

Network Marketing Innovation of Fast Consumer Goods under Big Data

Shuying Chen

Shandong Xiehe University, Jinan, Shandong, China

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Abstract: With the advent of the third scientific and technological revolution in the 20th century, electronic computers have been widely used. The arrival of the Internet information technology platform has brought us into the “Internet +” model and the era of big data. Fast-moving consumer goods companies must also conform to the development trend of the times. However, there are many problems in sales staff and low level of ability. The paper uses the literature data method and the survey analysis method to discuss the problems existing in the background of the Internet era, and puts forward the development direction of network marketing innovation.

1. Introduction

The era is constantly evolving. Looking at the history of the development of the Internet, from the birth of the Internet to the 5.0 era of today, the Internet model is almost a model of “Internet + traditional business [1]. On March 5, 2015, at the Third Session of the 12th National People's Congress, Premier Li Keqiang first proposed the “Internet +” action plan in the “Government Work Report” and formally established it as the “national strategy” [2]. How does the FMCG industry cater to the trend of the times and the issues that need to be studied at the moment.

2. The Impact of the Internet Model on the Marketing of FMCG

The “Internet +” economic model has injected new blood into the FMCG industry. The combination of FMCG marketing and Internet big data will create a new blood circulation system based on cyberspace. The development of the FMCG marketing model has received a strong impact from the era of big data, and ordinary marketing methods can be easily replaced by computers and artificial intelligence. Plus; big data has immeasurable commercial value for fast-moving consumer goods enterprises, companies can find the characteristics of target consumers through the analysis of big data, judge the development trend of the market, predict the problems of products, big data let Spread into the precision era and become a new driving force for enterprise development [3].

The fast-moving consumer goods industry needs to combine the Internet model innovation and development. The Internet model brings convenience to FMCG products, and it also brings many adverse effects [4].

2.1. The impact of the Internet on accounting work

The workflow that affects the accounting of FMCG companies. The advent of the Internet era has changed the traditional processing process. On the one hand, the focus of accounting work has shifted from collection and analysis to analysis. Through the analysis of big data on the Internet, it provides better support for business operations and decision-making. On the other hand, the traditional accounting workflow is from the original voucher to the accounting voucher, to the account book to the statement, the Internet big data era will change these processes, accounting computerization allows the enterprise's original voucher to automatically generate the corresponding report, further Promote the traditional bookkeeping work of the enterprise to transfer to the subsequent analysis work. [Plus: Improve the accuracy of the promotion accounting work and improve the efficiency of the promotion accounting work.

2.2. Affecting internal control business

The main body affecting the accounting work of FMCG enterprises. The traditional accounting work subject is the enterprise monetary fund. The advent of the Internet big data era may change the accounting subject of the enterprise. In addition to the accounting and monetary fund accounting and supervision content, it will add more information such as internal control business management.

3. Under the Background of Big Data, The Problem Facing the Promotion of FMCG

3.1. FMCG promotion has not been effectively combined with the Internet model

Under the impact of the Internet era, traditional industries have combined with the Internet model, but they are still only accepted by some enterprises, and they are only used in part of the work. The development of the times has become more rapid, and advancing with the times has become a necessary way for the development of all walks of life. Therefore, enterprises that cannot keep up with the rhythm of the times will eventually be eliminated by the industry and abandoned by the society. Internet and fast-moving consumer goods promotions do not seem to be fully prepared for the combination. They just raise the banner of the Internet spirit, slog the slogan of advancing with the times, and do not implement the development. This is the development of the Internet and FMCG promotion. It is all unfavorable.

3.2. Limitations of the ability level of marketers

According to statistics, China's marketing practitioners are very large, with a total number of more than 14 million, which is basically saturated. However, the overall cultural level of marketing practitioners is low, and there are less than 50% of those with college education or above. Culture The lack of level and ability can not meet the needs of enterprises and units. With the advancement of society and the continuous popularization of the Internet, traditional marketing obviously cannot adapt to the needs of society. The marketers needed today not only need to prepare financial statements and record corporate transactions, but also participate in mergers between enterprises, the application of quality management and information technology in marketing, and the development of tax strategies and participation in some decision-making activities of enterprises. In addition to improving the professional competence of the profession, marketers also need to improve the use of accounting information systems and comprehensive quality.

3.3. Lack of industry norms and market guidance, and enterprises have potential safety hazards

Many companies lack security protection networks that are compatible with enterprise systems, making it difficult to secure corporate property data. It may incur attacks or contamination of the virus and expose internal confidential information, which is not conducive to the information security of FMCG enterprises and even affects the development of FMCG enterprises. On March 14, 2019, the Ministry of Finance issued a decision to amend the "Administrative Accounting Management Measures". One of the reasons was that the false agency company wrapped the "Internet +" coat and used low prices to attack the agent who maintained the regular price. the company. All kinds of small agencies threaten themselves to be the "Internet +" business model, without the need for special personnel to come, convenient and save money, the ultra-low price has been lower than the normal cost to disrupt the market, and the companies being served are also suffering .

3.4. Network public opinion direction

In recent years, with the changes in the network environment and the development of the economy, fraud cases have occurred frequently, which affects the healthy development of China's economy and the interests of the masses. Therefore, the issue of supervision and control of the mainstream media has attracted more and more attention from the public and relevant circles. Public opinion supervision With the development of China's economy and political democracy, the

environment for public opinion supervision has also changed. Public opinion supervision has been hampered by various bad reasons because some small individuals and small groups are hindered by personal interests. The implementation of public opinion supervision. Competence is a must for public opinion supervision, and it is necessary to implement the ability and knowledge that management has all its functions. Transform traditional financial work into management work, and let the main body of accounting also make corresponding changes.

4. Adapt to the Internet Model of the Rapid Development of Marketing Activities

4.1. Cultivate innovative talents and improve marketing ability

At the same time, there are many marketers at the grassroots level, and the employment of recent graduates is difficult. At the same time, high-level marketing personnel are scarce, and even some fast-moving consumer goods enterprises are hindered. A professional sales force is an important factor in maintaining the stable development of the company. Marketers have the obligation to participate in corporate management decisions, using professional knowledge to help companies develop better and faster. Under the Internet model, traditional marketing has been gradually phased out. "Cloud marketing" is needed by the times. While strengthening marketing capabilities, it is also necessary to improve the level of computer technology and cultivate comprehensive senior marketing talents. Driven by the current employment situation, students in marketing majors must improve their professional skills. In the face of professionalism, amateur marketers can only exist for a short time and are difficult to survive. College students are everywhere, but the undergraduate coverage rate is only 4%. Similarly, there are many sales people, and senior marketing personnel are always scarce. Whether you want to be a junior college or an undergraduate student, if you want to be better employed, you must improve your ability and prove with professional strength. I am professional enough. A person who has been involved in an industry for seven years can enter the elite of the industry because his ability to work has reached a professional stage of perfection.

4.2. Strengthening the construction of the network security assurance system and improving the legal system norms

The Internet is an open environment with many security threats. Sales data and sales information as the business secrets of enterprises have a vital relationship with the development of enterprises. Enterprises have paid special attention to the protection of sales information. Therefore, it is necessary to strengthen the security of market sales information. First, create a legal environment for marketing development under the Internet model, improve network security laws and regulations, and impose mandatory restrictions on the legal system to improve the legal awareness of enterprises and staff. Secondly, the marketing data and information are backed up in real time, and the operating environment is monitored, and the hardware system with strong defense capability is used to improve the network security protection level.

5. Big Data under the Fast-Moving Goods Promotion Process Innovation

Based on the big data-based fast-moving consumer product promotion, the consumer mobile phone scans the QR code on the product, selects the prize online, fast logistics distribution, and the system backs up the consumption data for customer management and secondary marketing. It reduces the intermediate links of prize distribution, making the process clearer, simpler and more operability. How to use the big data and variable QR code technology to collect e-commerce platform, distribution system, manufacturer report, product traceability, and customer data collection in a unified terminal promotion application program to achieve real-time monitoring of terminal sales. Promotional expenses go directly to the terminal channel, prevent gift interception and goods dumping.

1) Using Weibo marketing

Weibo has been widely used by the masses in 2010. This is an emerging media, triggered by Sina's use of celebrity star resources. With the features of instant messaging, online community

circle, and news release, Weibo has great potential to organize all the information to market for different needs, use Weibo to send commercials, and establish business. The topic, the ecosystem has formed on Weibo, and is also an important channel for the development of the network age in the future.

2) One way to use WeChat to market big data economic era and personal marketing is WeChat marketing, referred to as micro-business. Now, WeChat's popular circle of friends is a business advertisement, which is a new way to implement its network marketing, regardless of distance. Searching for friends and shaking around is a feature of WeChat. Merchants will meet the information they need based on the information they ordered, so that commercial information is promoted, and peer-to-peer marketing methods are realized. Android, tablet Computers and Apple systems can be sold through WeChat marketing. Customers can control the WeChat public account to understand the products, and combine the referral rate WeChat member management system to display the business micro-official website, micro-push, micro-member, micro-payment, micro-activity, It has formed a marketing method for online and offline WeChat interaction mainstream.

6. Conclusion

In summary, the big data “Internet +” model is the general trend, the development of fast-moving consumer goods network marketing must go to the Internet model combined with the combination of Internet and accounting, not only to find out the Internet and accounting drawbacks, but more importantly To act, you can't slogan and do nothing. In response to the security of the Internet, we must improve the legal system and strengthen the network security system. In response to the ability of sales personnel, we must improve the level of professional competence and technology, and guide sales staff to “cloud sales.”

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