On the Influence of Modern New Social Media on Brand Effect

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Abstract: The rapid development of the Internet and new social media also happened quickly. In a short period, new media has grown from nothingness to a powerful position. Today's social media is no longer a simple communication platform. However, there are many trends. Social media is a favorite of many brands in a business environment and functions as a marketing channel. Social media has a significant impact on brands in this new relationship. In the ever-changing new media landscape, brands need a piece of the pie. This article takes how to enhance brand influence in the new media era as the research object. By analyzing the characteristics of new media, we get the possibility of enhancing brand influence. At the same time, we fully recognize the principle of enhancing brand influence in new media. By putting forward directional opinions, we strive to maximize the promotion of brand influence.

Keywords: New media, Brand, Promotion, Sales

1.   Introduction

Today, research on the impact of new media on corporate branding focuses on how companies can effectively disseminate relevant information through social media. Williamson noted that social media had become the number of companies using new media for marketing, increasing from 42% in 2008 to 88% in 2012. Furthermore, Hennig-Thurau et al, show that the increase in social media (Facebook, Twitter, etc.) has dramatically changed how people exchange information and communicate. At the same time, new media also plays a vital role in business communication. In the past, companies communicated with customers through various marketing activities. At this point, consumers are passive recipients of brand information. Moreover, various organizations fully control brand development Kozinets et al and Li Bai et al. Therefore, it can be said that both consumers and enterprises are actively spreading the brand.

With the rapid development of the current society, the emergence of new media has given us more ways to obtain information resources. The traditional way of expanding brand influence based on newspapers and other platforms can no longer satisfy the public's acquisition of information, so we realize that in the era of digital new media, only when passive participants become active publishers and satisfy the public's access to information can brands be better known to people [1].

2.   Social Media Overview

2.1.   Definition of New Media

New media is a dissemination method that uses digital technology to provide users with information and services through computer networks. Wireless communication networks, satellites, terminals such as computers and mobile phones, and digital TVs. From a spatial perspective, "new media" mainly refers to the current period, supported by digital compression and wireless network technology. With its enormous potential, real-time, and interactivity, it can cross regional borders and eventually expand into the world of Western media [2].

The word "new media" in Kannada is the literal meaning of "new media" in English, so to understand the origin of "new media," we have to start with the origin of the word "new media" because it is generally believed that "New Media" is a good term for media communication, first coined by a man named Peter Karl Goldmark in the United States. P. Goldmark was the inventor of the record. He was the color television NTSC A key figure in standards development, and former CBS director of technical research; he announced plans to develop the EVR market after he first penned the term "new media" on the show in 1967 [3]. A man named E Rostow ran the US communications policy presidential election. The committee chairman also used the term "new media"Several times in a report to then-President Nixon in 1969. Since then, the term "new media" has become popular in American society and gradually spread worldwide. Media" is gradually becoming a hot topic around the world.

There are two types of new media: one is that the media format changes with the advancement of technology. Especially media formats that use wireless communication and network technology, such as current TV numbers, IPTV (Internet TV), mobile phones, etc. New media is only the first in a narrow sense. It is a form of media that relies on technological progress.

New media can be said to be the product of new technologies and new technologies such as digitalization, multimedia, and networks are necessary conditions for the emergence of new media. After the emergence of new media, the form of media communication has undergone geological changes, such as reading the subway. In addition, large screens in office buildings have upgraded traditional media content to a new form of communication space. This change includes the following technical elements:

First, the emergence of digitalization has brought many traditional media into the new media camp. This change is mainly reflected in the technological transformation of the media. Whether digitizing stored content or digitizing communications. The efficiency of media communication has been greatly improved [4].

Second, media formats differ due to the advent of new technologies. Internet TV, radio e-readers etc., all transfer traditional media content to new media platforms [5].

2.2.   Development of New Media

According to the changes in new media users and their target audiences, the evolution of new media can be divided into mass media levels. Social media level and individual media level.

2.2.1. Top Media Level

At the beginning of most new media, only a few groups could access and use it to spread information. Most of these people are media professionals with high cultural quality and social status. This time at the media level.

The term "nobility" first appeared in France in the 17th century, referring to the few or most outstanding individuals in terms of intelligence, character power, property, etc., and thus impacted social development [6].

The first new media users are some media audiences. They are proficient in cutting-edge media communications. And more advanced and perfect media resources. This is the main advantage of new media.

2.2.2. Media Stage

With the development of new media and the evolution of its popularity to the social media stage, many people today have a soft spot for new media, such as mobile phones and other mobile media. As a result, the use of new media to disseminate knowledge and information has become the norm in media communication [7].

The development from mass media to social media is inseparable from the reduction of communication costs brought about by the advancement of media technology. New media has become mass media with lower communication costs. More convenient communication methods and complete information dissemination and dissemination methods have even changed people's way of life and understanding of the nature of media to a certain extent [8].

2.2.3. Personal media level

As new media technologies continue to develop and proliferate, individuals with specialized media skills, without acknowledging past sources and media platforms, begin to express their opinions and preconceptions over the Internet and present them to audiences. The platform is a personal media level, a symbol.

3. Possibility of Using New Media to Enhance Brand Influence

New media is a form of new media developed by traditional media, such as newspapers, radio, and television, relative to traditional media, computers, and mobile phones. Digital TV and other terminals convey information, entertainment, and media to users [9].

3.1. The Value of Information Conveyed by New Media

When transmitting information to enhance brand influence, the characteristics of new media value can ensure that we can use it to achieve the purpose we want.

3.2. Grasp the Creativity of New Media

Since new media has the characteristics of originality, in the case of enterprises taking the lead and other factors involved, publishing brand information will help us grasp the main line and maximize the benefits.

3.3. Use the Positive Effects of New Media to Eliminate the Adverse Effects

New media should be constantly updated to adapt to the development of society. It can even occupy a dominant position. When a product is released, new media should be used promptly to eliminate adverse effects to the greatest extent possible to be confident [10].

3.4. New Media Has Strong Vitality

In the current era, in order to achieve rapid development of enterprises, it is necessary to keep pace with the times, be soberly aware of the impact of the vitality of new media on events, have a grasp of the market, and use them to fully and continuously report can enhance the brand to a certain extent. Influence.

4. Principles for Enhancing Brand Influence in the New Media Era

4.1. Enterprise-Led

In product information release, the enterprise must play the leading role. The company's professional spokesperson should complete the information release, establish an information communication mechanism, and choose an effective information release strategy and policy.

4.2. Fully Consider the Media and The Public

The media and the public are also indispensable links. To a certain extent, it can be said that they are the other two central bodies of information release. In brand influence promotion, we must fully use the two central bodies and let them release from their perspectives. Information, but we must pay attention to communicating with them reasonably to prevent rumors from arising.

4.3. Deliver Information Rather Than "Noise"

Our company should consider how to release information effectively when a product is released. The information transmitted is neither too complicated nor too simple but allows people to understand it well and satisfy the acquisition of information about the product. Unfortunately, the generation of information noise can cause a lot of false positives for this event, and we want to ensure that information, not noise, is delivered.

5. Branding and New Media

5.1. The Traditional Way of Brand Promotion

Here are a few standard traditional promotional methods. Moreover, briefly analyze the pros and cons of Propaganda newspapers and publications are more attractive because they are more reliable to consumers. However, the publicity was weak, and the performance was underwhelming, so the results were unexpected. It is also slow.

Radio Advertisements Radio advertisements have the advantage of instant and rapid spread. Comprehensive coverage and low production costs, but radio ads are only sound. Ad formats with short and repetitive posting times do not even have an attractive website or TV commercials; TV commercials have performance potential. A wide range is beautiful when promoting a brand. Mix image and sound

Customers feel the product and achieve the purpose of quickly promoting the product. However, the investment cost is still prohibitive.

5.2. Brand New Media Promotion Methods

There are new media promotion methods. There are many brands, such as forums, search engines, Weibo, and Douyin. Social media is our first analysis of popular ways to promote your brand on social media. Weibo promotion has the characteristics of immediacy and fast dissemination. Weibo has a large number of users and has strong resilience. It can effectively use the influence of celebrities

and KOLs to promote the brand. Weibo also has a variety of communication methods, such as text, pictures, and videos, giving the audience a three-dimensional sense.

Promote Douyin Douyin is the creator of short social videos, a form of entertainment that has become very popular in recent years. Moreover, very influential brands can choose to work with officials. Pay staff for big data analytics and distribute them randomly to target users. You can also work with influencers to include promotional content in your video copy. This may increase brand awareness and increase sales.

Little Red Book promotion. On Xiaohongshu, users can not only clearly obtain the evaluation of the target brand but also share the experience of using it. This platform gives consumers a very sense of identity and participation. On this platform, brands can either cooperate with KOLs and use celebrity effects for promotion, or they can cooperate with the platform and directly reside on it. In short, the platform of Xiaohongshu has a more multi-dimensional promotion method.

6. The Impact of New Media on Brand Effect

6.1. The Impact of Social Media on Brand Awareness

Brand awareness is the ability of a buyer or group of users' ability to identify a product as a brand. Take the popularity of all dictionary cosmetics brands Xiaohongshu as an example, the only complete diary. It has been more than two years since its establishment in 2017, and its popularity continues to grow. In a short period, it attracted the entire Kannada beauty industry. At the end of 2017, Perfect Diary was established in Xiaohongshu. It cooperated with celebrities and KOLs, gaining much attention through the star effect and fans' love. The records of many celebrities and even users towards the stars have almost all gotten Xiaohongshu. Articles, pictures, and videos about Xiaohongshu. "Growing grass" in the perfect dictionary has been circulating in Xiaohongshu and has had a significant influence. As a result, the popularity of the perfect dictionary has also increased.

Additionally, customers will share their experiences with Xiaohongshu after purchasing the product. This will trigger a second conversation. In this way, not only the blessings of the stars but also the hustle and bustle and joy of ordinary people passing by. They cannot help but pay when they see it. All dictionaries suddenly became popular. Strength. This is a prime example of using social media to increase brand
awareness.

6.2. The Impact of Social Media on Brand Image

Brand image refers to the overall impression a brand has on the public. Brand image is essential. Image is the exterior of a brand. It reflects the comprehensive strength of the brand. Brand image quality is directly related to consumers' evaluation and brand recognition. Take Mary Dalja 's brand gallery on Douyin, a short-video social platform. Video campaigns have a significant impact on consumers. Through short videos, brands can let consumers have a three-dimensional and multi-dimensional understanding of the brand. Thereby creating a brand image. Image. Mary Dalgar is a multi-regional beauty brand that consistently meets the needs of its customers. These teens on TikTok are looking for something fun, attractive, fresh, and engaging that fits Mary Dalgar's target audience and the spirit of freedom. Creativity and unique art. Thus, Mary Dalgar is aimed at young people who love to play and seek refreshments. Moreover, it became the first beauty brand to cooperate with Douyin.

In April 2018, Mary Darga and Douyin launched the "One Button Second Eye" challenge, which attracted widespread attention for a while. According to official statistics, the number of participants in the launch challenge broke the historical record of the Douyin Mary Dalja Brand Challenge.

Through the emotional interaction and connection with customers through the Douyin social networking site, the brand image was deeply rooted in the people's hearts.

6.3. The Impact of Social Media on Brand Sales

The ultimate goal of various marketing promotions is to increase sales and profits. However, social media can also affect a brand's sales, increasing sales.

Take Li Jiaqi's promotion on various social platforms as an example. The current king of lipsticks is the "lipstick brother" Li Jiaqi. Li Jiaqi will promote the brand on various social software, mainly Douyin, Xiaohongshu, Weibo, etc. He will promote it in the form of short videos or live broadcasts and has achieved great
success.

Li Jiaqi once brought 3.53 million pieces of goods in more than 5 hours, sold 15,000 lipsticks in 15 minutes, and sold 14,000 lipsticks in 1 minute. He took advantage of the novelty of people's contrast in men's evaluation of lipsticks, coupled with his own unique copywriting, and firmly caught people's attention. He mainly chooses Douyin, an entertaining short video platform, to promote the brand. He expresses his evaluation of the product with a genuine attitude. It is simple and direct, which makes people feel relaxed and happy in a relaxed and happy atmosphere. Being "planted" brings sales to the brand.

7. Strategies to Enhance Brand Influence in the New Media Era

Due to the timeliness, effectiveness, and openness of new media, we must be in a certain degree of advance and retreat when enhancing brand influence and fully consider various factors.

7.1. Use the Portal Website to Push Information

Portals can play a good role in disseminating information. The rapid development of the Internet is increasingly affecting our daily life. When products are released, they cooperate with portals through certain channels so that they can broadcast the product information on certain pages. The homepage can also be an interstitial advertisement that opens a related webpage or other methods. In short, we must realize that the portal website is a potentially huge force that cannot be ignored at present and making good use of it can improve brand influence.

7.2. Live Chat Tool

Live chat tools are indispensable in our daily life. It can not only realize the function of chat but also transmit information. The influence of the brand can be enhanced in this way. Some may say that people do not pay attention when chatting. It is annoying, but otherwise, while it is annoying, others also understand the message to a certain extent.

7.3. Give Full Play to the Role of Experts

Experts have played an essential role in expanding their influence. For ordinary people, experts have professional knowledge and can see problems deeper than us, so they are authoritative. He can answer questions that people do not understand and explain why they choose the product and brand, so we can actively use the role of experts, on the one hand, let them advertise for the brand; on the other hand, they can use their professional knowledge, and real-time media Communication explains public concerns.

7.4. Encourage Ordinary People to Participate in the Transmission of Information

Ordinary people are a group that cannot be ignored. Making good use of them can not only prevent the generation of rumors but also transmit much information. If a brand becomes the talk of ordinary people after dinner, then the brand will be deeply rooted in the hearts of the people. For the general public, the mutual recommendation has no relationship of interest but just makes everyone feel that the product is excellent.

7.5. Let celebrities be the Mediators of Information

Sports stars have many fans, and their every move affects many people. Moreover, letting them publish information can play a role in spreading information from ten to ten, and celebrities' Weibo and WeChat can play the most significant role, allowing fans to buy products and make purchases. It can also play a role in brand promotion.

8. Conclusion

In general, new media is increasingly essential in today's business environment. There are many forms of new media promotion. The content is significant, the release is convenient, and fast release speed. Moreover, the general audience has a significant influence on the brand effect. If you analyze new media's significant data brand effect, you can precisely position it with your target audience. Efficiently tap user needs. Then choose a marketing method that suits your target audience. That is brand awareness. Brand image or brand image. Sales will increase significantly.

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