to a certain extent, and an appropriate marketing plan can help build a positive image. This paper briefly introduces the impact of the new media environment on brand marketing, analyzes the problems existing in brand marketing of various enterprises under this environment, and proposes targeted countermeasures based on the demands of social development and the characteristics of enterprises. It provides theoretical support for conducting brand marketing in the new media context.

Keywords: New Media, Brand Marketing, Innovative Strategies.

1. Introduction

Brand marketing refers to the channels or methods by which enterprises make their target customers remember the brand. The key lies in extracting the core value of the product and establishing the brand's characteristics. The new media environment, as a communication environment formed based on digital technology and network technology, can break the limitations of time and space, helping companies convey the core value of their products during the marketing process, shape their unique brand image, and strategically carry out brand marketing and promotion. However, this environment also brings challenges such as information overload, user attention dispersion, and data security issues. A comprehensive analysis of the profound impact of the new media environment on enterprise brand marketing, along with feasible measures to address these issues, can help enterprises find a viable path for brand marketing in the complex new media environment by integrating theory and practice.

2. The Impact of the New Media Environment on Brand Marketing

2.1. Diversification of Communication Channels

In the era of new media, the channels for brand marketing have changed, showing a trend of diversification (see Figure 1). Social media platforms like WeChat, Weibo, and Douyin, with their vast user bases and high interactivity, have become important bridges for communication between brands and consumers. Short video platforms like Kuaishou and TikTok quickly attract and retain user attention through vivid and engaging video content, providing a new stage for brands to showcase product features and brand stories[1-2]. To capture consumers' attention, it is essential to ensure the quality and value of marketing content, appropriately enhance brand recognition, and optimize search engines to help the brand achieve higher rankings in search results, attracting clicks and visits from potential customers. By leveraging diverse communication channels, brands can broaden their marketing reach and develop precise and effective marketing strategies based on the characteristics of different channels and audience needs, thereby enhancing brand exposure and influence[3].

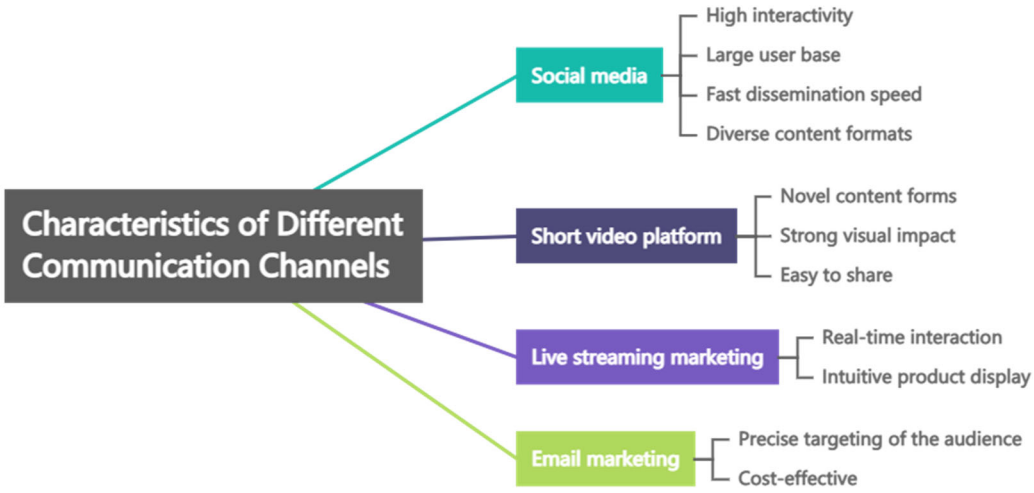


Figure 1. Characteristics of Different Communication Channels

2.2. Personalization of Consumer Behavior

With the rapid development of internet technology, information has become more accessible to the public, leading to changes in consumer behavior patterns. Today, consumers are no longer content with passively accepting mass-produced products and services; instead, they actively seek information that matches their preferences and needs through various channels, such as social media and personalized recommendation systems. Against this backdrop, consumer behavior is gradually shifting towards personalization and customization. Therefore, enterprises should utilize big data analytics and artificial intelligence technologies to understand each potential consumer's interests, preferences, lifestyle, and even psychological needs. These insights should serve as the basis for developing products and services that meet consumers' personalized needs, enabling the company to stand out in the fierce market competition and maximize brand value.

2.3. Data-Driven Decision-Making

Currently, the advantage of data has been infinitely magnified, even becoming the driving force behind enterprise brand marketing. With the increasing maturity and widespread application of big data analysis technology, companies can collect, process, and analyze user data from various perspectives. This data includes basic consumer information such as age, gender, and location, as well as more detailed aspects like browsing behavior, purchase history, and preference changes. By deeply mining and analyzing this data, companies can gain insights into consumer behavior patterns, even grasping their consumption habits and psychological needs, providing a solid foundation for brand marketing decisions. Additionally, companies can use the results of data analysis to develop more accurate and efficient marketing strategies, such as personalized recommendations and precise advertising, thereby optimizing the allocation of marketing resources[4], significantly improving marketing effectiveness, and maintaining the brand's competitiveness and market leadership.

3. Characteristics of Brand Marketing in the New Media Environment

3.1. Strong Interactivity

A prominent feature of new media platforms is their strong interactivity, which can serve as a bridge for instant communication between enterprises and consumers. This real-time interaction breaks the traditional one-way communication model, allowing consumers to become part of the brand story, significantly enhancing their sense of participation and belonging. For example, modern

enterprises often host interactive Q&A sessions on platforms like Weibo and WeChat public accounts to boost consumer engagement and enthusiasm. Additionally, the rise of live-streaming marketing has elevated interactivity to a new level, where real-time interactions between hosts and consumers offer a "face-to-face" communication experience, truly enhancing the consumer's shopping experience and brand loyalty. This demonstrates the immense potential of new media platforms in strengthening consumer interaction.

3.2. Precision Marketing

In their development journey, modern enterprises can rely on big data analysis technology to deeply analyze consumer behavior and precisely identify the needs of target audiences, thereby achieving precision marketing. By constructing complex user profiles, companies can refine market segmentation, ensuring that marketing messages accurately reach potential consumers, thus improving advertising efficiency and significantly reducing marketing costs. For example, e-commerce platforms use user purchase histories and browsing behaviors to push personalized product recommendations, effectively increasing conversion rates. Meanwhile, social media platforms utilize interest tags and algorithmic recommendations to provide users with personalized content, fostering a deeper sense of brand recognition. Precision marketing will reshape the landscape of brand marketing, driving the market towards intelligent development[5].

3.3. Effective Communication

With the widespread adoption of new media tools such as social media and short video platforms, brand information can rapidly spread through viral marketing, creating a powerful word-of-mouth effect. Comparatively, this method of communication is low-cost and highly effective, capable of attracting significant attention in the shortest amount of time and quickly expanding brand influence. Additionally, interactions among consumers, such as sharing, liking, and commenting, can accelerate the spread of information, widely disseminating brand stories and product advantages, leaving a lasting impression on consumers. On new media platforms, word-of-mouth marketing is gradually becoming an essential strategy for brand promotion, offering new opportunities for enterprise development.

4. Problems in Brand Marketing in the New Media Environment

4.1. Lack of Professional Multi-skilled Talent

Due to the rapid development of new media, the swift pace of technological innovation has resulted in a shortage of talent in the new media industry, leading to difficulties for companies in maximizing the advantages of brand marketing in new media operations. New media talent primarily comes from recent university graduates, but since new media is still in its early development stage, few universities offer relevant courses, leading to a mismatch between supply and demand. An objective analysis of the situation reveals that most new media workers were previously employed in traditional media, resulting in a somewhat narrow understanding of the relevant technologies and concepts[6]. Consequently, there is a significant talent gap in new media marketing, and the quality of job allocation and operational work is less than ideal. Therefore, enterprises must place great emphasis on brand marketing and provide professional talent training to support the transition to new media branding.

4.2. Overlooking the Value of New Media

A systematic analysis of traditional media and new media shows that new media can create more substantial benefits for companies, helping them conduct marketing more efficiently and improve the quality of brand marketing. During the early stages of new media development, traditional media had a more direct impact on brand marketing, and companies did not fully recognize the importance of

transitioning. They primarily used new media to obtain real-time information without considering factors such as consumer brand perception, which are crucial for a company's development. However, some companies have limited understanding of new media marketing and do not emphasize the application of new media in brand marketing, continuing to regard traditional media as the mainstream. This approach will lead to a significant reduction in brand value, eventually resulting in the company being eliminated from the market.

4.3. Vulnerability to Foreign Brand Competition

In the new media environment, the barriers to domestic and international cooperation have significantly diminished, providing favorable conditions for the development of economic integration. Influenced by national policies, more foreign brands are entering the Chinese market. Faced with the impact of these foreign brands, Chinese companies must pay greater attention to brand development and brand image building to support future brand development. Otherwise, in competition with foreign brands, they may lose their competitive edge and be driven out of the market. Currently, domestic beauty brands such as Perfect Diary, Florasis, and Colorkey have successfully established themselves, and domestic sports brands like Li-Ning, Anta, and Warrior are also well-known (see Figure 2). Other domestic companies can learn from the successes of these brands and, by combining these insights with their own circumstances, create better brands to mitigate the current vulnerability to foreign brand competition[7-8].

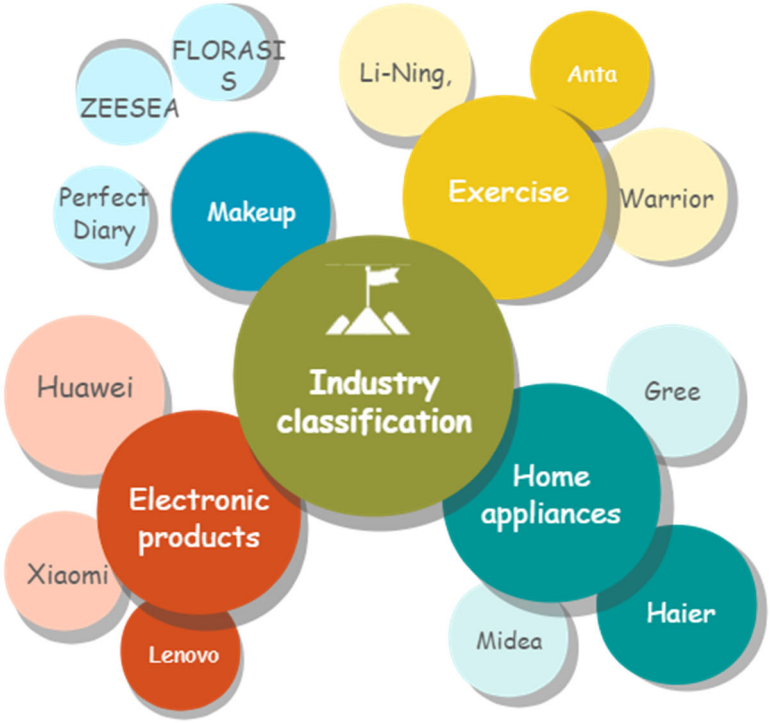


Figure 2. Classification of Domestic Brands

5. Solutions to Problems in Brand Marketing in the New Media Environment

5.1. Creating a Unique Brand Image

Event marketing is a key method for increasing brand awareness, essentially leveraging current events to attract the attention of social groups, including the media and consumers, in order to enhance the company's reputation and ultimately drive product sales and profitability. For example, Li-Ning once invited Xiao Zhan, who became immensely popular due to the TV series *The Untamed*, to endorse a new product launch. By utilizing the celebrity's popularity, the brand created related topics on Weibo and WeChat, capturing the attention of Xiao Zhan's fans. This strategy maximized the use

of his popularity to achieve the best marketing results, significantly boosting product sales. Leveraging hot topics to enhance brand visibility and shape the brand image is the essence of event marketing, and in the new media environment, the use of the internet and other new media platforms for event marketing becomes even more essential.

5.2. Defining Brand Marketing Goals

In the context of the new media era, accurately defining objectives is key to a company's brand marketing efforts. This not only requires companies to possess keen market insight but also to develop an efficient and forward-looking brand marketing strategy. By deeply analyzing the core competencies and unique advantages of their brand, companies can skillfully stand out among numerous competitors. Simultaneously, it is crucial to plan the marketing budget wisely, reducing costs effectively and ensuring that every investment generates the maximum market impact. Furthermore, companies must stay closely attuned to and adapt to market dynamics in the new media environment, using big data and artificial intelligence to understand changes in consumer psychology and personalized needs. This allows for more precise targeting of customer groups and the implementation of customized marketing strategies, helping the company maintain and expand its market share in a competitive landscape.

5.3. Cultivating Professional Multi-skilled Talent

In the digital age, the deep integration of marketing and new media technology is an inevitable trend, bringing new demands on the talent structure within companies. This shift drives companies to focus more on cultivating and recruiting professional, multi-skilled talent with cross-disciplinary capabilities. These professionals must not only be well-versed in marketing strategies and brand building but also proficient in operating new media platforms, data analysis, and innovative thinking to respond to the rapidly changing market environment and consumer behavior. Companies can build a professional team that is knowledgeable in both marketing and new media technology by enhancing internal training[9], developing industry-university partnerships, and attracting top talent (see Table 1). This provides strong intellectual support for the continuous innovation and development of the brand.

Table 1. Methods for Cultivating Professional Talent

Training Methods	Descriptions
Strengthen internal training	Regular Training: Organize regular training sessions for employees on topics such as marketing, new media technology, and data analysis to enhance their skills and knowledge.
	Mentorship Program: Establish a mentorship system where experienced employees guide new hires, sharing practical experience and skills to accelerate their professional development.
Develop industry-academia collaboration	Internship Projects: Collaborate with universities to create internship programs, allowing students to participate in real-world marketing and new media projects, fostering their practical abilities.
	Joint Training Programs: Partner with universities to offer specialized courses tailored to the company's needs, aimed at cultivating interdisciplinary talents with a customized approach.
Attract industry experts	Attractive Compensation: Provide competitive salaries and benefits to attract top talent within the industry.
	Career Development Planning: Develop personalized career development plans for industry experts, offering ample promotion opportunities and avenues for professional growth.

5.4. Enhancing Brand Innovation Capabilities

Due to the rapidly evolving business environment, brand innovation capability has become a key driver for the sustainable development of companies. With increasingly fierce market competition and the diversification of consumer demands, brands must maintain keen market insights, stay abreast of market trends, and deeply understand the changing needs of consumers[10-11]. By continuously innovating products, optimizing service experiences, and flexibly adapting marketing strategies, brands can ensure the launch of new products and services that meet market demands and cater to the diverse needs of consumers. Continuous innovation enhances a brand's competitiveness and market share, injecting new vitality and life into the brand, and ensuring its leading position in the market. Therefore, focusing on market trends and changes in consumer demand while actively enhancing brand innovation capabilities is the only path to achieving sustainable brand development[12-13].

6. Conclusion

In conclusion, the emergence and development of new media is a significant marker of market reform, and fully leveraging the advantages of new media to efficiently carry out brand marketing is crucial for the future sustainable development of companies. Therefore, in their future development, companies must choose marketing strategies that are appropriate for them and promote their brands to maximize their benefits, allowing their brands to achieve long-term growth. Additionally, companies should also supplement their internal management systems, attracting more professional talent to join the workforce and enhancing brand influence, thereby increasing consumer trust in the brand. As technology continues to advance and the market continues to evolve, brand marketing in the new media environment will become increasingly dynamic, bringing more economic and social benefits to companies.

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