The Development of Advertising Communication in the New Media Environment

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Abstract: In the new environment of enterprise advertising media information communication industry, the market environment of advertising communication marketing industry is constantly changing, showing new changes and diversity,The advertising marketing information communication mode strategy is also constantly adjusted and changed. This paper will take the new media thinking marketing mode of Internet as the axis to deeply study and explore the construction of the communication mode of modern enterprise advertising and the new form of marketing industry.Starting from the three basic elements of modern enterprise advertising communication and their characteristics, this paper discusses how to build a face-to-face advertising new media information communication industry environment, the development trend of advertising communication and the three basic characteristics that need to be presented in detail.With the continuous breakthrough and transformation and upgrading of the nature of modern advertising communication mode, the new mode of advertising communication marketing will gradually turn to the return of advertising information communication; Due to the ever-changing segmentation of advertising communication audiences, it is necessary to accurately target and optimize various advertising information communication modes in order to provide media consumption of advertising audiences at different communication moments. Finally, only by enhancing the information contact of multimedia screens and enhancing the media interaction and user experience of advertising users, can the final advertising audience's media consumption be transformed into the audience and become the final audience consumers.

Keywords: New media communication environment,Advertising communication,Marketing promotion strategy,Mobile cross-screen advertising

1.Definition of New Media Environment

The development of new media has greatly enriched our lives, including the internet, mobile phones, social networks such as Weibo, QQ, Renren, and so on. Nowadays, the new media environment is becoming increasingly complex, and people are constantly developing and expanding in traditional new media platforms, generating new platforms and channels.The rapid development and use of social networks have made the Earth smaller again. Although the use of new media has changed our lives, it has also changed a new field of advertising development. New media is all about new words. It is a disruptive force that dissolves the boundaries between traditional media. It is a force that blurs the boundaries between traditional media, countries, communities, and information senders and receivers. There are different types of new media: digital TV, live satellite TV, mobile TV, IPTV, internet TV, and video screens inside buildings; Another type is mobile TV. Mobile multimedia: mobile text messages, mobile multimedia messages, mobile games, mobile TV, mobile radio, mobile newspapers, etc. Online instant messaging groups, virtual communities, search engines, simple aggregations, email, portal websites, blogs, podcasts, etc. A clear and systematic theoretical understanding of why it does not belong to a new media and its various communication ecosystems, including the three words of overall, extension, and connotation, as well as the three words of basic characteristics. In fact, the new media communication environment and its various communication ecological environments are only a closely related or corresponding basic concept, and there is almost no fixed communication meaning and direction.

2.The new development trend of online advertising information dissemination in the era of new media

2.1 Advertisers have more accurate predictions

The current advertising services are gradually becoming more refined, and advertisers must provide accurate data that can characterize service efficiency to improve their competitiveness.Advertisers predict future demand and provide pre emptive emotional marketing. Under the impact of the financial crisis and the impact of new media, more and more companies are starting to rethink their

advertising placement models. For advertisers, in order to win the most profit with the least amount of money, they must seek a scientific advertising evaluation system, grasp comprehensive, accurate, and fair research data as much as possible, and understand the audience's acceptance habits. To choose a scientific advertising budget strategy, it is necessary to plan and analyze it scientifically based on one's own financial situation, product characteristics, investment budget, main customer characteristics, competitor's advertising level, as well as previous advertising placement and effects. In the era of new media, the diversity of media forms has increased the choice of advertising placement. However, how to seek richer profit sources based on the characteristics of new media, strive for and retain effective audiences, has become the primary problem faced by advertisers. Advertisers can choose media that are close to themselves based on their own characteristics, but in order to achieve wider coverage of advertisements, they should seek more suitable media combinations and walk with multiple legs, so as to make the advertising more diversified and the effect more optimized.

2.2 Consumer Segmentation

Consumers have undergone various marketing strategies, their consumption concepts are constantly changing, their consumption is becoming more rational, and their requirements for manufacturers, channels, and services are also higher and more clear.The consumer audience is more segmented, requiring precise positioning and providing interactive consumption at all times. The main theoretical basis for automatic audience segmentation is that each advertiser's different consumer groups have different social and cultural cognitive needs, which may ultimately lead to more differentiated purchasing or consumption behavior of brand advertising information. We can generally believe that audience segmentation of brand advertising refers to the segmentation of brands in the mobile advertising market by the audience groups of each advertiser, The audience can automatically reach a certain probability. By transforming the traditional one-way or relatively institutionalized advertising indoctrination model of mobile advertising brand communication, closely linking individual advertising consumers with other individual mobile advertisers for brand information communication and interaction, integrating and optimizing a one to multi-point mobile advertising brand communication information interaction processing system. Evolved into an automatic peer-to-peer advertising communication interaction mode, your advertising brand can be automatically recognized through mobile phones, and your advertising target can be accurately located and automatically reach a certain brand's marketing activity time, characters, and regions. It can even be regarded as a unique industry brand or advertising image of a marketing industry or individual to automatically match. Based on accurate positioning of brand information, personalized brand information communication can be maintained with individual advertisers and audiences in a very long-term and effective manner, allowing online marketing advertising to achieve remote, controllable, and quantifiable dissemination effects.

2.3 More intelligent interactions

In the era of new media, consumers are no longer satisfied with the mode of watching and listening, but tend to interact and participate, becoming a part of media products. Interactive online advertisements are more likely to be favored by consumers.SMS requires intelligent interaction to achieve a complete sensory experience. From a theoretical perspective of modern advertising information dissemination, a brief analysis of the theory suggests that the essence of advertising information dissemination activities is, in a sense, an interactive exchange of advertising information. From a theoretical perspective of modern advertising perceptual psychology, a brief theoretical analysis is conducted on the various psychological perceptual action feedback effects of advertising on product AIDI, and the basic research model is that advertising believes that a consumer's various psychological action responses to a product advertisement are composed of various known attention, interests, desires, and the degree of psychological action purchase. In the process of market communication and marketing operations, advertisers integrate and fully utilize advanced mobile multimedia information technology resources and various display media display and communication technologies to enhance the audience's visual perception experience that enables them to have a comprehensive visual sense during presentation and display, and fully utilize the audience's visual experience during presentation and display to become the potential market value of advertising communication and marketing. It can effectively achieve seamless interaction between media content, flow between different specific advertising media, and provide vivid image presentation and various media's vivid expression of a good thing, allowing advertising audiences to gain more sensory experiences.

2.4 More diverse communication channels

In the new media environment, the communication channels between advertisers, manufacturers, and consumers are not only

diverse but also diverse in types.Optimize communication channels to achieve synergy between screens and create fragmented attention. With the continuous development and rapid popularization of mobile internet media applications, the audience has become the users of mobile internet media in China. User behavior habits are constantly expanding, undergoing significant changes, and gradually deepening, forming an inevitable result of information socialization. Multiple screens across the network are disseminated through various forms of mobile network media advertising integration systems, The application environment of mobile internet media is becoming more and more direct and penetrating into the actual work and daily life of the vast number of Chinese mobile internet users. The integrated content and integrated marketing of mobile network advertisements disseminated through the mobile network media advertising integration system across networks and multiple screens have gradually developed and become prominent, and have gradually become an important strategic focus and focal point for major mobile network media advertisers. In the context of the new era where mobile information network technology is fully integrated and TV, big data, and high traffic video dissemination resources are widely utilized, the traditional consumption structure of modern network media content and many traditional consumption habits of network media content mainly aimed at the general audience have also undergone more significant structural changes, forming a more extensive and diversified coverage of network media content consumption, A rich and more in line with the shared consumption behavior experience of media users in the era of big videos.

2.5 Fine tuned monitoring of brand performance data

It is necessary to conduct panoramic monitoring of brand performance data and achieve media dissemination in five aspects. In recent years, the compound income growth rate and growth rate of advertising entities have exceeded 50% for the first time, and can maintain the overall market level of over 20% in the long term. Throughout the year, the compound annual income growth rate and growth rate of market advertising have become an important market growth force that continues to promote the rapid, healthy and stable development of China's online media advertising industry. According to the 2016 CTR, advertisers conducted a comprehensive integration of annual operating budget data survey report and annual statistical data survey analysis report, which showed that in 2016, in China

3.Conclusion

Faced with the new market economy environment of modern Chinese enterprise network media advertising industry information dissemination and industrial information development, the information dissemination media of advertising has become increasingly blurred in terms of the basic information boundary between the advertiser's audience and enterprise information dissemination. It is no longer the kind of one-way network media advertising information dissemination that completely belongs to the traditional sense of enterprises, The audience's demand for two-way information dissemination and various selective dissemination of corporate online media advertising will inevitably become increasingly proactive. So, in modern China, enterprise network advertising media communication itself is a brand new era in which enterprises constantly need to strive to expand and conflict with their ideals, and integrate their interests. In the market environment for the development of modern Chinese enterprise network media advertising information communication industry, in order to achieve a communication effect that exceeds the expected audience, it is necessary to adapt to the new development trend as soon as possible, The operational development strategy of communication enterprises must make appropriate industrial structure adjustments as soon as possible and be able to adapt to market changes.

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