

摘 要

互联网的发展推动技术的更新，新媒体技术应运而生。新媒体技术的出现不仅改变了人们的生活方式和习惯，同时也影响了企业的营销思维和品牌传播手段。现今新媒体营销的价值受到各行各业的广泛关注，营销策略也由过去的传统媒体营销逐渐向新媒体营销转变。企业借助口碑营销、互动营销和精准营销等新媒体营销形式，加强了与消费者互动，从而实现营销方式创新，经营状况得到改善。

本文分析了驼人集团的新媒体营销策略，提出了存在的问题和完善建议。在相关理论概述中，介绍了新媒体营销的概念及特点以及新媒体营销策略。接着，对驼人集团的 PEST 环境进行了分析，了解了其政策、经济、社会 and 科技环境的影响。在新媒体营销策略分析中，针对驼人集团的口碑营销、互动营销和精准营销策略进行了具体讨论。随后，指出了驼人集团新媒体营销策略存在的问题，包括缺乏专业管理人才、缺乏系统规划和缺乏与目标受众的交流互动。最后，提出了三个完善建议，即培养高素质新媒体营销人才、整合营销资源和深入调研用户需求。本文旨在为驼人集团未来新媒体营销策略的制定和实施提供参考，从而提高其新媒体营销效益。

关键词：驼人集团；新媒体营销；营销策略

ABSTRACT

The development of the Internet has driven technological updates and new media technologies have emerged. The emergence of new media technology has not only changed people's lifestyles and habits, but has also influenced the marketing thinking and brand communication methods of enterprises. Nowadays, the value of new media marketing has received widespread attention from all walks of life, and marketing strategies are gradually changing from traditional media marketing in the past to new media marketing. With the help of new media marketing forms such as word-of-mouth marketing, interactive marketing and precision marketing, enterprises have strengthened their interaction with consumers, thus achieving marketing innovation and improving their business conditions.

This paper analyses TuoRen Group's new media marketing strategy, and puts forward problems and suggestions for improvement. In the relevant theoretical overview, the concept and characteristics of new media marketing and new media marketing strategy are introduced. Then, the PEST environment of TuoRen Group is analysed to understand the impact of its policy, economic, social and technological environment. In the new media marketing strategy analysis, the word-of-mouth marketing, interactive marketing and precision marketing strategies of the TuoRen Group are discussed specifically. Subsequently, problems with TuoRen Group's new media marketing strategy are identified, including a lack of professional management personnel, a lack of systematic planning and a lack of communication and interaction with the target audience. Finally, three suggestions for improvement are put forward, namely training high-quality new media marketing talents, integrating marketing resources and conducting in-depth research on users' needs. The purpose of this paper is to provide reference for the development and implementation of TuoRen Group's future new media marketing strategy, so as to improve its new media marketing effectiveness.

Key words: TuoRen Group; New Media Marketing; Marketing Strategy

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Chapter One Introduction

TuoRen Group was founded in 1993, formerly known as "Xinxiang TuoRen Medical Equipment Co. In 2006, TuoRen Group was established in Beijing, and after nearly 20 years of development, it has become a modern group specializing in the production of disposable medical devices such as anesthesia, nursing and pain consumables. With the continuous development of information technology, new media marketing has become one of the important tools for the development of modern enterprises.

For the TuoRen Group, new media marketing is an essential part of the process. As consumers' needs for brands and products continue to change, traditional marketing methods can no longer meet the needs of the times. In the face of fierce competition in the market, TuoRen Group needs to seek new marketing tools to win market share and consumer trust. This article will first provide an overview of the theories related to new media marketing. New media marketing refers to a marketing method that disseminates brand and product information to the target audience through new media means such as the Internet and digital media, so as to achieve marketing objectives. Compared to traditional marketing methods, new media marketing has the advantages of low cost, wide coverage, high interactivity and easy data collection. As a medical device manufacturing company, TuoRen Group should make full use of the advantages of new media marketing to deliver its brand image and product information to more potential consumers. Next, this paper will analyse TuoRen Group's current new media marketing strategy. TuoRen Group's current new media marketing mainly includes three strategies: word-of-mouth marketing, interactive marketing and precision marketing. Among them, word-of-mouth marketing improves brand awareness and reputation by tapping into the advantageous features of the brand and products and spreading them through online and offline word-of-mouth; interactive marketing is to enhance the interaction between the brand and consumers through social media platforms by posting short videos, live broadcasts and other interactive methods; precision marketing is to analyse consumers' behaviours and preferences to achieve precise advertising and improve advertising effectiveness. Precision marketing is to analyse consumers' behaviour and preferences to achieve precise advertising and improve advertising effectiveness and conversion rates. However, there are still some problems with TuoRen's current new media marketing strategy. Firstly, word-of-mouth marketing is still blind and lacks scientific and systematic approach. Secondly, the content creation in interactive marketing still needs to be

strengthened and lacks creativity and features. Finally, the lack of big data analysis and the application of AI technology in precision marketing has led to poor advertising results.

Chapter Two Overview of Relevant Theories

New media marketing" is a product of Internet thinking, a unique This unique marketing model is very open and interactive, and therefore This is a unique marketing model that is very open and interactive and therefore offers companies greater scope for development.

2.1 The Concept and Characteristics of New Media Marketing

“New media marketing mainly uses advanced technology to increase the publicity and promotion of products through a variety of online platforms. The new media marketing is mainly based on the use of advanced technology to increase the publicity and promotion of products through various online platforms, enhance the visibility and social influence of products, innovate different types of marketing measures, as well as elaborate design and planning for the sales and service content of products, online activities, etc., to push more accurate and timely information to the majority of users, promote more social public understanding of products, enhance public satisfaction with products, and obtain the ideal marketing through fans. to the general public, enhance the public's satisfaction with the products, and obtain the desired marketing effect through fans. The result is an ideal marketing campaign with fans.”^[1]⁷⁴

Its characteristics are mainly interactive, which allows two-way communication with consumers, increasing the interaction between brands and consumers and improving the marketing effect; fast communication, through social media and other new media platforms, information can be spread quickly, making the brand awareness can be quickly increased; wide coverage, can cover different audience groups, regardless of time and space restrictions, can be marketing at any time and anywhere; low cost. Compared to traditional marketing methods, the cost of new media marketing is low, suitable for small and emerging enterprises to promote; strong personalised demand, through data analysis and crowd profiling technology, can be more accurate to meet the needs of consumers, improve the effectiveness of marketing. Therefore, new media marketing has become an integral part of corporate marketing, and plays an important role in promoting the brand and improving the marketing effectiveness of enterprises.

2.2 New Media Marketing Strategy

New media marketing strategy is a series of action plans developed by enterprises facing

different marketing objectives on the new media platform, aiming to increase brand awareness and reputation and expand the market share of products and services through the new media platform. The development of a new media marketing strategy requires consideration of the company's own situation, including brand image, product characteristics and market positioning. When choosing a marketing strategy, different forms of strategy need to be selected according to different marketing objectives and audience needs. For example, for brand communication and user attraction goals, word-of-mouth marketing strategies can be used to spread brand information through social media, online communities and other platforms, using users' social networks, thereby increasing brand awareness and reputation. For product sales targets, a precision marketing strategy can be used to increase the conversion rate of product sales by analysing user data, pinpointing the target audience and adopting personalised marketing methods. Therefore, the selection and implementation of new media marketing strategies are crucial to the marketing and brand building of enterprises.

Chapter Three TuoRen Group PEST Analysis

In the process of applying new media marketing, TuoRen Group should understand both the advantages and characteristics of new media marketing and its problems and shortcomings. Only in this way can we continue to improve the new media marketing measures, highlighting the quality and effect of new media marketing. PEST analysis refers to the analysis of four aspects of a company's environment - political, economic, social and technological - in order to reveal the impact of environmental changes on the company. Below are the details of the PEST analysis of TuoRen Group.

3.1 Policy Environment

With the rapid development of China's national economy, government policies in promoting business development are constantly being improved and adjusted. Among them, the protection of intellectual property rights and the protection of consumer rights are directions that the government has been focusing on and strengthening. The government has been increasing the protection of intellectual property rights and encouraging enterprises to strengthen their own innovation, while also cracking down on intellectual property infringement. The protection of consumer rights and interests has also been given high priority, and enterprises need to pay attention to product quality and after-sales service, while complying with relevant laws and regulations. The introduction and implementation of these policies are conducive to promoting the development of enterprises and improving their market competitiveness and brand image.

In addition, the government also advocates the vigorous development of new industries, especially technology, the internet, culture and creative industries. Under the guidance of the government, these industries have flourished and become a new growth point. The outdoor sports industry, as one of the new industries, has also received the attention and support of the government. The government has not only introduced relevant policies and regulations, but also provided financial and resource support to encourage enterprises to conduct technological research and development and market expansion. Therefore, for TuoRen Group, the policy environment is an important opportunity to actively explore the market potential and promote the rapid development of the enterprise under the guidance of the government.

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