Research on Brand Promotion Strategy under the Condition of Internet +

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Abstract- In today’s global competition, brands are playing an important role in an increasingly wide range of fields. Because brand can bring more product premium and market competitiveness, enterprises pay more and more attention to the establishment and promotion of product brand. As a connection tool, the Internet would be isolated, scattered originally gathered in public on the Internet, consumers make brand promotion produce more by consumer feedback "echo", by the pattern of "Internet +", can promote the brand promotion of efficiency, also can let vendors or advertisers in the process of promoting deepen brand market positioning, to oneself also is easier to understand the real needs of consumers. This paper is stand in the background of Internet + era, brand promotion strategies to discuss and study.

Keywords- Brand, Internet +, Brand Promotion Strategy

I. INTRODUCTION

In the harsh market competition, the power of the brand is extremely magnified. A price difference of 10 times between the same style and the same material is not much. The key to the long-term development of an enterprise is to manage the brand and increase the brand premium to obtain more profits. At the same time, brand is a trust built on the basis of high quality and a promise about pleasant experience, indicating a certain level of quality or brand meaning, so that satisfied consumers can easily choose this kind of product again, without being affected by price changes of competitive products. Arguably, a brand’s ability to simplify purchasing decisions and reduce risk is invaluable. In addition, successful brands can make products quickly recognized and accepted by the market, thus helping the company to manage new product categories. This approach not only saves the promotion cost of launching new products, but also allows new products to hitch a ride on the reputation of the original brand, get the recognition of the consumers, and play a role in creating publicity by taking advantage of the situation. Therefore, brand promotion has become an important subject of enterprise marketing. "Internet plus" means "Internet plus various traditional industries". However, it is not simply a combination of the two. It is about using information and communication technologies and Internet platforms to deeply integrate the Internet with traditional industries and create a new development ecosystem. Such as:

Taobao = Internet + Commodity trading field
Meituan = Internet + Takeout
DiDi = Internet + Ridesharing
WeChat = Internet + Communication/social
Bike-sharing = Internet + Short trips

The Essence of the Internet is a connection, a tool; "Internet Plus” is actually an upgraded version of the original industry, which is another form of expression of the original industry. The mode of "Internet +" can improve the work efficiency of the original industry, reduce the cost of the industry, and make the original industry break through the original limitations.

II. MEDIA CHANGE OF BRAND PROMOTION UNDER THE MODE OF INTERNET +

Traditional communication channels, such as television, radio and newspapers, are inferior to social media platforms in terms of communication magnitude, but their credibility and authority can endorse the brand, thus giving the brand credibility and sense of quality. For example, brand implantation in Happy Camp of Hunan TV is conducive to increase the favorable impression of the brand. However, traditional communication channels lay more emphasis on unilateral information transmission to consumers, which could neither interact with audiences nor collect their personal preferences or feedback on information transmission. The essence of communication lies in the flow of information. The transmission effect is not in the content, but in the recipient. Paying attention to the interaction between the brand and users, and letting users feel the sense of participation and "I am also a part of the brand" can not only greatly improve the communication effect of information, but also cultivate users’ loyalty to the brand. Under the Mode of Internet +, the media on which brand promotion depends has changed from the previous media such as TV, newspaper and outdoor advertising to the new media. Compared with the traditional media, new media has the following characteristics:

● Many-to-many communication
● Everybody is marketing
● Internet technology as the way new mass media
● UGC (User Generated Content)
● PGC (Professional Generated Content)
● CGM (Consumer Generated Media)
The current mainstream new media in China are classified as follows:

Knowledge community: Zhihu, We-Media (Baijia Hao, Sohu Hao, Big Feng Hao, etc.), Q&a interactive type (Baidu knows, Post bar, Forum), wenkuaxue (wenkuai, academic) soft article news network platform.

Short video: Kuaiushou, Tik Tok, Micro-View, Good-Looking, Volcano, Watermelon, etc.

Social media: WeChat, Weibo, QQ, Momo, blogs, professional social networking sites, corporate social networking sites and other tools.

Video website: iQIYI, Tencent video, Tudou video, Youku video

Live streaming platforms: Douyu, Huya, Panda, Battle flag, YY, Penguin, etc.

III. BRAND PROMOTION MODE UNDER THE INTERNET + MODE

A. Market positioning of the brand

For a brand, its positioning and planning at the early stage is particularly critical. Before promotion and communication, it is necessary to find and create product (brand) differences based on market and demand and combining product characteristics with brand culture and personality, so as to find the blank points of customers’ minds and occupy customers’ minds through communication. Brand owners should first determine the market positioning of their products, such as the following:

• What gaps are filled by brands and products based on the market?
• What are the core competencies of brands and products based on industry?
• Compared with competing products, what are the advantages of the products?
• Are branded products significantly different from other products to consumers?

B. Brand promotion mode

There are two mainstream promotion modes at present. The first one is to promote the platform through its own traffic; the second one is to promote the brand through content shaping and put the product on the platform by virtue of its own characteristics and content recommendation.

1) Facilitate the communication and promotion of the platform's own traffic

a) CPC: Cost Per Action.

This Action can be registration, consultation, putting into shopping cart, etc. CPA is a kind of advertising that is priced according to the actual effect of advertising, that is, according to the effective questionnaire or registration of the response, without limitation to the amount of advertising. E-mail marketing (EDM) now has a lot going on in the CPA way.

b) CPS: Cost Per Sales

CPS is a kind of advertising that calculates the advertising cost based on the actual number of products sold. This kind of advertising is more suitable for shopping, shopping guide and website navigation, which needs accurate traffic to bring transformation.

c) 3. CPC: Cost Per Click

CPC is a pay-per-click AD that is paid for the number of times an AD is clicked on. For example, keyword advertising generally adopts this pricing model, and the typical ones are AdSense for Content of Google advertising alliance and Baidu advertising alliance.

d) CPT: Cost Per Time

CPT is a kind of advertising based on time. Many websites in China are charging according to the fixed fee model of “how much is a week”. This form of advertising is very crude and cannot protect the interests of customers. But CPT is a great way to save money on advertising and bring in a steady stream of revenue for your website and blog. Ali mother's weekly billing ads and monthly portal ads are both CPT ads.

e) CPM: Cost Per Mille

CPM is a paid display AD, and advertisers pay as long as the content is displayed. This kind of advertisement is not very good but can bring steady income to the website that has certain traffic, blog. Some people think that the calculation of CPM cannot be measured according to being seen. If a Banner is at the bottom of the page, it needs to scroll to see it. As long as the Banner is displayed on the page 1000 times, even if no one scrolls to the bottom of the page to see the AD 1000 times, it should be counted as a CPM.

Advantage: the advantage of this kind of promotion is the exposure enough, can read quickly to get exposure and popularity of the promotion, effective quickly, can obtain a large amount of direct traffic.

Disadvantages: However, if the brand has a poor reputation and reputation, the transformation will not be very good. Most of the traffic that can enter through the platform is extensive traffic, and the advertisements put on the platform are generally expensive with low ROI.

2) Carry out brand promotion through content shaping, and launch the product with the help of the characteristics of the platform and content recommendation method.

a) Release KOL (Key Opinion Leader).

KOL means key opinion leader, or, in layman's terms, big V. It is seen as a relatively new marketing tool that leverages the reach and impact of social media. KOL is an expert in a certain field, and they have their own fans. In this case, brand marketing is an endorsement by KOL, and users believe in experts. Moreover, KOL fans are very sticky, and their values are recognized by them in all aspects. Therefore, the recommendation of such people is with halo, and fans really read thumb up carefully. The role of KOL promotion is to rapidly enhance the brand’s popularity and trust, so as to improve the product conversion rate and create hot style products. Milk
powder brand to do KOL promotion, you can find - some stars bao Ma cooperation, the flow of female stars and influence, quickly enhance the brand awareness.

b) Release KOC (Key Opinion Consumer).

KOC is the "Key Opinion Consumer". As the name suggests, ALTHOUGH KOC cannot be called an Opinion leader, it has great decision-making influence among vertical users and is capable of carrying goods on some platforms. Can be understood as a small number of fans of KOL, popular point is a field of enthusiasts, plain people. Although the promotion of experts can bring a huge amount of traffic, too many experts to promote a brand, the first sight is to publicize, at this time, you need something real to support the brand, the best way is to put people notes. When users search for related brand words, they can find out the brand grass notes, so that users have a sense of trust.

Putting in a person's notes actually has two effects, usually for endorsement and placeholder. For example, when a certain bao Ma searches "what brand of milk powder is good" in the small red book, there will be many ordinary people's notes of our family brand, which will give the user a feeling that many people are using this product or brand.

Advantages: It can build brand reputation, form hot discussion (look at the launch effort), high user participation, low cost, and high conversion rate through content marketing.

Disadvantages: compared with platform promotion, the effect is slow, less traffic acquisition, industry non-standard.

IV. CONCLUSION

In today's market, there is almost nothing that cannot be imitated and copied. Only the brand is unique. It is difficult for people to imitate the image of a certain brand in the mind of individuals and organizations due to years of sales activities and product experience. Therefore, brand is the source of enterprise's lasting competitiveness. Brands are playing an important role in an increasingly wide range of fields. And the development of the Internet, let alone before enterprises marketing network or large advertise on television brand promotion mode phased out, the Internet will be the object of the original brand promotion linkage, consumers received by previous passive brand information, become to interact with brands, brands also by collecting data, consumer to consumer preferences, feedback, the brand and the consumer is becoming more and more close, this also requires brands for their own brand positioning to more and more clear, such ability in the interaction with consumers, occupies a unique place. Therefore, more and more manufacturers not only place advertisements and seek new media for publicity, but also set up microblog accounts, WeChat public accounts, small programs, etc., turning from mere brand advertisement users to advertisement channel builders, that is, starting their "we media" career. The fundamental reasons are as follows:

1. With the stable traffic cost today, the advertising cost of each platform has been very fixed, and the exposure cost of a new brand on the Internet is almost fixed. There is nothing to save. Those that can get the media to actively report are head brands, and more than 90% of brands still pay for exposure resources. Their own communication system, more - block free voice of the high - price platform.

2. In-depth display of brand connotation. The most important role of a brand is to occupy the mind and memory of customers, so that they can quickly make purchasing decisions through brand memory during consumption. Different from external promotion, "we Media" can deeply display brand personality, values, stories and other content output that advertisements cannot achieve.

3. Face consumers directly. Due to the limited business model, traditional merchants cannot face consumers directly, and many customer information and behavioral feedback are in the hands of distributors and channels. In the age of data, whoever can master the data and feedback of consumers to provide the best service will have the strongest stickiness with consumers. In fact, now new brands have attached great importance to the "we media" department. For example, in the early years, HFP cultivated the WeChat public number deeply, and now a tweet is 10w+. Another example is the recent fire of three and a half coffee, the public number of the original article only 32, the average reading of each article in 5W +.

REFERENCES