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The Development of Automobile in the Market under the Emerging Media

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Abstract: With the rise of new media, the marketing methods of all walks of life have also changed, and the automobile industry is no exception. Looking at the current marketing model of the automotive industry, there is no better than the integration of online and offline marketing. In addition to the brand distribution store (4S store) and the brand official website, its brand operated new media marketing models such as App, WeChat official account, microblog, applet, and community are also becoming increasingly perfect. Therefore, starting from the above points, this paper analyzes and explores the constantly innovative marketing model of automobile enterprises.

Keywords: New media marketing model; WeChat official account; Small app community; Innovative power; Attraction.

1. Introduction

With the rapid development of economy, people's consumption concept has also undergone earth shaking changes. The car is no longer the symbol of the rich as before, but with the improvement of people's living standards, it has entered thousands of households. According to the latest statistics released by the China Association of Automobile Manufacturers on May 27, 2021, the sales volume of China's automobile market has ranked first in the world for 12 consecutive years. In the face of such fierce competition, in addition to doing a good job in excellent products and perfect services, marketing is also a necessary means to sell products. At present, with the vigorous development of mobile Internet, new media marketing has become an indispensable marketing link for automobile enterprises.

2. Features of new media

As the most powerful media at present, new media has virtually impacted the marketing model of all walks of life.

2.1. New media has broken the barriers between media and melted the boundary between communicators and receivers

The new media has abandoned the fixed communication mode of the traditional media, and uses the current network technology, digital technology, satellite channels, the Internet, broadband, wireless communication and other media, combined with mobile phones, computers, television to achieve information transmission. The ways of information transmission are more diversified: voice, video, audio and motion pictures, etc., through which economic benefits can be obtained.

2.2. Flexible and personalized

Compared with traditional media, which are almost universal in form and have no strict division and own system, new media shows an all-inclusive side, and any product can create its own new media market. In the vast world of new media, set up its own exclusive information base. When facing the endless information on the new media platform, the audience can also screen the information they need according to their own preferences and needs.

2.3. Flexible and free choice

Compared with traditional media, new media is more flexible, bringing more choices to the audience, allowing the audience to freely choose the information they are interested in. The same media, new media can deliver different information for different audiences. For example, in some apps, you can not only read, but also ask questions, watch videos, publish videos, etc. Compared with the previous traditional media, it is obvious that the new media has broken the single mode that newspapers and magazines can only be read and radio can only accept information. It adapts to the trend of market development and the diversified needs of users, increasing the selectivity of the audience.

2.4. Various and novel forms

The communication mode of new media is the result of continuous evolution and development of history. It is formed on the basis of the communication mode under natural language and technology carrier. Therefore, looking at all kinds of network platforms, the forms and software of new media can be described as diverse, which can integrate text, video, audio, pictures, etc. For example, text, audio and graphics can be added to a video at the same time. While transmitting more information, it also makes the information more vivid and vivid. Especially for different audiences, the content form expressed by the same information point is also different, and various contents are combined to expand the content infinitely, thus deriving a variety of new media forms.

2.5. Real time message release

The application of new media is so powerful that it can be released at any time wherever it is covered by the network. It not only breaks away from the time limit, but also easily realizes 24-hour online, so that the timeliness of information is strongly guaranteed.

3. Advantages of new media marketing for automobiles

The marketing of new automobile media has not only

shortened the distance with consumers, but also greatly improved the sales volume and service quality of products.

3.1. New media marketing of automobile gives the automobile a temperature

The marketing of new automobile media not only improves the service experience, but also accurately meets the needs of users, and also establishes the user's trust in the brand. In the daily operation, the car enterprises, through a series of interests driven by users, make users unconsciously increase their goodwill towards the brand. After many interactions, they finally promote business transformation under the incentive of interests.

3.2. Very low marketing cost

In terms of cost, because new media do not need expensive materials to promote, once the content of the car enterprise is recognized by users or can cause emotional resonance, users will automatically share with others, thus expanding the communication effect. This kind of publicity has almost no cost. Because users care about and are interested in it, it naturally forms a communication matrix among users, and its remarkable communication effect is self-evident.

3.3. Highly interactive

New media users can communicate with the vehicle enterprise sales platform in a timely manner, even at any time, to inquire about vehicle model information, test drive registration and other information, and can also communicate with other consumers about the configuration of a certain vehicle model, after-sales service quality, etc. In addition, you can also publish information, upload videos, comment on others' information, reply to information, etc. on the new media platform.

3.4. Great user choice

Those who are interested in buying a car can, according to their own actual situation, query the parameters, reputation and after-sales service of the car they like through the new media platform before consuming. This saves a lot of time compared with the previous 4S stores, and you can learn about the models you are interested in without leaving your home. Compared with having to go to the corresponding 4S store to consult the performance parameters of each car before, users have a greater self-service option.

4. Analysis of the current situation of China's automobile marketing under the new media environment

The so-called new media automobile marketing refers to a kind of automobile marketing mode that fits the market development based on the current network new media, mobile new media and digital new media. With the emergence of new media, it has virtually accelerated the transformation of automobile marketing concept, marketing mode and marketing means, making the marketing of automobile new media occupy an important share of the entire automobile marketing layout.

4.1. Marketing mode of enterprises in the form of new media

In the context of the Internet and mobile terminals, different communication channels have emerged in the innovation and breakthrough of new media marketing of automobile enterprises according to different platform positioning. In addition to 4S store marketing model and website marketing model, online marketing models such as App marketing model, WeChat official account marketing model, applet marketing model, community marketing model are also gradually moving towards the automotive market, and the benefit conversion brought by one of their marketing models is not to be underestimated.

4.1.1. App marketing mode

The car enterprise's App has become the window of the car dealer's marketing collection. It connects the external and internal. The internal is the retained customer, and the external is the non-retained customer. The classified content push and rich award-winning activities on the platform not only make users sticky to the brand, but also improve their activity and make them get used to it. For example, through interesting topic interaction and creative activities, users can be attracted to participate in it, giving users the interests and rights, they need, and deepening contacts. When the interests reach a certain level, users will naturally help the brand achieve business transformation.

4.1.2. WeChat official account marketing model

When car companies find out the positioning of the official account, they will soon be able to get fans together. Then, according to the product positioning of the brand 4S store in the automobile market, edit the relevant introduction, descriptive content, automatic response, etc. of the official account. Through high-quality content push, the brand's exposure will become daily, and then through activities to activate member fans, the traffic will rise, and then through online award-winning interaction or offline activities to complete the conversion of word of mouth to products.

4.1.3. Microblog marketing mode

After establishing their own official microblog, auto enterprises can use this platform to establish a good image of the brand in the eyes of users. For example, through microblogging, users can publish major news activities, new product releases or public welfare activities about the enterprise. Such marketing can improve the visibility and reputation of the enterprise. At the same time, it also conveys the brand image of the enterprise, enhances brand affinity, and establishes a good image. Especially when the new car comes into the market, it can create a good topic, coupled with an activity that is beneficial to fans, and drive fans to forward and comment. In addition, on Weibo, auto companies also need to push information about auto products and their own brands at fixed points every day. Of course, it is not limited to advertising. Publishing some knowledge related to automobile maintenance is an important way to absorb powder. For example, the Notice to Owners, the Car Use Manual, and the Car Use Lecture continue to attract the continuous attention of microblog users. Similarly, at the right time, it is necessary to publish some promotional information or sales platform links to let users know the sales of their own brand products, and then conduct some promotional activities irregularly. For example, when ordering a car for 1 yuan, you can enjoy a 1000-yuan cash coupon. In short, users feel that the price is cheaper than the physical store, and they can directly place an order online.

4.1.4. Applet marketing mode

Applets can accurately meet users' needs, improve users' service experience, and enhance users' willingness to

participate. For example, set the member benefit center in the applet, set the member points and grades, and attract users to participate in activities continuously to obtain more points. After establishing a certain sense of brand trust and good reputation, we can use big profit incentives (partners' activities or referrals to others can get large cash rewards or fuel cards, JD cards, etc.) to promote business transformation and value contribution.

4.1.5. Community marketing mode

If car enterprises want to have their own private domain traffic pool, the best way to achieve it is to operate WeChat groups. After the establishment of fan groups, the number of fans can be continuously expanded through various welfare activities, and then the user groups can be filtered to lead to different communities. According to the behavior of fans participating in activities, they should be labeled and classified, and then vertical marketing should be conducted according to the different needs of community members to meet different needs. At the same time, we will make use of consumers' herd mentality and adopt hungry marketing to complete the transformation of business.

4.2. The communication of new media should focus on "content first"

(1) As for the communication of new media, the audience will generally only browse the content they are interested in when receiving the content. Therefore, when formulating marketing content, car enterprises must study and analyze consumers' preferences. If you want to quickly attract the attention of the target audience, you must produce interesting, informative and "nutritious" communication content, so that you can get the attention and support of the audience. In addition, if auto enterprises do not pay attention to the personalized needs of consumers and talk to themselves, such marketing content will only waste effective resources.

(2) In the new media era, as long as the content released by car enterprises is highly innovative and attractive, it can make the audience bright, let alone worry about ineffective publicity. In addition, for the audience, because the cost of network communication is virtual and cost free, as long as the content released by the car enterprises is liked and resonates, the audience will communicate for the car enterprises for free. This low-cost and effective communication mode is particularly important for car enterprises with small advertising communication budget in the current environment.

4.3. Use the new media platform to encourage users to produce UGC content

UGC means that users actively publish their own original content on the new media platform for dissemination.

(1) UGC can make the car enterprises and users closer. For example, car enterprises launch various incentive activities on the new media platform to guide and encourage users to produce high-quality UGC for activity dissemination. The use of UGC communication, on the one hand, meets the user's demand for a sense of participation in the process of using the product, on the other hand, it also shortens the distance between users and the product. In this way, it not only breaks through the content of a single dimension, but also gives people a rich experience. The biggest advantage of this is that users are willing to accept the information conveyed by the advertisement while the product has temperature.

(2) The appearance of UGC transmission mode has changed the traditional information transmission relationship. For users, they are both audiences and information sources. For example, the content publishers and receivers of the vehicle enterprise platform jointly complete the content production. When this communication power reaches a certain level, a "viral" communication effect is formed. From the perspective of communication, this mode of driving brand promotion by UGC communication is undoubtedly the dual embodiment of strategic concepts and tactical methods.

(3) The vehicle enterprises should combine with the focus of the target population and guide the UGC communication. This "concern" is not necessarily necessary for users, but it must be what users want. The UGC activities launched by car enterprises on the new media platform should not only meet users' desires and expectations, but also enable users to obtain social and identity recognition.

(4) Car enterprises do UGC communication on the new media platform. After the activity goes online, they should pay attention to the following three points: first, always pay attention to user feedback and actions; Second, locate the problem and solve it at the first time; The third is to do a good job in the screening mechanism of high-quality content and effective social communication, and do not take a hasty view.

4.4. Attention should be paid to the communication power of opinion leaders

Car enterprises also need to join hands with micro blog network opinion leaders (KOL) to launch hot activities. The first reason is that most consumers will search for information related to products or services before purchasing products or experiencing services, so as to reduce their decision-making risk when purchasing. KOL's recommendation or comment is a point consumer care about. Second, because KOL has a high degree of involvement in the fields where it is good at, and has rich professional knowledge, ability and experience in use, it can provide consumers with professional information and advice by virtue of its own advantages. In particular, KOL with certain popularity is more likely to attract consumers' attention. For example, when it comes to the market, the brand can join hands with KOL in the automotive field to introduce the highlights of models or places where the products are ahead of the cars of the same level, or invite several KOLs with high popularity in the automotive field to test drive new cars, and then let them feel and write articles to be released on the new media platform.

5. Conclusion

To sum up, many marketing methods derived from new media have changed the mode of automobile marketing, improved business transformation and reduced communication costs. However, in the face of the huge automobile market in China, the prospects of automobile enterprises are still full of challenges and opportunities. The marketing personnel of automobile enterprises still need to constantly study, summarize experience, innovate content, etc. In particular, it is necessary to comprehensively analyze the various endowments that new media technology can bring to the marketing strategy, how to build an e-commerce platform with satisfactory user experience by relying on new media technology, increase the after-sales service on the new media platform and perfect integration of various marketing media, and promote their brands to more consumers through a series of marketing planning and layout.

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