

Research on New Media Marketing Strategy of Guangdong LB Group

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Abstract: Against the backdrop of rapid digital economic development and shifting consumer behavior, new media marketing has emerged as a critical lever for enterprises to enhance market competitiveness. This study examines Guangdong LB Group, a leading Chinese FMCG enterprise, to explore optimization pathways for its new media marketing strategy. Integrating PEST macro-environmental analysis with the 4I marketing theory framework (Interest, Interests, Interaction, Individuality), and utilizing literature review and case analysis methodologies, this research identifies core challenges in LB's new media marketing practice. Findings indicate persistent issues of low traffic conversion efficiency, severe content homogenization, insufficient user stickiness, and inadequate benefit incentives. To address these, the study proposes a systematic optimization strategy system rooted in the 4I framework, aiming to upgrade LB's market promotion efficacy, elevate consumer brand cognition, drive digital transformation, and fortify competitive advantage, while providing actionable insights for peer enterprises navigating the new media landscape.

Keywords: New Media Marketing; 4I Theory; FMCG Industry; Marketing Strategy

1. Introduction

1.1 Research Background

The digital economy era has cemented new media's role as the cornerstone of corporate marketing strategy, leveraging its immediacy, interactivity, and precision. China's digital ecosystem, with over 1 billion internet users and ubiquitous mobile internet penetration [1], has witnessed platforms like Douyin (TikTok), WeChat, and Xiaohongshu (Little Red Book) become primary channels for consumer

information access and purchase decisions. While offering unprecedented opportunities to transcend geographical barriers and foster bidirectional engagement, this landscape also presents challenges of information overload, escalating traffic acquisition costs, and declining user loyalty. As a dominant player in China's FMCG sector, Guangdong LB Group faces intensifying pressures from evolving consumer behaviors—particularly among the pivotal 18-30 age cohort favoring domestic brands and livestreaming—and aggressive competition exemplified by P&G's 178.7 billion Double Eleven advertising exposures [2]. This dual pressure necessitates accelerated transformation of LB's traditional marketing strengths into new media agility.

1.2 Research Significance

The significance of this research lies in its dual contribution: theoretically, it enriches the application paradigm of *4I theory* within the FMCG context; practically, it delivers tailored optimization strategies for LB while offering transferable lessons for industry-wide digital marketing evolution.

2. Theoretical Foundation and Marketing Environment

2.1 Core Concepts and Theoretical Framework

New media marketing encompasses brand elevation, sales acceleration, and customer relationship optimization through diverse digital platforms (social media, content, short videos, livestreaming), characterized by precise targeting, robust interactivity, cost efficiency, and rapid dissemination. Central to this domain is the *4I Theory* framework [3], which articulates four synergistic dimensions: Interest (attracting attention via creative content), Interests (motivating users through tangible value like discounts/services), Interaction

(fostering belonging through bidirectional communication), and Individuality (building loyalty via differentiated brand identity) [4]. Complementing this, PEST analysis reveals LB's macro-environmental dynamics: Politically, initiatives like Made in China 2025 subsidies and environmental regulations drove 3.5% annual R&D growth and 95% water recycling rates [5]; Economically, GDP expansion (5.3%) and rising household income (¥48,532) fueled FMCG market growth (¥620 billion) [6] and premium product share gains (29%) [7], though surfactant cost surges (22%) pressured margins; Socially, eco-consciousness (68.5% prioritize sustainability), demand for convenience (e.g., laundry capsules), and youth dominance (58%) [8] reshaped demand; Technologically, innovations in green chemistry, smart manufacturing (IIoT, AI) [9], and AR trials (+34% e-commerce sales) [10] underpinned competitiveness.

2.2 Industry Competitive Landscape

Within this context, LB confronts a multidimensional competitive arena. Threats emanate from agile startups and resource-rich cross-industry entrants, while intensified rivalry pits LB against incumbents like Blue Moon, P&G, Unilever, and emergent brands such as Green Umbrella. Substitution pressures arise from ultrasonic cleaning, nanomaterials, and natural alternatives, while supplier pricing volatility and heightened buyer power—manifested through price comparison, review dependency, group buying, and social media influence amplification—further compound challenges. Cumulatively, competitive intensity stems predominantly from existing player contention, potential new entrants, substitute products, and empowered downstream customers.

3. Current Status and Problems of LB's New Media Marketing

3.1 Current Operations on Major Platforms

LB's new media operations span major platforms with distinct strategic emphases. On Douyin, as of March 2025, LB published 1,990 videos, amassed 6.861 million followers, and generated 29.626 million sales [11], primarily through creative product demonstrations (e.g., stain-removal challenges) and influencer collaborations. WeChat deployment involves a

multi-account matrix: Official Accounts disseminate cleaning tips, product guides, and sweepstakes; Mini Programs enable personalized shopping and after-sales support. Xiaohongshu engagement centers on experiential marketing, where beauty/lifestyle KOLs drive significant metrics (500K reads, 50K interactions, +30% sales) via reviews and comparisons, supplemented by brand-led tutorials and eco-themed CSR content.

3.2 Core Problems Based on 4I Theory Diagnosis

A 4I-theory diagnosis, however, exposes systemic shortcomings. Regarding Interest, despite deploying humorous memes on Weibo and comedic skits on Douyin, LB suffers from overdependence on celebrity/KOL traffic, resulting in underdeveloped organic fan equity. While entertaining, only 12% of user comments discuss product functionality (below 25% industry average), signaling a disconnect from core value propositions and subpar user retention post-campaigns. For Individuality, despite new product launches, eco-positioning, and IP collaborations, content homogenization prevails: 89% of laundry detergent videos focus narrowly on "stain removal" and "fragrance longevity," with 73% thematic overlap against competitors. Consequently, user brand recall stagnates at 38% (vs. 52% industry average), brand distinctiveness scores 71/100 (below rivals), and only 29% of young consumers perceive unique LB values—compounded by 68% visual similarity in "Master Fragrance" packaging.

Interaction efforts, though visible through Weibo responsiveness, Xiaohongshu UGC prompts, and WeChat community activities, remain shallow. Deep interaction metrics lag critically: comment conversion (4.5%) and UGC share (12%) trail industry norms, while overreliance on transactional incentives (e.g., lucky draws) stifles participation. User suggestion response times average 48 hours (vs. P&G's 6-hour benchmark), with merely 12% incorporated into product iterations (vs. Blue Moon's 34%), and only 19% of activities adopt Gen Z-preferred gamification. Interests-related issues center on private domain underperformance: member monthly interactions (1.2 vs. 2.8 industry average), point redemption (<8% vs. Blue Moon's 23%), coupon utilization (<15% vs. P&G's 34%), and

after-sales satisfaction (41% vs. 65% industry benchmark) all underdeliver, exacerbated by unaddressed customization demands (68% youth seek tailored options). Collectively, these deficiencies reflect LB's strategic gaps in new media adoption, mirroring broader industry challenges in digital transition [12,13].

4. Optimization Strategies

To overcome these challenges, LB must implement integrated strategies across the 4I dimensions. Building enduring loyalty necessitates transcending influencer dependency by deeply mining user pain points to drive product innovation, communicating solution-oriented sincerity via new media, and offering personalized experiences—such as customized packaging for loyal users—to cultivate trust and belonging. Simultaneously, combating content homogenization demands accentuating unique selling propositions like “eco-formulas,” “natural ingredients,” and “gentle fabric care” through authentic user testimonials and creative multi-format content (e.g., immersive scenarios), while consistently championing sustainability via CSR initiatives and undertaking comprehensive brand visual upgrades (logos, packaging, ad aesthetics) to heighten distinctiveness.

Enhancing user participation requires diversifying beyond transactional interactions. LB should launch creative competitions soliciting user-generated cleaning techniques, deploy challenge-based campaigns to spark topic virality, leverage livestreams for real-time product demos and Q & As, and establish closed-loop feedback mechanisms to slash response times, boost suggestion adoption rates, and reward meaningful contributions. For private domain optimization, amplifying private domain benefits—higher point multipliers, birthday privileges, priority purchasing, tailored promotions—is essential. Parallel improvements in after-sales service efficiency, via private domain rapid-response teams (online/phone/WeChat), and the introduction of personalized product options will rectify incentive deficiencies and satisfaction gaps.

5. Conclusion

This study diagnoses dual challenges confronting LB's new media marketing: volatile macro-environmental dynamics (policy-driven R&D growth +18.5% vs. traffic cost surge

+23%; premium product share +29% vs. raw material inflation +22%; pronounced youth demand for eco-personalization) and structural marketing deficiencies (4% interaction rate and 12% revisit rate from external traffic reliance; 41% satisfaction amid slow private domain response; 38% brand recall due to content homogenization). Addressing these requires a multi-pronged approach: phasing out star-centric tactics in favor of “family-scenario storytelling” and gamified interactions to bolster loyalty; capitalizing on eco-product growth (+34%) by emphasizing “degradable packaging” and “plant-based formulas” while redesigning “Master Fragrance” aesthetics for uniqueness; and integrating Mini-Program functionalities with AI customer service to target 20% private domain point redemption and 6-hour after-sales resolution.

Future success hinges on leveraging policy tailwinds, technological capabilities (e.g., data analytics, AI), and socio-cultural trends through scenario-rich content, precision audience targeting, and vertical community operations. This will facilitate LB's strategic evolution from transient traffic harvesting to enduring brand equity accumulation, cementing industry leadership. The proposed “Environmental Diagnosis → Strategy Optimization → Value Conversion” framework offers a replicable paradigm for traditional FMCG enterprises undertaking digital transformation.

Acknowledgement

The paper was supported by Virtual Simulation Marketing Teaching and Learning Team (GKJXXZ2023021).

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