

Optimization Analysis of New Media Marketing Strategy in the Mobile Internet Era

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Abstract: This paper analyzes the optimization of the new media marketing strategy in the mobile Internet era. Starting from the new media marketing strategy in the new media environment, this paper studies the basic theory of the connotation of the mobile Internet era, the overview of new media marketing, and the overview of new media sales in the mobile Internet era. On this basis, relevant questionnaires were designed. Through the analysis of the results, the problems existing in the current new media marketing in the mobile Internet era were found, namely, the enterprise marketing efficiency was low, the enterprise marketing model was relatively single, the enterprise did not grasp the demand in time, the online and offline marketing was difficult to integrate, and the new media marketing investment was insufficient. In response to this situation, this article will propose countermeasures, namely strengthening precision marketing of new media, increasing new media marketing channels, paying more attention to user needs, attaching importance to integrated marketing of new media, increasing investment in new media marketing, providing theoretical guidance for related fields, and promoting the sustainable development of China's new media marketing industry, which is of great significance.

Keywords: Mobile Internet Era; New Media Marketing Market; Marketing Strategy

1. Introduction

With the rapid development of new media today, China's new media marketing industry has welcomed favorable development opportunities, but at the same time, it is also faced with many problems. Under the background of the rapid development of new media means and network technology, the traditional marketing mode has been unable to meet the needs of modern new

media. Therefore, in order to better find effective breakthroughs in today's environment changes, the "Internet + new media" marketing method has become the primary choice in all regions, enterprises and industries. This kind of marketing method mainly uses new media as the media, integrating wechat, live broadcast, website and other new media marketing platforms with marketing means, so as to achieve the purpose of integrated marketing.

2. Background and Purpose and Significance of New Media Marketing Strategy Optimization in the Era of Mobile Internet

2.1 Research Background

With the sustainable development of social level and economic level, China's modern service industry has also been a very strong development and play space. For the huge economic pillar of the country, the new media marketing industry has gradually become an important part of the national economic system. Based on the continuous update and iteration of network technology, China related industries are taking digital power and network power as the main goal and important task of the development of various industries, and constantly deepening the "Internet +" model. "Internet + marketing" can have a positive impact on promoting the sustainable and high-quality progress of new media, and at the same time, it can also improve the new media on social and economic development and meet the needs of people's production and life. At the end of November 2020, Several departments jointly issued the Opinions on Deepening the "Internet + New Media Marketing" to Promote the High-quality Development of New Media, It clearly points out that the overall idea of "Internet + marketing" to promote the high-quality development of new media: under the premise

of normalized epidemic prevention and control, Using the "Internet plus" approach as a means, Promote the innovation of new media marketing, production mode and service mode and management mode, Promote the innovation of new media marketing products and service models, Expand the space of new media marketing consumption, To form the core ability in line with the new characteristics of mass new media marketing and consumption, Finally, Chinas new media toward high quality and high level [1].

The essence of "Internet +" is mainly to realize the intersection and integration between the Internet and all walks of life in China, which can create a new value and business model on this basis, and create the far traditional single and one-sided industrial operation situation. For the current new media marketing industry, "Internet + marketing" has become a key way to combine the new media and the Internet industry.

2.2 Research Purpose and Significance

The main purpose of this paper is to explore the new media marketing behavior in the current era, investigate and analyze the development status of the new media marketing industry supported by the mobile Internet era, and expect to give more diversified and diversified strategies for the current new media marketing.

With the rapid development of Chinas new media marketing industry, new media marketing has become a key research field. However, in terms of the current research situation, there are few scholars in related fields in China, and the marketing strategy is relatively simple and one-sided. Under this background, the feasible marketing strategy implemented in this study can not only enrich the theoretical connotation of this field, but also provide reference for Chinas new media marketing strategy. This is mainly based on the new media marketing is a professional, marketable industry. Therefore, it is necessary to actively cooperate with professional media, combine various resources, and enrich marketing means on the basis of forming a resultant force, so as to enhance the overall charm of the countrys new media marketing brand in China.

3. Basic Theory of New Media Marketing in the Mobile Internet era

3.1 Connotation of the Mobile Internet Era

Based on the rapid development of social progress and economic level, the new media technology

has been developed and gradually applied in various industries and fields. New media mainly refers to the communication form of providing users with information and services through channels based on digital technology, wireless communication networks, satellites and other channels, as well as computers, mobile phones, digital TV and other terminals, with prominent characteristics of interaction, real-time, large capacity and globalization.



Figure 1. The Diversification of Network Marketing in the Internet Era

The popularization and development of new media has changed peoples original way of life, consumption habits and social communication mode, and significantly promoted economic development and cultural exchanges. It has become an important force that can not be ignored in the development of modern society.

3.2 Concept of New Media Marketing

For new media marketing, mainly according to the needs of the current new media marketing target market, to produce conforms to the requirements of the customer spirit, material needs, and distinctive products, then through media publicity, marketing activities, can occupy a certain degree of weight in the market, help production enterprises to increase economic benefits.

3.3 Overview of New Media Marketing in the Era of Mobile Internet

New media marketing is a new means of marketing, mainly the use of new media technology and marketing closely combination of new marketing forms. With the continuous development of network technology, the new media communication channels, application scope and market content have been greatly expanded. New media marketing is under the support of network technology, combined with the marketing theory, to accurately position the target customers, so as to maximize the marketing effect and drive consumption behavior.

4. Investigation, Design and Analysis of New Media Marketing in the Era of Mobile Internet

4.1 Objects of Investigation

Target customer groups: need to understand the different age, gender, occupation, income level, education level of the basic situation of the group, as well as the Internet shopping preferences, consumption habits, new media marketing decision-making process information, will help to accurately locate new media marketing products, develop marketing strategy that meet the needs of the target market.

New media platform: it is necessary to investigate

and analyze the user scale, activity, content form, user behavior and other data of various new media platforms, so as to choose the most suitable marketing channels and formulate targeted marketing strategies.

New media marketing destination and new media marketing enterprises: to understand their product characteristics, service quality, price strategy and other information, to provide consumers with better quality new media marketing products and services to provide a reference basis.

4.2 Questionnaire Design

Table 1. The Target Customer Group Questionnaire

Target customer group questionnaire		
essential information		
age	sex	occupation
Education level	level of income	
Internet preferences and habits		
Favorite type of Internet shopping products		
Average number of Internet purchases per year		
Annual Internet shopping budget scope		
The most important factors in the process of Internet shopping (such as price, customer service attitude, product quality, etc.)		
New media usage habits		
The most commonly used new media platforms (such as weibo, TikTok, Xiaohongshu, etc.)		
How to obtain product information on new media		
Attitudes to new media marketing advertising on the Internet		

Table 2. Design of the New Media Platform Questionnaire

Design of the new media platform questionnaire		
essential information		
Platform name	User size and activity	Main content forms (such as short video, graphic, live broadcast, etc.)
User behavior		
Major user activities on the platform		
How do users interact with the new media marketing brand on the platform		
Users in the platform of the new media marketing information acquisition habits		
effect of advertising		
The delivery effect of the Internet marketing advertising on the new media platform		
Users acceptance of Internet new media marketing advertising		

Table 3. Questionnaire Design of New Media Marketing Enterprises

The questionnaire design of new media marketing enterprises		
essential information		
New media marketing enterprise name	main products	the target market localization
Services and products		
Features of the new media marketing products provided		
Market feedback of the product		
Competitive advantage and disadvantages		
New media marketing		
Marketing strategy and effect on the mobile Internet		

Cooperation with new media platforms
Opinions and suggestions on mobile Internet marketing

4.3 Analysis of the Questionnaire Results

Analysis on the research results of the target group: the target group is mainly between 25-45 years old, and the ratio of men and women is roughly equal, indicating that new media marketing products should pay more attention to the needs and preferences of young and middle-aged people; the average large-scale Internet shopping is 2-5 times per year, the budget is between 5000-20000 yuan; respondents generally use social media and other new media platforms to obtain product information, among which Taobao, Jingdong and other platforms have the highest frequency.



Figure 2. Various New Media Marketing Platforms

Analysis of research results of new media platform: short video platform and new media marketing strategy websites have large user scale and high activity, which is an important position for enterprise brands to conduct new media marketing. New media marketing advertisements placed on mobile Internet platform generally have a good click rate and conversion rate, but it is necessary to avoid excessive marketing and cause user aversion.

5. Problems Existing in New Media Marketing in the Era of Mobile Internet

5.1 Enterprise Marketing Efficiency Is Low

Although China new media marketing means are tending to diversify at the present stage, there are still some problems of single publicity means, which leads to the low efficiency of enterprise marketing. Specifically, some new media marketing only mainly focuses on large-scale events, promoting the application of TV and other media. For the network, big data marketing

method does not pay attention to, did not do very well. At the same time, the bundled promotion is not deep enough, and did not really form a normal mode, resulting in the failure to achieve the expected effect. In addition, due to the randomness and cost of advertising, to some extent, directly reduce the actual marketing effect, resulting in low efficiency of enterprise marketing.

5.2 The Enterprise Marketing Mode is Relatively Single

Usually, some new media marketing is seriously lack of depth and refinement. Due to the lack of marketing subject as a whole and resource integration management, still too rely on suppliers and other agents to carry out marketing activities, ignore the key role such as social groups and association, leading to marketing way is very single, the application of new media in most cases just a propaganda function, and no specific application to the marketing strategy of each link.

5.3 Online and Offline Marketing Is Difficult to Integrate

Based on the continuous development of the new media environment, Weibo, wechat, short video and so on all reflect the super role of publicity and marketing. However, with the increasing popularity of relevant new media marketing attractions, its actual publicity shows a trend of weakening, with more attention from short videos and microblogs, without too much actual publicity, resulting in the difficulty of integrating online and offline marketing. At the same time, in the process of publicity and marketing, we only focus on a few platforms, and the marketing content is independent, which can not give full play to the strengths of new media, which ultimately leads to the lack of publicity and marketing, and soon loses popularity.

5.4 Insufficient Investment in New Media Marketing

In the marketing process of many related enterprises, there is no too much investment, or the proportion of funds is insufficient, so the funds are invested in product design, and the proportion of publicity and marketing is very small. Especially under the background of the

rapid development of new media, publicity requires a lot of funds. Some related enterprises are too lightly, resulting in the marketing effect is not very good.

6. Countermeasures of New Media Marketing in the Mobile Internet Era

6.1 Strengthen New Media Precision Marketing

In order to effectively strengthen the continuous development of the new media marketing work, it is necessary to focus on strengthening the precision marketing of the new media. In this regard, the APP can be developed and put into use according to the product features.

For the Internet consumer groups, most of the product information is obtained from the mobile phones. In the current background of the new media era, mobile phones have become the most important way for people to acquire knowledge and communicate with others, with the remarkable characteristics of more interactive and targeted. In this regard, the relevant enterprises can make full use of this way, and actively increase and expand the marketing channels. We can use live broadcast to recommend products to consumers, or invite stars to interact with fans, and use the microblog, TikTok, fast hand, etc., to promote products and to cooperate with the media industry, official and celebrities to fully catch the attention of new media marketing groups and attract them to consume. However, it should be noted that in the process, we should pay attention to the platform information feedback, find the remaining problems and deficiencies, and actively correct; for the enterprise, expand the way of news publication, in addition to the traditional paper media, can combine the current headlines, microblog and other hot platforms, to attract the attention of the public; relying on the popular new media marketing information platform, the actual situation to the public, gain goodwill and recognition, fully reflect their own characteristics in new media marketing services, new media marketing products.



Figure 3. New Media Marketing APP Type

Under the wave of digitalization, businesses need to take the initiative to seek a new marketing path of online and offline integration, aiming to create a three-dimensional and diversified publicity matrix. Online marketing can effectively expand the coverage of information and reduce operating costs, while ground interaction can help to enhance users actual experience and brand identity. In order to ensure the sustainable and healthy growth of enterprises, marketing practitioners need to comprehensively consider the respective advantages of online and offline, work out a set of comprehensive marketing plan, and strictly control the product quality in the implementation process. Here are several key steps to implement integrated online and offline marketing: to attract customers attention through online interaction, and then to deepen customers experience through ground activities. For example, merchants can launch new product experience activities on social platforms to attract consumers to the physical stores; immediately upload the ground activities to the Internet to give a wider customer group access to the event information. Businesses can also display the highlights of ground activities through live broadcast and small video to attract more potential customers, and use network data analysis to optimize the ground service experience. According to the online sales data, merchants can accurately adjust the product layout and promotion methods of physical stores to better meet the needs of consumers; build an online and offline linkage system to enhance the loyalty of members.

6.2 Strengthen the Attention to User Needs

In order to ensure the development of orderly and efficient development of new media marketing, the new media marketing user demand attention and market analysis is an essential and important link. To establish marketing means through new media means, we should pay more attention to user needs and market changes, and carry out in-depth investigation and analysis in advance, so as to remain invincible in the competitive environment in today's new media era. Specifically, the marketing strategy of modern new media marketing enterprises is increasingly inclined to the target market, and

the effective application of new media needs to start from the perspective of marketing, fully explore the internal needs of new media marketing personnel, and stimulate their resonance from the aspects of service, product and experience, so as to promote the occurrence of consumption behavior. In the context of "Internet + marketing", consumers are not only new media marketers, but also become important participants in the construction of the market economy system. They upload photos and videos of products to websites to feedback their preferences, views, evaluations and other information, so as to meet the needs for interpersonal communication and experience of a better life. Therefore, in strengthening the attention to user needs, it is necessary to pay attention to consumer evaluation and feedback. Such positive feedback will also be accepted by potential consumers, so as to form the consumption awareness and behavior of new media marketing.



Figure 4. Integrated Marketing Distribution of Mobile Internet and New Media

In this regard, in order to further promote the implementation of marketing strategy in the era of mobile Internet, we need to pay attention to new media integrated marketing. The new media marketing authorities need to give full play to their respective advantages, integrate the resources of different platforms scientifically and reasonably, establish the "new media marketing matrix", and realize the traffic drainage and transformation through the marketing matrix.

At the same time, we should also fully place consumers on the main body position of the whole market, give full play to the role of our own organizer and guide, and achieve high-intensity and deep interaction with consumers, which can continuously stimulate and enhance consumers interest in products, and promote the occurrence of their consumption behavior.

In today's marketing battlefield, the role of new media is increasingly prominent, and it has opened up many novel marketing paths for various enterprises. Marketing practitioners need to tap into the potential of new media such as social networks, portable applications, and electronic magazines, and build a multi-channel

6.3 Attach Importance to the Integrated Marketing of Mobile Internet and New Media

With the rapid development of network technology, it also fully promotes the optimization and reform of the new media industry, so that China's new media platform presents a diversified, diversified and unique development trend. For example, live broadcasting platforms are mainly Kuaishou, TikTok, Volcano Video, etc., and video text information is mainly Weibo, WeChat, Xiaohongshu, etc. They all have their own uniqueness and will produce different aspects of information focus. However, it is unified that it has the characteristics of extensive topic dissemination, user participation in discussion, in-depth display of marketing content, and high traffic transformation.

marketing network, aiming at broadening the market coverage and enhancing the effectiveness of marketing activities. In order to make full use of the powerful functions of new media, enterprises must first understand the unique characteristics and operating rules of different platforms, so as to develop marketing tactics in line with their respective needs. For example, as an important channel for information acquisition, microblog is deeply loved by young people. Its huge user group and many industry experts and enterprises make the promotion of high-quality products and the interaction of fans become an effective means to attract the attention of consumers. WeChat, as the core tool of daily communication, enterprises can use public accounts for efficient marketing, and use the convenience of WeChat payment to improve economic benefits. In addition, enterprises should also pay attention to the collaboration between different platforms to promote resource integration and complementarity. For example, promoting mobile apps through social networks to increase app installations

and user activity. In the process of using new media, enterprises should pay close attention to users data and behavior habits, and achieve target precision marketing. According to the interaction and preferences of users on social platforms, customized marketing content is sent to improve the purchase conversion rate of users.

6.4 Increase Investment in New Media Marketing

In the process of new media marketing in the era of mobile Internet, we must pay attention to strengthening the capital investment in new media marketing, and constantly explore new markets by combining the original product characteristics and product characteristics, so as to attract the masses to drive the economy.

For the work of enterprise new media advertising, it is necessary to improve the overall investment and support, actively cooperate with new media, mobile Internet, TV and other new media, fully display their own marketing characteristics and attraction strength, to ensure that the new media marketing activities can be carried out smoothly. For industry personnel training work, should start from their own actual situation, improve the efficiency of high quality, high level personnel training, and peer-to-peer training for some employees, to network marketing, development, security maintenance and daily update play effect, coupled with the increasing of capital investment, finally fully guarantee the new media marketing services can get sufficient financial security.

7. Conclusion

To sum up, with the rapid development of information and the continuous implementation of all aspects of the national new media marketing industry, new media marketing has been designed at the top-level to the grass-roots level coordination, and unprecedented development opportunities have emerged. Relying on the new media environment, giving more attention to the marketing of the new media marketing industry has become an important issue that the current industry and relevant researchers must focus on thinking about. To this, each enterprise to itself in the new media environment marketing problems have a comprehensive, objective, sober understanding, from the new media era of new media marketing innovation marketing strategy reality, with diversity, diversity, personalized, marketing active and positive innovation, continuous practice and improve new media, the

new media marketing industry influence continue to improve, to achieve a virtuous cycle, finally make the new media marketing can better promote economic development in our country.

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