

# Research on Brand Marketing Innovation Strategy under the Environment of "Internet Plus"

Li Wang

Xijing University, Xi'an City, Shaanxi Province, 710123, China

**Keywords:** "Internet Plus"; Brand marketing; Innovation strategy

**Abstract:** With the continuous development of society, the Internet is to be seen everywhere in our life, and the development of "Internet Plus" has also driven the online financial services, and brought a lot of convenience to people's lives. Therefore, people's daily life has changed dramatically. Various APP and APP platform functions emerge as the times require, such as WeChat, Alipay, JingDong payment and so on. This paper analyzed the innovative strategies of brand marketing under the environment of "Internet Plus". First of all, it explained the importance and characteristics of brand marketing under the environment of "Internet Plus", and secondly, it analyzed the communication of "Internet Plus". Finally, it explored the brand marketing innovation strategy under the environment of "Internet Plus" in order to provide an effective basis for the brand marketing development.

## 1. Introduction

As the enterprise's proprietary logo, the enterprise's brand represents a product or a specific service. Moreover, brand is the core resource of the enterprise, and the brand marketing is the process of making consumers know the enterprise's brand under the market environment by using certain channels and ways on the basis of the brand. Brand marketing is the promotion of products or services by means of marketing strategies, in which brand awareness (public praise communication) is the most prominent means. The invisible marketing network is built to connect the public psychology, thus forming the latent memory or impression of the product or service in the consumer's mind. Under the environment of "Internet Plus", brand marketing can be seen everywhere. Because the "Internet Plus" itself has the characteristics of no-time limit, no-location restriction and so on, the mobile Internet users can also have access to more external information.

## 2. The Importance and Characteristics of "Internet Plus" Brand Marketing

Under the environment of "Internet Plus", the enterprise mainly measures the product sales through the user's thinking; at the same time, the enterprise market sales personnel are paying more and more attention to the good communication and interaction between the product and the user. For enterprises, using the Internet to increase the importance of brands can directly reduce marketing costs. If the product is recognized and trusted by many users, the enterprise can reduce the marketing cost by saving market activities, and can also rapidly increase the source and number of new customers. Thus, brand marketing is crucial under the environment of "Internet Plus".

Brand marketing in the era of "Internet Plus" has three characteristics: On top of that, the flow is the first. Compared with the traditional brand marketing, the brand marketing under the environment of "Internet Plus" has the advantages of fast communication, wide influence, diversified communication ways, easy operation, low advertising investment and so on. Under the environment of mobile "Internet Plus", "where the field of vision gathers, the wealth will follow." The flow of advertising means that the product or service is in place, and that can also drive the user's value of the product or service to a certain extent. Secondly, it is the diversification of marketing methods; to be specifically, the scope of brand marketing is gradually moving from the offline to online. Brand marketing and "Internet Plus" have become diverse, including experiential marketing, one-to-one marketing, global localization marketing and so on. Finally, the speed of

iteration is accelerated, and the obvious trend in the era of mobile Internet is that the speed of product iterative renewal is being obviously accelerated; further more, the iterative thinking also promotes the innovation of enterprise technology. Under the environment of "Internet Plus", the iterative speed of the product is calculated monthly, and even updated by a day or a week.

### 3. Analysis of "Internet Plus" Network Communication

#### 3.1 Analysis of the users under the "Internet Plus" network communication.

In recent years, more and more mobile Internet users have appeared in China, among which the largest numbers are mobile phone users. According to statistics, China had 420 million mobile phone users, accounting for 74.5 percent of the total mobile Internet users. In December 2017, the number of mobile phone users in China reached 753 million, an increase of 53.74 million compared with 2016. The proportion of Internet users who use mobile phones to access the Internet rose by 2.4 percent compared with 2016. As a result, the number of mobile Internet users has increased dramatically. In such space market, the mobile Internet audience will be generally larger than the traditional Internet audience.

#### 3.2 Analysis of the "Internet Plus" communication environment.

From international environmental data statistics, the number of mobile Internet connections had reached 6.8 billion till 2013. Moreover, China was the first country to popularize smartphones compared with the United States and Britain. For the commercial production process, the development of mobile terminals has a new impact on the layout of the business model, which also leads to the brand communication theory reform. The mobile Internet marketing model is being used to replace the traditional brand communication mode all over the world. In terms of domestic environment, mobile terminal devices can realize the PC connection via the Internet and computer. Users can transmit Internet information and media operation mechanism through mobile terminal phone media. Moreover, it can maximize the accuracy of the Internet location, functionality, portability, convenience and other characteristics.

#### 3.3 Analysis of "Internet Plus" communication mode.

Through the investigation and analysis of friends and classmates around us, we can see that people usually use WeChat, Weibo, Renren, Dianping, search engine, mobile video, mobile games, QQ, mobile news, E-mail as a mobile Internet brand communication modes. Enterprises can use their own actual situation and target audience's behavior and habits as the choice standard of mobile Internet brand communication mode. The comparison of communication modes such as the Weibo, WeChat, search engines and other mobile video brands are to be seen in Table 1.

Table 1 Comparison of "Internet Plus" Brand Communication Modes

Basic elements	Brand communication mode			
	Microblog	Wechat	Search engine	Mobile video
Message sender	Enterprise, opinion leader	Enterprise, audience	Enterprise	Enterprise, opinion leader and audience
Communication content	Text is less than 140 words, pictures, videos, expressions, animations, hypertext links	Text, pictures, video, expressions, animation, hypertext links, voice	Enterprise website information, product information, activity information, etc.	A variety of implanted advertising videos, creative videos, etc.
Message receiver	The crowd in Microblog social circle of all users and machines	Users who pay attention to the corporate public accounts and the people in the social circle	Users who have all information search requirements	The ordinary audience and the crowd in the social circle
Communication effect	Wide audience scope has the Butterfly Effect	Accurate interactive communication has obvious effect	"Pulling" communication, the user actively pulls out the information, and the effect is better.	Viral communication, excellent content communication effect is impressive

## **4. Brand Marketing Innovation Strategy under the Environment of "Internet Plus"**

### **4.1 Pay attention to brand quality and creation of public praise.**

The quality of products is the basis of public praise marketing. For example, Xiaomi mobile phone, as the ancestor of "Internet Plus" brand marketing, its all parts in mobile phones are supplied by the world's leading suppliers in mobile phone parts; by virtue of the excellent quality, it has formed a good public praise in the Internet and quickly become a well-known brand in China. From the brand-driven perspective, it not only create the public praise on basis of high quality, but also set up through other ways. The public praise of the product comes from the consumer, and the public praise of the consumer comes from their experience of the product. In this regard, mobile Internet companies can provide users with a platform for communication, such as the social media, including WeChat, QQ, Weibo and forums, where users can make consultation, feedback, and suggestions. These can allow users to communicate with each other, so that products in the user community can be promoted and public praise can be formed. In addition, we can also start from the internal staff to improve their awareness of the enterprise and products, so that to form the value chain outwards, spread product awareness and create a good public praise of products. Also, we can take the way of making friends with users, such as "not kneeling down to customers", or "letting customers to kneel down". We should let the customer participate in the brand marketing, and treat each other equally so that to create the brand.

### **4.2 Implement multi-channel marketing through the Internet.**

Enterprises for brand marketing can use the Internet multi-channel marketing under the environment of "Internet Plus". First, mobile Internet enterprises can link search engines with enterprise web portals such as WeChat and forums through search engine marketing channels. Moreover, they use keyword ads, classified catalogs and other ways to increase the number of visits to improve consumer attention. The second is to operate through instant messaging marketing channels. On the one hand, they can provide a platform of communication to customers who consult the website through the way of online communication on the network, and solve the problems in a timely manner. On the other hand, IM marketing communication tools can be used to publish product information and activities, or promote product selling points, brand ideas and other information. Third, the products can be marketed in a viral manner so as to spread information quickly and efficiently through the channels of Internet social platforms such as WeChat, Weibo, Alipay, QZone, and other Internet social platform channels. For example, in the past two years during the Spring Festival, Alipay business carried out a lucky gathering activity, through which we can share the red envelopes together, so that the interactive activities between our friends can spread quickly. The number of rapid expansion for downloading and using the Alipay APP effectively disseminate the brand. This successful case of Alipay is worth learning, so companies can use WeChat or Weibo to light up the icon to give gifts to attract a large number of WeChat, Weibo users. Moreover, they can participate in the event so that to quickly enhance brand awareness.

### **4.3 Actively change brand marketing copywriting style.**

Under current environment of "Internet Plus", enterprises should constantly update the copywriting style. The traditional copywriting style only focuses on explaining the function of the product, but the copywriting style under the "Internet Plus" environment not only has simple and direct text description, but also endows the product with humanized features and humanized care so as to attract many customers to browse. Since consumers can get access information through a variety of "Internet Plus" channels, firstly we need to attract consumers' attention with a special title, and then we can grab the user's attention within five seconds. This opens the communication channel between the user and the brand in time. While attracting more users' attention, we should also pay attention to the retention of users. Users can keep in touch with enterprises only when they get valuable information through their communication channels. Only through the title party and other operational skills to attract customer attention, after all, can not retain such customers for a long time. Thus, the enterprise's new media operators should screen information in time and

accurately touch hot spots information.

## **5. Summary**

With the advent of the era of "Internet Plus" and mobile Internet, the network marketing model is constantly emerging; meanwhile, mobile marketing is ushered in a revolution. Brand is the key for enterprises to gain and maintain competitive advantage. For all enterprises, it is necessary to constantly change and innovate, combine Internet brand marketing with consumer interest and quickly find fans' needs to adjust products and optimize operation strategies in a timely manner. Furthermore, they should increase user's participation, so that more potential consumers understand the product more intuitively. On the other hand, this can enhance brand awareness, increase product exposure and promotion and enhance brand awareness through public praise. In addition, under the environment of "Internet Plus", they can also comprehensively use text, image, audio, video and other types of information to achieve mobile marketing holography. For example, they can put on television advertisements, cooperating with Weibo, WeChat so as to achieve greater depth dissemination value and increase the strength of brand marketing.

## **References**

- [1] Li Shan. Study on Marketing Strategy of Internet Brand "Three Squirrels"[J]. Research on Propagation, 2018,2(07):14-15+25.
- [2] Wang Zhiyang. Research on Brand Advertising Communication under Mobile "Internet Plus" Environment [J]. China Media Technology, 2017 (05): 97-98.
- [3] Jia Sen. Research on the Influence Factors of Internet Brand's Trust [D]. Shanghai Foreign Studies University, 2017.
- [4] Xiao Yanhong. Research on Brand Strategy under the Environment of "Internet Plus"[J]. China Management Informatization, 2016,19(08):69-70.