

New Media Advertising under the Features of the B2B Market Environment - A Comparative Study

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Abstract: With the progress of the times, the business cooperative marketing model has started from the form of B2B, B2C, C2C, and O2O have emerged one by one. This is a result of the dramatic changes in the development of industrial marketing due to the interference of factors such as digitalization and globalization. In the current economy, social media marketing has multiple advantages, the only disadvantage being that it requires companies to bring together the strengths of various industries. Only in this way can companies integrate more actively into the flexible mechanisms of global markets dominated by emerging economies and innovative products. After the COVID-19 of 2020, the primitive laws of the market economy inherited from geopolitical and economic policies in the first two decades of the new millennium face dramatic changes. This is because the transformation of the global economic environment and the dramatic change in the macroeconomic structure require completely new rules for the game. More than ever, industrial companies need to redirect the work of all company functions. In the future market, engineers will not work alone to achieve product innovation but will work with customers to design and realize new product generations. The question of how to make social media, the current dominant form of marketing, combined with the advantages of traditional advertising, has become a key reference for industrial companies when pooling audience preferences. The search for consumer psychology takes on a further significance.

Keywords: social media, traditional advertising, market management, consumer psychology.

1. Introduction

Under the political situation of Russia's invasion of Ukraine, the global economic market situation is once again facing challenges similar to those faced by the EU Commission at the time of the UK's departure from the European Union. The market management of enterprises needs to be closely aligned with the macro policies of the wider environment [1]. While promoting the positive development of the global economy, we should endeavour to adhere to green development. Thus, companies are prompted to think more about their development and public responsibility in the current situation, as well as the social significance for future generations of taxpayers. The social media marketing strategy cannot be directly defined as the saviour of the current economic situation. Still, it can certainly contribute to the sustainable greening of the economic market [2]. In this context, industrial enterprises should invest more in updating their management planning, improving their data-processing capabilities and enhancing the ability of information technology to collaborate across

multiple sectors [3]. At the same time, companies should also compare and analyze the strengths and weaknesses of social media marketing campaigns horizontally and assimilate the advantages of traditional advertising campaigns in a measured way [4]. The Company should also integrate the overlap between the innovative direction of its product lines and the psychological orientation of consumers, increase the trust and brand loyalty of consumers, meanwhile promote the renewal of the Company's product lines to meet the needs of consumers, thus achieving the short-term goal of adapting to the general economic and market environment [5].

2. Characteristics of new media advertising

Along with the widespread use of digitalization, the utilization of new media is present in all aspects of life [6]. The forms of media generated based on the idea of digitization are also becoming more diverse, such as Facebook, Twitter, Instagram and TikTok. The emergence of new media advertising has blurred the boundaries between designers and consumers, facilitated consumption, and inspired dramatic changes in the way that information is interacted with [7]. The main characteristics of new media advertising are 1) high interactivity, 2) strong content communication, and 3) high precision..

2.1. Highly interactive

New media advertisements can interact with users on social media, Tiktok and other websites, make product recommendations and marketing in the form of videos, and capture the individual experience of the advertised audience in a timely manner by means of user questionnaires and other means to improve user participation [8]. By participating in the evaluation and research of advertisements, users can express their individual opinions and participate in the improvement and updating of products, as well as obtaining more personalized and customized recommendations for new media advertisements. Through high-frequency interaction between designers and consumers, new media adverts can obtain product promotion suggestions from users, who also have the opportunity to express their expectations of the product during the evaluation process. Dynamic advertising differs from paper advertising in that it is more vivid, more appealing, and, most importantly, it fulfils the function of two-way interaction between the ad designer and the audience group [9].

2.2. Strong content communication

New media advertisements have stronger spreading power, and users can achieve mutual spreading among themselves. New media advertisements are usually promoted by SMS advertisements, MMS advertisements, short videos and so on. Dong Fuqing of Harbin Normal University pointed out in the report that netizens' use of Internet devices and mobile phones has gradually become popular. The number of mobile media users has gradually increased, and the coverage has gradually expanded [10]. The influence of new media advertisements in the crowd increases, along with the communication and diffusion of consumer groups to specific advertisement memories, the conversion rate of advertisements is greatly increased, and the B2B market develops in a freer direction under the impetus of new media advertisements [11].

2.3. High precision

New media advertising is highly accurate in targeting specific groups of consumers with the adjustment of two-way interaction. It can advertise the advantages of a product and promote it to relevant individuals at any given time and place [12]. By capturing user statistics in real-time, the new media advertising platform can analyze the effectiveness of the promotion of the same type of products so as to tailor dynamic promotional programmes for different groups of people. New media

ads can be adjusted according to the direction of user demand to ensure high empathy and acceptance of the content. In addition, user feedback can be used to improve the content of the advert so that its accuracy can be enhanced, thus effectively improving the user experience and product acceptance and achieving the desired goals more efficiently [13].

3. Characteristics of traditional advertising

Most of the traditional advertisements rely on traditional media such as TV, radio and newspapers. Traditional advertising is a one-way communication that needs more user interaction and experience feedback. Traditional advertising is costly, requires more workforces, and has a relatively poor penetration rate and weak attraction. Moreover, traditional advertising often requires a detailed understanding of the relevant content and some contact with the actual product in order to know what it is and why it is. However, the trust of audience groups in traditional advertising has been maintained at a high level and can make consumers loyal to the brand and thus continue to consume [14]. The reason for this is that the entry point of traditional advertising matches the psychology of consumers in the context of that era to a very high degree [15].

4. Acknowledgements Marketing methods of new media advertising—The development form of terminal advertising

Dong Daowen of Harbin Normal University once said, "Terminal promotion is the main marketing and comprehensive development mode of new media advertising." New media advertising is not limited by time and space between users, and mobile phone communication advertising is released by operators. Effective advertisements are released to users through the purchase channels of mobile phone operators, and mobile phone operators push advertisements through mobile phone communication [6]. Therefore, new media advertisements push different advertisements to different users according to the background data analysis and push corresponding advertisements according to the search traces left by each user on the mobile phone.

The network promotion of each brand product can clarify the service website of the actual brand and send it to major shopping websites, such as Taobao, Tmall, Douyin and other websites, and the brand will use 1. Hot marketing [5]. Attract the attention of viewers and consumers by planning events that are useful for hot spots, network influence, and celebrity benefits. Which can increase brand awareness and maintain a good image. 2. Knowledge marketing [16]. It is through effective communication methods and appropriate communication channels that professional knowledge can be disseminated, as well as product knowledge and research results. That can give consumers a clearer understanding of the product. 3. Emotional marketing [9]. In fact, consumers buy products not only for product quality, price, use, and other factors but also for a kind of psychological satisfaction, which can create a different image for the product and resonate with consumers.

CTR Media's advertising research survey and analysis show that terminal promotion has achieved irreversible rapid development. That shows that traditional advertising is not limited and affected by the form of media; the audience can be analyzed and obtained from any terminal, and the media adopts a variety of output methods to improve the conversion rate of goods through terminal analysis [17].

5. New media needs to be closer to consumer psychology

New media advertisements need to pay more attention to consumer psychology and emotion [17]. We can conduct more specific analyses according to the psychology of different consumers and deliver different advertisements to consumers with different personality characteristics so that consumers can resonate with the advertisements. The big difference between new media advertising

and traditional advertising is that new media advertising is more personalized, so users have a different experience; new media advertising should pay more attention to meet the emotional needs of consumers, to more fully move the emotions of consumers, improve the conversion rate of advertising[8]. Further, it combines the dynamic psychology of consumers for product updates so as to maintain the credibility of the brand and consumer loyalty.

6. Conclusion

In summary, new media advertising is constantly improving the effectiveness of ways and means based on traditional advertising. New media advertising makes use of modern platforms to push effective campaigns and products to users so that sales increase. Times are constantly progressing, and new media advertising should track the use of digital technology products to update and take advantage of so that the comprehensive level of new media advertising can be rapidly improved [18].

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