A Study on Overall Framework of Brand Marketing Strategy of Large and Medium-sized Enterprises in the Context of New Media

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Abstract

In the current new media context, large and medium-sized enterprises in China should take the initiative to adapt to and timely adjust their brand marketing methods to explore effective marketing strategies, in order to improve their position in market brand competition. Because of the tremendous changes of marketing objects, contents and methods in the new media context, in this paper, the author introduces the connotation and characteristics of brand new media marketing, on the basis of which, the author analyzes the characteristics of brand new media marketing from the 3 aspects of audience strategy, content strategy and media strategy, makes clear the focus of brand marketing of medium and large-sized enterprises from the new media perspective. Besides, taking Adidas for example, the author makes an in-depth analysis, aiming to provide a favorable reference for China's large and medium-sized enterprises in the brand marketing management reform, enrich the content of brand marketing exploration and further promote the development of enterprises.

Keywords: New Media, Brand Marketing, Connotation, Strategy.

1. BACKGROUND

1.1 Literature review

The traditional brand marketing has gradually developed under the introduction of integrated marketing theory of Schultz et al. In the new media context, with the increasing Internet marketing methods and rapid development of digital communication, the integrated marketing communication theory still plays an important guiding role for brand marketing. Since the publication of Big Data: A Revolution that Will Transform How We Live, Work and Think in 2013, the waves of digital and networked marketing start comprehensively. The media-commercialized application technology becomes mature and the network economy starts to shine. At the same time, with the rapid changes of new media technologies, the position of brand marketing in audience has been improved, and brand marketing strategies have also undergone fundamental changes (Li, 2014). In the brand marketing process of medium and large-sized enterprises, the establishment of the marketing program, the contents for reference and considerations of various aspects are also essentially different – corporate brand has a brand-new marketing environment, namely the new media context. When the mass-oriented brand marketing encounters the new media marketing environment, the traditional commercial advertising and public relations measures cannot meet the new marketing and development needs of corporate brands, the public is still in a period of confusion as for the marketing environment in the new media context, and there are relatively few researches on it in China and abroad, so that large and medium-sized enterprises have entered a new cycle of brands, and innovative brands and their marketing strategies have become the key points.

1.2 Research objectives

In the new media context, the brand marketing environment has undergone tremendous changes. In this regard, exploring the connotation and characteristics of brand marketing and digging into scientific and efficient marketing strategies can fully guide the practice marketing activities of large and medium-sized brands in China to develop orderly, change the present situation of being monotonous, large investment and low efficiency in traditional brand marketing and really make the marketing of enterprises move toward the era of new media communication (Luo and Wang, 2014). Digging into the brand marketing strategies of medium and large-sized enterprises in the new media context can deeply explore more efficient brand promotion strategies, guide enterprises to establish systematic marketing programs, enhance their brand value and enhance their overall
competitiveness in the market, promote the development and construction of the overall social economy and informatization, and promote the optimization and transformation of the social industry, which plays a vital role in both corporate brand marketing and social economy practices (Sun, 2017). At the same time, the author also creatively explores the changes that have taken place in the way of corporate branding in the context of marketing communication, and re-examines its significance for the economic development of large and medium-sized enterprises in China, information dissemination and the society from the perspective of basic theories.

2. CONNOTATION AND FEATURES OF BRAND MARKETING IN THE NEW MEDIA CONTEXT

2.1 Concept of new media marketing

New media marketing mainly refers to the process of carrying out all-round brand promotion through the modern advanced network information technology and other digital communication channels. After the advent of the multimedia era, multimedia technology are gradually developing at an astonishing speed and are widely applied in various fields of the society (Shang, 2017). At the same time, multimedia technology also makes great changes in people's daily life, enriches the content of their lives, and repeatedly meets the actual needs of different people. In order to be able to narrow the distance from consumers, enterprises are also actively developing and applying new media technology. Media marketing is a series of media technology-related activities implemented by large and medium-sized enterprises in order to strengthen the close contact with consumers (He, 2017). Using new media technologies, such as tablets, smart mobile, notebook, etc., to convey the brand's basic concepts and design content to the modern public and receive prompt feedback from the general public, enterprises can not only provide personalized and targeted digital services but also can truly achieve the effect of personalized marketing of brand information according to the multimedia interaction. The marketing model is mainly determined by the specific publicity function of the mainstream media in the society, that is, the mainstream marketing model in the society determines the basic forms of marketing model.

2.2 Features of new media marketing

2.2.1 Diversity of marketing media

New media are characterized by being intelligent, large space, strong interaction and simple operation. Search engines, network interaction, online video and online advertising rapidly occupy the main positions of new media, and become the focus the attention of various large and medium-sized enterprise brand marketing and investment direction, bringing considerable economic benefits to the enterprises (Han, 2017). The era of rapid information dissemination has produced a large number of new things, e.g. Baidu, Google, Netease and other new search engines are leading the new media into a field of information retrieval, and search engines naturally become the main representatives of new media at current stage. The emergence of online social media has opened the door to a new world for brand marketing of enterprises and bring more promotion platforms, among which WeChat and micro-blog are well-known to be public.

2.2.2 Enthusiasm of marketing audience

Under the dual operation of social media and information technology, the amount of information accepted daily by the public tends to gradually increase. Therefore, in order to cope with such a large amount of information, the public begin to make self-improvement willingly, gradually grasp the methods of information spread, can distinguish the good information from the bad, and constantly explore information corresponding with their values and cognitive level, and thereby determine their actual behaviors (He, 2017). At the same time, the public demand for corporate brand has also undergone major changes, from product quality to product appearance and from product pricing to the recognition by more friends around them.

2.3 Complexity of marketing

With the change of marketing environment, the media of brand marketing are also growing and merging. In the process of promotion, the main objects of corporate brand marketing become recipients of brand information. And in brand promotion, because of different groups of media audience, the public receiving brand information cannot be identified, and the brand influencers target audience have undergone significant changes (Cui and Zhou, 2016). More and more experts and scholars are engaged in comprehensive analysis of enterprise brand information marketing. As for brand promotion, an important part of social information transmission, different media
promotion can make the enterprise brand marketing no longer independent as a simple process of information dissemination, but a sound system of marketing services.

3. CONSTRUCTION OF OVERALL FRAMEWORK OF BRAND MARKETING OF LARGE AND MEDIUM-SIZED ENTERPRISES IN THE CONTEXT OF NEW MEDIA

3.1 Audience strategy of brand marketing

Adidas is one of the middle and high-end sports brand loved by the public. Since its inception, Adidas has always insisted on providing users with the most comfortable auxiliary devices to stimulate their sports inspiration and will pay special attention to brand innovative development. As Adidas insists to provide users with the most fashionable, comfortable and unique services, it continues to adjust and refine in the its development process, and segments its product categories, functions and targeted audience. In the context of new media, as the audience of brand marketing, Adidas Company addresses the needs of different consumers mainly through the following effective ways (Hu, 2016). Firstly, to analyze actual needs of audience from data. In the era of new media, data have higher value. And with the support of cloud computing technology, Adidas Company started a new development strategy in 2013 and developed a series of products of Adidas + model, so that consumers can fully incorporate themselves into residential life, and Adidas Company can use the relevant equipment and detailed data collected from market to carry out comprehensive analysis to identify the actual needs of the audience, so as to improve the overall quality of brand services and win recognition of more consumers. Second, to strengthen the link between brand and audience (Zeng, 2016). In decades of development, Adidas has never stopped personalized and customized services, which are more in line with consumer demands in the current multimedia context; and driven by the modern technologies, the customized services are more efficient, e.g. Adidas kids' shoes products provide consumers with customized services and consumers can participate in the design process to have truly unique products. The specific steps are shown in Figure 1.

![Figure 1. Adidas Kids' Custom Service](image)

In the context of new media, Adidas, adhering to pay great attention to the needs of consumers, has taken the initiative to adopt an audience strategy. Through advanced and new technologies, Adidas constantly retrieves consumption habits of different users to optimize brand services and enhance consumer enthusiasm for participation, which is an important factor that makes it at the forefront in the field of sporting goods for a long time (Zhu, 2013).

3.2 Content strategy of brand marketing

3.2.1 Focus on consumers and their feelings

<table>
<thead>
<tr>
<th>Title of account</th>
<th>Service object</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adidas</td>
<td>Ordinary user</td>
</tr>
<tr>
<td>Adidas Store</td>
<td>Product consumer</td>
</tr>
<tr>
<td>Adidas Basketball</td>
<td>Basketball enthusiasts</td>
</tr>
<tr>
<td>Adidas Football</td>
<td>Football fans</td>
</tr>
<tr>
<td>Adidas Running</td>
<td>Runner enthusiasts</td>
</tr>
<tr>
<td>Adidas training</td>
<td>Sports enthusiasts</td>
</tr>
<tr>
<td>Adidas Women</td>
<td>Female consumer</td>
</tr>
<tr>
<td>Adidas Sportswear</td>
<td>Sportswear consumer</td>
</tr>
<tr>
<td>Adidas DIY</td>
<td>Product customization consumer</td>
</tr>
</tbody>
</table>
From the content formulation, Adidas brand marketing content has shifted from product functions and brand values to product service targets and their feelings (Wu, 2015). From the establishment of Adidas micro-blog, it can be seen that it has carried out a comprehensive classification of its objects of service, and from the observation of Adidas micro-blog for the whole year 2015, it can be found that the promotional contents mainly focused on products of Adidas reduced, which are replaced by more and more product users information, including users' attitude, achievement, feelings of using the products, etc. As shown in Table 1 are the details of Adidas micro-blog audience.

3.2.2 Pay attention to value affirmation by consumers

In the new media environment, Adidas brand marketing contents show a shift from improving product visibility to establishing value affirmation for the majority of consumers. Taking Adidas micro-blog for example again, from the specific micro-blog contents selected at different times, it can be found how Adidas puts it brand marketing content emphasis on consumer value affirmation. The details are shown in Table 2.

<table>
<thead>
<tr>
<th>Title of account</th>
<th>Time</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adidas</td>
<td>216.2.2</td>
<td>Black and white cycles are not so simple.</td>
</tr>
<tr>
<td>Adidas Store</td>
<td>2016.2.9</td>
<td>Rainy season or cold weather, I never fear.</td>
</tr>
<tr>
<td>Adidas Basketball</td>
<td>2016.2.17</td>
<td>Eternal tag, only basketball</td>
</tr>
<tr>
<td>Adidas Football</td>
<td>2016.1.3</td>
<td>Classics come from constantly surpassing ourselves.</td>
</tr>
<tr>
<td>Adidas Running</td>
<td>2016.1.7</td>
<td>Three stripes, two feet, a frenzy. Start from here and go all the way.</td>
</tr>
<tr>
<td>Adidas Women</td>
<td>2016.1.22</td>
<td>At this moment, the world is yours.</td>
</tr>
<tr>
<td>Adidas Sportswear</td>
<td>2016.1.28</td>
<td>Forget the mess, pursue the purity of the heart.</td>
</tr>
</tbody>
</table>

It can be seen that in the majority of brand marketing, Adidas no longer tries to hard sells products, but use value affirmation to align with consumers.

3.2.3 Make full use of celebrity effect

In the development of brand marketing contents, in order to attract more public attention, Adidas often uses big events as main contents of marketing. In 2008, when Liu Xian, a famous hurdler, announced his retirement, Adidas worked overtime to make print ads and put them in various mainstream media platforms (Ma, 2015). In 2014, when Li Na, a famous tennis player, proposed a formal retirement, Adidas immediately took the spirit of Li Na as a slogan, which not only promoted its own brand, but also the indomitable spirit of sportsmanship. Besides, Adidas sponsors sports events of all types every year and becomes a brand sponsor of sports wear and peripherals, and among such sports events, there are many international ones, which makes Adidas attract worldwide attention. Adidas actively uses the resources of sports stars and big sports events to organize brand marketing content innovation and once became the focus of the society and even the world, which truly realizes the ideal effect of brand marketing.

4. MEDIA STRATEGY OF BRAND MARKETING

Online video has been a new media marketing channel that continues to grow. The number of online video users in China reached 438 million by the end of 2013, while in 2015, the monthly number of users who watched program via online video exceeded 466 million, and users of online video media have the absolute right to choose their own, which brings strong user stability and optimistic marketing. Online video has been developing at an astonishing speed. In particular, the mobile client online video has more market space. Adidas has fully mastered such a development prospect and continuously increases capital investment in online video (Shu and Xiao, 2015). Adidas brand marketing in online video mainly rely on sponsoring sports competitions with sports equipment and clothing in sports competitions and sports stars, which makes the public pay attention to its products when watching the game, thus stimulating their consuming desires. Figure 4 shows China's the proportion and proportion of online video users in 2010-2016.

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The rapid development of e-commerce has brought tremendous impact on traditional commerce. More industries have joined the development mode of e-commerce. As a leader of the commodity manufacturing industry, Adidas has also taken full advantage of such changing opportunities. The main advantage of e-commerce is that it can not only sell products and reduce costs, but also is a new product of the better modern marketing environment in itself. With the characteristics of directness, richness and guidance, as for the brand promotion in network marketing outlets, Adidas usually focuses on e-commerce platforms, shopping carnivals organized by e-commerce platforms, and the major group-buying websites. Adidas not only has its own physical stores, but also has its own direct flagship stores online, which promote products and further promote brand marketing (Jiao, 2013). Adidas is also actively involved in shopping carnivals, e.g. in the Double 11 online shopping carnival which enjoys great popularity, Adidas is among the top 3 sports brand sales each year. In the Double 11 online shopping carnival 2016, Adidas achieved a total sales income of 232850 million RMB Yuan, accounting for 15.67% of the total online sales. In the related group-buying websites, Adidas is even more as a representative of sports brands and becomes a strong brand by which other companies promote their own shopping platforms, which fully enhances the brand awareness of Adidas.

5. CONCLUSIONS

Corporate brand marketing is mainly based on the core values of brand - establishing brand marketing contents, setting up brand image, promoting brand sales, meeting actual needs of the public and building consumer confidence through a variety of marketing methods, the ultimate realization of value brand promotion can be achieved. In the era of new media, various media have become a brand-new trend in marketing and promotion. In the new marketing environment, enterprises should make full use of various media channels to guide their brand promotion activities. As for the audience strategy, enterprises should make full use of new data technology to strengthen brands' public positioning and narrow the distance between brands and consumers at the same time, and make clear the consumer-oriented brand promotion. In terms of content strategy, enterprises should further enhance the focus on formulation of service contents according to the status of the audience, optimize brand contents and enhance brand service awareness. In the media strategy, enterprises should try their best to choose the way that matches the context of social media and make scientific and rational adjustments according to the consumption habits of the public. The strategies above aims to make corporate brand marketing truly adapt to the context of new media. Of course, the above marketing channels are not suitable to all enterprises. Enterprises should choose and design brand marketing programs based on the actual promotion of their own brands and take advantage of a synergistic efficiency among various strategies so as to maximize the best results for marketing.

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