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## DEVELOPMENT OF MARKETING STRATEGY OF CHINA PUBLISHING HOUSE

*This article briefly analyzes the problems and difficulties faced by traditional book publishing in the new media era, such as changes in public reading habits, poor innovation capabilities, overcapacity in the industry, lack of comprehensive talents, and huge impact on new distribution platforms and channels. It will analyze the problems and difficulties of publishing center books. Marketing model and characteristics, in view of the current status, a precise, scenario-based, and personalized digital marketing strategy is proposed for book marketing, and the marketing model in the new media era is discussed. It aims to provide a reference for the marketing strategy for a publishing house.*

**Keywords:** book, market, publisher, marketing.

*В статье кратко анализируются проблемы, с которыми сталкиваются традиционное книгоиздание в эпоху новых средств массовой информации, такие как изменения читательских привычек, слабые инновационные возможности, избыточные мощности в отрасли, отсутствие разносторонних талантов и огромное влияние на новые платформы и каналы распространения. Проанализированы проблемы и трудности, с которыми сталкивается издательский центр. Анализируется маркетинговая модель, с учетом текущего состояния предлагается точная, персонализированная стратегия цифрового маркетинга, а также обсуждается маркетинговая модель в эпоху новых средств массовой информации. Целью статьи является разработка маркетинговой стратегии для издательства.*

**Ключевые слова:** книга, рынок, издательство, маркетинг.

Today, with the rapid development of various information technologies, the publishing industry is entering a new era. The modern communication method has the characteristics of massive information delivery and fragmented communication, and it not only changes the reading and learning habits of modern people, but also has a great impact on the traditional book publishing industry. The marketing model of traditional book publishers needs to adapt to the development of the new era by continuously improving and innovating the development trend in line with the times.

## **1. Book marketing model and characteristics**

Take advantage of the three major publishing industry events to showcase the diversity of books and promote the three major publishing industry events, namely the Beijing Book Order Fair at the beginning of each year, the National Book Trade Fair at the spring and summer, and the Beijing International Book Fair in the fall. After more than two decades of development, the three distinctive events have made a huge impact on the domestic publishing industry and have become key platforms for improving book exchanges and transactions, promoting national reading, and expanding the copyright trade.

Using book releases, for some key books, publishers often use new book releases, reader meetings and other activities to build momentum. These activities are also commonly used book marketing methods [1, p. 13].

The combination of physical bookstores and three major e-commerce companies takes China Planning Publishing House as an example. In the past few years, Xinhua Bookstore was an important publicity and distribution channel for books of the agency, and local bookstores in many cities were the agency's agents. The bookstore will cooperate with publishing houses to conduct marketing and publicity activities for books, and promote books in different regions.

## **2. Factors Affecting Traditional Book Marketing**

First, the restriction on the type of topics in the book. Many book publishers publish national standards, industry development reports, interpretations of laws and regulations, textbooks, supplementary teaching books, or some books supported by editorial funds and scientific research projects. Readers of these books are relatively steady, and sometimes the authors will buy back a large number of books, so they're not very marketing conscious. Second, it is widely advertised and not targeted. Compared to human and social science book readers, some book readers are more steady and smaller and have a relevant professional background. Third, editors and marketing editors are not very cooperative. Fourth, the cover design of some highly professional books is mostly monotonous, and the design is not strong enough to grab the attention of readers. Ordinary layout design is sometimes a major factor affecting book marketing.

## **3. Difficulties in traditional book publishing in the new media era**

### **1) Changes in reading behavior of the general public**

With the rapid development of the information age the pace of life gradually accelerated at the same time. The phenomenon of information explosions has become increasingly apparent, and «short, flat and fast» has gradually penetrated into all aspects.

## 2) Poor innovation ability

As book publishing has evolved into an industry and industry, its operating and management model has been relatively unchanged with few changes. While adhering to the traditional model, the initial benefits can certainly be maintained, but the corresponding innovation opportunities are relatively low [2, p. 7].

## 3) Industry overcapacity

With the continuous development of the information age, the reading habits of the general public have changed and the corresponding market for traditional publishing has shrunk dramatically. However, the number of book publishers, types of book publishing, etc. is still astounding. From these two numbers alone, one might even think that traditional book publishing is still in a relatively prosperous period. However, the reality is that the industry has a serious overcapacity and there is a clear difference between publishing and selling books, the latter still in continuous decline.

## 4) Lack of general talent

In a new media environment, traditional book publishing requires a lot of high-quality, multi-talented talent. In the new situation, traditional book publishing companies and the industry as a whole inevitably need innovation and change, but due to the long-term accumulation of development and the lack of awareness of training innovative and cross-border talents, current industry employees often have high professional literacy, But the comprehensive literacy is low.

## 5) The impact of new issuance platforms and channels is large.

The distribution channels of traditional book publishing are relatively simple. The advent of the Internet in the context of a new era has allowed the rapid rise of book distribution platforms, and the diversification of distribution channels has had a significant impact on the conservative, monolithic and limited scope of the traditional book publishing industry.

## **4. Countermeasures for the marketing model of traditional books in the era of new media**

In the era of new media, publishing houses should change their marketing concepts, from relying on physical bookstore marketing to making full use of new media for marketing. Only by advancing with the times, conforming to the characteristics of the times, and satisfying the needs of users, can we formulate effective marketing strategies [3, p. 2].

— Make full use of new media platforms. In recent years, Weibo and WeChat have been widely used. Compared to the past, new media platforms are time sensitive, their diffusion is rapid and their reach extended.

— Make full use of the live video platform. With the development of the Internet and the continuous increase in the number of live streaming users, live web streaming has become a new marketing channel. Publishers can schedule a live broadcast for authors. Through one or more live broadcasts, the authors of the book are invited to present the contents of the book to the readers, explain the knowledge points, and let the readers have some understanding of the book. This attracts the readers.

— Make full use of online bookstore marketing. Publishing houses generally have their own web-sites, so they can also create their own microstores. By improving the quality of books and creating more best-sellers that meet the needs of readers, the publisher's brand awareness and attention have been continuously improved.

— Establish your own reader database to analyze the reader's data information, maintain the relationship with the reader, and do personalized marketing. Take the teaching supplementary books of the agency as an example, readers can obtain value-added services and feedback by scanning the anti-counterfeiting codes of the books.

— Use the authoring resources to promote some books. Famous Author Promotion will attract other well-known authors in the industry to promote and promote books, which can greatly increase the popularity of books in the industry.

— Use of the integrated publishing model to promote the sale of paper books. The unique reading experience of paper books is less and less able to meet the various reading needs of readers [4, p. 41].

## **Conclusion**

With the rapid development of new media today, book publishers should continue to summarize past marketing methods, change marketing concepts, fully understand the characteristics of new media, learn new media technologies, take greater advantage of the benefits new media platforms, keep pace with the times, and take readers as a foundation. Basic and innovative marketing methods. Full and in-depth integration of the traditional book publishing and new media industry, using the advantages of the latter in terms of technology, form and communication media, to build a new production model, publishing and marketing of the book more in line with the characteristics of the times and the needs of audiences, so that books can It has always played its great value and its role in the development of human society.

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