



# Marketing Channel Construction of New Media Communication Business Market Based on Cloud Platform

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**Abstract.** With the development and popularization of the mobile Internet, citizens can watch news, enjoy entertainment gossip, search for tips, and even deal with work covered by the network, creating the era of mass participation media. In the process of information dissemination, new media attaches great importance to the participation of users and advertisers. This also means that users have become particularly important to the new media industry. The new media communication business market understands the direct needs of subdivided users through big data analysis, and determines the positioning and marketing direction of communication services. Taking the new media communication commercial market in the urban area of City A as an example, this paper establishes a communication marketing channel system based on the cloud platform by analyzing the current situation of the communication business hall in City A and the problems existing in its marketing channels. The marketing channel system is mainly divided into its own channels. And social channels, members of each channel can obtain business information in the cloud environment, to effectively carry out sales and service work and improve the work efficiency of the entire marketing channel.

**Keywords:** Cloud Platform · New Media · Communication Business Market · Marketing Channel

## 1 Introduction

Since the cloud platform can easily expand the cluster, it will be easier to build a multi-node cluster. Therefore, this paper uses this advantage of the cloud platform to build a new media communication marketing channel system, promotes a good cooperation model between channels, makes communication business resources available to customers, and provides convenience for communication business expansion.

Currently, scholars have conducted in-depth discussions on the construction of marketing channels in the new media communication business market based on cloud platforms. For example, a scholar believes that the formed marketing channels of communication enterprises should be continuously adjusted with the changes of the market

environment, so that the changes in the channel system model can adapt to the market environment. Establishing an effective channel system is an important issue for the survival and development of communication enterprises, and an important task in the process of building marketing channels [1, 2]. A communication company has established a cloud marketing model, which is completely built and operated by the company itself, and can carry comprehensive functions such as user development, user service, user value enhancement, and user maintenance. The core of the service channel system is embodied in the business halls, service offices, brand stores, direct sales managers in physical form, and online business halls in electronic form [3, 4]. Although the research on the construction of communication marketing channels based on cloud platforms has achieved good results, the application scope of cloud technology in the marketing of the communication industry is still large, and the service scope of cloud platforms and cloud computing should be vigorously promoted.

This paper first introduces the characteristics of the cloud platform, then proposes a model for establishing a marketing channel system, and then takes the new media communication business market in the urban area of City A as an example to analyze its market situation and existing marketing channel problems, in order to solve the communication marketing problem in City A, this paper uses the cloud platform to establish a marketing channel system, with the help of which communication companies can formulate a reasonable marketing plan.

## **2 Cloud Platform and Marketing Channel Establishment Model**

### **2.1 Features of the Cloud Platform**

The cloud platform has a very large scale, but only part of it is provided to users for rent. Even so, there are hundreds of thousands of servers, so the cloud platform can provide very large computing power [5]. Due to its huge size, it comes with low prices. Users can use the unified automatic management to reduce the management cost and hardware cost, and build their own data center. The multi-functionality of the cloud platform makes the utilization rate higher than that of the traditional system, therefore it can also reduce the time cost [6]. Moreover, since the cloud platform selects services on demand, when large computing resources are required, it is convenient to select computing nodes with large computing power, and when the demand is small, it can select relatively low-cost computing nodes with weak computing power [7, 8].

The use of the cloud platform is very convenient, whether it is a computer or a mobile phone, you can connect to the system and use the services provided by the cloud platform. The maintenance of cloud computing software is also simpler than traditional methods. Users do not need to install the software on each computer to use it, and it can be easily accessed in different work places [9, 10].

The cloud platform also has high reliability. Because the cloud platform uses multiple sites to improve its reliability, it is ideal for integration. In the meantime, the cloud platform also provides many services. Users do not need to write related programs themselves, and can use many very useful plug-ins to improve efficiency.

## 2.2 Establishment of Marketing Channel System

(1) Assume that the commercial customer market is infinite

According to the calculation formula of demand point elasticity:

$$Ed = -(\Delta Q/Q)/(\Delta P/P) \quad (1)$$

(2) Among them,  $\Delta Q$  represents the number of customers,  $Q$  represents the total number of customers,  $\Delta P$  represents the price drop of the terminal package, and  $P$  represents the original terminal package price [11].

(3) Assuming that the public welfare customer market is limited. According to the calculation formula of demand arc elasticity:

$$Ed = [\Delta Q/(Q1 + Q2)/2]/[(\Delta P/(P1 + P2)/2)] \quad (2)$$

Among them,  $Q1$  represents the number of customers before the promotion,  $Q2$  represents the number of customers after the promotion,  $P1$  represents the original price, and  $P2$  represents the sales price [12].

## 3 The Current Situation and Problems of the New Media Communication Commercial Market in the Urban Area of City A

### 3.1 Current Situation of Communication Business Market

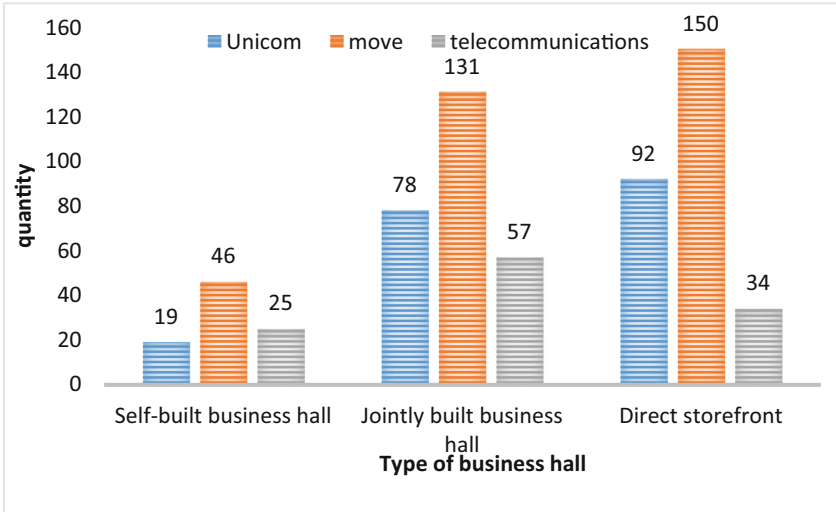
(1) Number of communication business halls

As shown in Fig. 1, the total number of existing new media communication business halls in the urban area of City A obtained through market research and statistics, and the communication services involve three types of China Unicom, China Mobile and Telecom. Among them, there are 92 self-built business halls, 266 jointly built business halls, and 276 direct-signed stores.

(2) Number of cooperation channels

As can be seen from Fig. 1, there are 266 co-construction business halls in the urban area of City A, and there are basically three types of cooperation channels. Among them, the cooperation halls are mainly mobile phone stores, and the general employees of the communication business are 4–6 people. The franchised store generally has 2–3 employees, mainly dealing with mobile phone accessories, and mainly dealing with mobile or Unicom business. Other stores are generally dominated by other forms of stores that also operate communication business. The following is a reasonable number of three types of channels in the urban area that should be calculated based on the number of existing channels and profitability in the urban area of City A, combined with the urban price, living and wage levels in City A, as shown in Table 1.

It can be seen from Table 1 that there are 16 existing outlets in the urban cooperation hall, and 3–4 more outlets should be added. However, due to the low profit of franchised stores, the fittest should be eliminated, and the number of outlets should be reduced to about 50 to ensure a reasonable profit of the channel. At the same time, given that other stores still have a certain profit space, it is possible to appropriately increase a certain number of channels of this type, so as to achieve an absolute advantage over competitors in terms of quantity and layout.



**Fig. 1.** The total number of new media communication business halls in urban area of city A (source of the figure: original)

**Table 1.** Statistical profit of existing marketing channels in urban area of city A (source of the table: original)

channel type	Existing profit and number of outlets		Final suggested number of outlets	
	net profit after tax	Number of outlets	reasonable profit	Recommended number of outlets
Cooperation Hall	17240	16	14350	21
franchise store	3720	57	4000	50
Other stores	585	193	550	216

### 3.2 Problems Existing in Marketing Channels

(1) Light service and focus on sales. With the increasing maturity of the communication market and the integration of new media technologies, strengthening sales is no longer the primary task of the communication industry. The previous marketing ideas need to be changed. The development trend of customers and the communication industry requires the communication industry to change from a single marketing The channel has become a comprehensive marketing channel integrating marketing services.

(2) There are many levels of channels. As the current management system for social agency channels is not perfect, and effective non-remuneration management policies and systems have not yet been formed, the Agent Commission policy of the operator is mostly one-time rebate, so pay attention to the current development, neglect the later maintenance. The rebates that users get are much higher than the commissions they get

for other industries. Therefore, some agents induce users to abandon their old accounts and start new ones when they handle payment, package changes, and SP customized business cancellations. As a result, users are always changing their accounts and have limited control over the management and maintenance of their accounts.

(3) The proportion of channel types is seriously unbalanced. For a long time, the self-built business halls in the urban area of City A have limited outlets and insufficient coverage. The team of self-owned direct sales personnel is weak, and the market expansion ability is poor. Electronic channels and industry cooperation channels are still in the initial stage of construction, and the share of self-owned channels is very small, and the proportion of newly developed users through social agency channels is large, which is the main source of new customers. Due to the low quality of customers in the development of the agency channel, the company has poor control over the channel, unstable business development, and weakened anti-risk capabilities. This channel composition system cannot meet the needs of the current market competition situation.

## **4 Marketing Channel Construction of New Media Communication Business Market Based on Cloud Platform**

In order to solve the problems existing in the communication business marketing channels in the urban area of City A, this paper builds a marketing channel system based on a cloud platform. Using the cloud platform, marketing agents and business customers can obtain communication business information on the platform, such as card number resources, package services, Business office outlets and addresses, etc.

### **4.1 Cloud Platform Architecture Design**

The cloud platform is composed of physical resources, virtual resources, cloud resource management, and platform management, as shown in Fig. 2, on which the new media communication marketing channel system runs. The physical resources in the cloud platform consist of servers, storage devices, and high-speed network switches.

The selection principle of virtualization technology is to realize the operating system that is suitable for large-scale servers, a large number of computing resources, can realize the sharing of storage resources, compatible with heterogeneous operating systems, and can easily realize the snapshot function. Self-service is a new infrastructure delivery and service model based on cloud platforms. It can provide users with self-service access, truly realize the agility and efficiency of cloud computing, and greatly improve the responsiveness of business. The system needs to provide a self-service portal for users to check, manage, and maintain the cloud resources they own. Service deployment is a rapid service deployment service based on cloud platform system modules. Users can quickly deploy virtual machines and services through pre-defined system templates, shortening the hours from the previous system installation to the service opening to a few minutes. The cloud platform needs to provide APIs to connect the cloud service portal with different services, so that a cloud platform can access different resource pools or computing resources of different architectures, or provide monitoring data output for external applications.

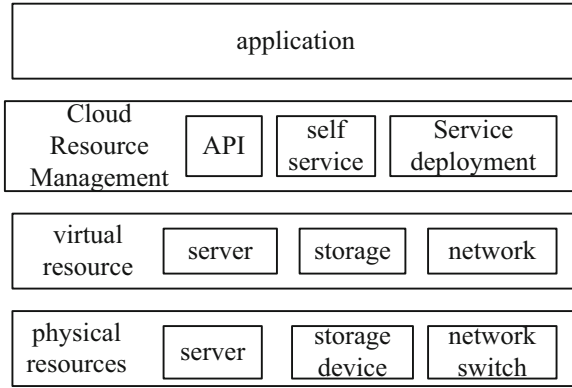


Fig. 2. Cloud Platform Architecture (source of the figure: original)

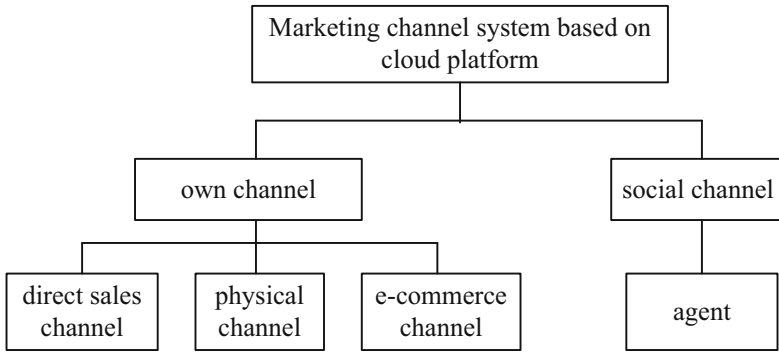


Fig. 3. Cloud-based marketing channels (source of the figure: original)

### 4.2 Marketing Channel System Based on Cloud Platform

As shown in Fig. 3, a cloud platform-based marketing channel system is constructed, which mainly includes two categories: self-owned channels and social channels.

#### (1) Own channels

**Direct Channel Platform:** The operator’s direct sales channel mainly implements the key account management system, and the key account manager directly faces the business leaders of important customers such as government and enterprise customers. Direct contact with customers is conducive to a better stable customer base. For the special needs of such high-value customers, account managers have more flexible and coordinated resources and channels and give customers timely responses, which are crucial to the growth of large customers.

**Physical channels Platform:** Business halls have become the most common form of physical channels. As the front-end face-to-face between enterprises and customers, the business hall is responsible for corporate publicity, business handling, sales, charging, etc. The business hall is open to all customers in the network, and customers can experience one-to-one service by actively visiting the door This kind of service is reflected

in each link of pre-sale, in-sale and after-sale. Different from other channels, the business hall conforms to the customer's business handling habits, and can handle various businesses from time to time, including various bulk and multi-link businesses.

E-commerce channel: The communication business is to display products and tariff packages through the mobile phone network. Customers can understand the details of the products through the cloud platform and the Internet, including appearance, product model, product price, product technical parameters, etc. If you have any objection, you can also get the answer through the online customer service of the mobile network. After the customer confirms the purchase intention, the mobile network is directly responsible for the sales, and the whole after-sales service work is also handled by the mobile network.

## (2) Social channels

The social channels of communication operators are mainly composed of agents with certain business agency capabilities and after-sales service capabilities, including telephone card agents and customized terminal agents. Sign various agency agreements with the company to undertake certain marketing service functions. It mainly acts as an agent for various businesses of the company and earns corresponding agency commissions as its profit model. It is the detailed coverage and in-depth penetration of the company's marketing service system in the designated area. The continuous expansion of channels not only checks and balances with operators, but also the loyalty of channel agents has a problem that bothers the operators. Channel design and management have become the key points for operators to take the initiative in the changing environment.

We divide agents into two levels: Gold and Silver. Enjoy different support and agency fee standards. Considering the future business development of the marketing channel, our target agents should have the advantages:

Have a stable terminal source. Since there is no terminal sales business, customers generally use their own machines to access the network. Only when the agent has a stable source of terminals can customers meet the prerequisites for network access. In addition, because the terminals on the Internet are imported equipment from three brands, the source is limited, and whether the terminal can be provided is an important basis for considering the agent.

Has certain pre-sale and after-sale service capabilities. Before the sale, we will provide customers with consulting services about the network, and the agents need to provide customers with terminal consulting services. Agents need to provide customers with high-quality terminal maintenance, repair and training services after sales, so as to improve terminal-related services.

## 5 Conclusion

This paper constructs a cloud platform-based marketing channel system by analyzing the current situation of communication business marketing in the urban new media communication business market in City A. Communication enterprises in City A can use this system to develop agency channels and display the prices and models of communication products in the cloud network environment. Information to provide quality service to customers. Other communication companies can learn from the marketing channel model in the urban area of City A to improve their own marketing channel competitiveness.

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