

Review

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Strategy Analysis of New Media Marketing in the Internet Environment

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Abstract: With the continuous advancement of internet technology, new media marketing has become a crucial component of modern marketing. This paper provides an in-depth analysis of the definition, characteristics, and advantages of new media marketing compared to traditional marketing in the internet environment. It explores core strategies such as social media marketing, content marketing, video marketing, and search engine marketing, while also addressing challenges like information overload, policy changes on social media platforms, and data security by proposing corresponding countermeasures. The study aims to offer enterprises a systematic framework for new media marketing strategies to navigate the increasingly complex market landscape, achieve precise marketing, and maximize brand value.

Keywords: Internet environment; New media marketing; Strategies

1. Introduction

Driven by the rapid advancement of internet technology, new media marketing has become an indispensable part of today's business landscape. It has not only transformed the communication methods and audience targeting of traditional marketing but has also greatly enriched marketing content and strategies. This article will conduct an in-depth analysis of the core strategies of new media marketing in the internet environment, exploring how enterprises can effectively convey brand messages, enhance brand image, and attract and retain target customers through new media platforms. Through a comprehensive interpretation of new media marketing, we aim to provide valuable references and insights for businesses in formulating and implementing new media marketing plans.

2. Overview of New Media Marketing

2.1. Definition of New Media Marketing

New media marketing refers to a novel marketing approach that leverages emerging digital media platforms and technologies, such as the internet and mobile internet, to achieve commercial marketing objectives. This is accomplished through methods like inserting advertisements, publishing content, and interactive communication to promote products, services, or brands. In the digital era, it serves as a crucial tool for businesses to connect with consumers, build brand image, and drive product sales.

2.2. Characteristics of New Media Marketing

New media marketing demonstrates strong vitality and influence in the marketing field due to its unique characteristics. (1) Diversified channels. New media marketing channels include various forms of digital media such as social media platforms (e.g., WeChat,



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Weibo, Douyin), short video platforms, blogs, and forums. These diverse channels provide businesses with broad dissemination platforms, enabling them to choose appropriate marketing channels based on different target audiences and communication needs, achieving precise dissemination and extensive coverage. (2) Real-time interaction. New media marketing enables real-time interaction with consumers. Through platforms like social media, businesses can instantly understand consumer needs and feedback, promptly respond to user questions and opinions, and establish closer customer relationships. Consumers can also participate in marketing activities through comments, shares, likes, etc., enhancing user engagement and loyalty. (3) Personalized customization. New media marketing allows for precise targeting and personalized customization based on user interests, needs, behaviors, and other data. Through big data analysis and artificial intelligence algorithms, businesses can better understand user needs, tailor marketing strategies to individual users, improve the effectiveness and accuracy of advertising, and thereby enhance user experience and purchase conversion rates. (4) Data-driven approach. New media marketing emphasizes data collection and analysis. By collecting and analyzing user behavior data such as browsing, clicks, and conversions, businesses can evaluate the actual effectiveness of marketing campaigns, optimize advertising and promotion strategies, and make more scientific marketing decisions. This data-driven mindset makes new media marketing more scientific and objective, better meeting consumer needs and market trends. (5) Cross-platform dissemination. New media marketing is not limited to a single platform and can achieve cross-platform dissemination. Businesses can publish and promote marketing content across different new media platforms, creating a multi-touchpoint and comprehensive marketing effect. This cross-platform dissemination approach helps enhance brand awareness and influence^[1].

2.3. Comparison Between New Media Marketing and Traditional Marketing

New media marketing differs significantly from traditional marketing in several aspects: (1) In terms of communication channels, traditional marketing primarily relies on traditional media such as television,

radio, newspapers, and magazines, while new media marketing mainly utilizes internet-based platforms and social media. These new media platforms offer broader reach and higher communication efficiency, enabling rapid access to a large number of potential consumers. (2) Regarding the target audience, traditional marketing often targets a fixed demographic, whereas new media marketing audiences are characterized by autonomy and mobility. New media marketing allows for precise targeting and ad placement based on consumer interests, behaviors, and other traits, thereby enhancing marketing effectiveness. (3) In terms of information dissemination speed, new media marketing significantly outperforms traditional marketing. New media platforms can rapidly spread information within a short time, while traditional media requires multiple steps such as printing, distribution, and broadcasting, resulting in relatively slower information transmission. (4) In terms of interactivity, new media marketing offers stronger engagement. Consumers can interact with businesses in real-time through platforms like social media to express their opinions and needs, whereas traditional marketing often lacks this interactive experience.

3. Main Strategies for New Media Marketing in the Internet Environment

3.1. Social Media Marketing Strategy

Social media platforms serve as critical arenas for new media marketing, leveraging their vast user base and strong social attributes to offer businesses unlimited commercial opportunities. (1) Platform Selection: WeChat, Weibo, Douyin, etc. With numerous social media platforms available, businesses must choose the appropriate platforms for marketing based on their brand positioning and target audience. For instance, WeChat is suitable for building private traffic, enabling precision marketing through tools like official accounts and mini-programs. Weibo, with its openness and immediacy, is ideal for event marketing and trend tracking. Meanwhile, short-video platforms like Douyin, with their compelling content appeal, have become ideal venues for brand rejuvenation and product showcases. (2) Precision Positioning and Content Targeting. The success of social media marketing hinges on precise positioning and content targeting. Businesses need to clarify their brand attributes and

target audience, utilizing big data to analyze user behavior and develop targeted marketing strategies. Simultaneously, content targeting is crucial. Companies should create high-quality content that aligns with platform characteristics and user preferences to enhance user engagement ^[2]. (3) Marketing Creativity and Interactive Engagement. Creativity is the soul of social media marketing. Businesses must continuously explore novel and engaging marketing ideas, such as topic challenges and interactive games, to attract user participation and increase brand exposure. Additionally, interactive engagement is a key component. Companies should actively respond to user comments, foster positive interactions with users, and expand their fan base.

3.2. Content Marketing Strategy

Content marketing is the cornerstone of new media marketing, attracting and retaining users through high-quality content to enhance brand influence. (1) Application of UGC (User-Generated Content). UGC refers to content generated by users, including comments, images, videos, etc. Enterprises should encourage users to create brand-related content, curate and showcase it to enhance brand authenticity and user engagement. Meanwhile, UGC can serve as material for brand communication, expanding brand influence through sharing and reposting. (2) Creative Advertising and Content Matrix. Creative advertising is a vital component of content marketing. Enterprises should create compelling ad content, such as narrative ads and humorous ads, aligned with their brand characteristics. Additionally, a content matrix is a crucial means to boost brand influence. Enterprises should develop diverse content strategies tailored to different channels and platforms, forming a content matrix to meet the needs of various user groups. (3) Event Design and Brand Image Building. Event design is a key aspect of content marketing. Enterprises can organize various promotional and thematic events online and offline to attract user participation and increase brand awareness. Simultaneously, event design is an important way to shape brand image. Enterprises should focus on the creativity and uniqueness of events, conveying brand values and enhancing brand image through these activities.

3.3. Video Marketing Strategy

Video marketing, with its intuitive and vivid advantages,

has become a significant force in new media marketing. (1) Application of short videos and live streaming. Short videos and live streaming are currently the most popular forms of video marketing. Companies should create engaging short video content, such as product introductions and brand stories, that aligns with their brand identity. Meanwhile, live streaming serves as an effective marketing tool, allowing businesses to showcase products, interact with users, and increase brand exposure and user engagement. (2) Topic-based live streaming and brand image building. Topic-based live streaming is an innovative form of video marketing. Companies can plan live events around trending topics or festive celebrations to attract user attention and participation. During live streams, it is essential to focus on shaping the brand image by leveraging the host's demeanor, language, and the setup of the live stream room to convey brand values and enhance user recognition and identification with the brand. (3) Short video storytelling promotion and social content promotion. Short video storytelling involves creating narrative-driven short videos that integrate brand elements, using compelling stories to capture user attention and communicate brand values. This approach helps deepen users' memory of the brand and boost brand awareness. Additionally, social content promotion is a crucial aspect of video marketing. Companies can publish short videos on major social media platforms, leveraging the platforms' reach to expand brand influence ^[3].

3.4. Search Engine Marketing Strategy

Search engine marketing involves improving a website's ranking in search engines through methods such as search engine optimization (SEO) and search engine marketing (SEM), thereby increasing website traffic and conversion rates. (1) Integration of SEO and SEM. SEO enhances a website's organic ranking in search engines by optimizing its structure, content, links, and other aspects, resulting in free search traffic. SEM, on the other hand, uses paid advertisements to display relevant information in search engines, attracting user clicks and boosting website traffic. Businesses should leverage the strengths of both SEO and SEM to develop a comprehensive search engine marketing strategy, enhancing their website's visibility and competitiveness in search engines. (2) Content

updates based on user experience. Search engine marketing should prioritize user experience. Businesses should regularly update website content to ensure its timeliness and accuracy. Additionally, the content should be rich and valuable, meeting user needs and improving satisfaction. By optimizing website structure and design, businesses can enhance the browsing experience, reduce bounce rates, and increase conversion rates. (3) Customized keywords and bidding rankings. Keywords are the core of search engine marketing. Businesses should develop tailored keyword strategies based on their brand characteristics and target audience. By thoroughly studying user search behavior and competitors' keyword settings, they can identify potential high-value keywords to improve search rankings. Simultaneously, using SEM methods such as bidding rankings enables precise keyword targeting, boosting website traffic and conversion rates.

4. Challenges and Countermeasures of New Media Marketing Strategies

4.1. Challenge Analysis

(1) Information Overload and Attention Fragmentation. In the new media environment, the speed and volume of information generation are immense, inundating users with content and fragmenting their attention. For brands and products to stand out amidst this deluge of information, greater efforts are required. This challenges not only content innovation but also demands precise audience insights and positioning strategies. Faced with information overload, users tend to focus only on content that interests them, disregarding the majority of marketing messages. Consequently, a major challenge for businesses is how to make their marketing communications stand out among the vast array of content and capture user attention.

(2) Changes in Social Media Platform Policies. As critical channels for new media marketing, social media platforms' policy changes directly impact corporate marketing strategies. For instance, platforms may introduce new regulations on advertising content, posting frequency, and user privacy, requiring businesses to continually adapt. Meanwhile, competition among social media platforms is intensifying, potentially leading users to migrate between platforms, which can render a company's

marketing strategies on a particular platform ineffective. Additionally, platforms may adjust their algorithms due to regulatory pressures, resulting in reduced brand visibility and increased marketing challenges for businesses.

(3) Data Security and Privacy Protection. The application of big data and AI technologies has made new media marketing more precise and efficient, but it also raises issues of data security and privacy protection. How to collect, store, and utilize user data in compliance with regulations, and how to ensure user privacy security, are challenges that businesses must confront. As user awareness of privacy grows, failure to address these issues properly may trigger a crisis of trust among users, adversely affecting brand image and market competitiveness.

4.2. Countermeasures and Suggestions

(1) Innovate Marketing Strategies and Methods. In the face of challenges such as information overload and fragmented attention, companies need to continuously innovate their marketing strategies and methods to enhance the appeal and dissemination effectiveness of marketing messages. For example, they can adopt storytelling marketing by narrating brand stories or user experiences to evoke emotional resonance among users, thereby increasing brand awareness and favorability. Additionally, leveraging new media formats such as short videos and live streaming, and utilizing platform recommendation algorithms and social attributes, can boost the exposure and interactivity of marketing content. On social media platforms, companies can also enhance user engagement and interactivity through methods like topic challenges and community management, thereby strengthening brand influence. (2) Strengthen Data Analysis and Precision Marketing. Data analysis is a crucial tool in new media marketing. By tracking user behavior and analyzing data feedback, companies can optimize marketing strategies and improve effectiveness. For instance, big data analytics tools can be used to create precise user profiles, understanding users' interests, preferences, and consumption habits, which provides a basis for personalized recommendations and targeted marketing. Simultaneously, methods like A/B testing can be employed to continuously refine marketing campaigns and increase conversion rates. On social media platforms, companies can utilize built-in analytics

tools to understand user interests and interaction patterns, allowing timely adjustments to marketing content to enhance user engagement and satisfaction^[4]. (3) Improve Risk Management and Compliance Mechanisms. Data security and privacy protection are critical issues that companies must prioritize in new media marketing. It is essential to establish robust risk management and compliance mechanisms to ensure that data collection, storage, and usage comply with legal and regulatory requirements, safeguarding user privacy rights. For example, comprehensive data security management systems can be implemented, including encrypted storage and transmission of data to prevent leaks and misuse. Additionally, employee training on data security awareness should be strengthened to increase their vigilance and capability in protecting data. When collaborating with third parties, companies must rigorously review and assess their partners' data security management capabilities to ensure adequate protection of data security. Furthermore, in response to challenges posed by changes in social media platform policies, companies need to closely monitor policy updates and adjust their marketing strategies accordingly. Establishing effective communication channels with platform operators can help companies stay informed about the latest policies and regulations, enabling timely adjustments to marketing plans and mitigating the impact of policy changes. At the same time, companies should enhance internal management and training to improve employees' familiarity with and execution of new media marketing strategies, ensuring effective implementation.

5. Conclusion

In summary, the strategic application of new media marketing in the internet environment is crucial for the development of enterprises. Through precise positioning, content innovation, platform selection, and data analysis, companies can effectively enhance brand influence and expand market share. In the face of constantly changing market conditions and consumer demands, enterprises should continuously optimize their new media marketing strategies, prioritize user experience, and strengthen interaction and connection with consumers. Only in this way can they stand out in the fierce market competition and achieve sustainable development. In the future, new media marketing will continue to play a significant role, creating more commercial and social value for enterprises.

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