

Research on the Promoting Effect of New Media Content Creation on the Industrial Upgrading of Tai'an City

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Abstract: To investigate the promoting effect of content creation of new media on the industrial upgrading of Tai'an City, this paper first analyzes the overall situation of the industrial sector in Tai'an City. It is found that, while the industrial structure exhibits diversification, there are still several issues, including scale limitations, insufficient innovation, and weak brand influence. Subsequently, this paper conducts an in-depth exploration of the promoting role of new media content creation in enhancing brand image, expanding market channels, driving technological innovation, and optimizing industrial structure. Furthermore, countermeasures and suggestions for new media content creation to facilitate the industrial upgrading of Tai'an City are proposed. This study aims to provide significant references and practical guidance for the development of these industrial sectors.

Keywords: New media content creation; Industrial sectors of Tai'an City; Industrial upgrading; Promoting effect

DOI: 10.62639/sspjins01.20240104

1. Introduction

In the current digital era, new media has emerged as a force of considerable significance in the transformation and development of various industries that cannot be ignored. The industrial sectors in Tai'an City possess foundational characteristics, yet they still confront multifaceted challenges such as limited scale development, insufficient technological innovation, and a lack of brand influence in the process of global economic integration. Leveraging new media content creation in the development of Tai'an's industrial sectors can assist in overcoming these difficulties and achieving upgrading and rapid transformation. This paper explores the promoting effect of new media content creation on the industrial upgrading of Tai'an City and proposes strategies for improvement and optimization based on actual conditions. The aim is to aid the industrial sectors in Tai'an City in achieving sustainable development goals and enhancing their overall competitive strength ^[1].

2. Analysis of the Current Status of the Industrial Sectors in Tai'an City

The industrial structure of Tai'an City exhibits diversification, covering various fields. From the perspective of equipment manufacturing, fields such as engineering machinery and mining equipment have achieved a certain scale and effectiveness, becoming pivotal industries supporting the industrial economy ^[2]. For instance, some equipment manufacturing enterprises in Tai'an produce large-scale cranes that play a significant role in major engineering projects nationwide, demonstrating strong enterprise strength and market adaptability. Similarly, the status of chemical enterprises is also prominent, with a relatively broad range of subdivisions including

(Manuscript NO.: JINSS-24-4-3001)

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Funding

2023 Tai'an City Science and Technology Innovation Development Project: "Exploration of New Media Content Creation in Promoting the Industrialization and Strong Development of Tai'an City" (Number: 2023ZC514).

petrochemicals and fine chemicals. While meeting local demand, chemical enterprises have gradually expanded into other domestic markets. Textile enterprises, with their rich historical background and cultural heritage, have formed a complete industrial chain in multiple links such as garment processing and fabric production. Many of their products have a stable customer base in the domestic low- to mid-end market.

However, at the same time, there is a certain gap between the overall scale of the industrial sectors in Tai'an City and that of developed regions. This manifests in the relatively limited number of large enterprise groups in Tai'an, and the industrial concentration needs to be enhanced. From the perspective of technological innovation, although some enterprises are actively exploring close cooperation with schools and scientific research institutions, and equipment manufacturing enterprises are jointly developing intelligent manufacturing technology projects with high efficiency, and have achieved breakthroughs and phased results in the research process, there are still phenomena of insufficient overall R&D investment and a lack of top-notch innovative talents. This results in the technical level of most enterprises still needing improvement, with relatively low added value of final products. Their market share is limited, making it difficult for them to compete in high-end markets against advanced enterprises. From the perspective of brand building, although a few enterprise products have gained popularity domestically, especially the crane products mentioned earlier, overall, the influence of Tai'an's industrial brands is still relatively weak, and their brand value has not been fully explored. In the process of brand marketing, traditional marketing methods face many challenges, and the market share that they occupy needs to be expanded.

3. The Promoting Role of New Media Content Creation in the Industrial Upgrading of Tai'an City

(1) Enhancing brand image and fame

Above all, new media content creation can tap into the unique cultural heritage and regional characteristics of Tai'an's industrial enterprises, infusing the brands with more distinctive personalities. For example, a textile enterprise in Tai'an leveraged new media platforms to integrate the heavy and steady elements of Mount Tai culture into its brand image. In video production, it presented some details of the entire process from raw material selection to textile production, emphasizing the enterprise's pursuit of excellence in quality and its exploration of development. This aligns with the unwavering quality of Mount Tai, which has stood firm through the long years. The videos produced by this enterprise were widely spread on social media, gaining the attention of more consumer groups. Among many textile brands, it naturally stood out, forming a good brand personality and image.

Furthermore, the inherent interactive nature of new media makes it possible to serve as a bridge between enterprises and consumers^[3]. For example, a food processing enterprise in Tai'an initiated a topic interaction activity on the Weibo platform titled "Healthy Cuisine, the Taste of Tai'an City," encouraging consumers throughout the city to share and comment on their food experiences related to the enterprise's products, as well as share their production experiences and creative recipes. The enterprise itself also actively participated in the topic discussion, promptly answering consumers' questions and recording and evaluating their suggestions. This made consumers pay more attention to the enterprise's brand while participating in the topic, deeply experiencing the enterprise's initiative and enthusiasm in the product production process, and achieving close interaction and communication between the brand and consumers. This contributed to the establishment of a perfect brand image in the minds of consumers.

(2) Expanding market channels and customer resources

New media big data analysis can help enterprises understand the characteristics and needs of their audiences and target groups. For example, an enterprise in Tai'an that produces industrial automation equipment, through the analysis of social media user data, discovered a group of users who are interested in topics related to the field of intelligent manufacturing and are located in regions with developed manufacturing industries. In response, the enterprise created videos and articles related to the application of industrial automation equipment in intelligent

manufacturing scenarios, with more professional and in-depth content choices, and precisely targeted these in social media groups. This allowed some of the enterprise's technologies and principles to be more accurately delivered to potential users, achieving the goal of precision marketing and expanding the enterprise's market share in developed manufacturing regions.

Furthermore, new media has opened the door to online sales for industrial enterprises. A machinery parts enterprise in Tai'an established an official e-commerce website and linked it to its WeChat official account. On the official account platform, the enterprise posted product information, company information, and technical articles, and also set up online customer service to communicate with users. Customers can ask any questions they want to know^[4]. The enterprise also leveraged WeChat mini-programs to conduct online promotional activities, such as limited-time discounts and satisfaction-based rebates. This integrated utilization of new media channels helped the enterprise successfully push its machinery parts into a broader market, expanding the product's scope and achieving continuous growth in online sales performance.

(3) Promoting technological innovation and exchange of cooperation

New media platforms have now become an important window and medium for industrial enterprises in Tai'an to obtain information on new technologies. For example, a new material research and development enterprise follows the WeChat official accounts of renowned domestic and international material science research institutions and subscribes to electronic journals from professional websites within the industry. By leveraging these new media channels, the enterprise can promptly obtain information on new material technologies and performance optimization measures. These techniques serve as important reference experiences during the enterprise's research and development process, providing the enterprise team with more ideas for new material research and development projects, which has achieved the goals and requirements for technological innovation and upgrading within the enterprise.

At the same time, new media has facilitated smoother innovative cooperation and talent exchange between enterprises. An electronic technology enterprise in Tai'an posted technical challenges related to the research and development of new electronic products in an industry forum, along with their cooperation intentions. Following this, a foreign enterprise with strong technical advantages in the field contacted the local enterprise. After multiple in-depth exchanges and site visits, both parties reached a cooperation agreement and jointly completed the research and development tasks of the project. Additionally, the enterprise displayed its innovative projects, development prospects, corporate culture, and other content on professional social platforms, attracting more talents who aspire to join the enterprise team. This served as an important talent foundation for the new upgrade in technological innovation, enabling the enterprise to achieve continuous progress in the field of electronic technology.

(4) Optimizing industrial structure and collaborative development

New media content creation has accelerated the integration process between industrial enterprises in Tai'an and other industries. For instance, an industrial tourism enterprise leveraged new media platforms to promote local industrial enterprises' tourism projects. By showcasing modern factory production processes and opening up industrial-themed experience activity spaces, it attracted numerous tourists to visit and experience the factory, achieving a close integration between the industrial and tourism sectors. This has become an important pilot and reference project for the integration of industrial and tourism, bringing broader industrial development opportunities to the enterprise itself. It has optimized the industrial structure and formed new economic growth points.

Similarly, new media also plays a significant role in achieving collaborative innovation within the industrial chain in Tai'an. For example, automotive parts manufacturers in Tai'an have established official accounts and WeChat

groups within industry associations to promptly publish new developments and technologies within the industry and display supply and demand information for upstream and downstream enterprises. Through logging into these platforms, parts manufacturers can obtain new high-performance materials supplied by upstream enterprises and collaborate with other parts manufacturers in downstream enterprises to jointly achieve innovative tasks focused on the use of new materials in automotive parts production. Therefore, by leveraging the information sharing and communication and collaboration mechanisms of new media platforms, upstream and downstream enterprises within the industrial chain in Tai'an have achieved closer cooperation. The allocation of related resources has become more flexible and sufficient, realizing the upgrading and development of the entire industrial chain.

4. Countermeasures and Suggestions for Promoting New Media Content Creation to Facilitate Industrial Upgrading in Tai'an

(1) Strengthening the cultivation and introduction of new media talents

On the one hand, universities in Tai'an should collaborate with the development needs of the industrial sector and enterprises to jointly establish a professional system for cultivating new media talents. For instance, local universities can cooperate with multiple industrial enterprises to jointly explore and develop new media practice courses, with teachers and enterprise talents working together. They can invite new media operation experts to share practical experiences in the classroom and arrange university students to intern in the new media departments of industrial enterprises in Tai'an, participating in project operation processes. This teaching mode, which combines theory with practice, truly cultivates composite talents who not only understand the current operating status and needs of industrial enterprises but are also proficient in new media content creation and operation. Ultimately, these talents become an important talent pool for new media content creation in the industrial upgrading of Tai'an.^[5]

On the other hand, industrial enterprises in Tai'an also need to actively expand talent acquisition and training channels. They should formulate effective talent attraction policies. They can use traditional methods such as professional talent recruitment fairs and job postings to recruit professionals who understand new media content creation and operation. They can also tap into potential talent resources through new media channels such as social media platforms. Additionally, enterprises need to strive to provide vast career opportunities and generous compensation packages for the growth of talents, shape a superior corporate culture, and establish smooth talent training pathways and promotion mechanisms. This will help better retain talents and ensure the stability and innovativeness of the entire new media team.

(2) Enhancing the quality of new media content

On the one hand, when creating new media content, industrial enterprises in Tai'an should actively form a professional team. This team should conduct in-depth market research to understand audience preferences and attention, ensuring that the new media content is attractive^[6]. For example, an enterprise producing environmental protection equipment in Tai'an, when creating new media promotional content, abandoned its previous product function introduction mode. Instead, it set the theme of "Guarding the Green Water and Green Mountains, Tai'an Environmental Pioneer" and told the whole story of how the enterprise uses technological innovation to solve real-world environmental problems. It also incorporated the application effects of environmental protection equipment and utilized innovative forms such as virtual reality technology and animation design to present more enriched and three-dimensional content. Such careful planning made the videos released by this enterprise attract more user attention, increased brand awareness, and established product reputation.

On the other hand, it is necessary to establish and improve a new media content review system, with content accuracy, legality, and value orientation as important components. For example, when a chemical enterprise publishes product information and technical articles, it first has internal technical experts review the scientificity

and accuracy of the content. Afterward, legal personnel are arranged to assess whether there are legal risks in the content. Finally, the marketing department reviews whether the relevant content aligns with the brand image and marketing strategy. It is this multi-level review mechanism that ultimately ensures that the published new media content is of high quality and does not negatively impact the enterprise's brand.

(3) Operation strategies for optimizing new media platform

Industrial enterprises in Tai'an can select more suitable new media platforms based on their product characteristics and industrial structure, combined with the distribution of target enterprises, and integrate resources within these platforms. For example, a Tai'an-based enterprise producing high-end CNC machine tools targets its enterprise customers by publishing technical parameters and solutions for different products in industry-specific websites and platforms, establishing the enterprise's professional image. Additionally, through platforms with a broader user base like Douyin (TikTok) and WeChat Video Accounts, it releases short videos showcasing the high-precision processing of CNC machine tools and the intelligent operation interface, attracting potential customers. Through collaborative operation across multiple platforms, the enterprise's brand reach has been broadened, and market expansion efforts have significantly improved.

Meanwhile, enterprises should flexibly utilize the data analysis tools provided by new media platforms to analyze user behavior data. For instance, a garment processing enterprise in Tai'an analyzes the likes, comments, and shares of clothing-related videos on social media to understand users' preferences for different styles of clothing, as well as their price sensitivity, price range, and purchase intentions. Based on this data, the enterprise develops more reasonable product design plans and pricing strategies. It then pushes personalized content on specific media platforms to achieve higher marketing conversion rates. This approach also makes content production on new media platforms more efficient and accurate.

5. Conclusion

To promote the industrial transformation and upgrading of Tai'an, it is imperative to fully leverage the advantages and unique value of new media content creation. By precisely shaping brand personality, expanding market channels, accelerating technological innovation, and fostering collaborative industrial integration and development, Tai'an's industrial sector can gain renewed vitality and momentum. In the face of numerous challenges in new media content creation, industrial enterprises in Tai'an need to actively cultivate and recruit talent, produce higher-quality new media content, optimize operation strategies, and better tap into the market under the new era background, thereby occupying a favorable market position and space.

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