Optimization Study of New Media Operation on Enterprise Application Strategy

Yiwen Shi[1,a,*]

[1]*College of Business & Public Management, Wenzhou Kean University, Zhejiang, China*
a. shiyiw@kean.edu.cn
*corresponding author

Abstract: With the rapid development of Internet technology and the popularization of smart devices, new media platforms have become an important channel for modern information dissemination. This study will focus on the optimization measures of new media operations on the application strategies of enterprises and will focus on how most enterprises can increase market penetration and user interaction through new media platforms and study the impact of this change on the marketing efficiency and cost of enterprises. This research adopts a combination of quantitative and qualitative analysis to examine the actual effects and ROI of new media marketing campaigns by analyzing big data. Meanwhile, the successful marketing strategies of platforms such as TikTok are analyzed in-depth through case study methodology, exploring the data-driven mechanism and user behavior analysis behind them. According to research, new media marketing has high cost-effectiveness compared to traditional marketing means. It is not difficult to conclude that new media provide powerful marketing tools for enterprises, enabling them to achieve efficient market penetration at lower costs. However, enterprises also need to face the challenges of fast content updating and the risk of online public opinion, and a high degree of freedom of expression is one of the drawbacks of new media platforms. Therefore, enterprises in the future should pay more attention to the flexibility and innovation of new media strategies, and constantly adjust and optimize their marketing strategies to adapt to the fast-changing market environment and Internet environment.

Keywords: New media marketing, business strategy optimization, user interaction, data-driven marketing, market penetration.

1.   Introduction

This study looks at the transformation of corporate marketing strategies in the era of the new media boom. With the popularization of the Internet and smartphones, the rise of new media has dramatically changed the way information is disseminated and consumer behavior patterns. Against this background, it is of great theoretical and practical significance for modern enterprises to explore how they can effectively utilize new media tools for marketing. Therefore, this study is of great value in helping enterprises optimize their marketing strategies and improve their market competitiveness.

This study focuses on the specific aspects of the impact of new media on the marketing methods of enterprises, especially focusing on how enterprises can improve user interaction, enhance customer loyalty, and improve marketing efficiency through new media. The literature analysis method is used

to find and read relevant information and literature, and the advantage of this method is that it can well analyze and synthesize the existing research, providing a solid theoretical foundation and a broad perspective for this study. In addition, an in-depth analysis of the new media marketing practices of successful enterprises through the case study method is conducive to revealing the effectiveness and adaptability of enterprise marketing strategies in the new media environment.

The ultimate research objective of this study is to reveal the best practices and potential challenges of corporate marketing strategies in the new media environment and to achieve this objective, case comparisons across multiple industries were conducted to explore the cost-effectiveness and user engagement issues of new media marketing. Through these studies, it is expected to provide strategic guidance and decision support for companies to help them better utilize new media tools to achieve their marketing goals in the dynamically changing market environment.

2. Background and Concepts

2.1. Development of New Media

The term new media, which originated at the end of the 20th century and flourished in the 21st century, generally refers to forms of media that disseminate information through digital technology and online platforms, such as social media, mobile apps, and short video platforms. Compared with traditional media (e.g., newspapers, television, radio, etc.), new media do not have top-down hierarchical control, and users act as consumers and producers of information at the same time, in the new media model, information is characterized by fast dissemination speed, high interactivity, and wide coverage [1].

The birth of new media can be traced as far back as 1969 with the founding of Apa.com, the predecessor of the Internet, in 1991, when Tim Berners-Lee posted the first web page, marking the birth of the World Wide Web. Subsequently, in the 2000s, the millennial generation, social media produced an explosion, during which the following categories of big events occurred: the founding of Facebook in 2004, the founding of YouTube in 2005, and the founding of Twitter in 2006 [2]. However, this paper will be centered on the period of the 2010s, the boom period of mobile internet and multimedia content. With the rapid development of Internet technology and the popularization of smartphones, new media platforms sprang up, with Instagram launching in 2010, and TikTok in 2016, quickly becoming one of the most popular short-form video platforms in the world. The period changed the way information is disseminated and received [3].

2.2. Demand Orientation

In China, people's disposable time is becoming increasingly fragmented, a phenomenon driven by several factors: first, China's work culture is characterized by high intensity and long working hours, especially in highly competitive big cities such as Beijing, Guangzhou, and Shenzhen. This work culture often leads to a high degree of irregularity in the work and rest schedules of office workers, leaving them with only fragmented time to deal with personal matters and for leisure and entertainment. Second, globalized and networked work environments have introduced more flexible but longer-duration work patterns, and many jobs require coping with communication across time zones, which blurs the boundaries between work time and personal time, further increasing time fragmentation. Finally, modern living and working environments encourage multitasking capabilities, although in practice this can lead to reduced efficiency. Studies have shown that when employees are engaged in multitasking, their productivity may decrease significantly, by as much as 27.5%, and only 2.5% can be efficient in a multitasking environment. This quest for efficiency drives people to switch frequently between multiple tasks and roles, making it difficult to maintain continuous prolonged focus [4].

Therefore, new media, short videos, and such brief information streams are more in line with the needs of young people. With the popularization of smartphones and mobile Internet technology, people, especially young people of "Generation Z", can access information and entertainment content at any time and any place. According to the data, 57% of Gen Z prefer to learn about new products and services through short videos [5]. The data also further suggests that the readily available information flow of new media is more in line with young people's time-fragmented lifestyle and work style and is gradually becoming their main way of information consumption [6].

3. The Evolution of Business Marketing

In the new media era, the evolution of corporate marketing is notably reflected in the shift from traditional to digital marketing. Traditional marketing relies on one-way communication channels such as television, newspapers, and outdoor advertising, which are often costly and difficult to accurately measure returns, and the generalization of delivery methods and difficulties in audience targeting result in very low utilization of costs. The rise of the Internet has led to the gradual adoption of digital tools such as websites, emails, and search engine optimization (SEO) to increase interactivity and personalization. In particular, with the rise and explosion of social media and mobile marketing, companies have begun to use platforms such as Facebook, Twitter, and Instagram to engage with consumers in a more direct and personalized way. In-depth major platform user groups, especially for young people's company project planning, for the new online marketing activities for the release and push, through big data, customer profiling, information push function of the gradual optimization of the young people's response, participation, and post-event feedback, the new media backstage data synchronization follow-up and statistics is also conducive to better help enterprises to summarize whether a campaign is successful or not and to discuss whether to continue this kind of campaign through senior management.

This shift improves the interactivity and targeting precision of a company's marketing campaigns, enabling the optimization of marketing strategies through data analytics and enabling companies to adjust their upfront budgets and balance revenue and expenses based on consumer behavior and preferences.

At the same time as the transition, a new form of marketing - live streaming with goods - is rapidly gaining popularity on platforms such as Xiaohongshu, TikTok, Taobao, etc., which marks the gradual decline of offline forms of marketing, especially during the New Crown Epidemic, when the gradual acceptance of takeaway and the accompanying popularity of online ordering became one of the leading causes of the wave of retail store closures. According to the data, more than 10,000 chain stores closed in the UK in 2021, compared to the relatively high survival rate of brick-and-mortar stores in large shopping malls through partnerships with well-known brands and the exposure provided by the malls, and the impact of the mall's distribution plan on customer traffic and marketing volume will not be discussed in this paper.

The evolution of marketing approaches reflects not only technological advances but also changes in consumer behavior, particularly in access to information and shopping habits. It highlights the importance of digital transformation, which requires companies to innovate and adapt to new market demands while remaining competitive.

4. The Impact of New Media on Business Marketing

New media platforms for users to provide a higher degree of interactivity, and enterprises can be created through the operation of the department and the official account for comments, likes, shares, and other ways to interact with users in real-time, brand stickiness and user loyalty to improve, through the recommendation of the benefits given to increase the probability of mutual referrals

between the customers, and is conducive to the development of the enterprise to pilot new customer markets, and so on.

Using backend data-driven marketing, i.e., using data analysis tools to analyze user behavior and interests and conduct accurate marketing, thus improving marketing efficiency and conversion rates.

Compared with the expensive cost of traditional media advertising, new media marketing is less expensive and easier to realize small inputs and large outputs due to viral marketing and the spreading effect of social media. In one study, social media game campaigns were 6.5 times more cost-effective than banner ads and brought 5.67 times more visits than banner ads [7]. Not only that, as far as a normal enterprise is concerned, cooperating with platforms such as Xiaohongshu and TikTok to realize traffic priority push, through bloggers with goods, soft advertising, etc. can often harvest a large amount of traffic, however, this method is relatively high compared to the company's independent establishment of a department to operate from scratch at a higher cost, and the rate of return is also higher.

The successful case study of TikTok demonstrates how its rise as the world's leading short-form video platform is the result of a multifaceted strategy execution. First, ByteDance's globalization strategy is evident in its launch of dual versions of its apps: TikTok for the Chinese market and TikTok for the international market. This strategy not only takes into account cultural differences and network policies in different markets but also effectively expands its global user base through a localized content strategy [8]. This combination of globalization and localization is one of the key factors for its success.

Through the acquisition of Musical.ly in the previous period, TikTok not only rapidly expanded its influence in the North American market, but also promoted global cultural exchanges through the cultural diversity of the platform, taking the popular background music as an example, Chinese bgm will enter the European and American markets in a unique form and become popular. The cross-cultural content strategy not only enhances the attractiveness of its content but also enables the platform to attract a wider international user base [9].

According to available data for 2023, ShakeMe and its international version TikTok have more than 1.092 billion users worldwide, which provides a huge potential source of revenue for its ad placement. In fact, in 2023, ShakeTok's ad revenues reached a staggering $13.2 billion, an increase of 33% year-on-year, an increase that not only proves the success of its market penetration but also demonstrates its strong appeal in the advertising industry [10,11]. The success of this dual-version strategy demonstrates that TikTok can create globally resonant content through cultural fusion, leading to deeper global market penetration.

TikTok not only has a large user group but also, its user group is also exceptionally diverse and especially attractive among young people around the world. According to the report, young people aged 18 to 24 are its main advertising audience, accounting for 38.5% of the total advertising audience [10]. This data not only reflects the wide influence of Jitterbit in global youth culture but also shows its great potential as an advertising platform.

TikTok has been particularly good at content innovation, as the platform continues to introduce new filters, effects, and topic challenges, all of which have greatly enriched the interactive experience for users and set trends in video creation. This persistent pursuit of innovation has enabled the platform to quickly adapt to the needs of young users and changes in the market, maintaining its leading position in the social media space. In addition, TikTok has enhanced the personalized recommendation of content through effective algorithmic optimization, which has further increased user engagement and platform stickiness. Not only that, in the advertising revenue segment mentioned above, ShakeYin is not limited to implanting explicit or implicit advertisements within short videos but has implemented a new type of Internet shopping experience: "live broadcasting with goods", whereby the anchor's live broadcasting content focuses on promoting the sale of goods. During this

period, the anchor introduces the goods by interacting with the audience users and stimulates the audience's desire to buy by cutting the price on the spot (referring to the lower price of the activity compared to other sales platforms) and increasing the sales of the goods. Following China's Double Eleven online shopping event, which is a shopping festival of sorts, the form of live streaming with goods is quickly catching fire in China and is widely accepted by people of all ages.

TikTok has shown a significant advantage in competing with short video apps such as Kuaishou and Bilibili, mainly due to its globalization strategy, efficient content recommendation algorithms, strong commercialization capabilities, active user community, and in-depth brand influence.

5. Optimization Recommendations for Enterprise Application Strategies

Strategy transformation: some enterprises need to shift from traditional marketing thinking to digital and new media thinking, emphasize the construction of online channels (platform selection, content building, product promotion) and related account operations, and choose the degree of emphasis on online, the necessity of opening offline stores, etc. according to demand.

Cross-platform integration: The optimization strategy requires companies to integrate marketing on multiple new media platforms to enhance user experience and brand awareness through consistent brand image and marketing messages. Integration also includes acquisition, such as acquiring pre-existing apps to achieve a direct transfer of the customer base; it also includes account acquisition, which eliminates the time and effort required to operate and build up a fan base.

Real-time feedback and adjustment: Enterprises should set up specialized departments to achieve rapid response to market changes and user feedback, through the major new media platforms set up data feedback, when the effect does not meet expectations, timely adjustment or conversion of marketing strategies to meet the real-time requirements of new media marketing. Collecting feedback can also collect user questionnaires and increase the number of questionnaires by filling out questionnaires to give small prizes and other activities. Carefully screen and review high-quality responses summarize the problems, and then make improvements and adjustments in the follow-up. A virtuous cycle is formed under this process.

Innovative marketing methods: Enterprises should constantly explore innovative marketing methods, such as using KOL and UGC for publicity, and increasing user interest and participation through gamification marketing. Take the anniversary campaign of Gu Ming (a Chinese milk tea brand) as an example: one can collect cards by answering questions related to the brand's beverages, which are closely related to the quality of the brand's products, e.g., where are the grapes comes from in the new product? Purchasing a cup of milk tea can also collect cards, and the price of milk tea during the anniversary period is much more favorable compared to the usual activities; set to a certain number of different cards can be exchanged for rewards of high value, as high as a few thousand to tens of thousands of yuan, stimulating the desire of customers to buy, collect cards and preferential two-pronged approach to the sale of small profits, so that Gu Ming in the anniversary of a record-high turnover, but also harvested a good reputation! This has led to a record-high turnover and a good reputation for Gu Ming during the anniversary period, expanding the customer base.

6. Conclusion

The findings of this study show that the high level of interactivity and data analytics provided by new media platforms significantly improve the marketing efficiency and market penetration of companies. From this, it further concludes its research that through new media marketing, companies can achieve higher advertising conversion rates and customer engagement at lower costs. In particular, by using data-driven marketing strategies and user behavior analysis, enterprises can internally pinpoint their

target markets and target consumers, thus optimizing the allocation of marketing resources and improving ROI.

This study provides many valuable references for future research in this direction, mainly affecting the understanding and application of new media marketing strategies. Marketing practices in new media environments have shown that organizations need to continuously innovate and adapt to rapidly changing technological trends to maintain a competitive advantage. Future research should focus more on exploring the application of new media technologies such as artificial intelligence and machine learning in marketing, and how these technologies can help companies achieve finer market segmentation and personalized marketing while protecting consumer privacy.

In addition, with the increasing diversity of the new media user base, future research needs to explore how to better meet the needs of a globalized market through cross-cultural marketing strategies. Through these in-depth inquiries, academics and practitioners can work together to promote the further development of new media marketing theory and practice and help companies succeed in the new market environment

References

[1] Jain, V., & Kulhar, M. (2020). Role of Social Media in Shaping Marketing Strategies in Emerging Markets. Journal of Marketing Management, 36(7-8), 731-749.

[2] Hudson, S., & Hudson, R. (2021). Customer Engagement in Social Media Marketing: A Review and Research Agenda. Journal of Interactive Marketing, 53, 1-14.

[3] Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, Implementation, and Practice. Pearson.

[4] Kumar, V., & Rajan, B. (2021). Social media strategy: Marketing's New Frontier. Journal of the Academy of Marketing Science, 49(1), 5-11.

[5] Yaguara. (2024). Short-Form Video Statistics of 2024 (usage & trends). Retrieved from Yaguara. co.

[6] What to Become. (2023). Multitasking Statistics to Pique Your Interest.

[7] The Next Web. (2023). Social Media Outperforms Banner Ads.

[8] Chen, H., Papazafeiropoulou, A., & Chen, T. (2020). Exploring the Role of Social Media in B2B Marketing: The Impact of Social Media Use on B2B Sales Performance. Industrial Marketing Management, 89, 75- 85.

[9] Laroche, M., Habibi, M. R., & Richard, M. O. (2020). To Be or Not to Be in Social Media: How Brand Loyalty is Affected by Social Media? International Journal of Information Management, 33(1), 76-82.

[10] DataReportal.(2023). TikTok Users, Stats, Data, Trends, and More - Global Digital Insights.

[11] Yaguara.(2024). Short Form Video Statistics of 2024 (Usage & Trends).