

Marketing Strategies of Fashion Brands in the New Media Era

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Abstract: In today's development context, the issues that arise in the process of corporate brand marketing are no longer limited to product problems but have expanded to communication problems. With the advent of the new media era, the way people obtain information has changed significantly, accelerating the innovation of Chinese enterprises in brand marketing. The widespread use of the internet and the increasing number of internet users have accelerated the rapid development of new media, while also posing significant challenges to traditional media. Therefore, in the context of the internet, due to changes in the channels and methods of information dissemination, the information market has gradually exhibited personalized demand characteristics. The development of new media presents both opportunities and challenges for enterprises, especially for some fashion brands. The emergence of new media directly affects their future development direction and brings considerable competitive pressure. Based on this, this paper provides a detailed analysis of the marketing strategies of fashion brands in the new media era, hoping to be of help to relevant personnel.

Keywords: New Media Era, Fashion Brands, Marketing Strategies

1. Introduction

In recent years, the continuous development of new media has brought new opportunities and challenges to corporate brand promotion. The highly interactive nature of social media development promotes the dissemination of era brands and even affects the entire social income structure. Therefore, under the background of new media, it is of great value to comprehensively analyze the marketing strategies of fashion brands. In the process of enterprise development, the dissemination and marketing of fashion brands are core strategies. Leveraging the advantages of various media to create a buzz in the market for fashion brands and increase brand discourse power is their main objective. Observing the current development situation, due to the continuous changes in media structure, adopting diversified dissemination methods is a necessary trend of the times. Various fashion brands wanting to rise must reform their marketing and communication methods, fully utilize the dissemination value of new media, enhance interaction with target customers, and bring the best experience to target customers[1-2]. In the process of fashion brand marketing, effectively utilizing new media is essential.

2. The Significance of Fashion Brand Marketing in the New Media Era

2.1. Accurate Target Customer Positioning

In the new media environment, the widespread use of social media platforms such as Weibo, Xiaohongshu (Little Red Book), and TikTok provides convenience for many new media users. The effective application of new media technology can also help enterprises quickly collect, process, and analyze customer information, promoting an understanding of market demand and precise market positioning. Therefore, reasonably applying brand marketing methods in the new media era can help enterprises accurately position their target customers, achieving precise marketing[3]. Specifically, enterprises can release information on various new media platforms according to their development needs. After systematic collection and integration, big data technology can be used for analysis to understand modern customer demands more accurately. Based on this, product development and



marketing can be carried out, gaining the favor of market users and achieving the best marketing effect.

2.2. Reducing Promotion Costs

In the current market context, the speed of product market information circulation is increasing, and the price differences of similar products are becoming smaller. If enterprises rely on price advantages, it is difficult to gain a significant advantage over peers in the same industry. The development focus should be placed on brand promotion and service capability improvement. For modern enterprises, using the least resources to achieve the best brand marketing effect is a very important issue. Based on the actual development situation, reasonably applying new media brand marketing dissemination methods can not only save the funds spent in the dissemination process but also achieve the best marketing effect. Moreover, enterprises can use relevant platforms to create favorable public opinion, achieving a positive cycle in various promotional links, minimizing losses and risks, and achieving the best marketing effect[4-5].

2.3. Bridging the Gap Between Consumers and Enterprises

Brand marketing in the new media environment differs greatly from traditional media marketing. On new media platforms, people are no longer just information receivers but can also become information publishers. Everyone can use the platform to disseminate the information they have mastered. On this platform, users can achieve better communication and interaction with each other and with manufacturers, promptly resolving various issues and avoiding marketing errors. The two-way marketing model not only allows enterprises to transmit information to target audiences but also provides users and manufacturers with more valuable information resources, significantly improving marketing effectiveness.

2.4. Promoting Public Interaction

In the past, with TV and radio marketing models, information could only be disseminated unidirectionally and had limitations. The public could only passively accept it, and even if the product quality was not satisfactory, they could only provide feedback to manufacturers through limited channels. However, the advent of the new media era has changed this situation. Now, with just a mobile phone, enterprises can carry out brand marketing to a wide audience, interact with a large and diverse audience group, and formulate personalized brand marketing strategies. Consumers are no longer passive receivers but can also express their opinions and usage experiences on social media platforms. By means of forwarding, liking, and sharing, these genuine voices are quickly disseminated, increasing the social exposure of products, invisibly strengthening the market influence of the brand, helping enterprises achieve marketing goals at the lowest cost and with the highest efficiency, and building harmonious consumer relationships.

3. Analysis of the Characteristics of the New Media Era

3.1. The Transformation of Information Dissemination Methods

In the new media era, information dissemination methods have undergone fundamental changes. Traditional media such as newspapers, television, and radio often disseminate information unidirectionally and linearly, restricted by time and space factors. New media, however, breaks these limitations through the internet, mobile internet, and other digital technologies, achieving immediacy, interactivity, and non-linear dissemination of information[6]. New media platforms such as social media, video sharing websites, and blogs enable everyone to become information publishers, disseminators, and receivers, greatly expanding the scope and speed of information dissemination.

3.2. Changes in Audience Behavior

With the popularity of new media, the ways audiences obtain and consume information have also changed significantly. Audience attention is more dispersed, no longer confined to specific media channels or time periods to get information, but rather browsing various content through mobile devices anytime, anywhere. Additionally, audience participation has increased; they are no longer just passive recipients of information but actively participate in discussions, share, and create content. Furthermore, the personalized needs of audiences are increasingly prominent; they desire customized information and services that match their interests and needs. These changes require fashion brands to pay more attention to interaction and personalized services with their audience in new media marketing.

3.3. Changes in the Market Environment

The advent of the new media era has also brought profound changes to the market environment. On the one hand, market competition has become fiercer, and differentiation competition among brands is becoming increasingly important. New media provides brands with more display platforms and marketing tools, but it also makes the market more transparent and open. Consumers can more easily compare the products and services of different brands. On the other hand, the changes in the market environment have also brought more opportunities[7]. New media provides brands with a broader market space and potential consumer groups. Brands can provide more intimate and personalized services through precise positioning and innovative marketing strategies, achieving rapid market expansion and growth.

4. Problems in Fashion Brand Marketing and Communication

4.1. Outdated Marketing Concepts

With the continuous deepening of reform and opening up, most Chinese enterprises have kept pace with the times in their marketing concepts, achieving sustainable development over the years. Many enterprises have achieved long-term development by relying on their advanced marketing concepts. However, some traditional enterprises habitually adhere to traditional thinking, lacking advanced marketing concepts, and their marketing strategies are unimaginative. The outdated marketing concepts result in inferior marketing scheme designs, adversely affecting the brand marketing communication of these enterprises. In today's era, the external environment that enterprises face is changing rapidly, and the supply-demand relationship of market products is constantly changing. Enterprises must make timely changes in response to these circumstances, or they risk being eliminated by society.

4.2. Single Marketing Model

In a highly competitive market environment, if enterprises cling to traditional marketing models and ignore the value of new media technology, they will find it difficult to reach a broad consumer base and achieve efficient and deep brand dissemination. However, some enterprises still face issues of having a single marketing model and low levels of informatization in modern society, as shown in Figure 1. To improve brand marketing efficiency under such conditions, enterprises must optimize new media technology methods, establish a marketing network that meets their actual needs, and achieve diversification in brand marketing. If enterprises take a dismissive attitude toward building a marketing network, they will not be able to leverage its marketing value, making it difficult to effectively conduct brand marketing and communication.

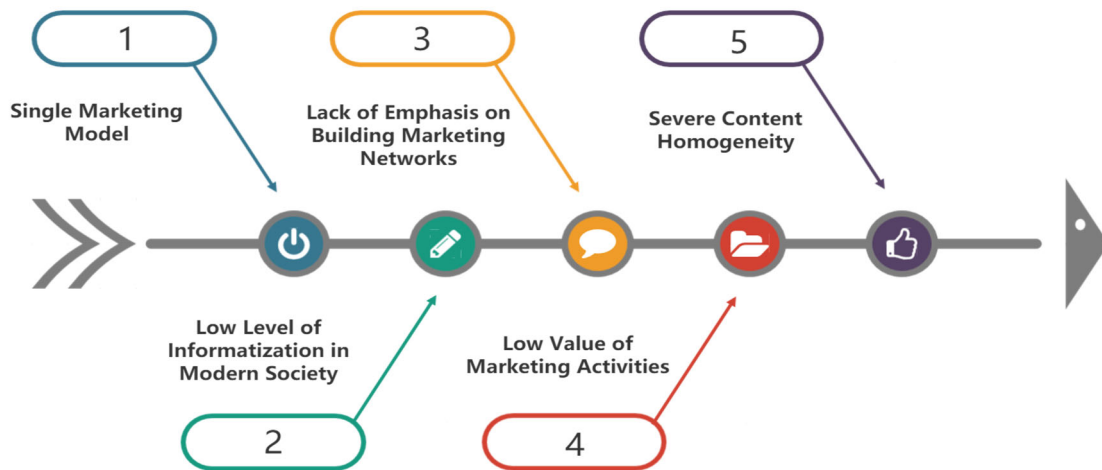


Figure 1: Current Marketing Situation

4.3. Lack of Marketing Personnel

The competition among modern enterprises is also a competition for talent. In today's rapidly developing new media marketing, professional talent is key to ensuring the sustainable development of enterprises. Some enterprises do not emphasize talent cultivation, resulting in a disconnect in relevant technical personnel. New media marketing requires talents proficient in social media operations and practical content creative planning, as well as possessing comprehensive skills in strategic planning, data analysis, and team management[8-9]. Without a systematic professional team, enterprises will find it difficult to accurately grasp development trends and effectively implement strategies in the complex and ever-changing market environment, causing the once-promising fashion brand marketing strategies to stagnate.

5. Marketing Strategies for Fashion Brands in the New Media Era

5.1. Establishing Brand Awareness

A comprehensive analysis of the current situation of brand awareness establishment in Chinese enterprises reveals some short-term problems, with low brand awareness being the fundamental issue. To increase product visibility and make it a well-known brand, products must have good quality and value, and product marketing is also very important. Once brand awareness is established, it can give the enterprise a strong soul. However, in the context of a society overflowing with brands, it is challenging to make a brand well-known and successful. Therefore, enterprises can fully utilize new media technology and, where conditions permit, invite celebrities for endorsements. For example, the case of Xiao Zhan endorsing Ralph Lauren provides a vivid example, demonstrating the combined effect of brand awareness enhancement, product marketing, and celebrity endorsements, as shown in Table 1. This case also offers valuable insights for enterprises on how to reasonably utilize celebrity endorsements to enhance brand awareness in the new media era.

Table 1: Marketing Situation Before and After Xiao Zhan's Endorsement of Ralph Lauren

Marketing Data Dimensions	Before endorsement	After an endorsement
Sales growth rate	unknown	Extremely high
Brand exposure	Relatively low	Significantly improved
The popularity index of endorsement contribution	unknown	98.37%
Fan purchase contribution	unknown	99.04%

5.2. Diversifying Marketing Models

Modern enterprises can flexibly adjust their brand marketing strategies in the context of new media according to their development needs. To explore new markets and build new brands, enterprises should set long-term development goals, not be limited to immediate interests, and gradually increase brand visibility. Using new media platforms to vigorously promote can help more people recognize the characteristics and functions of the products, enhancing consumer trust in the brand and making them feel confident in their purchases. For existing products, enterprises should collect information on other similar brands, compare it with their own brand, and adopt appropriate methods to highlight their advantages and uniqueness, thereby improving brand competitiveness and attracting consumer attention[10-11]. In specific marketing communication processes, enterprises can also use microfilm marketing methods. Thailand often uses unexpected storylines to attract audience attention, leaving a deep impression and achieving successful brand marketing effects.

5.3. Enhancing Interaction with Consumers

In the process of new media brand marketing, enterprises should enhance interaction with consumers, which helps them collect the most genuine feedback and evaluations from consumers, providing strong evidence for product production and sales, thereby meeting consumer needs. Therefore, enterprises can use online sales windows to shorten the distance between consumers and the enterprise, enhancing consumer trust. Meanwhile, if consumers encounter problems while using the product, they can inform the enterprise in time to get effective handling in the shortest possible time. For small and medium-sized enterprises, platforms such as Weibo and WeChat can be used due to their advantages of fast dissemination speed, low cost, and wide user base. These platforms also have forwarding and sharing functions, turning consumers into information disseminators and expanding the marketing audience. Furthermore, these platforms have strong interactive functions, enabling consumers to engage in equal and rapid interaction with enterprises, helping them understand the enterprise brand, establish a good brand image, and achieve long-term stable development goals.

5.4. Utilizing Various Marketing Platforms

In the new media era, various marketing platforms have emerged. Enterprises should clearly recognize this and reasonably choose platforms according to their specific situations, fully utilizing their functions to achieve marketing goals effectively. Nowadays, people rely heavily on mobile phones in their work and life. Therefore, in the process of fashion brand marketing, mobile marketing platforms can be reasonably used to leverage their communication and interaction advantages, breaking the limitations of time and space, and quickly and effectively enhancing the visibility of fashion brands. However, in specific applications, the differences among these platforms should be clarified. Since mobile phones contain various types of software with different audience groups, enterprises should determine the marketing target based on the characteristics of their fashion brands and then carry out marketing activities to achieve efficient marketing purposes, providing support for the development of fashion brands.

6. Conclusion

In summary, although new media technology has developed to a certain extent and achieved remarkable results, the marketing methods of new media platforms are still in the development stage. Despite some achievements, there are still many problems. Therefore, in the context of the internet era, in-depth research on the strategies and methods of new media marketing has important practical significance. As the service scope continues to expand and the content becomes increasingly diverse, the influence of new media on people's lives is also growing, opening up new marketing platforms for fashion brands. Therefore, in the internet era, people can explore the marketing concepts of new media platforms, seize the opportunities brought by various internet platforms, strengthen their brand establishment, and lay a solid foundation for the long-term and stable development of enterprises[12-13].

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