

摘 要

21 世纪互联网和信息技术得到快速发展，推动新媒体传播的广泛应用，微信、微博、APP 等新媒体逐渐成为大众工作生活中信息传播的主流渠道。新媒体技术不仅让大众的生活习惯发生改变，同样对企业的营销模式产生巨大的影响。当前，各行各业逐渐将营销的重点从传统媒体营销转移到新媒体营销上来，企业通过微信、微博、搜索引擎等手段，对公司产品进行推广，强化与消费者之间的互动，及时掌握消费群体的反馈，推动营销模式的不断创新，改善企业的经营状况。本文以字节跳动公司为例，结合公司新媒体营销现状，探讨新媒体营销中存在的问题，并从新媒体营销意识、营销手段、营销控制体系和营销队伍建设等方面提出完善策略，帮助字节跳动公司把握住新媒体技术给营销领域创造的新机遇，助力互联网企业竞争力的提升。

关键词：字节跳动；新媒体营销；微博营销；APP 平台营销

ABSTRACT

The rapid development of the Internet and information technology in the 21st century has promoted the wide application of new media communication. WeChat, Weibo and other new media have gradually become the mainstream channels of information communication in the public's work and life. New media technology not only changes people's living habits, but also has a huge impact on the marketing model of enterprises. At present, all walks of life have gradually shifted the focus of marketing from traditional media marketing to new media marketing. Enterprises promote the company's products through WeChat, Weibo, searching engine and other means, strengthen the interaction with consumers, timely grasp the feedback of consumer groups, promote the continuous innovation of marketing models, and improve the business conditions of enterprises. This paper takes ByteDance Company as an example, discusses the existing problems in new media marketing in combination with the company's new media marketing status, and proposes improvement strategies from new media marketing awareness, marketing means, marketing control system and marketing team building, to help ByteDance Company grasp the new opportunities created by new media technology in the marketing field and help Internet enterprises improve their competitiveness.

Key words: ByteDance; New media marketing; Weibo marketing; APP platform marketing

Table of Contents

Chapter One Introduction	1
Chapter Two Market Environment Analysis of ByteDance	2
2.1 Micro Environment Analysis	2
2.2 Macro Environment Analysis	3
2.2.1 Economic Environment	3
2.2.2 Social and Cultural Environment	4
2.2.3 Network Technology Environment	4
Chapter Three STP Marketing Strategy in the Era of ByteDance New Media	6
3.1 Market Segmentation Strategy	6
3.1.1 Domestic and Foreign Product Markets	6
3.1.2 Exploring the Needs of App Potential Customers	7
3.2 Target Market Strategy	7
3.2.1 Specialization of Video Content	7
3.2.2 Social Platform Specialization	7
3.3 Market Positioning Strategy	8
3.3.1 Comparison of Product Operation	8
3.3.2 Target Population	8
3.3.3 Short Video Industry Competitors	9
Chapter Four Problems and Improvements of ByteDance in the New Media Marketing ...	11
4.1 Existing Problems	11
4.1.1 Single New Media Marketing Means	11
4.1.2 Incomplete New Media Marketing Control System	11

4.1.3 Lack of High Quality New Media Marketing Personnel	12
4.2 Improvements Strategy	13
4.2.1 Expanding of the New Media Marketing Methods	13
4.2.2 Improvements of the New Media Marketing Control System.....	13
4.2.3 Create High Quality New Media Marketing Team	14
Chapter Five Future Marketing Development Trend of ByteDance	15
5.1 More Comprehensive Audience	15
5.2 Multi Channel Realization	15
Chapter Six Conclusion.....	17
Bibliography	18
Acknowledgements	19

Chapter One Introduction

The development and application of new media have changed the way consumers receive and communicate information, making consumers' purchasing psychology and behavior constantly changing, thus forcing enterprises to carry out marketing reform and innovation. ByteDance is a typical mobile Internet information technology service platform company in China. It has developed and launched a number of popular APPs at home and abroad, such as Tiktok, Toutiao Today and TikTok.

Compared with traditional media, new media is a new media form developed from newspapers, radio, television and other traditional media. It uses digital technology, network technology and mobile technology to provide users with information and entertainment through the Internet, wireless communication network, cable network and other channels as well as computers, mobile phones, digital television and other terminals. In short, it is a medium for information dissemination based on digital technology and network. It is interactive, real-time, massive and shared.

ByteDance Technology Co., Ltd., founded in March 2012, is one of the first Chinese technology start-ups to introduce new technologies such as the Internet of Things, mobile Internet and artificial intelligence into emerging application scenarios such as mobile Internet. At the early stage of development, it became a dark horse in the Internet field with "Today's Headlines" and "Tiktok". ByteDance, founded in 2012, is one of the first technology companies to apply AI to mobile Internet scenarios. At the beginning of its development, its independently developed "Headlines Today" is different from the news client that simply summarizes news information, creating a new news reading mode.

In 2015, the market share of "Headline Today" in the field of news and information exceeded the two giants Tencent News and Netease News, and became the number one player of Internet information. In 2016, ByteDance launched the "Tiktok" short video APP, which quickly attracted a large number of users and became a phenomenal product. With two traffic APPs, ByteDance has become a dark horse in the Internet field. So far, content-based services have gradually expanded to e-commerce, search, payment and other fields. ByteDance has gained remarkable traffic advantages through two core products, "Toutiao Today" and "Tiktok". It has

precipitated massive user interest data and started to actively plan and layout the Internet ecosystem.

Chapter Two Market Environment Analysis of ByteDance

The success of taking consumers as the core and grasping the change of consumers ByteDance is not only the success in technology and marketing, but also the result of accurately grasping consumers' psychology. In the process of its development, ByteDance has constantly studied the use habits, use environment and use psychology of Internet consumers, grasped every step of consumers' information acquisition, and developed various products suitable for users' psychology.

2.1 Micro Environment Analysis

Since the spring of 2020, with the expansion of a new type of coronavirus infection, many companies choose to restart online, and the "warfare" that Tencent and the beating beat is rapidly growing in the online office. The heartbeat beats not only domestic but also short video waves abroad. Tiktok was officially formalized online in August 2017, and as of June 2019, the world's Mau is over 500 million. According to data from the January 2020 survey of the sensor tower (global mobile app data analysis company), tiktok's Appstore and googleplay's two major mainstream app stores exceeded the total of 1.5 billion times in total, reaching only 700 billion in 2019. The success of tiktook is not a coincidence. As the technology of the short video application was not mature, the growth of the user often became like the incense fireworks, but with the advance of the technology, the arrival of the turning point of the short video field did not cause enough consideration of the overseas Internet major. In 2016, Facebook jumped the company's holding rights when Facebook hesitated to buy the famous short video app. So, when tiktok's Mau increased explosively, the Internet giant could not find a counterfeit product that could compete with it, and tiktok unified the world in the short video field abroad.

At present, the population aged 18-36 covers some of the post-70s, as well as all of the post-80s and some of the post-90s. There are a large number of people who are easy to accept new things. These people have been exposed to the Internet for a long time and have a relatively open mind to new things. Statistically speaking, before 1987, there was also a small birth peak. Therefore, this group has a large number of potential users. ByteDance mainly introduces video segments that have caused great repercussions, and Tiktok is the best example.

After 2000, homeboys and homegirls have become a trend. They will soon acquire knowledge and information from the Internet and pass it on by word of mouth, which will promote the emergence of the second and third batch of Tiktok users.

One of the reasons why many people stay at home is that the cost of entertainment and living at home is the lowest. They are sensitive to the way to obtain happiness. Shortcuts of entertainment video software such as Tiktok short frequency and volcano video are very attractive to them.

ByteDance divides the definition of customers into three categories: ordinary users, business partners and advertisers. Ordinary users refer to users who use ByteDance, and they can access services provided by ByteDance; Business partners refer to enterprises that have established cooperative relationships with ByteDance. They can provide value-added services through ByteDance; Advertisers refer to companies or brands that are promoted through ByteDance advertising services.

2.2 Macro Environment Analysis

Users continue to increase their incomes: many users, many of them in 1990. At the end of the 1990s and 2000. At the end of the years feel the Internet to buy more hearts and services to gain praise and benefit. In fact, these people are encouraged to buy more people success which is ByteDan.

2.2.1 Economic Environment

The current COVID-19 has caused a serious impact on the global economy. Due to the non-contact nature of the Internet, this is a period of opportunity for the Internet industry. Based on this, the Internet industry has also been favored by capital in the capital market, during which the relevant share prices generally ushered in an upward trend. According to the Statistical Report on the Development of Internet in China (hereinafter referred to as the Report), as of March 2020, the number of Internet users in China has reached 904 million, and the Internet penetration rate has reached 64.5%. Such a huge number of potential consumers will certainly provide a strong guarantee for the development of China's digital economy.

Transforming digital business has become the main trend: 2019. In July 2009 CETCA Angus Group published 2019. Report of the Market Organisation Survey 2009. In fact, there are

more marketing difficulties with more than 1,000 property marketing agencies and high marketing staff (including China, Australia, Japan, Asia and Pacific) in 10 marketing regions around the world. In China, Japan and Australia, they have now and over the next three years written business transformation as three units for marketing functions. Chinese and Japanese leaders are better than their global friends' marketing agencies. The leaders of these two countries will be 61% and 47% higher over the next three years, with a global average of over 36%.

2.2.2 Social and Cultural Environment

The Report pointed out that the Internet application has improved the sense of gain of the masses, the civilian use of the Internet has brought great improvement to the lives of the people, and the Internet application has further adapted to the needs of the people's lives. As one of the greatest inventions of human society in the new era, the Internet has become the basic element of the global economic and social development in the information era. The birth and application of the Internet promote the continuous changes in the way of life and production, and then continuously upgrade the economic and social development model, providing a strong impetus for the development of human society.

The external environment ByteDance is currently facing is complex. It's a mixed bag. The positive side is that the domestic political situation is still in a stable and peaceful state, the domestic economic environment has basically recovered, and during the epidemic, ByteDance has brought an unprecedented good opportunity to make its domestic business grow well. At the same time, the country is vigorously promoting the Internet industry, and ByteDance will also benefit from policies in this industry. At the same time, the public's acceptance of its products is very high.

2.2.3 Network Technology Environment

The hearts of ByteDance are state-defined and designed by industrial education and supported by the government. But the environmental threat is serious in the industry, the rapid modernization of technology and competitors always stop.

In 2019, Tik Tok and火山引擎 evolved rapidly, but there are new stars like Kwai in 2020.

Through unique technology, the R&D personnel intelligently recommend personalized information for users, thus creating a new news reading mode. With the growth of enterprises,

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