

Analysis of Marketing Scheme Planning Based on Advertising Strategy in the New Media Era

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Abstract: Under the background of the new media era, some enterprises' brand marketing communication strategies are still lagging behind. Therefore, it is an inevitable requirement to further explore the brand marketing communication strategies in the new media era to promote the improvement of enterprise brand marketing communication level and promote enterprise brand development. A good advertising plan can affect the business scale and corporate culture of an enterprise. Advertising strategy plays a positive role in promoting the planning of enterprise marketing. This paper analyzes the marketing scheme planning based on advertising strategy under the condition of new media technology. This paper points out the marketing environment in the new media era, then probes into the functions of advertising marketing strategies, and combining with the actual situation of some advertisements, puts forward the advertising application strategies in marketing scheme planning. I hope it can help the brand development of enterprises.

1. Introduction

At present, China's enterprises have been pushed into the market economy in an all-round way, and the domestic market is in line with and integrated with the international market, so fierce business wars are inevitable. Economic development is gradually guided by market economy, and enterprises need to rely on a variety of marketing plans to seize the market gradually. In many marketing plans, most enterprises rely on advertising investment as their basic means, and both the publicity effect and corporate image have been strengthened[1]. However, at present, under the background of the new media era, some enterprises' brand marketing communication strategies are still lagging behind. Therefore, it is an inevitable requirement to further explore the brand marketing communication strategies in the new media era to improve the level of brand marketing communication and promote the development of enterprise brands. In the enterprise's marketing plan planning, the advertising application strategy plays a very important role. In order to increase the economic benefits of enterprises, we should actively transform, change and innovate in the future marketing plan planning, make full use of advertising strategies to provide personalized and humanized services for consumers, enhance the publicity effect of advertisements, and establish long-term and effective intimate relationships with customers.

2. Marketing Environment in the New Media Era

From the process of the emergence and development of media, we can see that new media is constantly changing with the emergence and development of media. Radio is a new media relative to newspapers, television is a new media relative to radio, and network is a new media relative to television[2-3]. In the new media era, corporate brand communication marketing refers to spreading brand values and services to consumers or potential consumers through channels such as the Internet and terminals such as mobile phones and computers by using digital technology, so as to generate their basic cognition and psychological preference for the enterprise and achieve the purpose of marketing at a certain opportunity.

The change of the times urges enterprises to constantly seek innovative marketing methods to

meet the changing needs of consumers. At the same time, due to the increasing intensity of competition, enterprises are constantly creating more personalized and more attractive marketing content. In the new media era, consumers prefer high-quality original content, and content marketing becomes more and more important. Content marketing is not an isolated marketing method, but will integrate with other marketing methods, make full use of the characteristics and advantages of different channels, expand the scope of brand communication, and jointly realize the in-depth development of the advertising value of hot content, and carry out in-depth integrated communication through multi-screen linkage of TV, PC and mobile terminals[4].

Compared with traditional media, in the process of brand marketing communication of new media, users can get rid of the embarrassing situation that they can only passively accept information, and can communicate effectively with manufacturers and other users with the help of internet technology. The development and popularization of electronic products and network technology provide conditions for the cross-time and real-time dissemination of information, which narrows the distance between manufacturers and users. It is not difficult to see that the media effect has a great influence on brand communication. Facing the change of media environment, brand communication needs to find newer communication channels to improve its adaptability and actively find suitable communication channels for better development.

3. The Role of Advertising Marketing Strategy

3.1 Stimulate Customers' Desire to Buy

To some extent, the scale of human consumption demand is huge, but at the same time it is multi-level and multi-form. They may not know what they really need. The main difference between digital advertising marketing and traditional advertising marketing is that digital advertising marketing is implemented through digital channels, which allows marketers to provide more control, tools and data to analyze the effectiveness of activities[5]. Any advertisement needs to be tested by the market, so the advertising strategy should pay attention to the corresponding acceptance of the market. Only when it is accepted by the market and the public can we develop the corporate image. Therefore, for them, advertising often means that they have more and better choices.

3.2 Establish a Good Corporate Image

Throughout the world's famous major enterprises, their corporate image has been deeply rooted in the hearts of the people. Behind the success of an enterprise, it is inseparable from the establishment of its corporate image, the promotion of advertisements and the unique trademark of the enterprise. In addition, behind the success of the enterprise, the establishment of a good image of the enterprise can not be separated from the high quality of its products. Therefore, the quality of products is also an important principle for enterprises to carry out advertising and establish a good image[6].

In addition, we should also promote the unification of product quality towards corporate image, promote corporate publicity by strengthening product quality, and expand visibility by relying on corporate image. Product quality and corporate image should be carried out simultaneously and complement each other in advertising strategy.

3.3 Enhance the Competitiveness of Enterprises

Because the brand information spread in the new media environment has professional characteristics and can publish original content in real time, even if the brand information is constantly updated, it can not adapt to the increasingly competitive social environment, so it is extremely difficult to get the attention of the audience. In this process, the market competition among enterprises is bound to be a more benign form, which is more sustainable and dynamic than the past only through the relationship network or administrative means to build the market. Therefore, enterprises should follow the laws of the market and actively use advertising to make

their products more recognized by customers, so that they can be recognized by the market to a greater extent.

4. Advertising Application Strategy in Marketing Scheme Planning

4.1 Personalized Content Marketing

With the rise of mobile Internet and new media, the powerful media is gradually weakened, and multi-screen and fragmentation have become the characteristics of the times. Integration has become an important demand of marketing communication in the new media era. Personalized brand marketing communication is mainly reflected in two aspects: first, enterprises should meet the personalized needs of consumers as much as possible; Second, the brand marketing communication of enterprises has its own characteristics, and attracts more consumers with its own personality[7-8].

In order to solve the problem of homogeneous marketing, enterprises must subdivide the needs of different users, convey unique value propositions, and each advertising idea focuses on one point to impress customers. By constantly collecting user tags and updating users' needs, the user portrait is determined, and according to different types of users, different audience orientations are selected to determine the delivery direction. The method of subdividing customer requirements is shown in Figure 1:

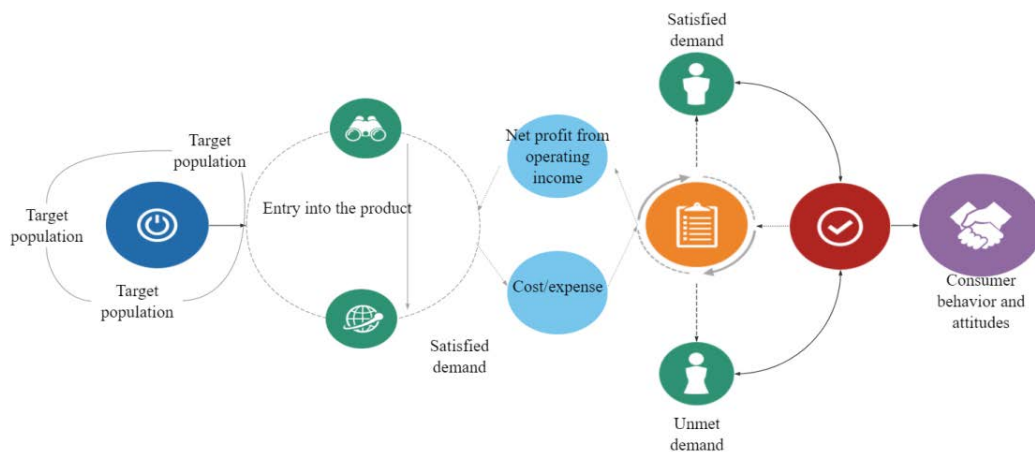


Fig.1 Segmentation Customer Demand Analysis

In terms of advertising content creativity, we can't push the same type of advertisements to all customers across the board as before. We should first stratify customers, design different advertising ideas according to the needs of customers at each level, and deliver personalized advertising content to customers in need[9].

In terms of advertising content categories, we should provide users with corresponding solutions by tapping the needs of users of this age group, such as parent-child financial education courses, investment, wealth management, corporate governance, leadership training and other related courses, attracting users' attention with the content of interest in this age group, and reducing the advertising content of tools and marketing promotion, which currently accounts for a relatively large proportion.

4.2 The Continuous Culture of Advertising

Appropriate marketing methods are also one of the key factors to ensure the effect of brand marketing communication, and enterprises should adjust marketing strategies reasonably at different stages of marketing communication. Enterprises should use the new media platform to spread information, and let consumers have more opportunities to understand the functions of products by displaying brand ideas, products and brand information. Secondly, in the face of new brands and old markets, enterprises should focus on spreading the uniqueness of brands, so that consumers can recognize the advantages of brands different from others and highlight the

differentiation and competitiveness of brands.

Advertising is not one-off, it should be continuous, constantly conveying corporate culture and providing psychological guidance to consumers. The continuity strategy of advertising also needs advertising to proceed from the beginning in the long run, leaving enough space for the future product launch of enterprises. The addition of new products or the improvement and upgrading of old products should be considered when advertising production and promotion. Only the continuous advertising campaign can keep the product share in the market and expand its influence and radiation range[10].

A certain cultural strategy should be incorporated into advertising. Nowadays, people pay more and more attention to cultural consumption, and advertising strategy should grasp this change of mentality and promote the organic combination of product culture and advertising concept. In this process, we must firmly grasp the characteristics of the two, and then achieve remarkable results in cultural propaganda, product propaganda and other aspects.

4.3 Improve the Awareness and Technology of Brand Marketing of New Media

The brand communication marketing model of enterprises in the new media era is irresistible, and enterprises should actively adapt to this new and effective marketing model. At the same time, enterprises should also pay attention to the quality of their brand marketing content, avoid shoddy work, and try their best to pursue original works and innovative ideas. If an enterprise wants to obtain a good marketing effect of brand communication, it is necessary to seize this feature, and enhance users' sense of interactivity and participation in corporate brand communication by setting up lottery, encouraging forwarding, and soliciting contributions for compensation, so as to enhance users' interest in corporate brand communication and deepen their impression of corporate brand. While broadening communication channels and adopting various marketing methods, enterprises should strictly control their own brand quality and ensure that brand marketing is in line with reality, so as to stabilize customers and achieve high-quality marketing effects.

We must encourage more consumers to actively participate in the use of advertising strategies in marketing planning, so as to bring more surprises and satisfaction to consumers. In the new media era, managers of related enterprises need to change their advertising concepts in time, strengthen advertising publicity and use advertising means to effectively improve product competitiveness and promote enterprise development. On the one hand, enterprise managers can take offline mode as an advertising mode, attract consumers' attention through offline performances, guide consumers to participate in offline activities, distribute gifts to consumers, spread marketing ideas, and use advertisements to promote the development of marketing. On the other hand, enterprise managers can use online mode as an advertising mode, and consumers can interact with enterprise employees in real time by participating in live broadcast to understand the real information of products and realize the optimal allocation of market resources.

5. Conclusions

In the enterprise's marketing plan planning, the advertising application strategy plays a very important role. In the new media era, consumers prefer high-quality original content, and content marketing becomes more and more important. Facing the change of media environment, brand communication needs to find newer communication channels to improve its adaptability and actively find suitable communication channels for better development. The advertising application strategy in marketing plan planning needs to pay attention to consumer demand, combine with market environment, attach importance to product quality, combine with corporate culture and do a good job in market positioning. Only in this way can we give full play to the advantages of enterprise advertising marketing, make it a new way of sales, be favored by consumers and promote enterprises to achieve sustainable development.

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