Research on New Media Advertising Marketing Strategy in China under the "Internet +" Background

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Abstract. In the context of the "Internet +" era, new media advertising marketing is essentially different from the original advertising marketing. At the same time, there are also some emerging problems, for which corresponding optimization strategies are proposed. According to the analysis results of new media advertising marketing status under the background of "Internet +", the development prospects of advertising marketing is analysed. The analysis shows that overall environment restricts the new media advertising marketing, the industry system transformation impacts the new media advertising marketing, and its own business model advertising and marketing development have limitations. To address the above problems, the paper put forward corresponding strategies, including promoting the leading position of communicators, optimizing the internal industrial structure of new media, broadening advertising channels, and determining the cultural characteristics of advertising audiences. The proposed strategies can be deployed to optimize the new media marketing methods, enhance the advertising company's information dissemination capabilities, enhance its economic returns, and promote the development of China's new media advertising industry.

1. Introduction

Today, with the continuous advancement of Internet technology, the emergence and development of new media platforms provide new ways for new types of advertising and marketing. New media is a concept of time that differs from previous media [1-2]. With the continuous change of advertising communication methods, advertising communication generally passes through three methods: oral communication, textual communication and electronic communication. Each method can be called new media compared with the original method. Currently, under the premise of the rapid development of the Internet, the new media refers to the application of Internet technology to achieve real-time information exchange media form. Such media can improve the real-time and interactive nature of advertisement communication and improve people's ability to accept advertisements [3]. New media can be divided into various forms such as Internet new media, mobile new media, and digital TV new media. Through the above-mentioned forms, the promotion of advertising has entered a personalized era. In the context of the Internet, studying the current status of new media advertising and addressing the existing problems and proposing corresponding advertising marketing strategies are of great practical significance for enhancing the effectiveness of new media in advertising marketing.
2. Analysis of the current status of new media advertising marketing in the context of "Internet +"

Generally, the concept of "Internet +" is an industry development trend that uses Internet technology in combination with traditional industries. Through in-depth analysis of customers, "Internet +" is an all-round, in-depth, multi-angle industrial economic upgrade and integration behaviour for the industry. Compared with the past, "Internet +" is a thinking mode that has an impact on traditional industries. With the advent of the information age, traditional industries have begun to deeply study Internet thinking, and use the Internet as a necessary industry development technology and communication platform to achieve the development and upgrading of the industry that integrates multiple technologies, thereby seeking good development in the advertising industry.

In recent years, the Internet has developed rapidly. At the same time, the business model of "Internet +" is developing rapidly, and the popularity of the network has driven various industries from the traditional business model to a more advanced direction. From the perspective of multiple industry fields, the combination of the Internet and traditional industries has brought wealth to enterprises, and the "Internet +" continues to mature and promote the emergence of new industries. In the current era of new media, most advertising and marketing companies are aware of the opportunities and challenges in the general environment, and have carried out in-depth reforms and innovations in traditional marketing models. Customers, to a large extent, have also enhanced their participation, increased the interest of advertising audiences, and achieved the purpose of advertising. Under the background of this era, the advertising industry has begun to be affected and gradually deepened. The form of online advertising has gradually emerged. This form of advertising provides relevant services for online users, and the advertising marketing model that attracts users' online experience is gradually mature and presents new media Advertising has become the main trend of advertising marketing.

Compared with the original method of advertising, online advertising has two obvious advantages. The first point is the low cost of advertising production, and the second point is that users can intuitively feel the main content of the advertisement, and the audience area is wider. In addition, advertising marketing also includes early publicity and peripheral marketing, etc. Under the "Internet +" background, new media advertising marketing provides a variety of possibilities for the current advertising market.

3. Analysis of the development trend of new media advertising marketing under the background of "Internet +"

In order to ensure the effectiveness and feasibility of the strategy proposed for the problems in the new media advertising marketing under the background of "Internet +", the current status of advertising marketing is first analysed. The specific analysis results are shown below. Complete the analysis of the current status of new media advertising marketing through the analysis results, and use this as the basis for formulating optimization strategies.

3.1 The Restriction of General Environment on New Media Advertising Marketing

In recent years, China's Internet has developed faster and faster, but as far as China's new media advertising marketing is concerned, there is still a lack of adaptability to the current advertising development situation. When conducting new media advertising marketing, advertising marketing companies lack experience of evaluating business environment, and does not take into account the long-term development of advertising companies.

In addition to these problems of new media advertising itself, there are also corresponding problems in the marketing methods and business ideas of advertising. When formulating an advertising marketing strategy, no in-depth study of the country’s existing advertising policies was carried out, and only a detailed plan was made for profitability. Many new media advertising companies are doing their best to produce and place ads. Although this increases the profitability of the company, it still cannot guarantee a break-even.
In response to this phenomenon, the main reason for the analysis is that when companies launch new media advertising and marketing, they lack a systematic strategy. And since China's management of new media has gradually moved towards a model, the original new media can account for 1/3 of the market quota, and advertisements including new media technology account for 1/2 of the total market quota. Controlling, preliminary understanding that 1/6 of the new media ads in the country will gradually disappear. This situation is extremely detrimental to the development of new media advertising, and new media advertising companies urgently need to integrate to adapt to China's overall environment.

3.2 The Influence of System Transformation on New Media Advertising and Marketing

Even though the general environment has certain constraints on new media advertising, in the rapid economic development, new media advertising is already at the centre of system transformation. New media advertising is gradually moving towards industrialization. Many new media advertising groups find the difference between rated development space and actual development. There are many problems in the development of new media advertising [4]. It can be seen from the above phenomenon that the new media advertising group transformation is only for the transformation of external forms rather than the transformation of the core of advertising. Therefore, the new media advertising marketing urgently needs the internal substantive transformation completed by the deep integration of internal resources, which needs to be further strengthened.

The purpose of group transformation of new media advertising companies is to ensure a stronger competitiveness in the increasingly fierce competition in the advertising market, and to bring more considerable publicity and economic benefits to advertising companies and advertisers. However, the effect of the change is not ideal. The reason is that the "external force" of the market plays a regulatory role, but the "inner power" of new media advertising marketing has not been repaired. It can be said that such a group reform is in the stage of simple reorganization, and it has not achieved the real integration of resources.

3.3 Impact of "Internet +" on its own business model

According to previous researches, new media advertising marketing has corresponding characteristics. [5] The specific marketing characteristics are as follows.

![Figure 1. New media advertising marketing features](image-url)

As shown in Figure 1, new media advertising marketing basically has five features, including communicating, creative, differentiating, relating and experiential. In view of the above characteristics, this article discusses the operation mode of new media advertising from two aspects. First, its pricing policy is unclear, and advertising prices and discounts are more random. The prices of advertising agencies and advertisers in new media advertisements are different, and the quotations in the media always change at will. Each time the quotation is inconsistent, resulting in the loss of customers. Some new advertising operators set higher discounts as one of the important means to attract advertisers in order to increase their advertising time and improve the oversupply situation in the city. The management rules of the advertising market [6]. Second, the corresponding problem is also related to the setting of advertising media: single brand advertising is divided into different types, which will
lead to different advertising effects, which indicates that the media's own price system is unreasonable or outdated. The impact of new media advertising has left a deep impression on people, and the lack of outlets has a certain impact on the advertising effect of new media.

4. New media advertising marketing strategy under the background of "Internet +"
The According to the development trend of new media advertising marketing under the background of “Internet +” above, combined with the application habits and laws of new media in various fields, a relative new media advertising marketing strategy is proposed, and specific content is set to be implemented to ensure the design result.

4.1 Promote the leading position of communicators
Investors of new media advertisements, as disseminators of new media advertisements, will affect the dissemination of new media advertisements, and put forward corresponding strategies for their role in advertising marketing [7]. Through the analysis of a large number of new media advertisements, the producers of new media advertisements are mainly media, enterprises and advertising companies, and the ultimate purpose of placing new media advertisements is for brand promotion.

Therefore, investors can carry out new media advertising activities to strengthen the interaction between the company and the distributor and hence increase the corporate dynamics in the advertisements delivered by enterprises. At the same time, the advertisers can inquire about the progress of new media advertising companies.

New media advertising companies can fully grasp the user's psychological activities on the advertising content based on the user's response to the advertising content on the application platform, draw on the advertiser's needs, gain user recognition, and impress customers The heart of the play a more superior publicity effect [8]. The ultimate goal of new media advertising marketing is profit, and the fundamental reason for profit is whether it can be recognized by consumers. Therefore, in the new media advertising marketing, it is very important to enhance the status of the communicator. As the concept of advertising, it is set to be embodied in a simple and understandable way, embodying the concept in the advertisement and reflecting the charm of the brand.

4.2 Optimize the internal industrial structure of new media
It is necessary to build an advertising distributed management system within the new media advertising company. Relying on the new media advertisement publishing platform, users can choose the advertisement information they want to receive. In the spread of advertisements, the system will push the advertisements of interest according to its classification requirements. On this basis, new media advertising will not cause user dissatisfaction. Add an appropriate amount of value-added services to the platform, allow advertisers to use the new media platform to recommend products to users, and use a combination of graphics and text [9] to improve users' purchasing power, enhance the user value of the new media platform, and enrich themselves

With the continuous progress and development of computer technology, China has initially realized the overall big data era. Under this background, the internal industrial structure of new media advertising companies should be optimized accordingly. In the process of optimization, the scope of use of big data technology should be deepened to give full play to the role of big data technology in the advertising management process. As a variety of effective measures may be used to tap the potential meaning behind the data, the transformation of the traditional industrial structure to the new media industrial structure may be completed.

4.3 Broaden advertising channels
The communication channels of new media advertisements are mainly social platforms. Part of the reason for choosing such platforms is that the platform structure of social platforms is relatively simple, which is conducive to the short-term communication of advertisements. Most of the
characteristics of new media advertisements use word-of-mouth marketing policy theory as the basis of advertising communication [10]. This platform setting has a good impetus for the development of word-of-mouth marketing. You can see the user's reposting and commenting on the advertisement through the social platform.

These comment forms are common on many powerful social platforms such as WeChat and Weibo. If the user is more interested in the advertisement content, he will comment on the advertisement, no matter what kind of evaluation content, as long as it is published and spread on the social platform, it will attract the audience's attention to the advertisement content. However, this method also has certain limitations. Therefore, in order to ensure the effectiveness of advertising marketing, viral marketing has been added and the marketing effect has been enhanced. Viral marketing is to use the enthusiasm of users and interpersonal networks to spread the information in the advertisement in a short period of time, so that more audiences can produce marketing effects. Once the users agree, the new media content will actively promote and spread more content, so more audiences will get information in the advertisements, arouse the attention of the audience, and get a higher profit value [11].

For the optimization of advertising communication channels, there are two specific points that need to be focused on. First of all, with online interactive platforms, it is necessary to control the degree of control of information and advertising. In terms of communication content, pay attention to both popular information and practical information and thus arouse users' interest and attention to advertising. It is advisable to use appropriate language and tone when communicating with users and be prepared for the crisis of the communication channel. In addition, it is also necessary to pay attention to the frequency and time of sending advertisements, and set the rest time of the day, holidays and weekends as the peak period of advertisement push. These periods are the moments when the advertising communication rate is high, the interaction is strong, and the effect is the best, and they should be fully utilized. Secondly, offline communication is based on the success of online communication, adding attractive and rich activities with online communication results to promote advertising resources.

4.4 Determine the cultural characteristics of the advertising audience

In addition to the above, in-depth research has been carried out on the cultural characteristics of the advertising audience in this design. Consumer groups with different cultural characteristics and social background have promoted the progress and development of new media advertising and marketing enterprises to a certain extent [12]. Therefore, in the part of improving marketing ability, the correlation between cultural groups should be fully utilized. It is necessary to make full use of the advantages of audience research in advertising platforms, analyse the number of relevant users, and try to understand the consumption trends. According to user data, design the way of advertising and the method of communication. Adjust the advertisements according to the audience's values to ensure the effectiveness and economic benefits of the advertisements.

From an objective point of view, the new media platform provides the possibility for users to communicate, and users can express their thoughts on advertising through the new media platform according to their actual experience to carry out secondary advertising [13]. Here in the design, using this relatively free way of publicity, through the analysis of relevant data, as much as possible to grasp the consumption preferences of the new media advertising audience and personal thinking, only in this way can we go from a deeper level understand the mainstream ideas in the design of new media advertisements, and improve the economic benefits and information dissemination capabilities of new media companies.

5. Conclusion

In the context of the Internet +, new media advertising presents a richer form. In the increasingly fierce advertising market, it has a larger market share and more development advantages. The development of new media provides a broader space for the development of advertising, but there are corresponding drawbacks in the development of new media advertising that need to be addressed.
While using new media to increase advertising revenue, it also needs to constantly optimize its marketing methods, improve its form of communication, and promote the continuous improvement of its brand value.

Acknowledgement
This research work is based on the support of “2020 Woosong University Academic Research Funding”

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