

Research on Clothing Brand Marketing Strategy in New Media Environment

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Abstract

As the largest consumer category, the clothing industry, under the influence of the Internet, especially the emergence of new media, has changed the consumption concept of clothing brand from product-oriented to brand culture-oriented business philosophy. The "American Tide", "National Tide", "Japanese Style", "Han Feng" and so on. It is precisely because of the rapid spread and wide range of new media that the audience has changed from passive acceptance of clothing brands to active acceptance. The audience has changed from a consumer to a brand advocate, and at the same time, the brand's popularity and influence have gone further along with the new media. Clothing is no longer a fig leaf to resist severe cold, it is the vane of fashion and the inheritance and development of history and culture. In the future, the interactive new media form will become an important mode for the development and dissemination of clothing brands, and more emerging new media forms will also stand out in the dissemination of clothing brands.

Keywords

New media; Clothing brand; Marketing.

1. A NEW MEDIA ENVIRONMENT, THE DEVELOPMENT AND EVOLUTION OF CLOTHING BRANDS

Since 2012, the new media represented by WeChat public account has appeared in the cause of China's clothing brands, opening the connection between new media and clothing marketing, and China's clothing industry has entered a fast fashion rhythm. In 2016, the popularity of short videos transformed the long text content into vivid image content, which narrowed the distance between clothing enterprises and customers, and the development of clothing industry gradually changed from the original traditional production to retail. The interactive content of online media makes consumers spend more time on social networking, and people interact more actively in the virtual world.

2. CLOTHING BRAND STRATEGY

Clothing marketing strategy refers to the strategy of leading and occupying the target market determined by clothing according to its own situation and competitive situation. Clothing enterprises should take the customer's needs as the far point, obtain the information of buyers' demand and purchasing power according to past experience, and expect in the commercial circles, and carry out various trading activities according to implementation and organization. The basic strategy is often the process of realizing the purpose of garment enterprises by providing customers with satisfactory products and positive service attitude through

cooperative and consistent product strategy, price strategy, channel strategy and promotion strategy. At the same time, it is also an important part of making the strategic management and deployment of enterprises. His essence is to develop and expand the overall planning and design of market operation process for garment enterprises.

3. NEW MEDIA ENVIRONMENT CLOTHING BRAND STRATEGY

3.1. Online and Offline Publicity of Brand Activities

In order to make the influence and brand concept of clothing brand deeply rooted in people's hearts, we carry out various offline brand activities. The promotion of offline activities is inseparable from the promotion of new media and multi-channels. Most brands create advertisements for different seasons, groups, series and differences according to their own concepts. Advertising content is placed in every corner of the Internet, such as the advertisement section of real-time update of web pages, the title advertisement section of online videos such as iQiyi and Youku, and the content consultation section of Weibo WeChat, etc. In the season, the old models are used for discount sales, while the new products are released for hot sales, WeChat sweepstakes, Weibo sweepstakes, big V topics, etc. According to different festivals, the store decoration of the online shop is carried out, and the activities are planned according to the festival heat and the special items corresponding to the theme of the products, so as to achieve the purpose of rapid explosion sales.

Before the emergence of new media, clothing brands generally put a lot of money into prime-time TV and movie advertisements, newspaper chores and prime-time radio stations, and exposed brand awareness by using the power of traditional media. Taking Hailan House as an example, an advertisement of Hailan House, a man's wardrobe, stands out in the middle-end male clothing with serious homogenization, and the accurate fast consumption positioning of 20-50-year-old men maximizes the benefits of Hailan House's advertisement. Let many families enter thousands of families through traditional media. With the new media occupying the channels of people's entertainment at present, clothing brands also use the new media for publicity.

3.2. Joint Marketing Bundle Sales Model

The most successful brand in joint marketing is Supreme Clothing in America. Co-branded products have been listed and soon become news reported by the media. After listing, they often become the trend explosion of clothing items. Co-branded marketing is usually co-branded in the same industry. For example, Louis Vuitton and Supreme's clothing are co-branded, and the two brands use their own high-tech clothing technology and the creativity of two brand designers to create more sophisticated single products, which makes the situation of being sold out after being sold out; In addition, the luxury positioning of the two brands makes the scarcity of the brand more prominent. The marketing strategy of "limited sale" increases the extensibility of the positioning of the two brands and greatly promotes the pace of the brand's diversification into the market.

3.3. WeChat Micro-business Marketing Method

The marketing methods of WeChat are mainly divided into two categories, namely, fan marketing and friend circle marketing. Whether it is Taobao store or micro store, the store develops new customers by pulling old customers into groups. Red envelopes are issued from time to time in the group, and store preferential activities are released at the same time, so that old fans can pull new fans around them into the group and stabilize old fans at the same time. When we are new, we will sell the new models in WeChat group to test the exposure rate of the new models. While establishing the group, the preferential activities and wearing products will

be released in the form of pictures, words or videos in the circle of friends to achieve the function of communication.

3.4. Weibo Traffic with Goods

Weibo is the biggest productivity of new media marketing because its appearance and popularity are earlier than WeChat, Vibrato and other platforms. Micro-blog marketing provides convenience for many e-commerce platforms because of its low price. Meanwhile, micro-blog has a wide coverage. With the computing advantage of big data and the classification module function of micro-blog, the brand promotion effect is no less than that of other advertising media. As the likes, comments and private messages of Weibo can effectively solve the interactive relationship between the product side and the service side. So as to solve the good communication relationship between consumers and businesses, and further cultivate fans' feelings for the brand and brand fans' loyalty. Weibo has many new Internet functions, such as text, picture, video, etc., which can better let the audience know all aspects of clothing brand products. In the current Internet age. Every app is filled with a large number of advertisements, and consumers become numb to a single advertisement, while microblog multi-channel marketing has certain advantages in this respect. From 17 years' popular lottery marketing to 18 years' star micro-blog drainage, the marketing strategy of micro-blog for clothing brands has been continuously improved, making micro-blog marketing an indispensable part of new media clothing brand marketing.

3.5. Live Webcast to Expand Brand Awareness

The marketing cost of online video live broadcast is low, and the income is quite high. Many attractive businesses turn their attention to live broadcast marketing, so there is the emergence of Li Jiaqi and other net red with goods. The marketing method of clothing brand live broadcast with goods is born with the development of live broadcast on the Internet. The success of this cross-border cooperation between clothing industry and webcasting industry comes from the fact that live broadcast users can learn about brands and products through a variety of interactive modes, such as actual upper body of anchors, oral evaluation and question answering. Because of the consumption characteristics of clothing, users need to communicate with clothing enterprises in terms of product quality, style, size and personal experience. Clothing enterprises have also seen the business opportunity that anchors can solve various problems raised by customers through the live broadcast platform, and opened the online video live broadcast platform for marketing. At present, Taobao, Tmall and other e-commerce brands have opened online video live channels. These platforms use the net red effect and live broadcast to carry out commodity marketing and brand promotion. At the same time, many clothing enterprises also use the great influence of star net red to carry out live marketing and bring goods. Live broadcast attracts a large number of users and interacts with clothing enterprises while watching the live broadcast. Up to now, the transaction volume of online live delivery has a good marketing effect.

3.6. New Media Clothing Brand Marketing Strategy Examples

In the 21st century, when the economy is integrated, the clothing culture is also integrated with each other. Taking the most popular Chengdu Guochao brand online shop 1807 as an example, this paper studies the marketing of new media clothing brands. Founded in 1807, the brand defined itself as a street street fashion brand with pure American style. With Tupac, a famous rapper in autumn and winter of 2016, and camouflage elements of BAPE brand which was popular in that year, it gradually entered the public's sight. In Chengdu, the capital of abundance with rich cultural atmosphere in the underground streets, 1807 is undeniably an ideal paradise for a trend lover. At that time, the domestic fashion brand clothing started at a low level, and the quality of all kinds of clothing was uneven. Many fashion brands still gave the

impression to the public at the level of "printing". In 1807, Chengdu local fashion brands, which took numbers as their names, shouldered the national tide banner in Southwest China by their accurate market positioning and unique regional advantages.

4. CONCLUSION

To sum up, with the development of the network era, the network information is also updated. The marketing propaganda and promotion of brand clothing should always be ready to combine with network resources, and make full use of new media to carry out brand communication. Marketing analysis is conducted through social platforms such as Weibo WeChat, short video traffic apps such as Vibrato Kuaishou, and future trend software. Expand the current marketing scope and develop new media marketing methods. Reasonable differentiation in marketing, always pay attention to hot information to integrate the content of communication, and arrange reasonable communication channels. Use the Internet's word-of-mouth marketing and public relations to enhance the cultural value and traffic exposure of its own clothing brand. Grasp the economic flow of brand fans and cultivate a group of loyal and viscous audiences, so as to ensure the promotion effect and brand status of brand clothing.

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