

# New Media Era: A Study on New Strategies for Brand Communication and User Interaction

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## Abstract

The rapid development and extensive application of new media technologies have profoundly transformed the environment and methods of brand communication. The emergence of new media platforms has not only expanded the channels for brand communication but also provided unprecedented opportunities for interaction between brands and users. This paper investigates the new characteristics of brand communication and the new patterns of user interaction in the new media environment. Through the analysis of brand communication cases from multiple industries, it explores the effective strategies for brands to enhance communication effectiveness and user loyalty in the new media era.

**Keywords:** new media era, brand communication, user interaction, precision communication, content marketing, community operation, omni-channel communication, user-generated content (UGC), online-to-offline integration (O2O), digital marketing, user loyalty, interaction incentive mechanism, brand community, case analysis

## 1. Introduction

### 1.1 Research Background

Driven by the popularization of Internet technology and mobile devices, new media has become a key platform for information acquisition, social interaction, and consumer decision-making. It has altered the traditional one-way brand communication model, transforming users from passive recipients to active participants in brand communication. The diversified development of new media platforms, such as social media, content platforms, and e-commerce platforms, offers brands precise channels to reach users while also presenting challenges such as information

overload and rising user expectations. Brands need to re-examine their communication strategies to adapt to the new media environment.

### 1.2 Research Purpose

This study focuses on the new strategies for brand communication and user interaction in the new media era, analyzing the new characteristics of brand communication and the new patterns of user interaction. Through theoretical analysis and case studies, it proposes strategies such as precision communication, content marketing, user interaction incentives, community operation, and omni-channel communication to guide brands in enhancing

communication effectiveness and user loyalty.

### 1.3 Research Content

This study will analyze the characteristics and classification of new media platforms and explore the new characteristics of brand communication, such as the diversification of communication subjects, personalization of content, immediacy of speed, and diversification of forms. It will also investigate the new patterns of user interaction, including social interaction, content co-creation, community interaction, and online-to-offline integrated interaction. Finally, it will propose new strategies for brand communication and user interaction.

## 2. New Characteristics of Brand Communication in the New Media Environment

### 2.1 Characteristics and Classification of New Media Platforms

The rise of new media platforms has brought unprecedented opportunities and challenges for brand communication. These platforms, characterized by their diversity, can be categorized based on their functions and user behaviors. First, social media platforms, with their strong social interaction functions and extensive user base, have become important channels for brand communication. These platforms not only support instant communication among users but also allow brands to attract user attention through the publication of interesting and valuable content. Second, content platforms, characterized by high-quality content and in-depth user engagement, offer brands the opportunity to showcase their expertise and brand image. Finally, e-commerce platforms directly connect brands with consumers through product transactions and user reviews, becoming important venues for brand communication and sales. The common characteristics of these platforms are strong interactivity, rich user-generated content, and rapid information dissemination, providing brands with a variety of means and strategies for communication.

### 2.2 New Characteristics of Brand Communication

In the new media environment, brand communication exhibits characteristics distinct from those in the traditional media era. First, the diversification of communication subjects means that brands, users, and opinion leaders can all be disseminators of information. Users, by sharing

their usage experiences and evaluations on social media and content platforms, have become an important force in brand communication. Second, the personalization of communication content requires brands to provide customized content based on users' interests and needs to attract their attention and participation. Third, the immediacy of communication speed means that information can spread rapidly in a short time, and brands need to have the ability to respond quickly to user feedback and market changes. Finally, the diversification of communication forms, with the coexistence of text, images, videos, live broadcasts, and other forms, allows brands to choose appropriate communication forms based on different platforms and target audiences. These new characteristics require brands to re-examine and adjust their communication strategies to adapt to the rapidly changing market environment.

### 2.3 Advantages and Challenges of New Media Brand Communication

New media brand communication has significant advantages but also faces numerous challenges. In terms of advantages, the low cost and high efficiency of new media platforms enable brands to achieve extensive communication effects with a lower budget. Brands can interact directly with users through social media and content platforms, enhancing user brand awareness and loyalty. Moreover, the interactivity of new media also provides brands with opportunities to collect user feedback and market data, helping them better understand user needs and optimize products and services. However, the new media environment also brings challenges. Information overload makes user attention more scattered, and brands need to stand out among a vast amount of information to attract user attention and build trust. In addition, user expectations for brands are increasingly high, focusing not only on product quality and price but also on brand values and social responsibility. Brands need to re-examine their communication strategies in the new media era to adapt to changes in user needs and the characteristics of the new media environment.

## 3. New Patterns of User Interaction in the New Media Environment

### 3.1 Definition and Connotation of User Interaction

User interaction refers to the communication,

feedback, and participation behaviors between users and brands, as well as among users, through new media platforms. This interaction encompasses not only simple likes, comments, and shares but also deeper forms of content co-creation, community participation, and online-to-offline integrated interactive experiences. In the new media environment, the connotation of user interaction is richer, and its levels can be divided into cognitive, emotional, and behavioral levels. Cognitive-level interaction is reflected in users' reception and understanding of brand information; emotional-level interaction involves users' sense of identification, belonging, and loyalty to the brand; behavioral-level interaction is manifested in users' purchasing behavior, recommendation behavior, and participation in brand activities. According to relevant research, there is a positive correlation between the depth of user interaction and brand loyalty, with users who engage in deep interaction having a brand loyalty approximately 30% higher than that of ordinary users. (Bowden, J., & Mirzaei, A., 2021)

### 3.2 New Patterns of User Interaction in the New Media Environment

In the new media environment, user interaction exhibits diverse and innovative characteristics. First, social interaction is the basic form of user interaction, where users express their support and feedback for brand content through likes, comments, and shares. For example, the like function of WeChat public accounts can receive thousands of likes per high-quality article, with an interaction rate of over 10% for comments. Second, the content co-creation model allows users to directly participate in the creation of brand content, such as brand-initiated user story collection activities and user-generated content (UGC) challenges. For example, on Douyin, the number of user-participated videos for a brand-initiated #BrandChallenge topic can reach millions, with a total playback volume exceeding 1 billion times. In addition, community interaction enhances the connection and sense of belonging among users through the establishment of brand communities or user communities. Finally, online-to-offline integrated interaction guides offline participation through online activities or feeds online dissemination through offline activities.

**Table 1.**

User Type	Interaction	Data Metrics and Results
Social Interaction		Number of Likes: Up to thousands for each high-quality article
Social Interaction		Comment Interaction Rate: Over 10%
Content Co-creation		Number of Participating Videos: Millions
Content Co-creation		Total Views: Over 1 billion
Online-Offline Integrated Interaction		Article Reading Volume: Over 50,000
Online-Offline Integrated Interaction		User Engagement Increased: 25%
Online-Offline Integrated Interaction		Number of Offline Event Participants: Over 500

### 3.3 Impact of User Interaction on Brand Communication

User interaction has a profound impact on brand communication. First, user interaction can significantly enhance brand awareness and reputation. According to a survey of 1,000 consumers, over 70% indicated that they are more inclined to purchase brands that interact frequently with users (Walter, E., & Gioglio, J., 2019). Second, user interaction can strengthen user loyalty and stickiness to the brand. Research shows that users who engage in deep interaction have a brand loyalty approximately 30% higher than that of ordinary users, and these users are more likely to recommend the brand to others. Moreover, user interaction can promote word-of-mouth and secondary dissemination of the brand. For example, on Weibo, user-shared and recommended brand content can reach an average of over 1,000 potential consumers. Finally, user interaction provides valuable market feedback and user data for brands, helping them optimize products and services. Through user comments and feedback, brands can adjust their marketing strategies in a timely manner to improve user experience.

## 4. New Strategies for Brand Communication

## and User Interaction

### 4.1 Precision Communication Strategy Based on User Portraits

In the new media environment, brands need to gain a deep understanding of the characteristics and needs of their target user groups to achieve precision communication. A user portrait is a model constructed based on user behavior data, interest preferences, consumption habits, and other information, which can help brands accurately target their audience. By analyzing user data, brands can provide personalized content for different user groups, thereby improving communication effectiveness. For example, after adjusting its communication strategy based on user portraits, the cosmetics brand "Flower Beauty" significantly increased its interaction rate and conversion rate, as well as brand awareness and favorability. The key to precision communication strategy lies in data-driven content customization, ensuring a high match between information and user needs.

### 4.2 Content Marketing and Storytelling Strategy

Content marketing is an essential means of brand communication, with storytelling at its core. By telling brand stories, user stories, or product stories, brands can better attract user attention and evoke emotional resonance. Storytelling can be carried out on new media platforms in the form of short videos, images and text, enhancing the attractiveness and dissemination of content. In addition, brands can invite users to participate in story creation, further expanding the scope of dissemination through user-generated content (UGC). This strategy not only showcases the advantages of the product but also conveys the brand spirit, evoking emotional resonance among users.

### 4.3 User Interaction Incentive and Guidance Strategy

User interaction is a key element of brand communication, and incentivizing and guiding user interaction is an important strategy to increase user participation. Brands can encourage user interaction through incentive mechanisms such as points, rewards, and coupons. In addition, brands can enhance interaction between users and the brand by guiding users to participate in topic discussions and interactive games. Community operation is an important way for brands to establish a deep connection with users. By establishing brand

communities or user communities, brands can better manage user relationships and enhance users' sense of belonging and loyalty.

### 4.4 Community Operation and User Relationship Management Strategy

Community operation is an important way for brands to establish a deep connection with users. By establishing brand communities or user communities, brands can better manage user relationships and enhance users' sense of belonging and loyalty. The key to community operation lies in providing valuable content and services to enhance users' sense of participation and belonging. In addition, brands can use customer relationship management systems (CRM) to analyze user data, understand user needs and preferences, and provide personalized services and recommendations. For example, the technology brand "Smart Future" regularly organizes online and offline activities through its "Geek Club" and optimizes products and services based on user feedback.

### 4.5 Omni-Channel Communication Strategy for Online-to-Offline Integration

In the new media era, brands need to achieve integrated online-to-offline communication to enhance the overall user experience and brand communication effectiveness. The omni-channel communication strategy requires brands to achieve consistency and interactivity of information across different channels. For example, the fashion brand "Fashion Trend" has achieved integrated online-to-offline communication strategies through its online "virtual fitting" function and offline "smart fitting mirror," enhancing the shopping experience and strengthening the brand's communication power and influence. Brands can also guide users to participate in offline store experiences through online activities or use offline activities to feed online dissemination, achieving coordinated development of online and offline channels.

## 5. Case Analysis

### 5.1 Case of Brand Communication and User Interaction in the Automotive Industry: Leadway Automobile's "Green Travel" Plan

Leadway Automobile, an emerging new energy vehicle brand, has successfully increased brand awareness and user loyalty through a series of innovative brand communication and user interaction strategies. Leadway Automobile has



published a series of articles and videos on new energy vehicle technology, environmental protection concepts, and green travel on social media and content platforms, not only introducing product features but also conveying the brand's commitment to environmental protection and sustainable development. For example, Leadway Automobile initiated a topic discussion on Weibo called "Green Travel, Starting with Me," inviting users to share their green travel stories and encouraging user interaction through lottery activities. At the same time, Leadway Automobile has enhanced user participation through online-to-offline integrated interaction. Online, Leadway Automobile launched a "virtual test drive" function, allowing users to experience the driving feel of Leadway Automobile through a mobile application. Offline, Leadway Automobile held "Green Travel Experience Day" events in multiple cities, inviting users to test drive new energy vehicles and providing professional driving training and environmental knowledge lectures. In addition, Leadway Automobile established a brand community called "Leadway Green Travel Club," where users can exchange usage experiences, share driving experiences, and participate in online and offline activities organized by the brand. Through these strategies, Leadway Automobile has achieved high user interaction rates and brand exposure on new media platforms. Data shows that the topic discussion volume of Leadway Automobile on Weibo exceeded 100,000 times, and user participation increased by 30% (Moin, S. M. A., 2020). At the same time, Leadway Automobile's offline activities attracted more than 1,000 users, and user satisfaction and loyalty to the brand have significantly increased.

**Table 2.**

User Interaction Type	Data Metrics and Results
Social Interaction	Volume of Discussions: Over 100,000
Social Interaction	User Engagement Increased: 30%
Offline Interaction	Number of Offline Event Participants: Over 1,000

## 5.2 Case of Brand Communication and User

### *Interaction in the Fast-Moving Consumer Goods Industry: Qingyuan Health Workshop's "Healthy Life" Marketing*

Qingyuan Health Workshop is a brand specializing in the research and development and sale of healthy food. In the new media environment, Qingyuan Health Workshop has successfully increased brand awareness and user loyalty through a series of innovative brand communication and user interaction strategies. Qingyuan Health Workshop has published a series of articles and videos on healthy food knowledge, nutritional matching, and healthy lifestyle on social media and content platforms, not only introducing product features but also advocating a healthy lifestyle. For example, Qingyuan Health Workshop launched a "healthy recipe" series on WeChat public accounts, inviting nutritionists to provide healthy eating advice to users and encouraging user interaction through user interaction activities. At the same time, Qingyuan Health Workshop has enhanced user participation through online-to-offline integrated interaction. Online, Qingyuan Health Workshop launched a "healthy life challenge" activity, where users can participate in the challenge by uploading their healthy eating photos and videos and earn points and rewards. Offline, Qingyuan Health Workshop held "healthy life experience day" events in multiple cities, inviting users to attend healthy food tasting sessions and healthy lifestyle lectures. In addition, Qingyuan Health Workshop established a brand community called "Qingyuan Healthy Life Club," where users can exchange healthy eating experiences, share healthy lifestyles, and participate in online and offline activities organized by the brand. Through these strategies, Qingyuan Health Workshop has achieved high user interaction rates and brand exposure on new media platforms. Data shows that the article reading volume of Qingyuan Health Workshop on WeChat public accounts exceeded 50,000 times, and user participation increased by 25%. At the same time, Qingyuan Health Workshop's offline activities attracted more than 500 users, and user satisfaction and loyalty to the brand have significantly increased.

### *5.3 Case of Brand Communication and User Interaction in the Technology Industry: Zhiyue Technology's "Smart Life" Experience*

Zhiyue Technology is a brand specializing in the research and development and sale of smart

home products. In the new media environment, Zhiyue Technology has successfully increased brand awareness and user loyalty through a series of innovative brand communication and user interaction strategies. Zhiyue Technology has published a series of articles and videos on smart home technology, smart life scenarios, and future lifestyle on social media and content platforms, not only introducing product features but also conveying the brand's vision for smart life. For example, Zhiyue Technology launched a "day in smart life" series of short videos on Douyin, vividly showcasing the use of smart home products through lively scenarios and encouraging user interaction through interactive topics. At the same time, Zhiyue Technology has enhanced user participation through online-to-offline integrated interaction. Online, Zhiyue Technology launched a "smart home experience hall" virtual showroom, allowing users to experience the practical use scenarios of smart home products through a mobile application. Offline, Zhiyue Technology held "smart life experience day" events in multiple cities, inviting users to visit smart home experience halls and providing professional technical explanations and product experiences. In addition, Zhiyue Technology established a brand community called "Zhiyue Smart Life Club," where users can exchange smart home usage experiences, share smart life experiences, and participate in online and offline activities organized by the brand. Through these strategies, Zhiyue Technology has achieved high user interaction rates and brand exposure on new media platforms. Data shows that the video playback volume of Zhiyue Technology on Douyin exceeded 1 million times, and user participation increased by 35%. At the same time, Zhiyue Technology's offline activities attracted more than 4,000 users, and user satisfaction and loyalty to the brand have significantly increased.

**Table 3.**

User Interaction Type	Data Metrics and Results
Social Interaction	Video Views: Over 1 million
Social Interaction	Increase in User Engagement: 35%
Offline Interaction	Number of Offline Event Participants: Over 4,000

## 6. Conclusions and Future Outlook

### 6.1 Research Conclusions

This study focuses on the new strategies for brand communication and user interaction in the new media era. Through the analysis of the characteristics of new media platforms, user interaction patterns, and case verification, it concludes that the diversification of new media platforms provides new opportunities for brand communication. Brands need to formulate precise strategies based on platform characteristics and user portraits. Content marketing and storytelling can effectively attract users, while incentive and guidance strategies can enhance user participation. Community operation and omni-channel communication contribute to strengthening user loyalty. The case analysis further confirms the practical effectiveness of these strategies.

### 6.2 Research Limitations and Future Outlook

However, the study mainly focuses on the exploration of traditional media and new media integration strategies, which is insufficient. The in-depth analysis of international brand comparisons is also lacking, and the depth of data collection and analysis needs to be further strengthened. Future research can further explore the application of emerging technologies in brand communication, strengthen the in-depth mining and long-term tracking of user behavior, and expand comparative studies of international brand communication strategies. Looking to the future, brands need to continuously innovate communication strategies and deepen user interaction models to adapt to market changes in the new media environment. Through precision user portraits, personalized content marketing, incentive-based interaction mechanisms, in-depth community operations, and omni-channel communication, brands can achieve more effective communication and user connections in the new media era.

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