Original Research Article

Research on brand management mode in the new media environment based on "Internet"

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Abstract: With the continuous advancement of the "Internet" strategy and the rapid development of new media technology, the brand management model is undergoing profound changes. In the context of the integration of the "Internet" and the new media environment, this paper analyzes the innovative strategies of brand management in communication, interaction and image building, and analyzes the theoretical framework, evaluation methods and organizational process optimization path of brand management, aiming to provide theoretical reference and practical guidance for modern enterprises to build a brand management system that fits the digital environment.

Keywords: internet; new media; brand management; innovation strategy; theoretical framework

1. Introduction

With the continuous advancement of the digital wave, the "Internet" has become a key driving force in the process of economic transformation and upgrading, and the new media environment has reshaped the mode of information dissemination and consumer behavior with all its characteristics such as immediacy, interactivity and wide coverage. In this context, brand management, as a key component of the core competitiveness of enterprises, has encountered unprecedented opportunities and challenges.

2. Overview of the Internet new media environment

"Internet" means the deep integration of the Internet and traditional industries, with the help of technological innovation, model reconstruction and value chain integration, to promote industrial upgrading and economic form change. The new media environment uses social media, mobile applications, big data platforms, etc. as carriers to achieve multi-directional interaction and accurate reach of information dissemination. In such an environment, users are no longer passive recipients of information, but actively participate in content creation and brand communication. For example, platforms such as Weibo, Douyin, and WeChat have changed the way people communicate and rebuilt the relationship between brands and consumers. The characteristics of the new media environment are: first, information dissemination is immediacy and fragmentation, and brands need to respond quickly to market changes; second, user data is available and analyzable, providing the basis for precision marketing; Third, there is interactivity and community, and consumers directly affect brand reputation through sharing, commenting and co-creation. These characteristics prompt brand management to shift from one-way indoctrination to two-way interaction, from static maintenance to dynamic optimization, and maintain competitiveness in the complex and ever-changing digital ecosystem.

3. Brand management innovation in the Internet new media environment

3.1. Brand communication innovation

In the environment of the Internet and new media, brand communication is no longer limited to traditional advertising and media placement, but has changed to content marketing, cross-border cooperation and scenario-based communication. Enterprises use the creation of high-quality and highly interactive content, such as short videos, live broadcasts, topic challenges, etc., to attract users' attention, and use big data to analyze user preferences to achieve accurate push. For example, many brands use KOLs (key opinion leaders) and the

influencer economy to quickly increase their popularity through live streaming and community promotion. Cross-border cooperation has become a new trend, and brands have expanded the scope of communication and improved brand vitality with the help of co-branded activities, IP integration and other means. In addition, scenario-based communication integrates brand information into users' daily life scenarios, such as social media filters, AR experiences, etc., to enhance the immersion and sense of substitution of communication. Such innovations improve the efficiency of communication and strengthen the emotional connection between brands and users.

3.2. Brand interaction innovation

In the new media environment, brand interaction focuses on two-way communication and user engagement, and enterprises use social media platforms, online communities, and user-generated content (UGC) strategies to build a deep interaction mechanism between brands and consumers. For example, brands can initiate online topic discussions, polls, or creative solicitations to encourage users to share experiences and content, forming a "tap water" effect for brand communication. In addition, real-time interactive tools such as customer service bots and live Q&A allow brands to respond to user feedback in a timely manner, improving service experience and trust. Brands can also rely on virtual communities such as brand fan groups and exclusive apps to cultivate loyal users, enable consumers to participate in product design, testing and promotion, and achieve a role change from "consumer" to "co-creator". This interactive innovation improves user stickiness and provides valuable market insights and innovation inspiration for brands.

3.3. Brand image shaping innovation

In the environment of the integration of the Internet and new media, new requirements are put forward for brand image building, making it more dynamic and close to human nature. Enterprises should not be limited to a single product image, but should transform towards a multi-dimensional value image, which involves social responsibility, cultural identity and emotional resonance. Taking brands as an example, with the help of public welfare marketing activities, environmental protection initiatives, etc., to convey social value, enhance the public's favorability towards it, and improve emotional attractiveness by telling the brand's own story and displaying the connotation of corporate culture. New media platforms provide real-time image management tools for brand building, such as public opinion monitoring and crisis public relations systems, to help brands quickly respond to negative events and maintain their reputation. In addition, personalized image shaping has become a key point, and brands use data analysis and AI technology to customize image expression forms for different user groups, such as customized advertising and personalized services, so that the brand image is more in line with user needs. This innovative move makes the brand no longer just a cold business entity, but a life form with warm and personalized characteristics.

4. Internet brand management methods in the new media environment

4.1. Theoretical framework of brand management

In the environment of the Internet and new media, brand management theory needs to evolve from traditional models such as brand equity models to dynamic and systematic frameworks. The new theoretical framework integrates consumer behavior, network communication, and big data theory, emphasizing the synergistic evolution of brands and the environment. Its core elements include the following points: one is the user-centric theory, which builds brand positioning and strategy based on consumer data and behavior analysis; the second is ecological theory, which regards brands as nodes in the digital ecosystem and uses interaction with platforms, users and other brands to achieve value co-creation; The third is agile theory, which emphasizes rapid iteration and adaptability in brand management, relying on trial and error and learning to optimize decision-making. This framework focuses on brand value accumulation, but also focuses on brand resilience and risk resistance, which can provide theoretical guidance for enterprises in a changing environment.

4.2. Evaluation methods of brand management

When conducting brand evaluation in the new media environment, it is necessary to go beyond traditional indicators, such as brand awareness and market share, and introduce multi-dimensional quantitative and

qualitative methods. In terms of quantification, companies will use big data tools to track social media interaction rates, sharing rates, conversion rates and other indicators, and will also rely on sentiment analysis to assess user sentiment and brand reputation. At the same time, the scope of ROI (return on investment) calculation extends to global marketing, covering the effect of online activities and user lifetime value. On the qualitative side, in-depth interviews, focus groups, and UGC analysis will be used to explore users' perceptions and attitudes towards the brand. In addition, comprehensive evaluation systems, such as the brand health index, integrate the dimensions of communication effect, interaction quality, and image consistency, which can help brands comprehensively measure management effectiveness.

4.3. Organization and process optimization of brand management

In order to adapt to the new media environment, the organizational structure and process of brand management need to be optimized and adjusted. In terms of organizational structure, enterprises should break down the barriers between departments and set up cross-functional teams, such as digital marketing teams, data analysis and customer service integration teams, to achieve rapid response and collaborative decision-making. Introduce agile management methodologies and use sprints and iteration cycles to optimize project execution. Process optimization involves the following aspects: first, data-driven decision-making process, with the help of real-time data monitoring and analysis to guide brand actions; the second is the closed-loop process of user feedback, which quickly integrates consumer opinions into product development and communication strategies; The third is the crisis management process, building public opinion early warning and emergency mechanisms, and reducing brand risks. In addition, companies need to invest in employee training and technology tools to improve their teams' digital literacy and innovation capabilities. These optimizations ensure that brand management operates efficiently and flexibly, supporting the long-term development of the brand.

5. Conclusion

Under the wave of integration of "Internet" and new media, brand management is undergoing profound changes. Enterprises need to actively embrace change with innovative strategies and dynamic optimization, and continue to explore intelligent and immersive new models to enhance brand value and win future competition.

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