

# *The Characteristics of Enterprise Brand Marketing in the New Media Era*

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**Abstract:** With the advent of the new media era, new media technology has been gradually integrated into the marketing communication strategy, and for the brand marketing of enterprises, communication development has created new opportunities to expand the new development space. In the face of various apps such as Tiktok, YouTube, Instagram, etc., which are produced under the background of new media, the brands of various enterprises have also produced new marketing and communication methods. The emergence of new media technology makes the traditional communication strategy can no longer meet the enterprise brand publicity, enterprises need to penetrate the market to achieve higher visibility must be adapted to the new development trend, change the traditional marketing model and innovation. This paper starts from the enterprise brand, analyzes the characteristics of enterprise brand marketing communication in the context of the new media era and then elaborates on a series of problems in the process of enterprise brand communication and puts forward effective measures to help the brand to innovate the marketing mode and enhance the visibility in the new media era.

**Keywords:** New media era, Brand Marketing, Communication Strategy

## 1. Introduction

The emergence of new media has dramatically changed the way brands market and communicate, expanding the space for business development while also allowing the marketing of brands to enter a new phase. New media, as an important part of social media, is the augmentation to traditional marketing tools, as Tuten and Solomon said Social media marketing is the augmentation to traditional and digital marketing As Tuten and Solomon said, social media marketing is the augmentation to traditional and digital marketing communication tools [1] In the new media era, corporate brand marketing communication plays an important role in promoting marketing, enterprises need to stand firm in the market must understand the brand marketing communication strategy in the new media era environment and constantly improve. With the help of new media, can make the enterprise brand in the market has a clearer marketing positioning, new media and enterprise brand combination highlights the advantages of enterprise brand marketing. This paper discusses the characteristics of corporate brand marketing communication in the new media era, combined with the current environment of the brand marketing communication problems put forward relevant solutions to the strategy to give enterprises on how to improve the quality of the brand a certain space for reflection

on the subsequent development of corporate brand marketing communication has a certain significance, so that the enterprise brand management in the process of continuous development to find the appropriate marketing communication channels, to explore their own value and potential. The branding of the enterprise will find a suitable way of marketing communication in the process of continuous development and explore its value and potential.

## **2. The characteristics of enterprise brand marketing communication in the new media era**

The arrival of the new media era is accompanied by changes in corporate brand marketing communication, the traditional corporate brand communication marketing mainly through the press, radio, television and other means of communication and marketing, although to a certain extent to break through the limitations of time and space, but there are still many aspects of the limitations of the [2] the emergence of the new media makes the enterprise needs to understand the impact of the brand in the new media communication at the same time, but also the need to Combined with the new media era of corporate brand marketing communication characteristics of innovation, through continuous innovation, to promote the development of corporate brand marketing communication, now the new media era of corporate brand marketing communication features mainly interactivity, diversity, dynamic communication of three aspects.

### **2.1. Interactivity**

In the new media era, the communication and interaction between corporate brands and consumers is an important manifestation of the interactive features of corporate brand marketing communication. Interactivity mainly refers to the fact that in the actual process of information dissemination, the communicator can not only receive information, but also convey information. [3] This is also for the two-way information exchange between corporate brands and consumers to build a bridge, users are now seeking information producers rather than just satisfied with the traditional marketing one-way information reception mode [4] This also reflects the interactivity of the new media is based on the traditional marketing communication methods on the progress of the corporate brand in the release of the relevant content through the analysis of big data to understand what part of the population will be more interested in the corporate brand to generate information, and to understand what kind of information will be more interested in the corporate brand. A portion of the population will be more interested in the enterprise brand to further develop marketing strategies, consumers can feedback their feelings in a timely manner on the platform can also put forward relevant opinions, the enterprise brand according to consumer feedback to develop personalized programs to form a certain feedback loop, the positive cycle improves the communication efficiency can also make the consumer experience upgraded, so that the consumer and the enterprise brand to form a good bond, to hit the enterprise brand awareness. Brand awareness.

### **2.2. Diversity**

Corporate brands face the continuous expansion of the competitive market, marketing communication methods have gradually diversified, diversified communication methods also bring more opportunities and possibilities for corporate brands. The diversity of enterprise brand marketing communication includes the diversity of channels and contents. In the new media era, corporate brands can utilize short video platforms, blogs and other new media platforms for multi-channel communication according to their own brand positioning on the basis of traditional media communication, attracting the attention of different groups through their own creativity. The diversity of channels also broadens the breadth of the masses receiving information, more people pay attention to the corporate brand, facilitating the marketing and communication of the corporate brand. At the

same time, in the traditional media text, image, sound communication, new media injected new animation methods and even AI physical interaction to make the corporate brand closer to the distance between the consumer, the enterprise from its own goals and image through the novel form of transferring the corporate brand purpose and corporate culture, to establish a good corporate brand image.

### **2.3. Dynamic communication**

The dynamic nature of communication is reflected in the enterprise brand and consumers can use the interactive platform to realize dynamic real-time interaction, in the process of interaction, the enterprise brand to further understand the specific situation of the market, new insights and insights into the development of the enterprise brand after. In the traditional brand marketing communication model, mainly from a static point of view on the market situation and enterprise development needs to analyze and research, and then formulate corporate brand marketing communication program [5], while the new media era of corporate brands need to update information in real time and the need to change their own mode of survival and business pattern in the constantly changing environment, accept and respond to a variety of problems and endless competitors! Creating new content to retain old users and attract new ones, this dynamic communication requires a strong spiritual core and creativity. By constantly enriching their own content, corporate brands can stand out among countless competitors and maximize the benefits of brand marketing communications.

### **3. Problems of enterprise brand marketing in the new media era**

With the rapid development of science and technology and the arrival of the new media era, enterprise brand catering to the needs of the market continues to reform and innovate. On the basis of the traditional marketing communication has produced many new ideas, the new media because of its unique communication method of rapid transmission speed, attracting more consumers, in the market communication marketing is favored by many enterprise brand, but in this process there are still many problems.

First of all, in the process of corporate brand marketing communication, many corporate brands do not combine their own actual situation and development prospects to set up the correct brand goals and brand awareness, only focus on the flow without paying attention to the strength of the corporate brand itself, focusing on the short-term interests of the process of neglecting the long-term benefits to the brand marketing and communication of the benefits, which leads to the innovative marketing strategy of the corporate brand and the brand of the corporate brand itself does not match the direction of communication, the positioning of its own This leads to the innovative marketing strategy of the enterprise brand and the enterprise brand's own direction of communication does not match, its own inaccurate positioning will lead to no way to leave long-term consumers, and then let the enterprise brand in the fierce competition in the market can not be based. Nowadays, the corporate brand marketing concept of innovation and iteration has become the trend [6], which means that an innovative concept in the corporate brand marketing communication process occupies a pivotal position, corporate brand awareness if not supported by innovative awareness will lead to brand tends to mediocrity, consumer adhesion will also be greatly reduced.

Secondly, corporate brand marketing and ordinary brand marketing there is a certain difference, corporate brand marketing needs to be more comprehensive control of the consumer market to produce high-quality content in order to hit the brand sign. At present, the content quality is not high has become a major problem of many corporate brand marketing communication, which is reflected in the lack of professionalism and corporate brand marketing communication content and corporate brand target audience needs do not match two aspects. Due to the fact that some enterprises forcibly

combine the new media with their brands, some corporate concepts are copied without paying attention to the connotation, and lack of certain depth and breadth, which leads to a lack of professionalism in the process of marketing communication of corporate brands, and even make some basic mistakes such as the translation of industry terminology errors. The competitiveness of the enterprise brand in the international market depends on the quality of the marketing strategy is also very important [7], the first step of the marketing strategy is to determine the needs of the target audience of the enterprise brand, most of the enterprises only cater to the market trend but seldom really understand what the consumers really need, if detached from the consumers to pursue the quality of the enterprise brand, such content is also empty can not be effective dissemination of the brand of enterprises. The concept of the enterprise brand.

Finally, with the rapid development of new media technology, traditional media technology can not be fully satisfied with the communication of corporate brand, the lack of talent to understand the new media communication has become a major focus of the problem. In addition to a deep understanding of the core of the corporate brand, a deep understanding of the content of corporate branding, but also need to be a professional marketing personnel with a wealth of creative and practical experience, the use of new media technology to provide a certain contribution to the marketing communication of the enterprise. At the same time, enterprises also lack to set up relevant departments for systematic training and management of personnel. The concept of management personnel has not kept pace with the new media era, resulting in the slow development of the enterprise brand, which seriously affects the brand marketing communication effect. Therefore, it is urgent to solve the problem of new media marketing communication personnel.

#### **4. The implementation strategy of enterprise brand marketing communication in the new media era**

The rapid development of new media technology so that corporate brands need to continue to innovate their own marketing to achieve the purpose of communication, the use of how the marketing means, the output of what kind of marketing content can make the corporate brand in the marketing communication to achieve a place worthy of each enterprise to think about, so it is necessary to summarize the implementation of the strategy to a certain extent.

##### **4.1. Continuously update high-quality brand marketing content**

Enterprise brand in the marketing communication, need to focus on the output of higher quality brand marketing content. In the era of new media, the speed of information dissemination and information replacement is obvious to all. In the era of market economy, the brand replacement rate continues to increase, product variety and update speed is also rapidly increased, which makes many new products will be imitated as soon as they come out [8] Therefore, the enterprise brand wants to excel, it needs to continuously produce content to attract consumers, and the content can not be the same, it needs to understand the consumer's interest and demand points continue to innovate with the characteristics of the enterprise content, which can be achieved by combining the enterprise brand's own ideas and needs with the enterprise brand's own ideas and needs, which can be achieved by combining the enterprise brand's own ideas and needs with the enterprise brand's own ideas and needs. This can be realized by combining the enterprise brand's own concept and current hot topics. Hot topics are the focus of people's attention, the enterprise brand and hot topics combined with integrated marketing can let consumers think about the value behind the topic to focus on the connotation of the enterprise, so that the brand marketing to achieve a good communication effect.

## **4.2. Strengthen the interaction between corporate brand and audience**

In the new media era, corporate brands should pay more attention to the communication between the audience, new media to provide a platform for consumers to communicate, consumers in the process of consumption is also looking forward to the depth of communication and interaction with the corporate brand, to give a certain amount of feedback is for the sake of a better experience afterward. In the early stage of the establishment of the enterprise brand, you can publish microblogging copy, ins, YouTube video to promote the enterprise brand, set up Q&A sessions to allow the audience to participate in the development stage of the brand, in the question of the depth of the understanding of the enterprise brand, in the development stage, you can through the questionnaire to understand the user's preferences, with the help of the small program lucky draw, polling and other activities to bring the audience closer to the distance between the audience. The emergence of live broadcasting allows corporate brands to better communicate, big data will be analyzed to promote to the crowd that may be interested, through live pop-ups in real time to understand the audience experience and perception, which can improve audience participation, mobilize consumers to be active, and further increase brand awareness. After understanding the brand, by consuming content related to the corporate brand, consumers can find a sense of group belonging [9] This sense of group belonging will in turn expand the scope of the audience, stimulate the potential of consumers to a greater extent, and enhance the brand marketing effect.

## **4.3. Strengthen the ability to deal with crisis public relations events of corporate brand marketing communication**

New media for enterprise brand marketing communication provides a lot of convenience, but in the process of communication there are still some users in the comment area wantonly comment, bring chaos enterprise brand communication wind direction, resulting in the continuous fermentation of events, and ultimately the outbreak of the public opinion crisis problem, the people produce misdirection, increasing the difficulty of public relations [10]. This requires enterprises to enhance the ability of relevant personnel to deal with crisis events, set up a perfect crisis public relations system to enhance the efficiency of crisis public relations. In the public opinion has a certain unfavorable orientation when the first time for crisis early warning processing, to avoid further negative impact on the dissemination of enterprise brand. If the situation of uncontrollable communication occurs, it is possible to respond to the incident on a wide scale through the combination of traditional technology and new media technology, so as to minimize the negative impact.

## **5. Conclusion**

In conclusion, in the new media era, understanding the dissemination of corporate brand marketing strategy is very necessary, corporate brand if you want to achieve the desired marketing communication effect needs to be in the traditional media on the basis of continuous innovation, so the corporate brand should pay attention to this new mode of communication, will be integrated into the new media technology corporate brand marketing communication in order to continue to expand the brand influence. Enterprises facing the current marketing communication problems also need to constantly think of ways to solve them, and constantly innovate their own brand marketing ideas to understand the user's mind, to meet the user's needs, to improve their own high-quality corporate brand content at the same time as the distance between the user, while focusing on improving the ability to deal with the crisis public relations events, to give people the correct value guide, to establish a good corporate brand impression, to expand corporate brand awareness, and then to expand the corporate brand awareness, and in turn, to integrate new media technology into the corporate brand

marketing communication in order to continue to expand the brand influence. Expanding corporate brand awareness, and thus gain a foothold in the international market. However, this paper still needs to involve data analysis and other related knowledge in the study of communication characteristics, and the author will improve this research in the future.

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