

Research on Brand Marketing Strategy in the Context of New Media Thinking: A Case Study of DJI

Xintong Li

School of Journalism and Communication, Hubei University of Economics, 430205, Wuhan, Hubei, China

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Abstract: With the rapid development of new media in China, new media technology has become the main channel for people to obtain information, exchange ideas, and consume, and its impact on brand marketing has become increasingly significant. This study combines questionnaire surveys and literature reviews to explore the impact of new media marketing on brand awareness and the process of product marketing. The results of the literature research show that compared with traditional marketing methods, DJI's new media marketing has increased consumers' purchase intention by more than 50% and has had a positive impact on brand image and brand building. Brands deeply understand and segment their target audiences, create content based on the characteristics of different social media platforms, and achieve precision marketing. These findings provide a new theoretical perspective and direction for enterprises to formulate new media marketing strategies. By flexibly applying new media marketing thinking, enterprises can respond to market changes, achieve more effective brand communication and marketing, and enhance brand competitiveness.

1 INTRODUCTION

This study focuses on the effectiveness of new media marketing tools in brand marketing. New media marketing tools have received increasing attention in recent years. According to the 47th "Statistical Report on the Development of China's Internet Network", as of December 2020, the number of Internet users in China reached 989 million, the Internet penetration rate reached 70.4%, the number of mobile Internet users reached 986 million, and the proportion of Internet users accessing the Internet through mobile phones was as high as 99.7%. It can be seen that the huge number of Internet users and the highly fragmented media usage habits have made new media marketing the main front of current marketing activities (Guo, 2024). This study mainly focuses on the brand marketing strategy of DJI Innovation. Founded in 2006, DJI has continuously innovated technological products in the fields of drones, handheld imaging, robotics education, and more cutting-edge technologies. Its products account for more than 80% of the global market share, which is also due to its active performance on new media platforms, bringing a large amount of traffic and sales. In the current market economy conditions, for enterprises to achieve sustainable development,

relying solely on products is not enough. More importantly, high-quality products need to enter the market and cause a good response. Therefore, effective marketing and promotion of products are required. This study uses the literature analysis method to conduct research and provide support for this study. In the context of the Internet era, new media marketing has the characteristics of fast dissemination, strong interactivity, and good timeliness, which makes brands favor it. The goal of this study is to explore how DJI conducts marketing and promotion through new media platforms with a wide range of Internet users (Yang & Xu, 2023).

2 LITERATURE REVIEW

2.1 Current Status of Foreign Research and Development

In recent years, foreign scholars have started research in the field of new media marketing relatively early, with rich research content and a wide range of topics. As early as the 1990s, they recognized its importance and published relevant articles. Scholars such as R. Ayswarya, Shilpa A. Telreja, S. Praveena, and M. Ilankadir believe that social media marketing

provides companies with various new opportunities to promote their brands, products, and services through social networking sites. The focus is to explore the differences between social media marketing and traditional media from the perspective of consumers. It confirms that consumers prefer new media marketing methods, providing a new theoretical perspective for this study. Alexandra Blakus believes that so far, people would rather watch mobile phones or laptops than TV commercials. This "dual-screen" effect phenomenon has reduced conventional advertising. Those who want to survive in the market should develop new advertising models to meet this challenge, and all popular social networks, especially Facebook and Twitter, should take this into account. It can be seen that foreign scholars believe that new media marketing research is necessary and will inevitably bring new changes to marketing theory. Many foreign scholars have conducted in-depth research in this area, and their research results have provided valuable experience and inspiration for new media platforms.

2.2 Current Status of Domestic Research

In recent years, many domestic scholars have also engaged in this research. For example, Wang Yayun mentioned in her paper that new media marketing has gradually replaced traditional media marketing as the focus of enterprise marketing strategies. Enterprises can use new media forms such as search engines, Weibo, and WeChat to get closer to consumers and perceive their feedback, thus realizing innovation in marketing methods and improvement in business conditions, reflecting the pioneering nature of this research. Through the dissemination of new media, it is easier to resonate with consumers and realize brand value. In this study, DJI has narrowed the distance with consumers through rounds of new media marketing and increased brand stickiness. Ai Fei believes that the Internet penetration rate in China has developed rapidly. The rapid development of the Internet has also led to the emergence of many new media platforms, which has not only greatly changed people's lifestyles but also brought new attempts to enterprise marketing. Thanks to the development of the Internet, new media marketing has gradually entered the public eye. Therefore, more attention should be paid to this research and its internal operation rules should be analyzed to better master the marketing means, which coincides with the research reasons of this article and provides theoretical support for this study.

2.3 Theoretical Framework

This study adopts Bourdieu's field theory, which aims to explain the structure and dynamics of different fields in the social world. Combining DJI's existing market segmentation data with this theory, it is of great significance to analyze how DJI builds cultural capital in different segmented markets through differentiated products. Using Becker's art world theory to analyze how content creators jointly construct product value through new media platforms, this theory provides a new perspective on the production, dissemination, and reception of art, emphasizing the social nature of art creation and appreciation, and exploring how DJI accumulates symbolic capital through new media marketing, as well as in-depth analysis of how DJI's cooperative marketing network forms a complete "art world" and how all participants jointly create and maintain brand value is of great significance.

3 RESEARCH METHODS

This study uses questionnaire survey methods and social media analysis, adopting a quantitative research design. The research objects are people aged 18 to 44 who have purchasing power and a relatively high demand for photography. A random sampling method is used to select 300 people as research samples. Data is collected through online questionnaires, and the questionnaire star software is used for data analysis. The study found that more than 50% of people formed an awareness of the DJI brand through new media platforms, indicating that DJI has achieved success compared with traditional marketing methods. The brand has a strong influence on various platforms. More than 40% of the people believe that DJI performs well in product display, brand story marketing, and interactive activities, which provides research help in strategy. Through new media marketing, more than 50% of people have the intention to purchase DJI products, indicating that new media marketing can convert cognitive benefits into consumption benefits to a certain extent. It can be seen that new media has the characteristics of being market-oriented, focusing on communication skills and effects, and taking the audience as the main body, and has always been in the mainstream of practice (Cai, 2024). This study conducts research from the following dimensions through social media analysis. By tracking the traffic of websites and social media platforms, including visits, click-through rates, viewing time, etc., to measure user participation.

Monitor the conversion rate from new media platforms to purchase pages and the final sales conversion situation. Evaluate the growth of fans and followers of social media accounts. Include interaction data such as likes, comments, and shares, which can reflect the popularity of content and user participation. For companies like DJI that mainly focus on visual content, the number of video views is an important indicator. Evaluate the quality and relevance of content through user feedback and comments. Monitor the number of mentions of the DJI brand on social media and the Internet. Analyze the discussions about DJI on social media to understand the public's emotional attitude towards the brand. Calculate the cost of marketing activities and the resulting benefits to evaluate the financial effectiveness of marketing activities. Collect customer feedback on new media marketing activities through questionnaire surveys and user interviews. Compare the new media marketing strategies and effects of other brands in the same industry to understand DJI's position in the industry. Analyze market trends and consumer behavior to evaluate the impact of marketing activities on the market. From this series of social media analyses, it can be concluded that DJI has achieved good benefits in different dimensions on different platforms through new media marketing, better understood market dynamics and consumer preferences, helped enterprises understand consumers' needs and pain points, and through personalized marketing, social media analysis can help enterprises understand the characteristics of different user groups and achieve more precise personalized marketing. By analyzing user feedback on social media, enterprises can obtain valuable information about product improvement and innovation. Enterprises can identify and select the most suitable influential marketing partners for their brands by analyzing social media data. Social media analysis provides enterprises with rich data resources to help enterprises make wiser decisions in a highly competitive market environment.

4 RESEARCH FINDINGS AND DISCUSSIONS

4.1 Building Cultural Capital in Different Segmented Markets Through Differentiated Products

DJI occupies an absolute leading position in the global drone market. DJI initially started with

consumer drones and has gradually expanded to more application fields (Li, 2023). At present, although consumer drones are still its main source of income, DJI's product line has covered agriculture, military, surveying and mapping, and other fields, and its product directions involve drones, handheld gimbals, cameras, etc. Combining the existing market segmentation data with Bourdieu's field theory, different fields influence each other, and a change in one field may affect another. There is interdependence among different fields. The following is an analysis of how DJI builds cultural capital in different segmented market fields through differentiated products using this theory.

4.1.1 Market Segmentation by Gender Differences

According to the analysis of the questionnaire survey, it is found that most drone purchasers are men aged 24 to 44, while women mostly purchase handheld gimbals and cameras. Female consumers prefer lightweight and portable cameras, while men tend to choose professional equipment. In publicity, different publicity styles are adopted for men and women. On the Douyin platform, the focus of publicity for women is on the small size, appearance design, and beauty function of the product, while the publicity for men focuses more on the imaging power and camera parameters of the product (Du, 2024). This reflects the role of field theory in the segmented market of gender differences. Each field has its specific and relatively independent social space, with its own unique rules, values, interests, and struggles. These factors jointly shape the practices and strategies of actors in the field.

4.1.2 Market Segmentation by Utility Demand Differences

In the agricultural field, DJI entered the agricultural drone field in 2015 and provides agricultural plant protection drones. The utility of drones in the agricultural field is mainly reflected in improving the efficiency and accuracy of agricultural spraying. The low-altitude remote sensing technology based on drones has the advantages of fast speed, non-destructiveness, high efficiency, flexibility, and comprehensiveness, and has been widely promoted and applied in modern agricultural development (Bai, 2024). In military needs, drones are widely used in military training, as target drones for air defense and air combat training, and can also be used as reconnaissance tools to collect intelligence. In disaster response, after certain disasters occur, the on-

site environment may become dangerous and inaccessible, such as fires and chemical leaks. Drones can enter these dangerous areas, carry sensor equipment for environmental monitoring, and provide real-time environmental information for rescuers to ensure the safety and efficiency of rescue operations. This reflects the interdependence within each industry in field theory, and products with different functions bring different choices.

4.1.3 Market Segmentation by Localized Market Demand Differences

DJI adopts a market grading strategy globally and flexibly uses funnel marketing for different markets. The target markets are divided into the North American primary market represented by the United States, the European secondary market represented by the United Kingdom, Germany, and France, and the Asian and Australian tertiary market represented by Japan and South Korea. Localized marketing strategies are formulated for different markets. Research has found that studying the platform's localized marketing strategies from the perspective of consumers can help the platform understand market needs faster and improve its influence (Du, 2024). For example, DJI makes full use of overseas social media platforms such as Instagram, Facebook, and YouTube to release video content suitable for local characteristics, enhancing its attractiveness in overseas markets. In China, to achieve network marketing effects, short video platforms are used to support functions such as likes, comments, and reposts to form brand interactions for DJI's consumer drones (Huang, 2022). This reflects the effectiveness of field theory in market segmentation, enabling the brand to act in a relatively stable and consistent manner in different social situations while having a certain degree of adaptability and creativity.

4.2 Joint Creation and Maintenance of Brand Value by all Participants

In the process of using new media marketing, DJI cooperates through different channels and with all parties involved. This reflects the role of Becker's art world theory in how the creator network jointly constructs product value. Becker believes that art is not an isolated product but a social activity involving the cooperation of many different individuals. Each member has its specific function and role in jointly maintaining the operation of the brand world. There is a set of shared rules in this world. This theory provides a framework for this study to understand

how the brand is affected by social, economic, and political factors. The following is a specific analysis of DJI's brand marketing process using this theoretical framework.

4.2.1 Marketing Before Product Release

Before the release, appetite is whetted through promotional videos and news revelations. Compared with the traditional flat display mainly based on pictures and text, the promotional videos, which are long videos with a sense of technology, present a more three-dimensional display and a more vivid and realistic product description. They can quickly popularize knowledge and spread cultural ideas like films. DJI does not like straightforward advertising methods but constantly dominates people's lives with news hotspots. Searching for DJI-related news, you will find a lot of popular news with various entries, such as giving Porsche Cayenne as a year-end bonus, invading the White House, and invading the Japanese Prime Minister's residence. These operations can quickly attract the audience's attention and arouse curiosity about the product. In the early stage, it reflects the cooperation of different members involved in the art world theory and forms a good marketing effect.

4.2.2 Marketing During Product Release

Continuously invite technology self-media for evaluation and demonstration. The Verge, The Wall Street Journal, PCMag, and others have conducted comprehensive evaluations of DJI's products, helping DJI establish its industry status. Through evaluations by authoritative institutions, it has obtained multi-faceted trustworthiness and reliability. Because consumers tend to trust the evaluations and recommendations of authoritative media, it has attracted more consumers' attention and purchase intention, thus increasing sales (Jin, 2024). In addition, through cooperation with authoritative media, DJI has established a good brand image and reputation in overseas markets, which is conducive to its brand internationalization development and market expansion.

4.2.3 Marketing after product release

If the above two are the common practices of today's electronic consumer products, the fission after release is DJI's unique advantage. After the press conference, DJI will contact KOLs on social platforms and distribute its products to them. After seeing the good effect of aerial photography, more professional video

production institutions, namely PGC, will decisively join the aerial photography creation, further expanding the demand and consumption awareness of aerial photography. Subsequently, individual content creators (UGC) will continue to follow up. Due to the increasing demand of individual content creators for video shooting and the popularity of vlog culture, individual creators spread content through high-quality, intelligent editing, and lightweight shooting equipment. Starting from the need to record life, individual creators use lightweight dissemination on platforms such as Douyin and Xiaohongshu, which is popular among young people and obtains a large amount of spontaneous dissemination, further narrowing the distance with consumers. Strengthen the deep connection between the brand and personal life through differentiated emotional content and multi-scenario applications. Through the traffic and dissemination volume of KOLs, the content output of UGC and PGC is generated. DJI has realized the all-round publicity and marketing from product to brand, reflecting that each member in the art world theory has its specific function and role in jointly maintaining the operation of the brand world (Wang, 2024).

5 CONCLUSIONS

The research results show that through cooperation with new media platforms, the DJI brand has successfully achieved a balance between cultural value and market demand and obtained good publicity effects. The research believes that through the publicity cooperation of various platforms, DJI can not only display product value but also enhance the brand's competitiveness in the contemporary market, especially in the drone industry.

This study provides important reference value for future research directions. Its main influence is to reveal the internal logic of new media marketing. This study provides successful cases and strategic references for other brands when facing the challenges of combining new media platforms and the modern market.

Future research should pay more attention to continuous innovation based on enhancing the stickiness of new media users, further explore how to more effectively convey brand value in the new media era, and how to timely adjust strategies according to continuously updated platforms to maximize the brand effect.

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