

# Research on the Innovation of Enterprise Marketing Strategy in the Big Data Era

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**Abstract:** The marketing strategy of an enterprise is the lifeblood of enterprise development, and the data reference in the era of big data has brought more development opportunities to marketing. This article has launched a practical research on the theme of corporate marketing innovation strategy in the era of big data.

## 1. Introduction

With the continuous development of science and technology, mankind has come to the era of big data, and has more data that can be called. At the same time, through the analysis of these data, it can serve the society and develop society more accurately. This is the big development of various industries. opportunity. And the company's marketing strategy must also be actively innovated, combining the information advantages of the big data era to develop a more efficient corporate marketing strategy.

## 2. Combining the Advantages of the Big Data Era and Discovering the Needs of the Market

The era of big data can present market data more comprehensively in the hands of enterprise developers, and this is also the main reference material for the development of marketing strategies, which can help corporate executives to grasp market trends and needs more quickly, so as to invest in market needs, to develop more efficient marketing strategies. The data in the big data era is the data of the entire market. Therefore, after analyzing the market big data, we can get a good development direction in the big data era and determine the market demand. The most important thing is that the market data obtained in this way has the advantage of being comprehensive and not one-sided, so realistic analysis can be carried out, a more idealized marketing strategy can be developed, and the benefits can be maximized. For example, an enterprise has an ongoing project, and big data can categorize the data of this project comprehensively and systematically. As long as marketers have certain requirements for data, the classification of big data will form tables or statistical graphs faster, so that marketers can get the data they need in a short time, and in a short time Understand these data within the time [1]. In the mutual comparison of data, marketers will determine the needs of the market, so as to make accurate capital investment for a certain part of the marketing project, and then meet the needs of the market, develop a marketing strategy that matches it, and finally gain Ideal marketing results. This is the power of the big data era. The analysis of data allows marketers to grasp market trends more quickly to meet market needs. On the one hand, it is innovative to the enterprise's marketing strategy, on the other hand, it is also an innovation to promote the further development of the market. The corporate marketing strategy developed in combination with the advantages of the big data era is an innovative marketing strategy that meets the development needs of the times and can better meet the needs of market discovery.

## 3. Improve Marketing Strategy through Market Diversification Research

In the era of big data, you can not only use the past data of the market, but also create the data needed for marketing. This is the market research activity. The market research activity is to conduct public opinion surveys through the questions that marketers want to master, summarize the

data of the survey, and finally determine the development direction of the marketing strategy based on public opinions. For example, if a company is expanding its market share through a large-scale gift-giving event, the company can do relevant public opinion surveys before launching the event, and ask some questions related to the form of the event, in the form of a QR code. Research on the software client [2]. According to the results of public opinion surveys, determine whether the form of activities meets the needs of enterprise development, or whether adjustments are needed in those areas. Opinion surveys should take care of personal privacy. On the one hand, it protects customers' personal privacy information, and on the other hand, it also allows customers to sincerely speak the most truthful views and provide companies with more accurate information. Originally, the service population of the market is the broad masses of the people, not the masses of the people being controlled by the market. Therefore, it is necessary to determine the feasibility of marketing strategies in conjunction with public opinion surveys, thereby determining the direction of corporate marketing development. The advantages of convenient data processing in the era of big data combined with public opinion surveys can provide reliable reference materials for the marketing strategy of enterprises, which is equivalent to a simple formal simulation of the marketing strategy of the enterprise, and roughly provide marketing for the enterprise Strategic development guidance. Public opinion surveys are for the general public. Therefore, the conclusions of the public opinion surveys obtained are also recognized by most people. Marketers can use the survey results as the most important reference material to innovate corporate marketing strategies.

#### **4. Analyze the Marketing Big Data and Determine the Development Direction**

Marketing strategy is not only for the entire market, but also for a specific marketing object. Therefore, in the marketing strategy of a company, it is necessary to start from the specific marketing object and carry out the relevant deployment of the marketing strategy. So as to determine the development direction of marketing objects. And big data allows companies to have a more comprehensive data analysis on the development of marketing objects, which can ensure that companies observe the market development needs of marketing objects from multiple angles and get the most representative marketing plan. For example, for the marketing of a certain product of an enterprise, marketers can analyze the marketing situation of the marketing target from a series of aspects such as product sales, customer evaluation of the product, after-sales service, etc., so as to have a comprehensive understanding the marketing target of the market, understand the needs of marketing, and finally determine the marketing strategy suitable for the marketing target. Data in the era of big data can provide more real data support for the development of enterprises, so as to always keep the market's demand for marketing objects, and prepare for full marketing. In addition, the era of big data can also ensure that companies always grasp the standards of product demand, which is more conducive to the large-scale production of enterprises, meets more market needs, and achieves the best marketing effect. The development direction of marketing strategy is driven by the marketing of the company's products. Therefore, it is necessary to grasp the fundamental development of the company's marketing strategy to ensure that the company's marketing strategy develops in a more efficient direction. Combining big data analysis of all aspects of enterprise products can provide enterprises with insight into the most cutting-edge information of products and allow enterprises to develop marketing strategies that are more suitable for the market.

#### **5. Mathematical Modeling of Marketing to Predict the Development Trend of the Market**

The most representative development of big data marketing innovation strategy is the construction of marketing mathematical model. The mathematical model of marketing formed by summarizing big data can vividly display the development indicators of marketing strategy from all aspects, and at the same time predict the development trend of the market in combination with the risks that may occur in various markets, thereby helping marketers formulate A more comprehensive marketing strategy [3]. Before encountering market risks, make a comprehensive response. When encountering market risks, you can calmly face them and keep the company's

marketing share. For example, companies can use development data in recent years as a database to construct a mathematical model of marketing. By determining the general law of the development of marketing strategy for each year and each month of the development of the company in the market, it is possible to construct a marketing strategy that can make a reasonable marketing analysis according to different market conditions for marketers as a reference, and then implement it to the company the marketing strategy is developing. The construction of mathematical models can not only maximize the use of big data of enterprises, but also provide design experience for enterprises' marketing strategies, so that enterprises do not fall into the same market trap. The mathematical model of marketing is to form the marketing strategy of the enterprise into a system, so that the marketing strategy can be designed in combination with as many aspects as possible in the development of the strategy, and finally a marketing strategy that meets the needs of the enterprise's marketing development is generated. In addition, the construction of mathematical models can also be used as a market model for enterprises to simulate operation, and through rational marketing strategy experiments, the feasibility of marketing strategies can be determined. The mathematical model of marketing strategy is the highest level of corporate big data collection. It can not only reflect the development of corporate marketing strategy in recent years, but also predict the development trend of corporate marketing strategy and determine a clearer development direction for the development of the company.

## **6. Conclusion**

The era of big data allows marketing data to be rapidly transmitted between the market and the enterprise, which not only represents the transmission of information, but also represents the development opportunity of marketing. To master the initiative of marketing strategy in the era of big data, companies must seize the advantages of the era of big data, develop marketing strategies guided by big data technology, and carry out innovative development in marketing strategies, so as to ensure the company's marketing strategy Walking in the forefront of the development of the times, always meet the development needs of marketing. The development of corporate marketing strategies in the era of big data should not be limited to the marketing strategies explored in the past. The theory of big data should be transformed into practice, and the development concept of big data should be penetrated from all aspects of marketing strategy, and the development of big data should be actively and innovatively studied. Application of data technology in marketing strategy. In this way, the value of big data in marketing strategy can be fully explored, so that big data technology can better serve the development of marketing strategy.

## **References**

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