Research on Social Media and Enterprise Brand Marketing Innovation

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Abstract: *In the social media context, new marketing methods are characterized by low cost, fast information dissemination and short communication paths, which bring certain opportunities for enterprises' brand marketing. Therefore, enterprises need to effectively penetrate the brand marketing into the social media context in light of the current trend of widespread application of social media, clearly define marketing targets, and formulate marketing content in combination with the rules of social platforms. And they need to strengthen the synergy among social media platforms, and conduct in-depth analysis of marketing data through multi-platform cooperation guided by users' needs, so as to optimize the brand marketing strategy to help enterprises capture more markets, to maximize corporate profits, and to promote the economic benefits of enterprises.*

Keywords: social media; brand marketing; marketing strategy

1. Introduction

The rapid development of the mobile Internet has made all kinds of social media a necessity in people's daily lives, and learning about products and making purchases through social media has become a part of everyone's life. In 2022, social media platforms continued to be welcomed by the public, with the overall transaction scale of TikTok and Kuaishou exceeding one trillion dollars, up 84% year-on-year, and sales increasing 91% year-on-year.[1] With the restrictions related to Covid-19 lifted, another record high was reached in 2023, with the transaction scale rising 60% year-on-year. The scale of livestream marketing through channels on WeChat also maintained high growth, with sales more than 8 times year-on-year. The number of Xiaohongshu e-commerce anchors increased 337% year-on-year, and the number of live broadcasts increased 214% year-on-year[2]. Driven by the new consumption pattern, enterprises have rapidly opened marketing channels on social media such as Weibo, WeChat and short video live platforms and other social media, launching online layouts and boosting the long-term operation of brands on social media platforms.
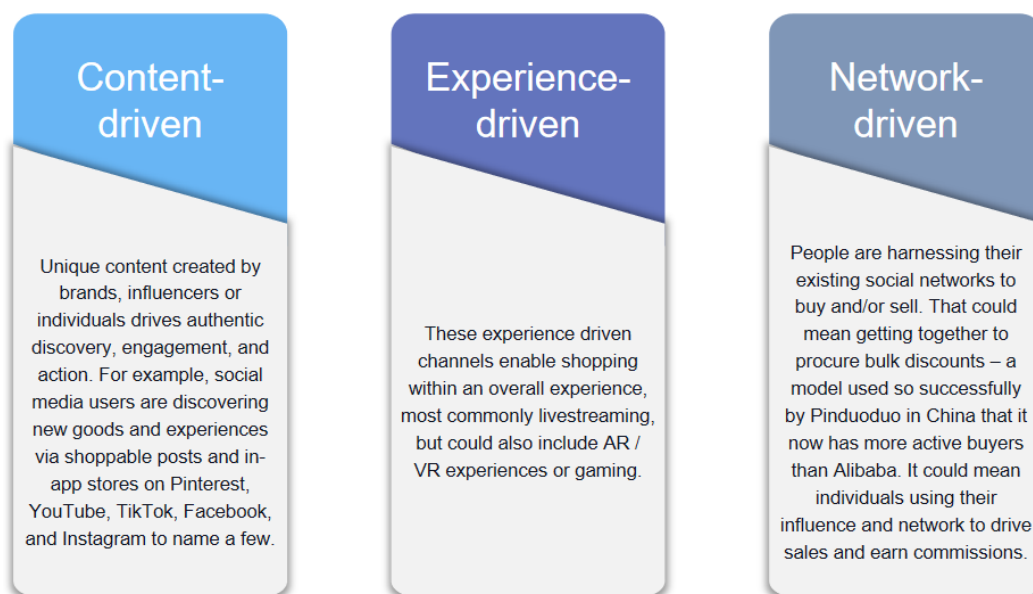

Figure 1. Three ways to social media marketing

According to Accenture's research[3], social media marketing engages in three principal ways, via brands, influencers or individuals themselves (figure 1).

However, the fierce competitive environment has also posed certain pressure to the enterprises' brand marketing. Although the marketing on the new media social platforms has its unique advantages, as users learn more and more about the products on the new media social platforms, their demand is more diversified and closer to personalization. How can the enterprise actively use the new media social context to develop the brand marketing and to achieve the digital transformation with a more scientific and refined marketing strategy, so as to achieve the sustainable development of the enterprise brand operating on the social media, is the main point of in this paper.

2. Characteristics of marketing in the social media context

2.1 Users keep grow and the enterprises enjoy a good market prospect

The growth of the amount of corporate brand marketing needs to be supported by a large number of users, and with the popularization of the Internet, the number of users who consume on social media is growing, which provides an opportunity for enterprises to carry out brand marketing on social media. According to the 51st Statistical Report on the Internet Development in China released by the China Internet Network Information Center (CNNIC), as of December 2022, the size of China's Internet users amounted to 1.067 billion, of which the size of the short video users reached 1.012 billion, an increase of 77.7 million year-on-year, accounting for 94.8% of the Internet users as a whole. The number of webcasting users reached 751 million, up 47.28 million year-on-year, accounting for 70.3% of Internet users as a whole. On the other hand, according to the National Bureau of Statistics, in 2022, the national online retail sales amounted to 13.7853 trillion yuan, an increase of 4.0% over the previous year. Among them, the online retail sales of physical goods amounted to 11.9642 trillion yuan, an increase of 6.2%, and the proportion of total retail sales of consumer goods grew to 27.2%. The size of China's live e-commerce marketing in 2022 exceeded 3.4 trillion yuan, with an annual growth rate of 53%.[4] It can be seen that in the social media context, along with the continuous growth of China's Internet users, the online retail sales of physical goods are also growing, and the sales market scale of the short video live platforms is huge. Thus, the enterprises' brand marketing has a broad market prospect.

2.2 Analysis of marketing characteristics of social media

2.2.1 Marketing is targeted and interactive

For one thing, social media platforms provide a wealth of user data and tools for analysis that enable marketers to better understand the interests, behaviors, and preferences of their target audiences. This allows marketers to more accurately locate and target specific potential customers, improving marketing effectiveness. For another, social media platforms provide two-way communication channels that allow for real-time interaction and communication between brands and consumers. By interacting with the audience, marketers can better understand users' needs and feedback, improve products and services, and build lasting relationships. This feature of good interaction of social media marketing can increase user loyalty to a enterprise's brand, which in turn increases the company's marketing profits.

2.2.2 Marketing content is diversified

There are various forms of content on social media, including texts, pictures and videos, etc. Marketers can choose the appropriate form of content for dissemination according to different platforms and audience characteristics. Diverse content forms can attract users' attention and increase brand exposure. Especially in recent years, due to the explosion of short videos, the social media marketing methods are much richer and more diverse. For example, livestream marketing on TikTok and Kuaishou, recommendations of stars and online influencers, and many other new marketing methods bring the enterprise's products to the users, so that the enterprise can realize sustainable development.[5]

2.2.3 Dissemination of product information is fast

One of the characteristics of social media is the rapid speed of information dissemination. When a brand releases appealing content or promotions, users can quickly spread it to their social circles through sharing and retweeting, thus expanding the brand's influence. In addition, apart from providing brand publicity and promotion, social media platforms can also directly guide users to make purchases and conversions through jump links and shopping carts, etc. This means that marketers can directly guide

users from social media platforms to sales channels and improve the conversion rate, which is simple and quick for users to operate, and they can quickly learn about the product information by clicking on different links and judge whether it meets their consumption needs which not only brings convenience to the users, but also improves the speed of enterprise's brand dissemination.

To summarize, the main features of social media in marketing include precise targeting, high interactivity, diversified content, guided conversion and fast dissemination. These features allow brands to better interact with their audiences, disseminate information, advertise their products, and achieve their marketing goals.

3. The plight of enterprises' brand marketing in the context of social media

3.1 Difficulty in managing online word-of-mouth

While good word-of-mouth will quickly become known and enhance the popularity of an enterprise when marketing through social media, at the same time, a piece of negative news may trigger widespread attention in an instant when information spreads extremely fast on social media. Enterprises need to have the ability to respond quickly and deal with crisis public relations and emergencies in a timely manner in order to protect brand reputation and image. Users on social media can post comments and evaluations at anytime and anywhere, and once negative word-of-mouth occurs, it may spread rapidly and cause damage to the brand image. Therefore, enterprises also need to pay close attention to users' feedback, respond to and solve problems in a timely manner, and establish a good online word-of-mouth management mechanism. In addition, the difficulty of online word-of-mouth management will also make it hard for the accuracy of market positioning. Although social media has a large amount of user data, it is still a challenge to accurately find the target audience and carry out accurate positioning. Enterprises need to fully understand their own products and target audiences, through data analysis and market research methods, accurate positioning and advertising.

3.2 Highly competitive markets

There are a variety of brands and products on social media, so the competition is very fierce, and in the process of the rapid development of social media marketing of various enterprises, a variety of new technology applications, including virtual reality, augmented reality, artificial intelligence, etc., enterprises are facing increasing competition. Therefore, enterprises need to keep abreast of the times, master and apply cutting-edge technology suitable for their own brand to improve users' experience, and also need to differentiate the positioning of the product to tap into the unique value of the brand, and innovate marketing strategies to enhance their competitiveness.

3.3 Significant loss of advertising

Traffic acquisition costs on social media platforms are high, and growing number of enterprises are pouring into them, which makes the advertising competition more intense. In the process of enterprise brand marketing, each enterprise launches rich and diverse advertisements, so the number of advertisements on social media is large. Hence, users are prone to aesthetic fatigue in the face of too much advertising information, and they will choose to ignore or block the advertisements, which will, to a certain extent, lead to the loss of enterprise advertisements. Therefore, enterprises need to arouse the interest of the users by means of innovative and personalized advertisement content to avoid excessive loss of advertisements, and at the same time, they also need to optimize the advertising strategy to improve the advertising click rate and conversion rate, and reduce the cost of traffic acquisition.[6]

4. Innovative strategies for enterprises' brand marketing in the social media context

4.1 Focusing on users' needs

Users' needs are the core of enterprises' brand marketing. When carrying out brand marketing in the social media context, users can be encouraged to participate in the interaction and share content related to the brand, such as the use of enterprises' products in the users' life and feelings, etc., so as to enhance the popularity of the enterprise brand. In addition, enterprises can also inspire users' participation by organizing activities and conducting user surveys, etc., thus enhancing brand exposure and recognition.

By planning interesting and interactive social media activities to attract users to participate and share, such as organizing sweepstakes and challenges, etc., users can actively participate in them to increase brand exposure and interactivity. Finally, short videos have become an important channel for people's daily leisure and entertainment, and as of 2022 low, short videos have become the product with the longest hours of per capita usage time of online audiovisual applications, so enterprises can use short videos as social media to convey the core values and stories of the brand, so that consumers can better recognize and understand the brand, which is also a good marketing way. Through real and touching stories, it will enhance the consumers' emotional resonance for the brand and increase users' loyalty to the brand.

4.2 Multi-party cooperation for mutual benefits

First of all, enterprises can combine the advertising function of social media platforms, engage in multi-platform cooperation, and use accurate advertising through the analysis of users' interests, behaviors and other data to optimize the positioning of the ads and improve the click rate and conversion rate. Secondly, enterprises can look for influential KOLs to cooperate with the brand to help promote the brand with their influence and fan base. KOLs can introduce the brand's products in the form of reviews, trials, live broadcasts, etc. to increase brand popularity and trust. In addition, enterprises can also cooperate with other brands or social media platforms to launch joint marketing campaigns, expanding brand influence and exposure through resource sharing and complementarity. Data show that at present, there are more brands that only use one platform to operate, accounting for 77.16%, and 23% of the brands choose cross-platform operation, of which the most used is the combination of TikTok and other platforms, and cross-platform operation is a worthwhile way to use in enterprises' brand marketing. Finally, enterprises need to explore social e-commerce mode, provide purchase channels directly on social media platforms, facilitate users to complete their purchases on social media, and increase users' trust in the brand through social sharing and evaluation, which will encourage users to participate in decision-making and provide opinions on brand improvement.

4.3 Improve analysis of marketing data

In-depth analysis of the enterprises' marketing data can be a clearer understanding of the users' purchase intention and help enterprises occupy the market faster. Marketing data analysis of enterprises in the social media context can cover the following aspects:

4.3.1 Analyzing users' activity

By tracking how active users are on each platform, including the number of daily active users, the number of monthly active users and other indicators, enterprises can understand the size and stickiness of their audience.

4.3.2 Analyzing user profiles of the platform

For users on different platforms, by conducting user profile analysis, including age, gender, location, interests and other characteristics, enterprises can identify the target audience and develop corresponding marketing strategies.

4.3.3 Conducting content analysis

By analyzing popular content and topics on various platforms, including indicators such as readings, sharing, and likings, and through keyword analysis, enterprises can understand users' preferences and hotspots of concern, which provides guidance for creating and releasing content.

4.3.4 Conducting social interaction analysis

By analyzing users' interactive behaviors on social media, including comments, retweets, private messages, etc., enterprises can understand the degree of users' engagement and interaction, thus providing reference for brands to establish communities and guide user' interaction.

4.3.5 Conducting competitive products analysis

By analyzing competitors' performance on social media, including indicators such as the number of followers, interaction, content quality, etc., enterprises can understand the competitive landscape and develop differentiated marketing strategies.

4.3.6 Conducting marketing effectiveness evaluation

By monitoring indicators such as conversion rate, purchase volume and click rate, etc., enterprises can evaluate the effect of marketing activities on different platforms to understand which platforms are more effective for business conversion, and adjust and optimize marketing strategies.

5. Conclusion

To sum up, social media is one of the most transformative forces in business in recent years. With the help of social media platform, corporate brands can realize extensive interaction and communication, understand consumers' needs and preferences, and then optimize products and services according to market feedback, thus gaining a place in the fierce market competition.

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