

Analysis of Marketing Strategy of "New Chinese Singing"

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Abstract: With the improvement of people's living standards, they have a higher demand in the spiritual and cultural aspects of Chinese new song, in the inheritance and development of Chinese good voice on the basis of the characteristics, by virtue of its successful mode of operation and marketing strategy, to provide Rich music audiovisual feast. This paper mainly analyzes the marketing strategy of Chinese new song program and puts forward some suggestions.

Keywords: New Chinese Singing; Marketing strategy; Analysis

1. ANALYSIS ON MARKETING STRATEGY OF "NEW CHINESE SINGING"

(1) Product strategy. Program content, involved in the production of the team, personnel, equipment are reflected in a higher level. Chinese new songs continue to use the blind selection model, the mentor back to the students after listening carefully, met their satisfaction with the sound, it will press the button, let the chariot washed down with the students close communication; teachers and students choose the design, And the program's creative team is the highest-level creative team, the director for the Jin Lei; at the same time, in the music industry has a lofty status of the four mentors and the famous host of the ultra-high Popularity, but also to get more attention to the program[1]; Finally, the program has been Flannery Card, OPPO mobile phones and other enterprises of the strong sponsorship, adequate financial support, so that the program team to purchase advanced equipment, is an important guarantee of quality.

(2) Channel strategy. Chinese new song channel resources are mainly TV resources, and digital new media and other types. Zhejiang TV[2] has the leading domestic news production capacity and first-class program broadcast capacity. Portals, forums, blogs, video sites, micro-blogging and so are "Chinese new song" promotional channels. Program group opened the official micro-blogging, students micro-blogging, so that the audience can play after the game can also be interactive and discussion, micro-blogging marketing program also achieved a very good publicity effect.

(3) Promotional strategy. Chinese new song story marketing and emotional marketing are very out of

color. As a reality show inspirational entertainment program, it has been very focused on people's emotions is one of the key to the success of the program. In the program, not only the comments of professional tutor, more mentor of the students love and encouragement, always show the program in good faith, so as to cause the majority of the audience resonance, for the program to win more applause.

2. PROBLEMS OF "NEW CHINESE SINGING" MARKETING

(1) Players younger. China is good voice four seasons, the players have all ages. But the past two years of Chinese new song students are young, energetic, mainly by the students and 90 after 00, after the composition, they cannot represent all sectors of society, so it can be considered a deviation from the sea election to find good voice and true voice The original intention.

(2) Player quality decline. Chinese good voice came this year's new song in China in the second quarter, has six years, the audience of the program player singing strength has been higher expectations. But in fact the new song in the second quarter after the launch, we can easily find that students, whether in the singing strength or adaptation level, are not as good as before, high-quality players resources are increasingly scarce. Leading to the decline in program standards, the proportion of instructors show is increasing.

(3) Industry extension is insufficient. Draft should be a closed loop, the end of the program does not represent the end of the draft. However, from Chinese good voice to the new song in China, the birth of many champion students, semi-finalists and other honors of the players, but they did not come in the middle of a lot of popular. This is because the late industrial chain and brokerage development.

3. SUGGESTIONS ON MARKETING STRATEGY OF CHINESE NEW SINGING

(1) Expand the scope of sea selection. The program team should further increase the propaganda, encourage all ages of society, all kinds of professional music lovers and professional music talent to participate in, to create a high degree of participation, high support atmosphere; and music

is not just Young people can play, it should be a huge inclusive areas.

(2) Respect the audience. In the highly competitive market conditions, we must profoundly realize that the audience is God, only from the psychological, emotional audience to move the program is a good program. "Chinese new song" Since the positioning is a civilian program, it should try to meet the aspirations of the public, for those who love music to build a personal dream and show their own platform.

(3) Build a complete industrial chain. Should start from the production of the program, the selection of the mentor, the selection of students, the program broadcast, offline production and follow-up of various value-added services, and strive to shape

the "Chinese new song" brand, not only retain talent, Can increase economic efficiency.

Chinese new song, the program group has a very good operating base, but with the social environment changes, it is only constantly sum up experience, insist on innovation, in order to allow more and more viewers love it, support it.

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