

**Title:** New Media Marketing Strategy of The Communication Industry  
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**Degree:** Master of Business Administration

## ABSTRACT

With the advent of 5G era, the new media market has a stronger technical foundation, faster information dissemination and richer communication content. All operators in the communication industry hope to take advantage of this opportunity to gain a competitive advantage. Under the profound influence of the new media era, the external environment of modern enterprise marketing has changed. In this context, a large number of new media network platforms have emerged. In this process, the big data integrated marketing services of new media have entered the enterprise marketing circle. Compared with some existing traditional media before, the big data integrated marketing service platform based on new media can use the related technologies of big data to accurately acquire the target users. Enterprises need to combine the characteristics and opportunities of the new media era, change the traditional marketing model, innovate marketing concepts, enrich marketing means, enhance the marketing level, and then achieve the ideal marketing effect. Starting from the current situation of new media in the communication industry, this paper analyzes the challenges faced in the field of new media marketing in the communication industry,

puts forward the overall strategic planning of new media marketing, and puts forward specific plans for the new media marketing of the communication industry from the direction of new media channels such as WeChat, Weibo and TikTok, to help the overall development of the industry.

**Keywords:** new media marketing, communication industry, social media platform.

