

Analysis of Variables in Marketing Model under the Background of We-media and New Social Media Environment

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Abstract: In the new social media environment, marketing models are gradually evolving towards multi-dimensional, multi-level and highly integrated strategies. In response to the new marketing environment, companies need to adjust their development strategies in a timely manner to adapt to changes in operating methods. This article therefore explores the main variables affecting marketing models in the context of We Media and new social media. The research identifies key variables, including channel selection, content creation, audience interaction, data analysis, brand image management and real-time strategy adjustment. Through case studies, it is shown that by creating compelling visuals, implementing personalized and customized content strategies, enhancing audience engagement, leveraging data analytics to optimize decision-making, and carefully managing brand image and reputation, brands can stand out in a competitive market and win the favor and loyalty of consumers.

Keywords: we media, marketing, social networking.

1. Introduction

In today's rapidly changing business environment, the construction and optimization of marketing models has become a key factor in the success of enterprises. The key factors influencing consumer behavior in the new media environment are also changing. Common variables currently include changes in consumer behavior, rapid technological development, data-based decision-making, the rise of personalized marketing, and the impact of social and cultural trends. The interaction between these factors has a significant impact on the formulation of corporate marketing strategies, which in turn affects corporate operating performance and profits [1]. Therefore, in the new media environment, companies need to better adapt to market changes in order to seize new business opportunities and lead industry trends. In the new media environment, the old British luxury brand Burberry has made bold changes in response to the challenges of the new media era. The brand should innovate at the design level, adapt to today's society's pursuit of fashion and creativity by hiring new designers and adjusting design concepts and styles. At the same time, Burberry has reinvented its brand and transformed the luxury part of Bond Street into Burberry Street, attracting more customers.

Therefore, this paper is based on the changes in Burberry's brand operation strategy, and the important impact of formulating corporate marketing strategies on corporate operations and

development. It aims to reveal the core elements of corporate marketing strategy decision-making in the media era and social media environment, and provide a theoretical basis for the formulation and implementation of corporate strategic decisions. At the same time, the project will also explore the impact of changes in business models on academic research, educational practices and related policies. This paper hopes to give readers a comprehensive perspective on how important variables affecting marketing models in the context of media and new social media. The project aims to provide a useful reference for business leaders, marketers and their concerns through in-depth analysis, extensive case studies and in-depth discussions.

2. Variables affecting the marketing model

2.1. Characteristics of marketing models

Marketing models are dynamic and complex. If brands want to remain competitive in a highly competitive market, they must innovate and change constantly. Therefore, in order to succeed in new media and social media, it is necessary to fully understand and rationally apply these factors. Both large multinational companies and newly established companies must continue to learn and practice in order to achieve marketing goals and create more business value [2]. The dynamic and complex nature of marketing is mainly due to changes in consumer behavior, technological advances, and fierce market competition. On this basis, an in-depth analysis of these three factors can provide a better understanding of the inherent laws of market behavior, thereby providing strong support for companies to develop effective marketing strategies [3].

First, one of the main factors in changing marketing practices is the change in consumer behavior. Under the background of information explosion, consumers' shopping behavior is becoming increasingly rational, and they are more willing to choose the brands that can bring personalized experience and value to consumers. For example, according to Nielsen, 81 percent of customers say they prefer to choose a socially responsible brand [2].

Secondly, the rapid technological progress has brought infinite possibilities to marketing innovation. The application of emerging technologies such as social media, big data and artificial intelligence enables brands to target consumers more accurately and provide consumers with more effective and personalized services. For example, Amazon uses big data to analyze customers' purchasing habits, so as to make personalized recommendations to customers, thus greatly improving the success rate of transactions [3].

At the same time, the increasingly fierce market competition also requires brands to have a stronger vision and a faster response speed. In a highly saturated market environment, a brand has to continuously innovate in order to stand out from the competition. Tesla, for example, has made remarkable achievements in electric vehicles, citing its disruptive product design and innovative marketing strategy.

This research result is of great significance for the marketing strategy formulation and brand building of enterprises. Brands must build a customer-oriented market system, use technological means to improve market efficiency, and gain a competitive advantage through continuous innovation. At the same time, mastering the changing law of these factors will help enterprises to better grasp the development direction and layout of the market, so as to better deal with the uncertain market.

In order to succeed in the new social media environment, it is necessary to fully understand and apply these factors. In this process, continuous learning, brave practice, flexible response is the attitude that every brand needs to uphold. Only in this way, can we remain in an invincible position in the fierce market competition, achieve our marketing goals, and create greater commercial value.

2.2. Channel selection

Indeed, different channels and platforms require different strategies. Each social media platform has its own unique user base and content consumption pattern, so brands must adjust flexibly in cross-platform marketing to attract and interact with users. For example, for Twitter, the platform focuses more on real-time information sharing and short and fast conversations. Brands can use it to release the latest updates, participate in industry topics, or provide customer service, and improve their brand image by responding quickly to users' questions. Also, don't ignore professional social platforms like LinkedIn, which are better suited to publishing industry insights, showcasing company culture or hiring activities. The content should remain professional and designed to establish the authority of the brand in the industry [4].

In general, understanding the characteristics of each platform, understanding the behavior habits of target audiences on these platforms, and then tailoring the corresponding content strategies are the key to maximize the effectiveness of social media marketing. Also, strategies are regularly evaluated and adjusted to accommodate the changing social media environment.

2.3. Content creation

Short videos and live broadcasts differ in terms of content design, content or selection, creativity, content logic.

2.3.1. Short Video and live streaming

In today's fast-paced social media environment, short video and live streaming have become important ways for brands to interact with consumers. Short videos often require compact content and creative content that can attract users' attention in a short period of time. Brands can make short videos by showing product features, making interesting challenges, or cooperating with well-known Internet celebrities to resonate and share with users, so as to expand the spread of content [5].

Burberry As a high-end fashion brand, Burberry cleverly uses the medium of short videos to combine the essence of the brand with fashion trends to create a series of engaging short films. Their concept of short video creation focuses on story and emotional resonance. Through carefully planned plot and visual presentation, the audience can enjoy the visual feast, but also deeply feel the values and lifestyle conveyed by the Burberry brand [6].

In terms of content logic, Burberry's short videos often focus on a core theme, such as seasonal change, cultural inheritance or modern urban life. Through exquisite narrative techniques and carefully selected scenes, brand products are skillfully integrated into them. This "story-based" content creation method not only makes the product display more vivid and interesting, but also enhances the audience's memory point and identity of the brand.

For the influence of customers, Burberry's short videos stimulate consumers' purchase desire and brand loyalty by showing the unique charm of products and the cultural heritage of the brand. At the same time, through the cooperation with well-known Internet celebrities, Burberry has also successfully attracted more young and fashionable consumer groups, further expanding the market influence of the brand.

In contrast, the live broadcasting pays more attention to the real-time interaction and the sense of the scene in the content creation. Burberry In the live broadcast, brand ambassadors or designers are usually invited to conduct product introduction and wear demonstration, communicate with the audience in real time, answer questions, and even hold limited time discount and raffle activities, so as to enhance the audience's sense of participation and purchase motivation. The focus of the live broadcast content is to create an immersive shopping experience, so that consumers can feel the enthusiasm and sincerity of the brand [6].

Whether in short video or live broadcast, Burberry shows the extremely high requirements and accurate grasp of content creation. According to the characteristics of different media and the needs of the audience, they flexibly adjust the content strategy to show the brand charm and product advantages in the best way. This innovative marketing method not only improves the brand awareness and reputation, but also brings considerable commercial returns to the brand.

And with the development of big data and artificial intelligence technology, brands can more accurately understand user preferences and provide personalized and customized content. This may include personalized recommendations, integrating user-generated content, and even creating unique experiences for specific user groups or individuals. This customized content strategy can enhance users' sense of belonging, improve user satisfaction, and thus promote long-term customer relationships [5].

2.4. Audience interaction

2.4.1. Real-time interaction

Real-time interaction is the key to increasing user engagement and creating a sense of community through comments, messages, and social media posts. The Skems lingerie brand, for example, is very focused on real-time interaction with users on Instagram. They encourage users to share photos of themselves wearing Skems products on social media, and the brand regularly selects user content to share on their official accounts, while promptly responding to user comments and questions. This positive interactive strategy not only makes existing users feel valued, but also attracts more attention from potential consumers, thus enhancing the community atmosphere and word of mouth of the brand [7].

2.4.2. Cooperation between web celebrity and KOL

Use web celebrity and opinion leaders to expand brand influence and enhance credibility. Burberry works with world-renowned fashion bloggers and celebrities to inviting them to participate in new product launches, fashion shows, and even customized promotional content for them. The collaborative content often appears on web celebrities' social media accounts, and their huge fan base receives the information to spread Burberry's brand message to a wider audience. This way of cooperation not only increases the exposure rate of the brand, but also adds credibility to the brand through the personal style and reputation of web celebrity [8].

2.5. Data analysis

2.5.1. Data-driven decisions

Using data analysis to optimize marketing strategies and measure the effectiveness of activities plays a vital role in marketing strategies. By tracking and analyzing key metrics such as user behavior, content performance, and conversion rates, brands can understand which content and activities are the most effective, and which channels deliver the highest returns. For example, by analyzing Instagram's post data, brands can discover which types of content (such as product displays, user stories, or behind-the-scenes features) get the most likes, shares, and comments to guide future content creation. At the same time, data can also help brands identify potential problems, such as high bounce rates or low retention, to adjust their strategies [9].

2.5.2. Accurate targeting

Data can be used to target advertising and content to precisely identify its customer base, thereby improving the relevance and impact of advertising. By collecting and analyzing user data, the brand can achieve more accurate targeted advertising and personalized content push. For example, using Facebook's advertising platform, brands can accurately push ads to users who are most likely to be interested or buy, based on users' interests, behaviors, geographical location and other information. This precise orientation not only improves the conversion rate of advertising, reduces the waste of resources, but also avoids the aversion of users for irrelevant content, so as to improve the brand image [9].

2.6. Brand image and reputation management

Especially on social media, brands need to maintain authentic and transparent communication to establish and maintain consumer trust. For example, when faced with negative comments or crisis, brands should respond quickly and honestly, show their determination to solve the problem. For example, when Starbucks caused racial discrimination in 2017, the CEO publicly apologized and proposed practical reform measures, which won public respect and demonstrated the values of the brand. When a brand encounters negative feedback or crisis, effective crisis management strategies can minimize damage and even turn into an opportunity for brand promotion. This is not only a passive response to the external voice, but also a positive action of the brand to actively build and maintain its own image [10].

In the face of negative comments or events, brands should respond quickly and demonstrate a high sense of responsibility and urgency. Timely release statements through official channels (such as the official brand account), clearly express their position, recognize the problem and promise to solve it, which can effectively control the spread of the situation and avoid the breeding of rumors and misunderstandings. At the same time, keep the communication open and transparent, encourage users to share their opinions and experiences, and show the brand's willingness to listen to and improve the attitude [10].

If a mistake actually exists, a sincere apology is the first step to ease the conflict. Apologies should be specific, clear, and specific to the problem itself rather than vague. More importantly, an apology should be made with concrete actions to solve problems, such as improving product or service processes and compensating affected users. Such measures can prove the sincerity of the brand and gradually restore the trust of consumers.

3. Discussion

As an important part of modern marketing, the importance of brand content marketing is self-evident. By creating compelling visuals, implementing personalized and customized content strategies, enhancing audience interaction, using data analysis to optimize decision-making, and carefully managing brand image and reputation, brands can stand out in a competitive market and win the favor and loyalty of consumers. However, in the face of a rapidly changing market environment and escalating user demands, brand content marketing strategies also need to be constantly innovated and improved. With the continuous development of artificial intelligence, big data, blockchain and other technologies, brands should actively explore the application of new technologies in content marketing, such as intelligent recommendation systems and transparent traceability of blockchain, to enhance the user experience and strengthen brand trust. In addition, brands should strengthen cooperation with media, Internet celebrities, KOLs, research institutions and other fields to jointly explore new models and methods of content marketing, forming a synergy to promote brand development. Moreover, while pursuing short-term sales growth, brands should also pay attention to long-term social

4. Conclusion

After exploring the multiple dimensions of brand content marketing in depth, it is not difficult to find that a successful brand content marketing strategy is multi-dimensional, multi-level, and highly integrated. From optimizing visual effects to customizing personalized content, from real-time interactions with Internet celebrities to data analysis-driven precision marketing, every link is closely connected, working together to enhance brand awareness, increase user engagement, and promote sales conversion. However, it is worth noting that while these strategies are attractive in theory, they face many challenges in practice, including ensuring that personalized content is accurately delivered without infringing on user privacy, maintaining continuous innovation and topicality of content in the fast-paced social media environment, and maintaining the brand image while being sincere and human when dealing with negative feedback.

Although this article has explored in depth from multiple perspectives, there are still unresolved issues that have not been covered. In the future, with technological advances and in-depth research, we have reason to believe that brand content marketing will become more efficient, intelligent and humanized, laying a solid foundation for the long-term development of the brand. To address the shortcomings of this article, in subsequent progress, we will conduct research through a large number of social practices, collect and analyze brand content marketing cases in the real market, verify the applicability and effectiveness of existing theories, and discover new marketing strategies and trends.

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