

Analysis on the Reform and Development of Advertising Planning in the We-media Environment

Li Yaoliang

Xi'an University, Shaanxi, China, 710021

Keywords: The we media environment; advertising planning; reform and development

Abstract: With the steady development of the economy, we-media business has been deepening into all walks of life, and advertising planning is also changing. With the help of we-media, advertising planning constantly promotes the process of reform. So, advertising planning industry can develop rapidly with the help of we-media. Consumers are exposed to a wider range of we-media contents and forms, which is both an opportunity and a challenge for the advertising industry. This paper first analyzes the characteristics of advertising planning, and then analyses the reform of advertising planning in the we-media environment. Finally, this paper proposes an innovative model of advertising planning.

1. Introduction

At present, the reform of advertising planning industry in the We media environment. "We media" makes the advertising content more scientific and humanized, so that the innovative ideas of advertising personnel have strong support. With the enrichment of media forms, the form, planning content, market positioning of advertising communication are more prominent. With the combination of network media and media technology, web advertising has opened up a broad market space, and everyone is the recipient and potential communicator of advertising. "We media" has broken the single mode of advertising communication. Advertising planning environment presents new characteristics, accurate positioning of the target market has become the advertising industry to maintain vitality.

2. Characteristics of Advertising Planning

2.1 Guiding characteristics

The guiding characteristics of advertising planning are reflected in various tasks, such as market research, goal setting, thinking innovation, effect evaluation and so on. Scientific guidance can significantly improve the quality of advertising tasks. If the advertising planning does not have the guiding characteristics, then the various tasks of advertising planning will not be effective as a whole.

2.2 Systemic characteristics

Advertising planning can scientifically and effectively unify the various tasks related to

advertising. The characteristics of systematicness should be reflected in each process of advertising planning. Advertising planning system mainly includes advertising purposes, publicity programs, advertising thinking and the actual production.

2.3 Scientific characteristics

All things have the characteristics of science. Only in this way can a complete and reasonable system of laws be formed. The scientific characteristics of advertising planning are mainly reflected in the following two aspects. First, advertising planning has a complete set of knowledge system, which can support the quality of advertising planning, such as marketing, communication and other scientific knowledge theory. Second, a high-level advertising planning needs to fully grasp the market and study the psychological of consumer groups.

3. The Reform of Advertising Planning in the We-media Environment

3.1 We-media revolution

With the continuous development of The Times, we media can be said to be another form of customers.

Advertising staff use Cookie technology to analyze and discuss the network group of advertising audience scientifically. In this way, accurate and comprehensive information of network groups can be obtained, including netizens' preferences and classification of netizens. This work mode forms a complete set of netizens cognitive system. The more perfect netizens' cognitive system is, the more obvious it is to promote the reform of advertising planning. At the same time, it can make the advertisement be accepted by the community. Advertisements are promoted to be closer to the audience and more scientific in the We media environment.

3.2 Promote the update and upgrading of communication modes

As a product of the development of the Internet, we media has a certain impact on the Internet, as well as on online advertising. The original advertising is all around the product promotion, and then the advertising effect will become an activity outside the planning, which leads to the advertising communication effect is not the best play. Nowadays, with the rapid development of "we media", advertising communication mode has been innovated. Thanks to the advantages of "we media", the mode of advertising communication is constantly changing to the "users inform users" mode. The division of advertiser and audience has changed. The constant updating of advertising communication mode forces the updating of advertising planning. Advertising planning should be adjusted according to the actual situation. Only in this way can the advertising achieve the expected publicity effect and greatly improve the level of the realization of advertising value.

3.3 Marketing model update

Advertising planning in the We media environment needs to be constantly updated and reformed, and the same is true of advertising marketing model. If the effect of advertising marketing model is to reach the expected level, it has to be adjusted according to the reality. According to the constant choice of society, the self-produced and self-sold advertising marketing model is more suitable for the current society. Enterprises can rely on "we media" to carry out targeted advertising and try their best to give full play to the value of advertising. Advertising marketing model can be classified or centralized, but both advertising marketing model can reflect the growing status of consumer

groups. Advertising companies should constantly increase the research on consumer groups, which will promote the improvement of advertising effects. As can be seen from the above, the advertising marketing model should be developed around consumer groups. Then we should develop a scientific targeted advertising model. This practice is conducive to the full promotion of advertising effect.

4. The Innovative Model of Advertising Planning in the We-media environment

4.1 Integrated mode of advertising planning

The market pattern is changing, the media environment is changing, and the consumption concept and behavior of the audience are also changing. The demand of advertising marketing communication is changing, and advertising campaign is also interpreted as the investment budget including mass media advertising, focus media advertising and all marketing communication activities. So, this paper calls the advertising planning "advertising integrated marketing communication planning". The integrated mode of advertising planning is show as the figure 1.

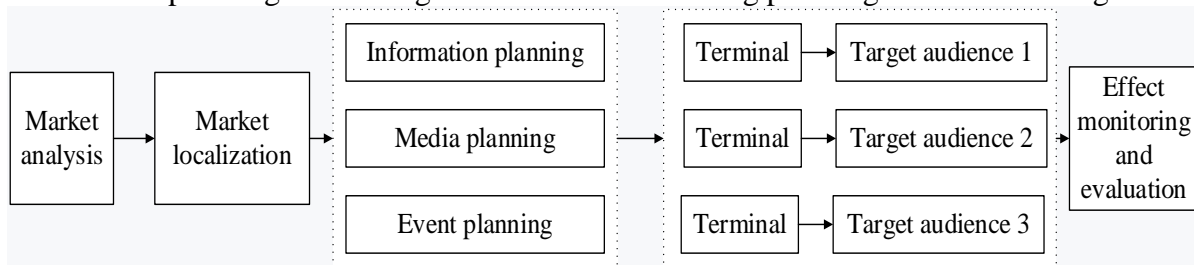


Figure 1: The integrated mode of advertising planning

4.2 Persistent mode of advertising planning

Advertising planning is a systematic project. Generally speaking, within a limited budget, the longer an advertising campaign lasts, the stronger and deeper its impact will be. Sustainability is not only the relevance of traditional hard advertising themes, but also a planning idea based on the concept of integrated marketing communication. Advertising activities are no longer a single advertising operation, but the all factors will be a series of marketing communication activities. The persistent mode of advertising planning is show as the figure 2.

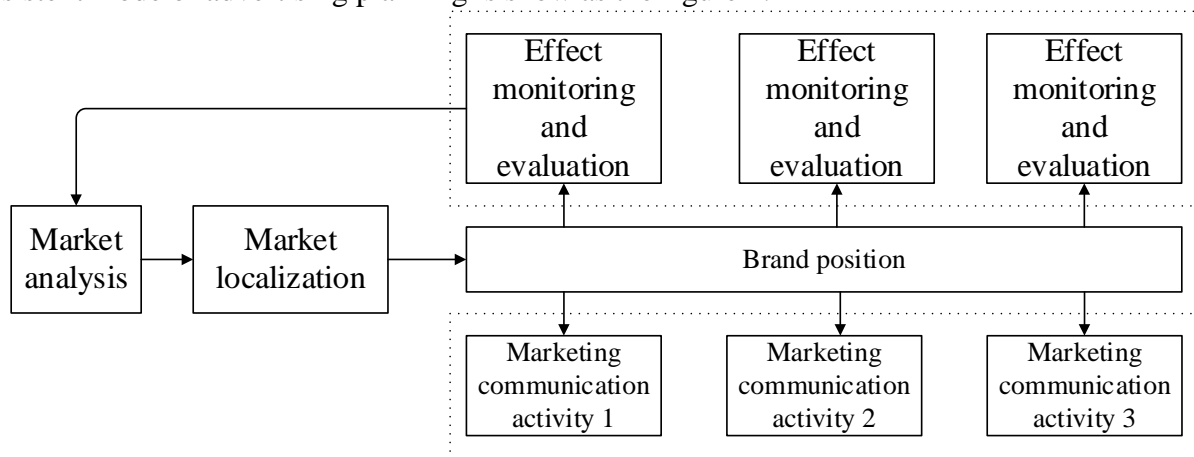


Figure 2: The persistent mode of advertising planning

5. Conclusions

In the era of advertising integrated marketing communication, advertisers should re-understand the concept and connotation of advertising planning. It incorporates all types of activities related to advertising communication. It involves the marketing elements of more intelligent departments within the enterprise, as well as the broader market environment and social environment. It will be a scientific, rational, effective and valuable system engineering.

In order to meet the diversified needs of advertising, advertising planning needs comprehensive innovation and adjustment. The old principles, methods, measures and models need to be refined and the dross discarded. Each link of traditional advertising planning has added new content and elements accordingly. Innovation is endless, any operation mode is not fixed. The integrated model and sustainable model summarized in this paper are only relative, many details still need to be grasped, and excellent execution is needed to produce good effects. But with a scientifically sound model, planning is half the battle. The integrated and continuous models provide useful ideas that deserve serious study and application development.

References

- [1] Chen lidan. *Advertising news: advertisers conspire with media to break the law* [J]. *Southeast communications*, 2009 (10) : 1-3
- [2] He Lin. *Brief analysis of TV people's livelihood news program advertising implantation* [J]. *News communication*, 2016 (12) : 84-85.
- [3] Yan huien. *Research on advertising planning innovation in the context of media convergence* [J]. *Shang*, 2014 (44)
- [4] Liu chunhong. *New performance strategy of advertising planning* [J]. *Shandong economics*, 2006.7
- [5] Cui yinhe. *Advertising positioning planning and philosophy* [J]. *Education theory and practice*, 2006.6