

Research on Enterprise Marketing Strategies from the Perspective of New Media

——Taking Goodme Company as an Example

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ABSTRACT

New media has brought tremendous impact to traditional business models, and how enterprises can determine effective new media marketing strategies based on their product characteristics and market development direction has become a practical problem that enterprises need to solve at present. In this context, this paper takes Goodme Company as an example, conducts research and analysis on the company's new media marketing situation, explores the characteristics and existing problems of the company's new media marketing, and proposes highly targeted and actionable countermeasures, in order to provide reference for enterprises to formulate sound new media marketing strategies.

KEYWORDS

New media; Marketing strategy; Goodme Company

1. INTRODUCTION

In today's rapidly developing modern network technology, the popularity of the internet is increasing. Mobile phones, computers, and other mobile terminal devices have become the main ways for people to obtain information. The rapid popularity of social media such as Weibo, WeChat, short videos, and live streaming is changing people's way of life. In this context, how to fully utilize the advantages of new media to update marketing strategies, consolidate and attract consumers, thereby improving the brand influence and market competitiveness of enterprises, has become a problem that enterprise managers must pay attention to.

2. OVERVIEW OF NEW MEDIA MARKETING

2.1. Concept of New Media Marketing

New media marketing refers to a marketing method that utilizes new media platforms for promotion and promotion. It is within the scope of traditional marketing, adding the link of new media marketing, guiding customers' psychology through specific product concepts, in order to achieve better marketing effects, and ultimately achieve the goal of improving brand awareness and expanding product sales.

2.2. Characteristics of New Media Marketing

Compared with traditional marketing, new media marketing has the following characteristics:

2.2.1. Reduce advertising expenses

Due to the rise of new media, transparent, free, and open platforms continue to emerge, with a high volume of traffic and the ability to share resources. For example, WeChat's corporate official account, Douban's interest community, and brand videos on video websites are free or only cost a small amount of money. In addition, the communication costs required for new media marketing are relatively low. As long as high-quality and interesting content is created on the platform, allowing the audience to feel the value of the content and resonate with it, the receiver will naturally forward it, forming a communication chain. And the company only needs to provide high-quality content, the rest is for users to do it themselves.

2.2.2. The dissemination speed of information is fast and the coverage is wide

New media marketing is actually a parallel situation, in which each marketing process is carried out synchronously, including collecting and researching market information, developing new products, and providing feedback. You don't need to spend too much time and energy on fine typesetting, post-processing, and editing, and with the development of technology, the transmission of information will also become easier.

2.2.3. Accurate customer base

In new media marketing, both keyword ads within search engines and button ads on certain websites are more targeted than traditional marketing methods. Due to the absence of blind and arbitrary advertising settings in the process of new media marketing, the advertising information pushed to users is based on user information and their network of relationships, calculated through artificial intelligence big data technology, which can analyze user purchasing intentions and potential needs, and be reflected in website advertising.

3. OVERVIEW AND CURRENT MARKETING STRATEGY OF GOODME COMPANY

3.1. Overview of Goodme Company

Goodme is a leading and rapidly growing Chinese mass ready to drink tea beverage enterprise. The Goodme brand was founded in 2010 in Daxi Town, Wenling City, Taizhou, Zhejiang Province, China. Since its establishment, Goodme has relied on nearly a hundred R&D personnel to constantly explore the inspiration for drinking tea, and has always insisted on using good fruits, tea, milk and other raw materials to establish a nationwide warehousing and logistics system. From the origin to research and development, to warehousing and transportation, and then to store processing, customers can enjoy a fresh and authentic tea drink.

As of the end of 2023, Goodme has opened over 9000 stores in more than 180 cities across the country, selling 1.2 billion cups of brewed beverages and selling over 19.2 billion yuan in merchandise sales that year. According to a report from Chi Shi Consulting, in 2023, in the mass ready to drink tea market priced at 10-20 yuan, Gu Ming's market share was about 16.4%, ranking first in the same industry nationwide; In the fully priced freshly made tea beverage market, Goodme has a market share of about 8.3%, ranking second in the industry.

3.2. Current Status of Goodme Marketing Strategy

Goodme's growth is due to its franchise model and profit strategy in selling raw materials. Except for a very small number of stores, Goodme's stores are all operated through franchise, and its revenue mainly comes from selling equipment and raw materials to franchisees, as well as providing franchise management services. Goodme's franchisee stores have maintained strong profitability. Data shows that in 2023, the single store operating profit of Goodme franchisees reached 376000 yuan, with a single store operating profit margin of 20.2%, far exceeding the estimated single store operating profit margin of 10% -15% in the Chinese mass tea beverage market during the same period. Especially in fourth tier and below cities, the franchise's single store operating profit of 386000 yuan was achieved in 2023, which is more than 10 times the per capita disposable income of these regions in 2022.

Mr. Wang Yun'an, the founder of Goodme, grew up in a business atmosphere and has a deep empathy for individual merchants, as well as a deep understanding of the common demands of franchisees. Wang Yun'an's persistence in product strength, continuous improvement of platform capabilities, and belief in long-term win-win cooperation with franchisees have formed the guiding principles for the development and operation of Goodme.

In the marketing channel promotion strategy of Goodme Tea, a series of diversified measures have been taken to attract more consumers and expand brand influence. The specific strategy is as follows:

3.2.1. Offline physical stores

Goodme has opened Goodme tea specialty stores in the main commercial areas of the city to make it more convenient for consumers to taste and purchase our products. Goodme emphasizes the comfort and brand characteristics of store decoration to attract the attention of customers.

3.2.2. Online e-commerce platforms

Goodme's online stores have been established on major e-commerce platforms, such as Tmall and JD.com. This not only provides consumers with convenient purchasing channels, but also increases Goodme's brand exposure opportunities.

3.2.3. Online social media publicity

actively use social media platforms, such as Weibo, WeChat official account, Tiktok, etc., to publish tea culture related content to attract consumers' attention and discussion. Goodme also regularly conducts online activities and promotions to increase consumer engagement.

3.2.4. Word of mouth marketing

Pay attention to building customer reputation and expand brand influence through word-of-mouth. Goodme provides high-quality products and services, as well as a friendly customer experience, to win the trust and support of consumers.

3.2.5. Offline promotion activities

Participate in various exhibitions, events, and events to showcase Goodme's products and brand image. Goodme also regularly holds tea culture lectures, tea art performances and other activities to attract consumer interest and participation.

3.2.6. Partnership

Goodme has established partnerships with other related industries, such as restaurants, hotels, and tourist attractions, to carry out joint promotional activities. Goodme also collaborates with well-known tea plantations to ensure the quality and taste of its products.

In summary, Goodme Tea adopts a diversified channel promotion strategy to ensure that its brand can cover a wide range of consumer groups and continuously expand its market share.

4. PROBLEMS IN GOODME MARKETING FROM THE PERSPECTIVE OF NEW MEDIA

Although Goodme Tea has achieved great commercial success through diversified channel promotion strategies, through the analysis of the company's products and consumer behavior of Goodme, the author believes that there are some problems in the current marketing strategy of Goodme Company.

4.1. Insufficient Emphasis On New Media Brand Marketing

In recent years, the online marketing of Goodme tea has mainly relied on shopping festivals such as Double Eleven to boost sales. However, there are few independent creative activities and promotions for brand marketing and promotion, and the marketing strategy is relatively passive. In new media marketing, the basic knowledge of word-of-mouth marketing, value marketing, interactive marketing, and other aspects has hardly been touched upon, and there is a lack of personalized new media marketing behaviors with brand characteristics that can fully attract customers and highlight their own labels. This not only violates the innovative development concept of Goodme Tea Enterprise, but also a misreading of new media marketing strategies.

4.2. The Content Of New Media Communication Is Not Rich Enough

Brand promotion is a long-term and complex process, and Goodme tea beverage enterprises should supplement it more based on their own development status and market environment factors to improve the effectiveness of their content marketing. The competition in the current tea beverage market is fierce, and homogenization is severe. Some enterprises attach great importance to brand communication content, often bringing new content marketing strategies to consumers, attracting more consumer groups, and bringing a great impact to the product marketing work of Goodme Tea Beverage Company. On the other hand, Goodme's content marketing appears to have a relatively single content of brand communication, causing visual fatigue among the audience and lacking new brand communication content.

4.3. Lack of Effective New Media Connection With Consumers

From the current development status, Goodme tea drinks rarely use new media for marketing and have not established an effective communication mechanism with consumers. In the long run, consumers have insufficient understanding of the advantages of their products, making it difficult to enhance their brand influence and market awareness. Some consumers believe that convenient shopping is more important, and its function is more important than that of tea drinks. However, the operators of Goodme tea drinks are not aware of this issue, lacking practical market research and analysis, and ignoring the special psychological needs of customers. This will affect the degree to which a company's marketing strategy matches customer psychology, thereby hindering the full utilization of the function and value of marketing strategy, and gradually losing its competitive advantage in the market.

4.4. Insufficient Satisfaction Of Consumer Needs

In today's rapidly developing digital economy, both the market and industry have undergone unprecedented changes. Many famous brands have used new media for effective marketing and achieved good development results. Consumers at different stages have significant differences in their requirements for products. If a single, traditional product marketing strategy is adopted, it will

inevitably lose the support of market customers and thereby reduce market share. Operators should have a new development concept, adjust their product sales strategy in a timely manner according to customer needs, and accelerate the achievement of product sales goals. From the survey results, it can be seen that Goodme Tea Beverage Company has not yet effectively applied new media marketing, unable to timely grasp customer psychology, resulting in a deviation between marketing strategy and customer needs, and affecting consumer awareness of the brand.

5. OPTIMIZATION PLAN FOR GOODME COMPANY'S NEW MEDIA MARKETING STRATEGY

In response to the problems in the marketing strategy of Goodme Company from the perspective of new media, the author proposes the following optimization implementation plan.

5.1. Reshaping the Concept Of New Media Marketing Strategy

Enterprises should increase investment in the research and development of blockchain technology and actively embrace the arrival of the Web 3.0 era. The characteristics of the 3.0 era are personalization, interactivity, and in-depth application services. The user's application experience and sharing play a decisive role in website traffic and product marketing. The effective connection between mobile Internet and vertical network is not the connection of content, but user experience and sharing. At the same time, vertical websites will be integrated with B2C to achieve the integration of product database queries, experiences, purchases, sharing, and other processes. Goodme Company should continue to pay attention to the development of Internet technology, make full use of the value and function of new media marketing, establish a correct marketing concept, more thoroughly stand in the perspective of users, promote multi-channel reading, localized content, sharing of application experience among users, and establish user reputation to drive marketing. Only in this way can we keep up with the times and stand invincible in the constantly changing market environment.

This undoubtedly changed the overall market landscape, from a simple product to a customer-centric approach. Each enterprise has established its own database, which facilitates the calculation and analysis of customer data, and selects the most popular products from it. This has enabled the company to break through closed marketing methods, invest more resources and energy in customer service, carefully analyze every comment from customers, provide authoritative and accurate answers, and avoid customer distrust of the company. In addition, in the marketing process, not only financial indicators, but also public opinion and social influence have gradually become the focus of enterprise considerations.

5.2. Strengthen the Effective Integration Of Brand And New Media

A good brand image is the external manifestation of corporate culture. Corporate culture should not only have the foundation of traditional culture, but also highlight the characteristics of the enterprise and conform to the psychology of consumers. With the rapid development of the Internet and the growing maturity of new media platforms, Goodme Company should follow this trend, organically integrate the advantages of brand building and new online media, constantly optimize and improve its marketing model, promote the development of new media marketing, and enhance brand value. Innovative products and brand related derivatives can also be launched by combining urban characteristics or cross-border collaborations with well-known brands. Through channels such as the internet, the corporate culture and brand image can be transmitted to consumers, integrated into their lives, and the brand image can be more widely disseminated, gaining consumer recognition.

The topic interaction in the online media environment provides broad space and infinite possibilities for brand emotional marketing communication. The brand side should attach importance to and make full use of this opportunity to establish deep emotional ties with members of the Tiktok community,

so as to realize the long-term development and continuous appreciation of the brand. In order to fully leverage the role of community interaction in brand emotional marketing, the Goodme brand needs to do the following: first, deeply understand the emotional needs and interests of the target audience, and find emotional topics that match the Goodme brand; Secondly, formulate targeted interaction strategies, such as holding online activities, launching Tiktok topic discussions, etc., to stimulate community members' enthusiasm for participation; Finally, we will continue to pay attention to the feedback and demand changes of Tiktok community members, constantly optimize the interactive experience, and enhance the emotional connection between the brand and community members.

In addition, the Goodme brand should strengthen its control over public opinion and effectively integrate brand value in topic interactions. Therefore, brands should prioritize the development and production of products rooted in Chinese culture. Strict control measures should be taken to truly resonate with young people in China, while avoiding any behavior that may cause public discomfort or harm public emotions. In addition, it is crucial to strengthen brand promotion management and prevent employees' personal values from having a negative impact on the brand. Against the backdrop of cultural confidence, the promotion and development of Goodme should be based on a sense of social responsibility and the brand's correct values and identity. Corresponding activities and marketing measures should comply with these principles to achieve consumer trust and continuously enhance brand value. In this way, brands can expand their influence and achieve sustainable development.

5.3. Enhancing the Value of Product Marketing Content

Content marketing is guided by consumers from multiple perspectives, levels, and channels, completely changing brand marketing strategies. This way enriches the brand's "Internet+" model and enhances user stickiness. Marketing personnel can continuously explore the brand's own value, identify similarities with consumers, and integrate information through various methods and channels such as BGC, PGC, UGC, etc., to explore a huge source of traffic. By providing unified brand content, marketers can enhance user memory of the brand and concentrate dispersed potential users on the brand itself. This in turn encourages consumers to actively participate in brand activities, ultimately achieving high conversion rates and high returns.

In order to strengthen the company's publicity and enhance its economic benefits, Goodme Company should fully leverage the role of new media in content marketing. The information that truly attracts consumers must be related and have interests, so companies can lower their profile and use new media platforms to provide consumers with information they enjoy. This is the only way for the public to be happy to follow the company's website. When browsing a webpage, the greatest desire of users is to obtain useful information such as products from the webpage. Enterprises should strengthen the editing of product information, write original articles, and improve the quality of articles. This is because the audience expects more information while watching the news. If the article is monotonous, it cannot achieve such an effect. Especially if similar to articles from other brands, it will make the company's impression in the minds of the audience worse. Therefore, enterprises should seize the shining points in the internal dynamics of the company, timely release news, add new content, and engage in spiritual communication with users through text and images, in order to attract more audience attention.

5.4. Emphasize Product Development And Promotion

Enterprises should allocate sufficient funds for product research, focusing on winning the love of customers with more reliable and superior products. The company should adhere to the spirit of continuous improvement, establish a strict quality standard system, and conduct strict inspections on every type of raw material. No blind spots or defects should be left, and any luck should be eliminated. Safety issues should be eliminated at the root to avoid quality problems and damage to the company's

reputation. When doing a good promotion, it is important to make customers aware of the nutritional content of the product and stimulate their purchasing desire. If the product is rumored or maliciously commented upon, it must be clarified in a timely manner to prevent the situation from escalating and causing irreparable losses.

If the price of milk tea is blindly increased, it is not the best marketing method and will only lead to consumer loss. Therefore, only by starting from categories, nutrition, and taste can we gain the favor and recognition of consumers. This requires enterprises to constantly pay attention to market changes, attract customers with green and healthy food, occupy more market share, and maintain strong vitality under tremendous competitive pressure.

5.5. Strengthen Interaction With Consumers

Only by continuously providing consumers with products and services with maximum value innovation, can enterprises continue to satisfy consumers with "value maximization", which will resonate with them. Goodme Company should not only improve its franchise model and digital supply chain construction, but also vigorously enhance the interactive level of marketing services. The interaction and emotional expression between enterprises and consumers are the key to transmitting corporate culture and forming word-of-mouth effects. However, in reality, the interaction between Goodme Company and consumers is not sufficient, and emotional transmission has not been effectively carried out, making it difficult for consumers to generate a high degree of resonance. Store staff should fully convey and showcase their sense of identification with corporate culture to consumers, meet their needs to the greatest extent, and encourage them to identify with corporate culture, in order to achieve resonance with consumers.

6. CONCLUSION

New media marketing has brought a huge impact on traditional business models. Goodme Company should fully utilize diversified promotion channels of new media based on its product characteristics and market development direction, determine effective new media marketing strategies, establish a customer-centric business philosophy, provide green and healthy freshly made drinks, pay more attention to customer consumption experience and value experience, continuously explore new consumption areas, expand consumer hierarchy, increase consumption frequency, strengthen consumer trust and loyalty to the company, and ultimately achieve maximum marketing effect, enhance the competitiveness and profitability of the enterprise.

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