

Analysis on the Choice of Marketing Channels of Enterprise Network in Internet Environment

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Abstract: Channel is one of the important functions of marketing and one of the sources of competitive advantage of enterprises. At the beginning of the 20th century, researchers mainly studied the enterprise channels from the economic point of view, such as channel efficiency, channel design, channel implementation and so on. (Weld(1916 years) It is suggested that channels should come from the social division of labour to establish a career intermediary, a career intermediary, in order to improve channel efficiency and create employment opportunities. Economic management.

1. Introduction

In the middle and late 1960s, some scholars turned the perspective of channel research to behavior. Stern (1969) studied the power of the chain from the viewpoint and proposed that the power of the chain would cause channel conflicts between the members of the chain. Becker(1998) studied the behavior of chain members and found that the partnership between channel members can bring more profits to the channel, and channel coordination can bring more profits to all parties.[1]. In addition, with the development of communication and computer technologies, the level of information technology has increased rapidly, especially after the advent of the Internet. Changing the impact of the Internet on traditional trade has attracted the attention of some researchers, while the Internet has promoted the field experiments of researchers.

2. The Present Situation of Marketing Channel Information Management in China

2.1. The Information Level of Enterprise Marketing Channel Information Management is not High

So far, the vast majority of enterprises in our country now use big data information level in marketing channel information management is not high, and according to the relevant regulations of the financial department, 85% of the grass-roots units in the country should realize marketing channel information management information by 2012, until now this regulation has not been fully realized, which is really a long and complex process [2]. If all enterprises in the country can realize the basic information of marketing channel information management network, the work efficiency of information workers in enterprises will be greatly improved, and a lot of time will no longer be wasted on accounting, accounting and accounting, and a lot of time can also be released for information analysis and economic efficiency of enterprises to enhance the function of accounting.

2.2. Insufficient Attention is Paid to the Information Management of Enterprise Marketing Channels

In today's view, the major problem of enterprises is that most of the leadership and management of the enterprise marketing channel information management information seriously inadequate attention, because of such a careless attitude and lead to the enterprise marketing channel information management information level seriously backward and too low, can not follow the pace of the development of the big data information age. Even in the eyes of some leaders and management, the construction of information management information in enterprise marketing

channels may cause a lot of waste of manpower, material resources and time costs, thus increasing the difficulty of information department work [3]. There are also some leaders who focus their work on how to obtain more corporate profits, and who are completely indifferent to the information management of marketing channels. Not only that, but also some enterprise leaders have always done a good job in the construction of face-saving project of information management of marketing channels, but have never attached importance to the information management of marketing channels. Completely unaware of the importance of marketing channel information management informatization, can not fully network information data in marketing channel information management key role, so that "big data processing" only exists in one form. but efficiency and quality can not be mentioned.



Figure 1 Informatization everywhere

2.3. Information Level of Marketing Channel Managers in Enterprises is not High

Now the staff of marketing channel information management in enterprises can fully grasp the network information technology is too few, which is also one of the important reasons that hinder the development of enterprise marketing channel information management network information, which seriously affects the work process of enterprise marketing channel information management information. In view of this problem, the relevant leaders of enterprises do not pay attention to, and the marketing channel information managers themselves do not realize to improve their own information professional level, resulting in the enterprise marketing channel information management work is difficult to carry out.

2.4. Lack of Specialized Training for Marketing Channel Information Managers

Enterprises do not pay enough attention to the management information training of marketing channel information managers. Now the network data become more and more developed, each network information technology renewal speed is very fast, and most marketing channel information management personnel's information technology knowledge is the old knowledge several years ago, the marketing channel information management personnel through the previous training to learn the information technology knowledge has been too outdated to the present development era. So in the face of the latest big data, marketing channel information managers are also helpless, thus greatly reducing their own work efficiency.



Figure 2 Informatization worldwide

2.5. Enterprise Information Data Security is too Low

Enterprise information data security is too low, there are many security risks. For example: the lack of necessary anti-virus awareness and safety measures in the process of computer maintenance, the lack of knowledge about the use of computer crime, the lack of corresponding governance measures program; the formation and custody of accounting marketing channels without timely backup, or backup data without regular inspection, vouchers, books and books not printed in time; in the enterprise to formulate relevant measures incomplete or lack of effective supervision of relevant personnel, resulting in staff neglect of duty, not doing their own work phenomenon occurred from time to time.

3. Innovation Measures to Improve the Information Management Level of Marketing Channel in Enterprises

3.1. Enterprise Marketing Channel Information Management Department Strengthens Information Level

The implementation of network informatization of enterprise information can not only promote the connection between various departments and departments of the enterprise, but also ensure the transmission of information between various links between the information management departments of marketing channels, and coordinate and coordinate each other on the basis of a clear division of labor among various departments in the enterprise, so as to promote a more rational and more scientific and effective enterprise information system. In order to improve the information level of enterprise marketing channel information management, we must strictly follow the internal requirements of enterprise information, follow the principle of job separation and internal containment, and set up mutual supervision and mutual restriction mechanism, so as to ensure the specific integrity, authenticity and reliability of marketing channel information management information.



Figure 3 Information coverage

3.2. Enterprise Leaders should Pay More Attention to the Information Management of Marketing Channel

The enterprise leaders should have enough knowledge and understanding of the information management information work of marketing channels, and pay more attention to and absolutely support the development of information management work. Don't just do a verbal job, come up with a plan and act on it. The enterprise marketing channel information management should cooperate well, coordinate well with each other, the opinion should be unified and consistent. So as to establish a perfect internal marketing channel information management information control and management system [4]. The relevant staff of the financial departments at all levels of the enterprise

should vigorously strengthen the propaganda, guidance, supervision and inspection of the information management of marketing channels, and give financial assistance to the information management of marketing channels.

3.3. Enterprises should Strengthen Professional Training for Information Managers in Marketing Channels

Enterprises should strengthen the training of marketing channel information managers related to network information technology, so as to improve the efficiency and work level of marketing channel information managers. The training process should be institutionalized and periodic to ensure that the relevant knowledge of marketing channel information managers is constantly updated. After the training, the marketing channel information manager should organize an examination on the marketing channel information management network informatization, so as to understand whether the marketing channel information manager has really mastered the relevant knowledge of the marketing channel information management network informatization, and if there are those who fail the examination, then carry out the auxiliary training pertinently to ensure the training results of the enterprise to the marketing channel information manager.

3.4. Enterprises should Choose Mature Marketing Channel Information Management Software

Enterprises should choose a mature marketing channel information management software according to their own marketing channel information management system. To purchase the marketing channel information management software officially recognized by the information software management department or a qualified organization, it is determined through a professional testing system that the marketing channel information management software has the properties of data security, powerful function, stable performance and good compatibility. Or can entrust the strength or industry reputation of professional software companies according to the actual situation of enterprise marketing channel information management targeted design. The targeted software can solve a series of problems in the enterprise marketing channel information management system.

4. The Positive Impact of Big Data Integration into Enterprise Marketing Channel Information Management

Nowadays, major enterprises have entered a large-scale application stage of big data in marketing channel information management. Facts have proved that most enterprises in our country have implemented network information management for marketing channel information management. According to the use effect, big data management is indeed much more efficient than manual management. The development speed of enterprise marketing channel information management has been greatly strengthened, and the influence of big data technology on the traditional enterprise marketing channel information management mode is very great, and the combination of the two has laid the foundation for the enterprise network information market [5]. Enterprises can integrate big data technology with marketing channel information management, form online marketing channel information management, and then develop relevant network information software, implement timely and effective online marketing channel information management, so as to promote the development of enterprises to implement network marketing channel information management mode.

5. Conclusion

The enterprise marketing channel information management is the core that the enterprise can work normally, if the information of an enterprise does not have a correct and effective management system, then the implementation of other work of this enterprise is also very difficult. The information management department of enterprise marketing channel is an important part of

enterprise management. With the popularization and application of big data, the organic combination of network information technology and information internal management in enterprises has had an important positive impact on the marketing channel information management of enterprises to a certain extent. The rapid development of the network brings new hope to enterprise management and promotes the improvement of enterprise management level and quality.

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