Marketing Strategies for E-commerce Websites Under the New Media Trend

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Abstract:

The ongoing advancement of information technology in China has become it an essential component of everyday life and industry. E-commerce technology, as an economic model reliant on advanced information technology, has progressively gained public acceptability, transitioning from passive acknowledgment to active collaboration and use, presenting both opportunities and challenges for e-commerce firms. They must guarantee effective performance in marketing, including online marketing. Website marketing is a crucial component of the e-commerce marketing process, and its effectiveness will directly influence the entire operational quality and efficiency of e-commerce firms. Consequently, the pertinent personnel must undertake comprehensive research, refine and innovate conventional marketing strategies within the framework of new media technology, enhance website marketing efficacy, augment the enterprises' overall influence, and secure a substantial market share in e-commerce. This thesis does a comprehensive examination of e-commerce website marketing within the context of new media and develops matching marketing strategies based on its features.

Introduction: In recent years, China's e-commerce sector has flourished, particularly the new media business, which has introduced a novel economic growth model for China's e-commerce landscape. Marketers of e-commerce websites must contextualize their daily strategies within the new media era, consistently enhancing traditional marketing techniques. They should methodically and judiciously adapt their marketing plans to align with the trajectory of China's social evolution and the psychological needs of the populace, refresh product offerings, and infuse innovation and dynamism into their merchandise to captivate consumer interest, fostering trust in the website and a sense of reliance on the products. This will enhance the overall quality and efficiency of e-commerce firms, foster the long-term development of China's e-commerce sector, and provide a basis for the nation's economic progress.

2.CHARACTERISTICS OF THE E-COMMERCE WEBSITE MARKETING UNDER THE NEW MEDIA TREND

2.1Diversity:

New media marketing channels provide a more diverse array of content formats compared to conventional marketing channels, including music, text, images, video, and animation. The benefits of electronic information technology may be maximized, enabling the public to swiftly locate the information they want. In using new media marketing techniques for e-commerce website promotion, marketers might include relevant marketing information into audio or video content to enhance information transmission and enrich the material. Consequently, new media marketing tools exhibit more flexibility and diversity, since they may disrupt conventional marketing methods, enhance product attractiveness, foster innovative concepts in e-commerce marketing, and efficiently capture customer attention.

2.2 Popularity:

Emerging from advancements in Internet technology, new media has progressively attained popular status. Currently, China is among the nations with the highest number of mobile internet users. New media marketing serves as a crucial method for enhancing the dissemination and use of new media technology,

facilitating the delivery of information to the public via mobile phones and the Internet, therefore enabling users to access information while engaging with these platforms. Consequently, the marketing strategies of the new media e-commerce website might be extensively embraced and used by the general populace due to their widespread appeal.

3. THE NECESSITY OF

DEVELOPING E-COMMERCE WITH BACKGROUND OF NEW MEDIA:

3.1 Significance

Carrying out daily marketing by new media means, E-commerce website marketing staffs can transform original targeted groups into potential customers. For e-commerce enterprises, they not only need to ensure the quality of their products but publicity in order to display the properties of the product, draw consumers' interests and develop their trust in the product. By doing so, the overall sales of the product will witness an increase. New media marketing methods have greater specificity and can avoid the untimeliness and inaccuracy in all aspects compared with traditional ones. Thus, they can dig deeper into the potential users and improve the adhesion between enterprises and consumers. When using new media technology for website marketing, staffs should allow consumers to read the corresponding to convey product information, so as to tap potential customers and improve the overall quality and efficiency of business operations.

3.2 Trends

Nowadays, China's market economy has entered the era of globalization with well-developed information technology penetrating into the daily life and production. In this context, new media technology comes into being, serving as one of the important means in the current e-commerce website marketing process, which can effectively improve the overall quality and efficiency of e-commerce website marketing. It can accumulate a large customer base for e-commerce websites thanks to its high dissemination rate and wide coverage compared with the traditional one. In addition, it helps staffs to explore potential customers and laying a good customer flow foundation. At the same time, consumers will also play a certain role in transmission when browsing the corresponding information, which can effectively improve the wide spread of e-commerce website marketing. What's more, as China has entered the digital era, the public's attention is gradually attracted by fragmented information, which is more interactive and infectious with lower marketing costs, so staffs can improve the overall marketing quality to a certain extent when using fragmented new media information for marketing and publicity. By so doing, e-commerce websites can quickly adapt to the new media environment and improve overall development benefits of the enterprise.

4. EFFECTIVE STRATEGIES TO IMPROVE THE LEVEL OF E- COMMERCE WEBSITE MARKETING WITH BACKGROUND OF NEW MEDIA

4.1 Define the labor division:

To guarantee the stable functioning of the e-commerce website, leadership must allocate employee responsibilities based on actual work requirements, ensuring that each employee comprehends their specific tasks and that all processes are developed in a coordinated manner. This approach will enhance the overall quality of the e-commerce website and establish a foundation for elevating its marketing capabilities. Personnel responsible for product updates must promptly integrate website content and systematically adjust products in accordance with societal developments and consumer psychology. Consequently, consumers can sustain a continual sense of novelty on the e-commerce website, augment its traffic, and elevate the overall marketing efficacy. Furthermore, it is important to timely update the items to captivate customer interest and strengthen the relationship between the e-commerce platform and its clientele [4]. Within In the context of the after-sales department, it is essential to cultivate a service-oriented attitude among staff and to respond promptly to consumer inquiries in order to establish trustworthiness, ultimately resulting in a higher conversion rate, increased traffic, and enhanced operational quality and efficiency of the business website [5].

4.2 Increase Traffic:

In the daily promotion of an e-commerce website within the context of new media, it is essential to assure product quality to satisfy public demand,

enhance the overall competency of professional personnel, and augment traffic. Staff may create a relevant promotional article to captivate customer interest in e-commerce marketing, therefore establishing a basis for the website's growth. Attraction postings may enhance the visibility of the e-commerce website, fostering customer confidence and reliance on the platform, so elevating the total marketing effectiveness. Furthermore, staff should focus on titles that are crucial for postings, as an engaging title may enhance user interest, hence increasing views, reposts, traffic, and overall marketing effectiveness. Staff members must refine the title in accordance with the real circumstances to prevent inappropriate names that might adversely affect customers' perceptions of the item, thus fostering a resistant mindset. In this scenario, it is unfeasible for postings to contribute to the augmentation of website visits. The website's progress will be impeded. Consequently, it is essential to devise original names that align with customers' reading patterns and product attributes. When composing articles, it is essential to focus on the product's attributes and the events that resonate with customers, such as trending topics and personal experiences, to connect with the audience and foster their trust. Consequently, it enhances website traffic and offers statistical support for marketing efforts.

4.3 Build brand value:

The consumer mindset in everyday life has evolved markedly, characterized by heightened interest, increased desire, and less patience. The primary cause of this issue is the rapid advancement of information technology in China, resulting in a proliferation of information. Consequently, people favor information that aligns with their interests among the vast influx. Moreover, because to excessive fragmentation, their tolerance for articles and information is progressively diminishing. Consequently, e-commerce website personnel must implement scientific and rational innovations based on customer purchase patterns. Attributes and emphasis on brand development grounded on consumer psychology to accurately convey brand value, capture interest, and cultivate trust in products. This approach enhances the product and brand's overall efficacy, facilitating customer dissemination, resulting in a subsequent rise in traffic, amplifying brand impact, and bolstering e-commerce marketing efforts.

4.4 Cultivate high quality talents:

Marketing for e-commerce websites in the age of new media need individuals with exceptional overall competence. Leaders must provide relevant training in everyday operations and enhance the professional theoretical literacy of staff members. Consequently, leaders may routinely engage specialists to provide training pertinent to the website's operations and offer specialized instruction for staff based on their specific roles, so enhancing the overall competency of the personnel. The operation of the e-commerce website encompasses several tasks, including customer care and sales; thus, leaders must implement systematic and logical training tailored to the specific job functions to enhance talent development, particularly in online customer service. In the service business, the overall proficiency of personnel in internet customer care significantly influences the growth of consumer enterprises and is vital for client retention. Consequently, executives must guarantee that their professionalism aligns with consumer expectations by addressing customer inquiries with patience and accountability while reflecting the organization's image. Leaders may do pre-employment training for customer service personnel to ensure they comprehensively grasp their responsibilities and recognize their significance. The marketing strategies used by sales personnel will directly influence the overall quality of e-commerce websites.Consequently, leaders must also provide training for sales personnel informed by consumer psychology. This approach ensures that sales personnel align with customer demand while developing promotional strategies, so capturing consumer attention, elevating the marketing proficiency of sales staff, and subsequently enhancing the overall marketing quality and efficiency of e-commerce platforms. Furthermore, leaders must to endeavor to recruit talent. Leaders can collaborate with colleges and universities to ensure that educators comprehend the current operations of e-commerce companies, thereby training talent in alignment with the actual requirements of the industry, enhancing students' professional skills, and revitalizing the talent pool within e-commerce firms.

CONCLUSION:

In conclusion, nowadays, China has fully marched into the new media era, e-commerce enterprises must be committed to reforms if they want to achieve long-term development, constantly innovating their marketing programs against the background of the new media era and carrying out all-round marketing from different aspects based on social development trends and consumers' psychological characteristics. By doing so, they are expected to improve the vitality of products, attract consumers' attention and enable consumers to have a sense of dependence on products, increase the product dissemination rate, lay the foundation for product sales and enable e-commerce enterprises to carry out benign development. In the

end, they can lay the foundation for the stable and long-term development of e-commerce in China.

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