

凌刻（北京）传媒科技有限公司营

销策略研究

摘 要

传媒产业是中国第三产业的一个重要因素，通常以语言、文字、视频、图像等形式传播特定信息和知识，提供特定增值服务。中国媒体产业正处于快速发展的重要时期，2015年至2019年传媒产业增速保持两位数。2018年我国传媒产业总规模突破两万亿，产业总值达20959.5亿。当前，我国的传媒产业正处在一个发展的重要时期，信息技术的不断发展，不仅给各类传媒企业带来发展机会，同时也使之面临着严峻的生存问题和发展挑战。公司需要生存与发展，就需要有市场营销的方法论做支撑，在激烈的竞争环境下，适当调整公司的营销策略，对公司的发展至关重要。

作为传媒行为的后起之秀，凌刻（北京）传媒科技有限公司成立于2016年，其公司前身是2009年成立的北京狼道创意科技有限公司，公司以品牌运营、口碑营销、媒体投放、技术开发、创意策划为核心，为客户提供配套网络营销推广活动项目执行服务，涵盖海报设计、H5设计开发、小程序开发、网坛维护等服务。据该公司2019年年财报数据显示，该公司在2019年时营业总额已突破千万，达到1020.3万元，但面对当前严峻的竞争形势，该公司仍需认真面对。通过搜集凌刻传媒公司2015年至2019年度相关数据，运用PEST模型、STP分析、SWOT理论和4Ps理论对其进行深入分析，发现该公司目前尚存在产品创新不足、产品定价缺乏科学性，无法切实最大化地满足客户的利益诉求；一手项目资源少，渠道狭窄，公司所获得的利润比较低；缺乏有效促销手段，网络推广水平较低、网络推广运营效果不佳的问题。针对上述问题，从产品优化、定价优化、拓展新渠道以及提高促销推广水平四个方面针对公司当前营销策略存在问题提出优化对策，并从加强客户关系管理、构建营销管理团队和品牌打造三个角度延展，提出针对凌刻传媒营销问题优化对策的保障措施，为公司的营销策略调整提出建设性的建议。

关键词： 传媒产业；凌刻传媒；营销策略

ABSTRACT

The media industry is an important component of China's tertiary industry. It usually disseminates specific information and knowledge in the form of language, text, video, and images, and provides specific value-added services. The Chinese media industry is in an important period of rapid development, and the growth rate of the media industry from 2015 to 2019 will maintain double digits. In 2018, the total scale of my country's media industry exceeded two trillion, with a total industry value of 2095.95 billion. At present, my country's media industry is in an important period of development. The continuous development of information technology not only brings development opportunities to various media companies, but also faces severe survival problems and development challenges. For a company to survive and develop, it needs to be supported by marketing methodology. In a fierce competitive environment, proper adjustment of the company's marketing strategy is crucial to the company's development.

As a rising star of media behavior, Lingke (Beijing) Media Technology Co., Ltd. was established in 2016. Its predecessor was Beijing Langdao Creative Technology Co., Ltd., which was established in 2009. The company operates with brand operation, word-of-mouth marketing, media delivery, technology development, Creative planning is the core, providing customers with supporting services for the implementation of online marketing and promotion activities, covering poster design, H5 design and development, small program development, network maintenance and other services. According to the company's 2019 annual financial report data, the company's total turnover in 2019 has exceeded 10 million to 10.203 million yuan, but in the face of the current severe competitive situation, the company still needs to face

it seriously. By collecting relevant data of Lingke Media from 2015 to 2019, and using PEST model, STP analysis, SWOT theory and 4Ps theory to conduct in-depth analysis, it is found that the company still has insufficient product innovation and lack of scientific product pricing. To maximize the satisfaction of the interests of customers; first-hand project resources are few, channels are narrow, and the company's profits are relatively low; lack of effective promotional methods, network promotion level is low, and network promotion operations are not effective. In response to the above problems, we propose optimization strategies for the company's current marketing strategies from four aspects: product optimization, pricing optimization, expanding new channels, and improving promotional levels, and from three perspectives: strengthening customer relationship management, building a marketing management team, and brand building Extend, put forward guarantee measures for optimizing countermeasures against Lingke's marketing problems, and provide constructive suggestions for the company's marketing strategy adjustment.

Key words: media industry;Lingke Media;network marketing

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