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# Research on Brand Marketing Strategy in the New Media Era

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**Abstract:** As the continuous development of the times, modern information technology has been widely used and gradually becoming part of people's lives, prompting the constant innovation of China's enterprises in management. In the new media era, China's small and medium-sized enterprises (SMEs) get some development opportunities in brand marketing. Based on this, this article first explains the present situation of the marketing of SMEs in the new media era and then studies the brand marketing strategies.

**Keywords:** New Media; Brand Marketing; Small and Medium-Sized Company

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## 1. Introduction

Brand marketing strategy is the most important method to promote the rapid development of small and medium-sized enterprises (SMEs) in China. To obtain economic benefits and maximize competitiveness in the social market, relevant brand marketing strategies should be customized effectively. Only SMEs that are on the upper hand of strategies can continuously increase their sales and accumulate more brand assets in the market to increase their capital. Based on this, SMEs can benefit from brand marketing, and at the same time, can be promoted for long-term development as long as their disadvantages are solved by effective strategies in the new media era.

## 2. Current status SME brand marketing in the new media era

First of all, there is a lack of advanced brand marketing ideas. Firstly, managers in SMEs don't have deep knowledge and a correct understanding of brand marketing. They do not give effective support and help to the marketing both ideologically and practically, as they don't realize it can create economic benefits for enterprises. Secondly, because of the lack of effective coordination and cooperation within SMEs, brand marketing is only implemented by marketing departments, while other departments are not actively involved in it. Therefore, SMEs cannot get strong support during the process, which makes it is difficult to achieve the predetermined goal.

Moreover, brand marketing plans are not perfect enough. Brand marketing has a broad effect that covers a wide range. In the network, it is difficult for SMEs to implement marketing, and they need to bear great pressure. Therefore, a scientific, reasonable, and perfect plan needs to be formulated to enhance brand effect. Currently, most SMEs' plans should be improved when developing marketing strategies in the network environment. They have no specific plans on how to use the advantages of the network to carry out brand promotion, how to broaden the channels of marketing, and how to make rational use of brand resources. In addition to not using network resources to improve the brand effect, it will also lead to a lot of resource waste in the new media era, seriously hindering SMEs to carry out brand marketing activities.

## 3. Brand marketing strategy in the new media era

### 3.1 Establish advanced brand marketing concepts

With the continuous development of modern information technology in the new media era, it has some certain impacts on SMEs' survival in China, leading to a more intensifying market competition. Based on this, China's enterprises should establish more advanced concepts of product marketing, for example, relevant managers should constantly pay attention to the changes in the social market situation in the new media era, and learn the disadvantages of their product marketing strategies as well as company operation. Managers should fully understand the difficult environment faced by China's SMEs at present, abandon the traditional management consciousness, constantly improve the management mode, pay attention to the role of product marketing and the promotion of their economic benefits, and support the work of product marketing from the ideological and behavioral aspects. In addition, they should set themselves examples, reasonably divide the marketing process based on the actual situation of the enterprise's brand marketing, and further clarify the responsibilities of employees. At the same time, they should also take the marketing department as the core, drive the participation of other departments, strengthen communication and enhance cooperation, etc., to give full play to the strength of each employee and improve the marketing quality.

### **3.2 Improve brand marketing plans**

In the new media era, the collection ability of big data can enhance SEMs' development, which greatly helps to carry out marketing strategies and promote them to change their marketing ideas. Therefore, China's enterprises should effectively integrate big data into the construction process of related products and constantly improve and optimize the marketing planning of related products. To effectively achieve this goal, enterprises need to plan from all aspects of product marketing planning and methods, and further ensure that every link of product marketing can be implemented according to the formulation to maximize the application ability of big data. At the same time, to fully combine the specific process of product marketing with the new media environment, enterprises need to optimize and modify the existing marketing plan so that it can meet the changing needs of the current market environment to enhance the effectiveness of marketing.

### **3.3 Strengthen the innovation of brand's contents**

At present, most brands, such as maternal and child brands, are publicizing on the live broadcast platform. However, their quality is often cannot guaranteed; products are quite homogeneous, and the system defects are becoming serious day by day. 这句话看一下 In fact, mother-infant users have been focusing on relevant knowledge since pregnancy or even earlier. Enterprises should remember that users are ahead of target users first. Regard high-quality content as an important operator to promote brand information as soon as possible. The main goal is to make use of the brand and real-time platform to innovate and enhance the brand image. How to bring surprises and incentives to this generation is a problem that the whole industry should think about. In terms of content innovation, it is necessary to use scientific content to carry out emotional interaction from emotional needs, knowledge, and other functions, based on the urgent public needs of the audience. Build a close bridge from every stage of brand content to form a wide and complete information network, create scene content, form users' multi-angle and three-dimensional views. Design "content and brand" to attract attention for knowledge sharing. For example, Wang Kai (a CCTV host) recommended children's books to the public in Taobao live broadcast and interacted enthusiastically with many fans, during which, Wang Kai patiently answered the audience's questions and shared a lot of knowledge about preschool education. This kind of high-quality content can effectively promote users' consumption and form an effective attention rate and conversion rate of the live broadcast.

### **3.4 Integration of media channels**

It has to be a complete and serialized process from the communication channel to the communication method, and the communication of content production. The era of media hegemony has ended, the era of media differentiation and cooperation has begun, and the integration of media channels is the trend. High-quality communication requires multi-channel cooperation. Brands should make full use of the communication advantages of various network platforms, which help them build a communication channel for users, integrate multimedia resources, carry out multimedia cooperation, give full play to the most effective communication methods, and avoid wasting channel resources. It is researched that in the

first stage of brand publicizing, users can learn that the main communication channels are searching engines and online advertisements, which means doing a good promotion job in channels can effectively attract users' attention. Lay the foundation for potential users to become target ones. Contentment is the king. Companies need to take into account the function and emotional needs of the audience, attract them with diversified high-quality content, and improve the initiative and enthusiasm of live broadcast. How to improve the real-time performance of the interactive platform between the public and the website has become the main task at this stage. Publishing tasks, lottery, for example, can be used as rewards to attract the public and improve the absorption ability. Users will watch the live broadcast after they get a good audience experience before. It is more likely that they will choose to watch it again. After several times, users will gradually become sticky to the live broadcast, and it may even become another channel to promote in the future.

## 4. Conclusion

In summary, with the continuous development of China's network and information technology, there are opportunities and difficulties for enterprises. Based on this, they should appropriately change management concepts, find out the disadvantages in the past traditional product marketing, effectively formulate relevant solutions, and establish advanced and correct related brand marketing concepts. Meanwhile, it is also necessary to combine the existing resources, strengthen the effective use of modern information technology and expand related brand awareness continuously.

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