Study on the Mechanism and Model of Enterprise Brand Community Construction in the Context of the Digital Economy

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Abstract:

Community is a platform for businesses to communicate with consumers, and also an important way to resolve conflicts between the two. However, many corporate communities nowadays are not as good as people imagine. They are just a group ignored by customers, with no practical significance. Therefore, many companies are now looking for better ways to enhance communication among members, and increase communication between customers and products, thus enabling the community to create greater profits for the business. Adding theoretical content to community communication can solve the inertia problem in the community.

Keywords: Self-media era; corporate community; marketing strategy; innovation.

1. Introduction

In the complex and ever-changing internet era of today, self-media has become an important force for transmitting information, influencing public opinion, and driving social development. The rise of self-media has not only changed the traditional media landscape, but also provided unprecedented opportunities for businesses and individuals to engage in direct communication and interaction with their target audiences. Community marketing, an important strategy in the field of self-media, not only helps businesses and individuals expand their brand influence, but also enables them to achieve precise marketing and enhance user engagement.

Social media marketing is an online marketing method that focuses on user engagement and communication with social media as its core. The main way of online social media marketing is to achieve the value of users through connections and communication. Its marketing methods are personalized, loved by users, and may become continuous spreaders. However, the effectiveness of marketing is constrained by the dispersion of social communities, strong destructiveness, unfamiliarity with relevant laws, lack of effective brand marketing, lack of communication with customers, lack of effective information technology, and lack of effective marketing methods. Therefore, it is necessary to continuously improve and perfect your social media marketing strategy using the power of the media in order to enhance your core competitiveness.

The article takes the theme of exploring community marketing strategies in the era of self-media, and provides a brief analysis of the concepts, features, and operation strategies of community marketing. Firstly, starting from the background of community marketing, it introduces the development trend of

the era of self-media and the importance of community marketing. Secondly, it elaborates on the features of community marketing, including the definition, characteristics, and comparison with traditional marketing. Thirdly, it focuses on the operation strategies of community marketing, including content strategy, interaction strategy, and community building strategy, hoping to help readers better understand and apply community marketing in the practice of self-media through the analysis of these strategies. Finally, by citing actual case studies and research data, it evaluates and summarizes the effectiveness of community marketing strategies. It is hoped that this article can provide valuable references and insights for self-media practitioners and researchers, and promote further research and practice of community marketing strategies in the era of self-media.

In this era of self-media, the importance of community marketing is becoming increasingly evident. This article aims to open a new chapter in related research, hoping that the discussion will provide guidance and inspiration for community marketing strategies, and offer valuable thinking and practical references for experts and practitioners in self-media operation.

2. Concept of Brand Community

Brand community is a special community formed by a series of social connections between consumers based on a specific brand. As brand communities evolve, the relationship between companies and customers also changes. Consumers can exchange goods, discuss the effectiveness of products, identify product shortcomings, and provide guidance on product improvement for new products. Based on customer needs, companies can develop products tailored to their own needs, effectively solving customer problems. Brand communities provide consumers with a platform for communication, allowing them to freely discuss their products and express their opinions. Because it is the same product, everyone has their own opinions, and their goals are the same, so their actions are also similar. In addition, communication about one product can extend to another, and eventually, consumers will find more common ground, deepening their friendship with each other. It is not simply internet communication, but a better way of communicating.

3. The Marketing Characteristics of The Self-media Era

3.1 Convenience

In the era of self-media, online marketing is no longer constrained by time and space. Messages can be quickly delivered at any time and place, greatly enhancing the timeliness of the Internet. Compared to traditional television and newspaper media, self-media marketing products have the advantage of being fast and efficient from production to distribution.

3.2 Low cost

The traditional media industry has a high barrier to entry, requiring a lot of equipment and talent. In this era of self-media, everyone has a smartphone, a laptop, and can update anytime, as well as advertise. Businesses only need to constantly update, attract more followers, and the number of clicks determines the audience size.

3.3 High interaction

Interaction is natural. In this era of self-media, the biggest feature is interaction. According to statistics, the number of registered Weibo users in China has exceeded 200 million. Therefore, it is easy to imagine the benefits of a blog with tens of thousands or millions of fans when posting a Weibo on Weibo.

3.4 The oral effect

One feature of online self-media is the fast spread of information. The introduction of a new product will quickly circulate on the internet. The internet transcends the constraints of time and space, allowing for a better utilization of the traditional oral communication effect. Whether it's good or bad, user experiences will be infinitely magnified.

3.5 Personalized marketing

The media highlights the characteristics of personalized marketing. In the era of self-media, marketing should provide customers with corresponding products, services, segmented markets, and formulate corresponding marketing strategies based on customers' personalized needs.

4. The Problems of Enterprise Community Marketing Under the Background of Self-media

4.1 The effectiveness of brand marketing is insufficient

In the mass market, the role of a brand is essential. Brands have become an important basis for enterprises to carry out social marketing. However, from the perspective of the media, many enterprises have not yet developed an effective brand in their marketing efforts. This is because many enterprises lack the capability to maintain their own

brand, lack sufficient visibility, and fail to effectively integrate resources to establish their own brand. As a result, the commercial value of their products and services is very low. Additionally, some brands that have a certain scale still face obstacles in their marketing efforts due to a lack of effective strategies, which limits the enhancement of the brand influence of enterprises and restricts their marketing strategies.

4.2 Lack of customer value experience

Community marketing focuses more on customer experience, and customer experience is an important factor in improving the efficiency of enterprise marketing and competitiveness. However, currently, many companies lack the experience needed by online users, and cannot carry out social media marketing. Customers find it difficult to understand the quality of a company's products and services, as well as the decision-making process when purchasing products. In addition, as customers' expectations for experience continue to rise, many companies are unable to meet those expectations, resulting in decreased customer satisfaction, reputation, and competitiveness.

4.3 Lack of effective communication with clients

The core of community marketing lies in effectively communicating with customers through various channels, understanding their needs, and continuously improving products and services to better meet customer needs. This is because companies are facing increasing pressure in terms of survival and competition, with most companies focusing on products and sales, while neglecting customer communication. In community marketing, due to a lack of awareness of effectively communicating with customers and failure to engage in effective communication with customers, it is difficult to make customers aware of the company's products and services, thus unable to conduct effective marketing to customers.

5. Analysis of Brand Community Marketing Strategies

5.1 A comprehensive understanding of the characteristics of the target audience

when building a brand community. One should take the perspective and needs of consumers as the center, focus on issues, and consider factors such as consumer preferences to make decisions. Faced with customers of different positions, preferences, and experiences, companies should carefully consider the activities held, try to take

care of the emotions of each customer, treat customers differently, encourage customers with low self-esteem, give appropriate praise to those who like to be praised and take corresponding measures for different customers. At the same time, companies should communicate more with customers, increase the frequency of follow-ups, and invite customers to participate in various activities of the company, so that customers can better understand the company's products, better understand the company's development status and have a better impression of the company's products. Companies should provide customers with various information as much as possible, create a good communication space for customers, make them feel involved with the company, and actively discover and solve the company's problems.

5.2 Companies should focus on the opinion leaders in the community networks

Each community has its core members who have absolute authority in the community. Once they express their opinions, they will immediately be discussed by the group, forming a topic. They can leverage their influence to quickly increase the sales of a product to a new height, rapidly gain the trust of customers, and enhance the company's position in society. Customers in the community are usually the targets of corporate publicity. By understanding their products, they can better understand their products, and then, in their descriptions, tell them which people the product is suitable for. The relationships among community members are related to the development of the brand, affecting the brand image in the minds of consumers. While promoting, it also greatly enhances the brand's visibility. Therefore, in marketing activities, companies should make reasonable use of the core members of the community, fully leverage the influence of the community, and thus improve the company's sales performance.

5.3 Enterprises can ignite hot topics and stimulate the vitality of the community

Nowadays, any news in our lives may be uploaded to the Internet for discussion by countless netizens. There are all kinds of information on the Internet. Therefore, enterprises can initiate a discussion about their products online, make it a focal point, attract netizens' comments and reposts, and advertise for the company online, increasing users' attention to the product. Offline, it is driven through the Internet to provide customers with various themes, ensuring that customers always maintain a high level of enthusiasm without feeling averse to the company's products. Through continuous themes, they can have more topics, make the community active, and give the community higher value, thereby promoting the development and

sales of new products for the company.

6. Implementation Path of Community Marketing

6.1 Timely content updates

In the era of self-media, it is necessary to always pay attention to the times and social hot topics to ensure the timeliness of news. Social media marketing is a long-term systematic project, and its promotion and accumulation require a long time. Any interruption in any link will lead to the loss of previous efforts.

6.2 Skilled communication

Because marketing is social, if you want to market through the media, you must base it on communication. On the one hand, you need to respond timely, and on the other hand, you need to be polite. Moreover, it can make your image more attractive, and to some extent, it can also give customers a good impression, thus gaining more audience.

6.3 Speed up the pace of brand cultivation and marketing

Brand is an intangible asset that a company forms in its long-term development, playing a crucial role in the survival and development of the enterprise. Firstly, it is necessary to establish an advanced brand concept, take the brand as an important basis for community marketing, and integrate one's own advantageous resources based on the characteristics of the company's products and services to form its own brand. This brand will serve as an important symbol and sign for community marketing, thereby enhancing the company's reputation. In addition, it is important to gradually strengthen the promotion and marketing of the company's brand, endowing it with necessary concepts and values, and, according to the company's development needs, vigorously promoting its brand to enhance the value of its products and services. This will provide the brand with protection for community marketing in the self-media environment.

6.4 Strengthening Customer Value Experience

In the fierce market competition, customer value experience is increasingly regarded by more and more enterprises as the execution basis of community marketing strategies. Therefore, since the era of self-media, enterprises must continuously enhance the value of customers in community marketing. Firstly, it is necessary to establish a reliable customer communication mechanism and utilize

media and information technology in various ways to enhance the customer experience, so that customers have a better perception of the quality of products and services, thereby stimulating their purchase desire, and ultimately increasing the sales of goods and services. Secondly, within the framework of public marketing, it is essential to enhance customer participation and improve the overall efficiency of enterprise marketing from the aspects of customer experience and customer value management.

7. The Development Landscape of Community Marketing Models

Currently, most self-media users are scattered, and the cohesion of enterprises towards users is more focused on content. In the future, self-media will still attract more people through their original creations. If the quality and direction of the content changes, the original users will disappear, and the community will disintegrate. Therefore, self-media must have a team, be organized, and have good content to maintain the stability of the community. Community marketing integrates the four major marketing models of content marketing, precision marketing, integrated marketing, and emotional marketing, which will be the most influential marketing method. The production of self-media content must have a strong guarantee, and investment in content will continue to grow. In order to ensure their own investment, self-media will inevitably deeply develop their community, thereby achieving the development of the community economy. The connection between self-media and community users will be closer, ultimately forming a community of shared interests. From this trend of development, as an important part of community marketing, it will be the "standard function" of future social media. Currently, media institutions lack corresponding diversified marketing strategies, and their profit methods are relatively single, mainly relying on advertising and derivative products for revenue, making it difficult to achieve economies of scale. Therefore, it is necessary to find new and larger profit growth points. Although derivative products can bring profits, the variety of products is not high, and the innovation ability of products is not strong. The brand awareness of self-media needs to be further enhanced.

8. Conclusion

In short, community marketing is a new type of marketing method that can greatly enhance the development of enterprises. How to fully leverage the advantages of self-media, and optimize community marketing strategies for enterprises, this article proposes adopting effective

marketing strategies, strengthening customer experience, enhancing effective communication with customers, strengthening the use of information technology, and nurturing and introducing professional marketing personnel. For brand community enterprises, the focus should be on customer-centricity, aiming to solve customer problems, therefore, it is necessary to enhance the capabilities of core community members, increase consumer engagement, enhance customer communication, improve product creativity, and strengthen the brand competitiveness of enterprises.

Meanwhile, community marketing also requires adherence to some important principles. Firstly, content is king, high-quality content is the core of attracting users. Companies need to pay attention to the needs of users and create valuable content, and then disseminate it through appropriate channels. Secondly, interaction and participation are the core of community marketing. The core lies in effective interaction and participation with users, establishing good relationships, and enhancing users' identification with the brand. Finally, data-driven marketing is also important. By analyzing and monitoring data, companies can continuously adjust and optimize their marketing strategies to improve effectiveness and return on investment.

In the era of self-media, community marketing is no longer just a simple marketing tool, but a completely new way of operation. It brings about a major upheaval and change to the traditional marketing model. However, whether it is a company or an individual, only by deeply understanding and grasping the essence and rules of community marketing can they stand firm in the self-media era.

In summary, community marketing is an important component of the self-media era, it is not only a marketing method but also a value system and behavioral manifestation. Through community marketing, brand awareness and user loyalty can be achieved. With the development and changes of self-media, community marketing also needs to be constantly innovated and adjusted. We believe that with our unremitting efforts, community marketing will certainly shine even more brilliantly in the self-media era.

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