

# Literature Review of New Media Marketing

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**Abstract**—This is a literature review on new media marketing. In the context of the new era, the rapid development and widespread use of Internet technology promotes the vigorous development of the new media industry. New media marketing arises at the historic moment. It not only gradually develops into an important aspect of marketing, but also becomes an important means of commercial promotion in the future. This paper summarizes and sorts out the current key literature on new media marketing, and summarizes the characteristics, advantages, disadvantages and strategies of new media marketing. The following findings are found in the study: the existing literature on new media marketing is small, the research focus is on new media marketing strategies, and there are limitations in research methods, fields and conclusions. This paper hopes to provide convenience and help for scholars studying new media marketing in the future through this review.

**Index Terms**—Advantages and disadvantages of new media marketing, marketing strategy, marketing characteristics, new media marketing.

## I. INTRODUCTION

With the improvement of social and economic level and the development of information technology, new media marketing based on the Internet has not only been widely used in many industries, but also become a new research field. New media marketing refers to the promotion and publicity of product information and corporate image by combining enterprise marketing strategy with new media platform in order to effectively improve enterprise visibility and interests [1]. Enterprises carry out personalized marketing promotion through different new media platforms such as Wechat, Weibo, Douyin and Taobao, which not only enables enterprises to timely adjust strategies through the feedback of consumer data on the platform, but also enables enterprises and consumers to achieve two-way interaction through the space-time limitation of traditional media.

At present, there are a large number of papers related to new media marketing, but the number of papers published in top journals and core journals is small, and the quality and influence of research needs to be improved. New media marketing is gradually becoming a hot research field, involving a wide range of applications and strong practicability, so it deserves more scholars' attention and research.

In this paper, through sorting out and reviewing the important research on new media marketing, the literature review of new media marketing is carried out in four

dimensions: new media marketing characteristics, new media marketing advantages, new media marketing disadvantages and new media marketing strategies. This paper hopes to provide convenience, reference and help for scholars in the field of new media marketing in the future, and improve their research efficiency and reading speed.

## II. THE CHARACTERISTICS OF NEW MEDIA MARKETING

Understanding the characteristics of new media marketing is helpful for researchers to better deepen the grasp and exploration of new media marketing. However, the existing research results on the characteristics of new media marketing are very limited. Not only is the quality of the research mediocre, but the number of articles published in top journals is small. In addition, there are many researches on the characteristics of new media marketing, which have not yet formed a unified understanding. Combined with the existing research, the characteristics of new media marketing can be divided into the following three points.

### A. Diversification

Lu Xiao thinks that in order to improve the audience's attention, new media marketing needs to use diversified information channels and diversified content to output, and creatively improve consumer experience from an all-round perspective [2]. Under the background of "Internet +" era, Guangqiang Mao proposes that diversified communication channels and marketing information not only increase the marketing capacity of enterprises, but also make their marketing models more diverse [3]. Qing Wang emphasizes in his article that the diversified characteristics of new media marketing benefit from the advantages and characteristics of Internet technology. Diversified media in new media marketing make it more convenient for customers to obtain and pay attention to product information [4]. Shuzhan Pan puts forward the view that enterprises can use pictures, videos, audio and text to enrich their marketing media when conducting new media marketing in the Internet era, so as to increase consumers' understanding and awareness of product information [5].

### B. Popularity

Qing Wang mentions in the article that the rapid popularity of the Internet promotes the new media marketing to get a wider range of exposure and become a marketing model known to consumers [4]. Ling Liu thinks that new media marketing has a broad market and a global audience [6]. Xiaoxing Peng points out that the convenience and sharing of the Internet is conducive to promoting the spread of new media marketing in the world [7]. In the context of globalization, Qian Deng puts forward that the development trend of new media marketing is convenience and platform,

Manuscript received October 21, 2021; revised January 23, 2022.

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and the development trend of enterprise products and services is globalization [8].

### *C. Interactive Quality*

Guangqiang Mao mentions that the interactivity of new media marketing refers to the marketing model established based on information technology. Although consumers are passive in receiving marketing information, they are active in distinguishing and utilizing product information [3]. Jing Li believes that the interactivity of new media marketing enables consumers to choose, discuss and compare product information more freely, which is conducive to helping consumers to increase their understanding of products in their actual feelings and experience [9]. Shuzhan Pan proposes in his article that in the process of enterprises interacting with consumers through new media marketing, they can not only help consumers select meaningful marketing content, but also promote the publicity and promotion of marketing information [5]. Lu Xiao considers that new media is a "everyone to everyone" mode of communication, and new media marketing is a socialized marketing model [2]. Qing Wang mentions in his research that the main advantage of new media marketing compared with traditional marketing is strong interactivity, which not only makes marketing activities more targeted and marketing efficiency of enterprises higher, but also helps consumers save time and improve consumer satisfaction [4]. Qian Deng proposes that the strong interactive feature of new media marketing has changed the disadvantage of traditional marketing, which can only be transmitted from enterprises to consumers. It not only establishes an interactive channel for communication between enterprises and consumers, but also facilitates accurate marketing and timely feedback from consumers to discover the potential consumer market [8].

The rapid development of information technology and the popularization of the Internet have provided a good foundation for the rapid spread of new media marketing in the world. The popularization of new media marketing makes the products and information publicity of enterprises gradually move toward globalization and comprehensive. New media marketing also changes the limitations of traditional marketing in which enterprises unilaterally deliver information to consumers. New media platform provides an effective way for communication and interaction between enterprises and consumers, and the interaction between them makes both sides benefit from it. Therefore, the main characteristics of new media marketing can be summarized as diversity, popularity and interactivity, which are generally accepted by most scholars in the academic world. Diversified information channels and rich marketing content make new media marketing to achieve innovation and breakthrough of traditional marketing.

## III. THE ADVANTAGES OF NEW MEDIA MARKETING

New media marketing has unique advantages over traditional marketing due to its distinctive characteristics. At present, there are few research results on the advantages of new media marketing, and the research quality is average, and the number of articles published in core journals is very

small. In addition, there are many analyses on the advantages of new media marketing, but a unified understanding has not yet been formed. Existing research on the advantages of new media marketing can be divided into the following three categories.

### *A. Focus on the Positioning of Marketing Objectives to Achieve Precision Marketing*

Juan Chen believes that new media marketing not only truly makes consumers become the main body and core of marketing, so that the market enters the era of user is king and nationwide marketing, but also realizes accurate marketing through Internet technologies such as digital marketing and algorithm empowerment [10]. In his article, Kan Li says that new media marketing can provide differentiated and precise products and services for different audience groups, which can help enterprises accurately locate customers' consumer needs and improve their operating profits [1]. Ying Li thinks that new media marketing is more accurate than traditional marketing mode in keyword search and targeted advertising promotion on various platforms [11]. Ying Zhang mentions that new media marketing can promote targeted advertisements on various platforms for users when they search for keywords, so it is more accurate than the traditional marketing model. Through all kinds of new Internet technologies, enterprises can first understand the consumer needs of customers, and then customize personalized products for customers, so as to achieve accurate marketing of potential consumer needs of customers, which can effectively improve the marketing effect [12].

### *B. Marketing Is Intuitive, Efficient and Interactive*

Through research, Juan Chen puts forward that new media can intuitively and vividly present diversified information content to consumers by virtue of its advantages of fast communication and strong communication intensity. Enterprises and consumers can also communicate and interact through various channels. Additionally, new media marketing can improve the enthusiasm of consumers, so that the product information and image of enterprises can get continuous publicity and reputation accumulation through word of mouth among consumers [10]. Zhiping Ma believes that the interactivity of new media marketing has radically changed the way of information transmission, and the popularity of new media marketing makes it possible to transmit information in real time and across time and space [13]. Ying Li writes in the article that new media marketing puts consumers in the core position, and it is easier to meet consumers' personalized consumer needs. In order to accumulate and promote marketing information in the communication and interaction of consumers, enterprises hope to let consumers join in the process of information dissemination, so that marketing content can be publicized in a wider range [11]. Ying Zhang considers that if enterprises want to improve the effect of new media marketing, they not only need to improve the effectiveness of information acquisition and processing capacity, but also take the initiative to strengthen communication and interaction with consumers. Enterprises should learn to extract effective information from consumers' feedback, and then attach

importance to and invest in the improvement and development of marketing [12].

### *C. Reduction of Enterprise Publicity Cost*

Ying Zhang puts forward that new media marketing has formed favorable marketing advantages by virtue of social interpersonal circle and information data analysis, thus improving marketing effect and reducing the publicity cost of enterprises [12]. Kan Li thinks that the use of new media marketing by enterprises can effectively reduce operating costs, shape corporate image, improve consumer attraction, promote product and service innovation and upgrading, and strengthen the core competitiveness of enterprises [1]. Zhiping Ma mentions in her article that social media can help enterprises reduce the cost of public opinion monitoring and crisis public relations, and effectively control the emergence and spread of crisis [13]. When analyzing the advantages and disadvantages of new media marketing, Ying Li proposes that rich information can attract customers and promote the products spontaneously. Not only will the publicity effect of customers be better than that of enterprises, but also the expenditure of enterprises in marketing can be reduced to a certain extent [11].

Compared with traditional marketing, new media marketing has obvious advantages. First of all, new media marketing pays more attention to target group positioning, so as to implement personalized and customized precision marketing, which can effectively improve corporate profits. Additionally, new media marketing is more intuitive and more efficient than traditional marketing objectives, process and results, which is conducive to significantly improve the effect of enterprise marketing. Finally, new media marketing can imperceptibly prompt consumers to spontaneously publicize and promote enterprises' products, which can reduce the publicity cost of enterprises. Furthermore, new media marketing has many other advantages, but these three advantages of new media are more accepted by most scholars.

## IV. THE DISADVANTAGES OF NEW MEDIA MARKETING

As an emerging marketing model, new media marketing develops rapidly due to its unique advantages, but at the same time, new media marketing also has certain disadvantages. There are few studies on the disadvantages of new media marketing in the academic circle now. The number of articles published in core journals or top journals is small, and the research quality is not high enough. Many scholars are aware of the serious homogeneity and lack of depth of the content of new media marketing. Other researches on the shortcomings of new media marketing are scattered and have not yet formed a unified understanding.

The existing researches on the disadvantages of new media marketing mainly have the following two viewpoints.

The first category focuses on the serious homogeneity and lack of depth of new media marketing content. In the analysis and research of new media marketing, Bo Wen believes that the bombing marketing mode of single new media advertising is not a positive and beneficial marketing mode. Its information attraction and depth are very general, so it can

bring very limited marketing effects [14]. Juan Chen believes that there are many problems in the current new media marketing, such as the flood of advertising information, the widespread imitation among businesses and the neglect of consumer thinking and consumer environment changes [10]. Heng Yang on big data era of new media marketing upgrade strategy research further points out that some enterprises in order to get more attention, not considering the characteristics of enterprise products and services and free to use network buzzwords, or do not care about the connotation and blind to carry out the new media marketing, leading to low correlation problems and marketing content homogeneity serious phenomenon. The abuse of new media marketing by these enterprises not only overconsumes consumers' feelings and trust, but also fails to convey the correct product and service information, which not only reduces the level of public praise of new media marketing, but also makes it difficult to achieve the target marketing effect of enterprises [15].

The second is to explore the excessive marketing of new media marketing from the perspective of destroying social media user environment. When Rui Su analyzes the influence of the "Internet +" thinking on the reform of new media marketing strategy, he points out that some enterprises use the virtual nature of the network to carry out exaggerated new media marketing, which would not only bring many negative effects to enterprises, but also destroy the standardization and credibility of new media marketing [16]. Xiaosan Liu points out in his article that too simple advertising bombing will not only cause trouble to social media users, but also reduce their interest and trust in new media marketing [17]. Heng Yang shows clearly that businesses excessively pursue the surge of data such as reading volume, click volume and forwarding volume, which only brings the illusion of marketing prosperity. In fact, it cannot really solve the sales problem of the enterprise, but also has a serious impact on the user experience and social balance of new media [15].

As a new marketing method, new media marketing has its unique advantages, but also has some shortcomings that cannot be ignored. The serious homogeneity and lack of depth of marketing content is an obvious shortcoming of current new media marketing. Such simple imitation and superficial content output cannot bring good publicity effect to enterprises. Moreover, excessive new media marketing can destroy the user environment of social media. The reduction of consumer goodwill and trust is not conducive to the promotion of enterprises' products and services, and may be counterproductive.

## V. NEW MEDIA MARKETING STRATEGY

On the basis of understanding the characteristics, advantages and disadvantages of new media marketing, the development of a perfect system of new media marketing strategy is an important content for the further development of new media marketing. At present, the quantity of research on new media marketing strategy is small, and the quality of research needs to be improved. There are not many articles published in core journals or top journals. There are many researches on new media marketing strategy, but no unified

understanding has been formed.

Existing research on new media marketing strategies can be divided into the following four views.

#### *A. Expand Marketing Channels*

Ying Zhang lays her finger on that diversified marketing methods and connotation of marketing content are more conducive to the publicity and promotion of enterprises, which can not only improve the popularity of products, but also help deepen customers' understanding and recognition of products [12]. Lu Xiao states briefly in the article that new media marketing is constantly upgrading and channels are also expanding. Enterprises should learn to keep pace with The Times for innovative marketing [2]. When discussing new media marketing strategies in the era of "Internet plus", Lingxiao Li proposes that in order to improve the marketing level and popularity of products, enterprises can carry out various publicity activities through a variety of new media platforms such as Weibo, Wechat and network platform [18]. Guangqiang Mao points out that enterprises should choose a variety of media platforms to promote products and corporate image according to their own reality. Enterprises can choose free new media platforms to release corporate information such as product information and preferential activities, such as Weibo and Wechat public accounts. What is more, enterprises can also adopt multiple linkage between different marketing platforms to enrich their publicity system [3].

#### *B. Enrich and Improve the Content*

Qing Wang proposes in the research of new media marketing in the Internet era that new media marketing under the background of the Internet should fully meet the needs of consumers, and connect product information with consumers' consumption psychology and life reality. Secondly, enterprises should provide creativity and sincerity in marketing content, condense product information, and then attract consumers' attention and stimulate consumers' purchase desire at the fastest speed, so as to improve the efficiency and quality of product marketing [4]. Yanzhen Jin in the article points out that the enterprise in the new media marketing must attach importance to marketing content richness and perfect degree. Enterprises should not only combine the information and characteristics of products with consumers' life needs, but also combine the characteristics of marketing content to achieve innovation, so as to improve the attractiveness of products, which is conducive to cultivating loyal consumer groups and making long-term profits [19]. Lu Xiao believes that enterprises can design and innovate from product content, human design content and scene content in the process of content enrichment of new media marketing [2]. Qian Deng thinks that when enterprises create new media marketing content, they should excavate the deep value of products and endow products with rich connotation, so as to meet the spiritual needs of consumers [8].

#### *C. Strengthen Multi-screen Integration and Realize Cross-Border Marketing*

When analyzing the new media marketing approaches in the Internet era, Jing Li puts forward that only by adopting multiple linkage marketing mode can enterprises occupy a favorable position in market competition [9]. Kan Li shows

that new media marketing can be seen obvious development compared with traditional marketing. New media marketing fundamentally changes the way and channel of multimedia information transmission, makes it more systematic and standardized, and makes multi-screen integration and cross-border marketing a reality [1]. Qian Deng states that enterprises should actively adopt multi-screen linkage to promote communication and integration between new media and traditional media, so as to expand the communication range and influence of marketing [8]. Guangqiang Mao further points out that enterprises can master and analyze consumers' consumption behaviors through new media platforms, and then carry out precise marketing for different consumers according to the obtained data and results. Therefore, new media marketing can break the limitations of traditional marketing, thus forming a multi-screen linkage network system, and then achieve the goal of cross-border marketing [3]. Under the Internet thinking, Chen Juan states briefly that enterprises should use new media to give full play to their own characteristics and advantages, but also pay attention to the integration of various resources. Enterprises should also timely insight and adapt to the changes in the market, and then use the correct new media marketing concept to adopt appropriate new media marketing methods. What is more, enterprises should actively think and reconstruct the three elements of "people", "goods" and "field", and strive to achieve cross-border marketing [10].

#### *D. Combination of Online and Offline Method*

Lingxiao Li believes that effective integration and coordinated development of online and offline products is a very important link in the operation of enterprises, which can effectively reduce customer conflicts caused by the mismatch between online and offline products. Effective offline marketing can also improve the effectiveness of new media marketing and give play to the advantages of new media marketing [18]. Guangqiang Mao points out that the strong support of offline entities plays an important role in the communication stage of new media marketing. Only through online and offline channels can the unique significance and function of new media marketing in the information age be more evident [3]. When discussing the influence of "Internet +" thinking on the reform of new media marketing strategy, Shu Li puts forward that enterprises should not only make use of the Internet to do a good job in product marketing, but also bring good service to customers in physical stores. Only the combination of online and offline marketing can effectively improve the interests of enterprises [20]. Qian Deng proposes that enterprises should adopt a suitable combination of online and offline marketing mode when developing new media marketing. The actual services provided by offline staff to consumers can verify the authenticity of online new media marketing content, which is conducive to improving the overall marketing effect of enterprises [8]. Kan Li also believes that the way and result of offline sales will have a direct impact on the effect and benefits of online sales. Only by combining online and offline marketing methods can the value and significance of new media marketing be fully brought into play [1].

With the rapid development of information technology and

the popularization of Internet, new media marketing has become a trend of marketing development. Enterprises should actively explore new media marketing strategies, and then choose new media marketing models suitable for their own development, so as to promote the spread of enterprise information and improve economic interests. Enterprises should find ways to expand marketing methods and use a variety of new media platforms for marketing publicity, so as to improve the visibility of products and promote corporate image. In addition to adopting a variety of marketing channels, enterprises should strive to improve the quality of marketing content and enrich the connotation of marketing content. Only high-quality marketing content can better reflect the characteristics of products, leave a deep impression on consumers, so as to improve the attractiveness of products. Secondly, enterprises should actively realize multi-screen linkage and cross-border marketing, which is conducive to further expand the spread of marketing and improve the influence of marketing. Finally, many scholars have proposed that the effective combination of online and offline marketing is conducive to the role and value of new media marketing. Therefore, enterprises should prove the authenticity of online marketing with offline entity services, and promote offline product sales with online marketing publicity, and finally realize the effective improvement of corporate profits.

## VI. CONCLUSION

Through the analysis of the existing research on new media marketing, it can be found that there are the following deficiencies in the current research on new media marketing. First of all, the research time on new media marketing is short, the number of relevant scholars and literature on new media marketing is small, and the depth and breadth of research need to be improved. Secondly, in terms of research methods, most research types and methods are single, preferring qualitative research rather than quantitative research. Thirdly, most scholars focus on the characteristics, advantages, disadvantages and strategies of new media marketing, and pay less attention to the application and analysis of new media marketing in practical business cases. However, as a future development trend of new media marketing, it is also important to pay attention to its practicality and application. Fourth, there are gaps in data analysis and other research on new media marketing. Not only lack of scientific scale, but also operability and accuracy are not good. Finally, the new media marketing research conclusions are not practical applicability, lack of specific and practical operation methods.

In view of the shortcomings and shortcomings of the existing research, some possible directions for future research in the field of new media marketing are given. First of all, we should encourage more scholars to join the ranks of new media marketing research, and then increase the breadth and depth of new media marketing research from different angles and different levels. Secondly, scholars should actively expand their research methods and increase quantitative research so as to improve the research system of new media marketing. Thirdly, scholars can devote some

attention to the application and analysis of new media marketing in practical business cases, so as to increase the practicality and applicability of new media marketing. Fourthly, scholars should fill in the gaps in data analysis of new media marketing and develop a scientific and specific scale through research to increase its operability and accuracy. Finally, scholars should pay more attention to the practical applicability of new media marketing research conclusions. While paying attention to the guiding significance of new media marketing research conclusions to reality, we should not neglect the thinking and practice of specific and practical operation methods. Only when the theory of new media marketing is well combined with the practice of enterprise operation marketing, the existence of the theory is more meaningful and valuable.

## CONFLICT OF INTEREST

The authors declare no conflict of interest.

## AUTHOR CONTRIBUTIONS

All the content of this paper was independently completed and approved by Jiahua Chen .

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