

Research on Marketing Strategies for Optimizing Entertainment Products Using the Internet

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Abstract: The rapid development of science and technology has profoundly altered the way people live and consume. As a significant aspect of cultural consumption, the marketing approach to entertainment products has undergone a profound transformation in response to the Internet. The traditional marketing of entertainment products is mainly reliant on the use of television advertisements, newspaper publicity, and other offline activities. Though these methods have achieved notable results over time, their reach and marketing power are constrained, making it challenging to meet the diverse and personalized needs of today's consumers. The paper aims to explore the potential of the Internet and online media to enhance product marketing strategies in the entertainment industry in the digital age. Through a comprehensive analysis of literature reviews, case studies and data studies, this paper explores the concept and current status of online marketing, as well as the application of online marketing in entertainment industries such as movies, music and games, and how existing data analysis can be used to help the modern entertainment industry optimize its existing online marketing strategies. The results show that by rationally applying online marketing strategies and adapting them to local conditions, not only can audience and user engagement be increased, but sales performance and brand image can also be significantly improved.

Keywords: Entertainment Industry, Online Marketing, Digital Marketing, Marketing Strategy.

1. Introduction

In the digital age, the internet and online media have profoundly changed people's lifestyles and consumption habits, and the entertainment industry is no exception. Under today's market conditions, more than 75% of consumers spend a large part of their daily lives in a digital environment [1]. Therefore, using the internet for new marketing techniques based on information and communication technology, entertainment industry companies can use online media platforms to promote and sell to different groups in a personalized way, which not only expands market coverage, but also more accurately reaches target consumers and discovers more potential consumers [2]. There is no doubt that digital marketing has become a prerequisite and a key factor for the success of entertainment industry companies [1]. This paper examines the application and effectiveness of online marketing strategies in the entertainment industry through a comprehensive review of the relevant literature, detailed case studies, and rigorous data analysis. In particular, the extant literature is examined in order to gain insight into the current state of different types of online marketing strategies employed

in the entertainment industry. Three specific case studies are employed to analyze successful online marketing strategies and their efficacy. Furthermore, data analysis is employed to assess the efficacy of distinct strategies and to identify avenues for enhancing their effectiveness. In conclusion, this paper explores the current status of online marketing strategies in three distinct entertainment industries, evaluates the efficacy of various online marketing strategies, and explores methods for optimizing the online marketing strategies of the entertainment industry through the use of existing data analysis tools, with a view to providing reference for relevant enterprises to help them better utilize the Internet for marketing and sales, and to improve their market competitiveness and brand influence.

2. Overview of the Entertainment Industry and Online Marketing

2.1. Entertainment Industry Development and Current Situation

The global economy has been significantly affected by numerous considerable challenges in recent years, including inflation, disease, and armed conflict. Figure 1 demonstrates that, despite a 5.4% increase in global entertainment and media revenue in 2022, there has been a notable deceleration in growth compared to the 10.6% expansion observed in 2021. Forecasts indicate that this growth trajectory will continue to decelerate in the coming years. However, the advent of e-commerce and the concomitant increase in the time consumers spend on digital platforms have created a significant opportunity for growth and development in certain entertainment industries. The number of people watching movies worldwide is currently increasing year by year, and by 2025, box office revenues will reach pre-pandemic levels, increasing from \$39.4 billion in 2019 to \$43 billion [2].

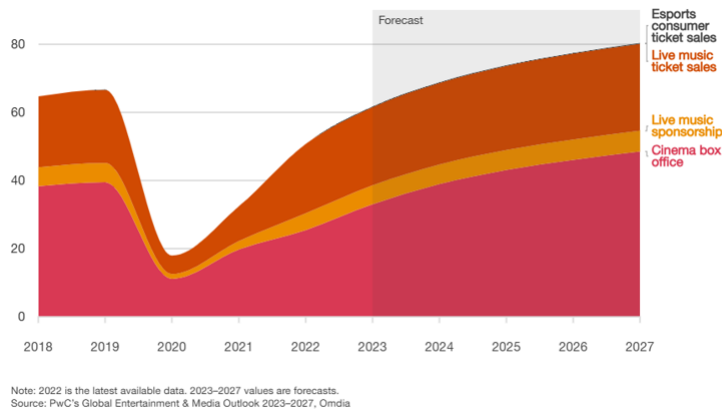


Figure 1: Global Live Event Revenue [2]

In addition, live music has become more popular in recent years. In 2023, revenues from live music and cultural events exceeded the pre-pandemic peak in 2019. In April 2023, Tokyo hosted a number of live music events, including concerts by Bob Dylan, Eric Clapton and the local leading punk band Starbems. In the same month, the Nita Mehta Ambani Cultural Centre in Mumbai was inaugurated as a pioneering multidisciplinary cultural space. Indian and international superstars, fashion leaders and renowned artists took part in the launch of the center [2].

Figure 2 shows the rapid growth of the gaming industry, which is now one of the pillars of the global entertainment industry. As this ever-expanding industry continues to attract the attention of all demographic groups, especially the younger ones, gaming is becoming an important medium for consumer spending, advertising, and industrial creativity. Some well-known video games have evolved into significant inspiration for some popular movies and TV series. For example, *The Super Mario Bros. Movie* became the first game-based IP to gross over \$1 billion worldwide [2].

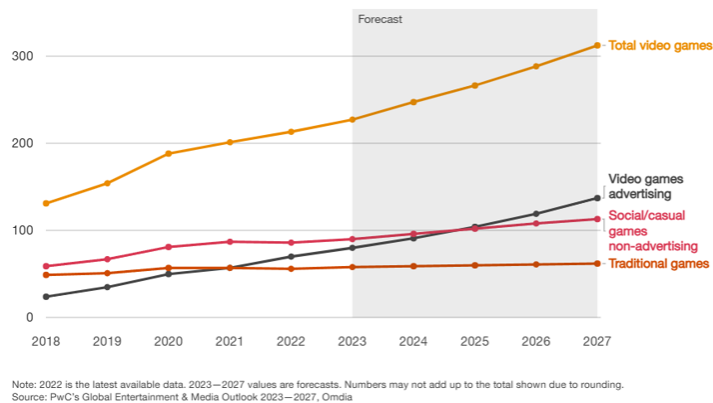


Figure 2: Global Entertainment Industry Revenue Comparison [2]

2.2. Internet Marketing Basics

The principle of online marketing is to use the internet to collect information and support marketing activities through the use of communication technology to better meet consumer needs. Online marketing is an integral part of the digital transformation process of a business, with the aim of increasing sales revenue and profits and achieving higher customer satisfaction. Through websites, emails, social media platforms, and blogs, online advertising is used to find and engage users and provide opportunities to help customers [3]. Inbound marketing is the primary form of online marketing that requires companies to carefully target groups and communicate with these potential customers through high-quality content and a high level of integration with the Internet (e.g., through the use of themed blogs, social media campaigns, and email marketing). This type of marketing helps to showcase the company's quality products and services to consumers. Therefore, companies need to optimize their search engine rankings through search engine optimization and provide their customers with the necessary information. This is the key to successful inbound marketing [4]. Currently, the world's major social networks are estimated to have 3.1 billion online users [5]. The vast number of users and the diversity of social media platforms on the Internet are creating new opportunities for consumers to share products. In recent years, the development of digital marketing through social media has gone beyond its original purpose as a social networking platform. By making good use of digital marketing, companies can quickly gain market insights, make their products known to more people, enter new markets and gain a competitive advantage [6].

3. Application of Online Marketing Strategies in the Entertainment Industry

3.1. Online Marketing Strategies for the Film Industry

The film industry has undergone various technological changes over the course of its long history, but the changes in the digital age have been even more profound. The advent of the digital age has changed the way the traditional film industry sells its products. For example, the severe pandemic has fueled the growth of streaming services, and people have spent more time watching movies on TV, computers, tablets and other digital devices instead of going to the cinema. As a result, some companies have begun to try new ways to sell their films. For example, Universal/Comcast's *Trolls World Tour*, released for the first time as a video on demand, generated close to \$100 million in pay-per-view revenues, most of which went directly to the studios. At the same time, these films can be released on different digital platforms, and they can be distributed to every corner of the world at a much faster rate [7]. The use of emerging platforms, such as digital internet, can provide considerable direct benefits for these films. In addition, digital online media platforms also provide powerful tools

for filmmakers. Through platforms such as Amazon Prime and Netflix, filmmakers can not only use back-end data to analyse which narratives are effective and which stories are more in line with the tastes of the audience, and better predict the popularity of films, but they can also visualize these stories to meet consumer preferences [7].

3.2. Online Marketing Strategies for the Music Industry

Relevant studies have shown that marketing methods and strategies in the music industry have undergone a radical and systematic transformation in the digital age. Most music artists, whether they have already gained fame or not, now use social media platforms to promote self-marketing. The rise of diversified social media, such as Instagram and TikTok, has significantly weakened the control of traditional record companies over song marketing. Through the Internet and social media platforms, more and more music artists can interact directly with their fans [8], and release new songs, music videos or behind-the-scenes footage. This strategy not only increases exposure but also fosters a closer relationship between consumers and music artists, which is more conducive to artists' understanding of consumers' preferences and feedback on their work. Some music creators value the evaluation of user communities on social media platforms such as YouTube, which has gradually become a user-driven marketing strategy that not only affects consumers but also artists. The two-way interaction between community music authors and consumers on social media platforms proves that this initiative can encourage artists to adopt more "pro-social" behaviour and make their works more in line with social needs. These social media platforms have also become one of the tools for artists to promote their works and reputations [8].

3.3. Online Marketing Strategies for the Gaming Industry

The gaming industry has emerged as one of the most competitive and attractive sectors for Internet start-ups in recent years due to the Internet's rapid development [9]. By 2017, sales in the computer and video game business had increased to \$82 billion from \$67 billion in 2012 [10]. Over 120 million Chinese citizens have played at least one online game, according to a poll conducted in that country. According to the poll, Chinese gamers play for 7.3 hours on average per week, and 21 percent of them play for more than 10 hours [11]. This shows that the gaming industry is an integral part of the entertainment industry, and the gaming industry is developing at an astonishing rate. For example, the famous Chinese mobile game "Honor of Kings" has been a huge success in mainland China, with the number of users increasing from 120 million to 201 million from December 2016 to May 2017. The success of the game is inextricably linked to its accurate positioning, which is manifested in the use of game stories and mechanics that meet the preferences of young people to target users in the young population. At the same time, the vendor has developed a pricing strategy based on consumer psychology, with a free-to-play in-game purchase mechanism to generate profits with lower in-game spending, while frequent promotions during holidays attract consumers to purchase. In addition, the manufacturer is good at promoting and live-streaming on major social media platforms to attract potential customers to play and learn. In addition, the game has followed the rise of eSports, often hosting competitive tournaments in the Internet age to attract the attention of other groups [9]. The vendor is also adept at publicizing and live streaming on major social media platforms to attract potential customers to play and learn.

4. Internet-Optimized Entertainment Product Marketing Strategy

4.1. Content Marketing Strategy

Nowadays, with the continuous development of the Internet and the birth of various social media platforms, the proliferation of various online social networks has been promoted [12]. These networks can generate a huge amount of data, and in the face of this data, companies need to focus on data-driven strategies when using the Internet for online marketing. A data-driven strategy involves collecting appropriate data, analyzing it in a scientific and effective manner, and then passing it to the marketing department and strategic partners to use the data to improve marketing efficiency, make decisions based on the data, and communicate the decisions to key stakeholders [13] [14]. In the current business environment, consumers are able to learn about the details of goods and the reviews of other users on the Internet, so consumer demand and choice are more uncertain than ever. Understanding consumer behaviour is an integral part of organizing marketing planning, and it is particularly important to use digital-driven strategies to help companies market and achieve business goals [14]. The collection of large data sets via the Internet enables data companies to analyze and comprehend consumer behaviour and the purchasing proclivities that underpin these behaviors, which facilitates the understanding of customer needs, the enhancement of customer experience and satisfaction, and the subsequent increase in sales. Concurrently, the utilization of big data analysis enables more accurate prediction and analysis of the market dynamics in which the company operates, allowing for optimization of marketing decisions via observation of the market and competitors, timely adjustment of marketing plans and policies, and reduction of resource wastage. Concurrently, the comprehension of consumer data enables the presentation of tailored advertisements, thereby enhancing the efficacy of advertising and marketing initiatives and the return on investment, while simultaneously attracting a larger pool of prospective consumers. The implementation of data-driven strategies can effectively enhance the competitiveness of enterprises. However, the implementation of data-driven strategies necessitates the availability of specialized personnel to oversee the handling of data. Besides, the challenges of data storage and the protection of customer privacy present significant obstacles for organizations seeking to leverage data-driven strategies. As a result, it is imperative for companies to gain a comprehensive understanding of their market positioning in order to guarantee that they allocate the optimal level of financial resources towards the development of a digital-driven strategy.

4.2. Data-Driven Strategy

In today's digital society, content marketing, as an important part of digital inbound marketing, has the potential to generate value and engagement among consumers. Therefore, content marketing aims to allow companies to attract and retain target customer groups by creating and distributing personalized and valuable content that is relevant to the target customer group, ultimately driving customer behaviour to purchase [15]. The three characteristics of content marketing are "non-paid", "paid" and "social", which are reflected in content marketing encouraging companies to build a good relationship with customers, provide product knowledge and services, and make sales. It also allows customers to express their own opinions. Companies can develop brand stories and product advantages through blog posts, infographics and videos. Through these channels, consumers can learn valuable information about the company and its products in a variety of ways [15]. In conclusion, based on data, it is possible to develop personalized marketing plans, optimize the timing and channel selection for advertising entertainment products, and improve the relevance and effectiveness of content promotion.

5. Recommendations for Implementing Online Marketing

New changes in technology, socio-economics, and geopolitics are all having a significant impact on the future of marketing, particularly internet marketing, in today's digital age [16]. The ongoing advancements in computer, communication, and information technologies have made it possible for businesses to handle vast volumes of customer data and, as a result, tailor their marketing more precisely to individual consumers, boosting customer loyalty [16]. The domain of online social media platforms represents a complex, expansive, and rapidly evolving area of digital marketing. The popularity of social media has now surpassed that of email in terms of online campaigns, which demonstrates the vast user base that these social media platforms have amassed. The strategic placement of brief video content and online advertisements across diverse digital platforms can significantly influence the promotion of a company's products [17, 18]. Entertainment companies should diversify their marketing by combining digitally driven strategies with content marketing. In order to increase the profitability of their products, entertainment companies should also use a variety of marketing methods. A digitally driven strategy enables companies to analyze and categorize their customer base. This can be done by starting with a small amount of data and gradually expanding the amount and type of data analyzed using methods such as regression analysis, as well as recruiting professionals who are adept at processing data and building databases in order to develop data processing capabilities. By gradually expanding the database, it is possible to summarize and organize customers' purchasing behaviors and needs, as well as determine its own market position, thereby guiding the improvement of existing products and the planning of future products. For example, regression analysis can be used to determine the appearance of existing game characters preferred by consumers, thus determining the design of future characters. At the same time, companies should carry out content marketing. Once the market positioning has been completed, it would be advisable for companies to enhance the description of the brand value. For instance, it would be advisable to establish official social media accounts and official website pages, with the objective of providing a clear description of the brand advantages. Moreover, businesses should proactively expand their promotional channels and adapt them to the specific characteristics of each channel. For example, enterprises should utilize a variety of social media platforms, blogs, videos, and other digital avenues to disseminate information about their brands and products. Furthermore, they should adapt their promotional strategies to align with the unique characteristics of each platform in order to reach a broader consumer base. In conclusion, when utilizing social media platforms for promotional purposes, it is of utmost importance to pay close attention to all customer comments: timely responses help to build positive relationships with customers and potential users; encouraging users to participate in the secondary creation of the product is an effective strategy to promote the product in the long term [19].

6. Conclusion

This paper investigates the potential of employing online marketing to enhance marketing strategies within the entertainment industry. To this end, a comprehensive literature review is conducted, accompanied by an in-depth analysis of select case studies. The results show that through the implementation of optimized online marketing strategies, entertainment companies can not only enhance user engagement but also more effectively attract target audiences and cultivate intimate interactive relationships with them. The Internet and social media platforms afford entertainment industry companies the opportunity to promote and market their products in a variety of ways, thus increasing profits and enhancing product competitiveness. In addition, entertainment companies may wish to consider combining digital-driven strategies with content marketing, enabling them to analyse consumer behavior and infer consumer preferences based on the results of the analysis, which in turn

can help improve existing products and optimization of the design of future products. In the future, more sophisticated artificial intelligence, big data and social media platforms could also be utilized to enhance existing marketing strategies. However, the data and information in this paper are secondary and lack comprehensive primary data, which may lead to less generalizable and professionally rigorous findings. Future research should focus on designing more comprehensive studies to obtain more comprehensive professional information and analysis.

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