

## **Research on Promotional Activities (sp) of Fast Moving Consumer Goods Industry in the Age of Big Data**

**Shuying Chen**

Shandong Xiehe University, Jinan, Shandong, China

**Keywords:** Fast Moving Consumer Goods; Promotional Activities; Promotion Management; Marketing

**Abstract:** Nowadays, with the rapid development of China's economy, promotion activities play an important role in the market and are also an important mode of operation for enterprise development. Nowadays, fast-moving consumer goods companies are highly competitive, and promotion is the key to business competition. Fast sales are the must-have for the masses. In the new era of big data, the problems of fast-moving consumer goods in promotional activities, some implementation methods and countermeasures are proposed to provide reference for relevant people.

### **1. Introduction**

Promotion mix as one of the important marketing means of fast moving consumer goods, “Personnel Promotion, Public Relations [1], Sales Promotion, Advertising Promotion” is the main aspect of the promotion portfolio. Sales promotion (sp) is the best promotion method for consumers to receive the highest promotion in the fast-moving consumer goods industry. This article discusses and analyzes the problems that arise during the narrow-spot (sp) activities of the FMCG industry [2].

### **2. Problems with the Traditional Promotion of FMCG**

FMCG is a product type with high consumer price sensitivity. Promotion is a marketing tool for disguised price reduction. It is an indispensable means of competition and a means of sales. However, the uniformity of the promotion and the frequent sensitivities of the consumer to the promotion are becoming weaker. The promotion has become the regular marketing method of the enterprise, so that there is sales after sales, and no sales without promotion.

The problems in the traditional promotion of fast-moving consumer goods are mainly reflected in:

#### **2.1. The marketing strategy of fast-moving consumer goods enterprises lacks scientificity and the sales model lags behind**

Most of the operators of China's fast-moving consumer goods companies still use the sales and prices of products as the basis to formulate marketing strategies, thus neglecting the core of fast-moving consumer goods enterprises. The quality of products is the core of fast-moving consumer goods enterprises, and the marketing strategy must be at any time. The transformation changed. The development of the social market is indispensable to the masses in today's network information society. The online and offline business strategies must be done well. The physical stores and online stores must be combined and matched to adapt to today's society [3]. Therefore, the operators of enterprises must do relevant training, and can not only stay in the past marketing strategy. Pave the way for future development. The marketing strategy has become popular in the era of electronic information and has achieved rapid and healthy development. A good marketing strategy is to improve the social civilization and comprehensive strength of a country. It has a very important meaning. The operators and managers of fast-moving consumer goods companies have realized how important marketing is. If the lagging marketing model is to be gradually eliminated,

managers must keep up with the development of the times [4]. The first sales channel cannot be single, and the second sales experience must be rich. Therefore, the development of scientific marketing strategies has a great impact on society, and its health should be effectively developed.

## **2.2. The marketing ideas of FMCG companies are out of line with the actual marketing environment.**

At present, in the operation process of most fast-moving consumer goods companies, there are still old, economic planning and marketing strategies under the seller's market environment. This past marketing strategy is no longer suitable for the needs of corporate marketing in the new era. In the past, in the context of the original planned economy, when the products of fast-moving consumer goods enterprises were seriously lacking and unable to supply, marketing was an easy task for fast-moving consumer goods enterprises. In the past, production was the focus of fast-moving consumer goods enterprises. At the core, it played an important role in the company at the time. At the moment, the continuous advancement of society is the stage of market economy. As the business environment of enterprises changes continuously, the nature of management has been changing with the changes of the market. Both production and marketing are indispensable. Marketing strategies and links are Enterprises play an important role, and at the same time they are related to the development of a company, and even to the dying of fast-moving consumer goods companies. Based on this, the marketing concept should be changed rapidly with the changes of the market. In order to prevent the emergence of a large number of cargo backlogs, fast-moving consumer goods enterprises are enterprises that serve the people. The pre-sales and after-sales services of this product must be strengthened. Always keep in mind the interests of the people of the society as the starting point and the concept of modern marketing for the development direction of the enterprise. This will enable the company to develop healthily and achieve the desired business results.

## **2.3. Marketing personnel and risk management personnel should meet the needs of the market**

Nowadays, the important resources of enterprises are talents. Only when talent resources are sufficient, can the long-term development of enterprises be guaranteed. Sales positions are an important position for today's fast-moving consumer goods companies, and are related to the survival of enterprises. The responsibility and mission of the company are burdened with the marketers and risk managers of the enterprise. However, the most talented person in the fast-moving consumer goods enterprise is this talent. Marketing innovation and risk control are of great significance to enterprises. The brain drain in enterprises is also very serious, which directly affects the profit and development space of enterprises. One of the reasons is that enterprises have not established a perfect talent mechanism, which directly affects marketing innovation. And improvement and improvement of risk management. Business managers should make measures to respond to changes.

## **3. The Implementation of Big Data Under the Fast-Moving Goods Promotion Innovation**

### **3.1. Innovation of fast-moving consumer goods promotion model under big data**

Build a fast-moving consumer promotion service platform, supplemented by a strong logistics distribution system, adapt to the trend of mobile Internet, and create a new digital promotion model. Focus on solving the problems of long traditional promotion period, slow response, intermediate link interception, low user participation rate, etc., and realize dynamic promotion with controllable cost and adjustable intensity. Through the powerful back-end operation and maintenance system, consumer data collection can be completed, and data can be professionally processed to provide accurate big data support for secondary marketing.

### **3.2. Innovation in the promotion of fast-moving consumer goods under big data**

The application of variable two-dimensional code technology provides technical support for the

promotion of fast-moving products. Digital promotional applications such as “Camel Redemption” and “Promotional Easy” have introduced variable QR codes. The technology is a redemption card of a novel variable two-dimensional code. The two-dimensional code has a cover coating underneath, and the card body is provided with a two-dimensional code image attachment area, a two-dimensional code number attachment area and a scan code prompt attachment area. The complete QR code image can only be scanned after the cover coating is scratched, which prevents the winning information from being scanned and exchanged by the consumer or the dealer. Scratch the cover coating, and the words “winning, scan code and prize” are displayed below, prompting the customer to scan the code. Each code is different, one thing and one code. Each code can only be scanned once, avoiding repeated redemption. The redemption information represented by each code can be adjusted in real time in the background. For manufacturers, the strength of the award can be adjusted at any time, and even the promotion of different time periods can be adjusted. Very flexible and adjustable redemption.

### **3.3. The impact of the Internet model on the promotion accounting of fast moving consumer goods enterprises**

In the promotion activities of fast-moving consumer goods, it is necessary to calculate the exchange cost and promotion benefit. Promotion promoters and accounting cashiers need to collect a large number of data and information of promotion cost accounting, and check and summarize them. Traditional sales promotion accounting of fast-moving consumer goods requires a large number of paper vouchers, and according to the vouchers to register paper account books, and then prepare statements, which is not only slow, but also often inevitable mistakes.

However, after the advent of “Internet +”, the accounting work gradually became paperless, electronic invoices and vouchers replaced the paper version, and the accounting information system replaced traditional accounting vouchers and accounting books, and intelligence was realized. And in the future, Internet technology will help humans complete 95% of accounting work, advanced Internet technologies such as big data, Internet of Things, cloud computing, etc. can also help the fast-moving consumer goods accounting staff, nowadays to achieve accounting computerization Enterprises can apply. Accounting computerization synthesis, comparison and statistical accounting information, more efficient accounting work, which will not only improve the efficiency of promotion accounting work in fast-moving consumer goods enterprises, but also promote the overall optimization of industry work. In the promotion of fast-moving consumer goods, the promotion staff and the cashiers are busy. Under the Internet model, the efficiency of the fast-moving consumer goods enterprises has been improved.

### **4. Combined with the Status Quo of Fast Moving Consumer Goods Enterprises to Make Effective Recommendations for Marketing Strategies**

The leakage of marketing information needs to be strengthened, and the transparency of marketing strategies must be effectively improved. At the moment, many companies only focus on the form of marketing. The year-end summary has a lot of flaws and the company's marketing information is seriously asymmetrical. The vast majority of the people can't get a better understanding of the company's real situation. Therefore, fast-moving consumer goods enterprises should strengthen their communication rights with the sales department by strengthening the people's right to know. They can communicate in a timely manner through certain channels, so that they can operate the business more effectively. This is to improve. The management must have long-term plans and plans for the development of the enterprise. It should not be used only for immediate interests. The goal should be to focus on the long-term interests and gains of the enterprise. Therefore, in response to this situation, the management of fast-moving consumer goods enterprises needs effective reform. And the reward system can give and increase the management's equity, so that management can pay attention to the long-term interests of the company, in order to prevent short-term bad behavior of the company. For the enterprise, an employee's enthusiasm for work is indispensable. The higher the enthusiasm of the employee, the higher the work efficiency

and the better working atmosphere, so that the marketing task of the enterprise can be completed more effectively. It is also necessary to improve the enthusiasm of the sales staff of many enterprises. Many sales employees of the enterprise do not know how to make progress, lack of self-motivation, and work is dead. This is actually because the company has not increased the personal cultivation and professional quality of the employees. Business managers can take some measures to make commissions, such as regular training and lectures for employees. As a result, the enthusiasm of employees is greatly improved, and the marketing strategy can better achieve effective results.

## **5. Strengthen the Internal Control of Enterprises and Standardize the Professional Ethics of Sales Staff**

The internal control system of fast-moving consumer goods enterprises plays a vital role in the development of enterprises. If there are problems such as imperfections and irregularities in internal control of enterprises, information security may face serious threats. In the actual work, fast-moving consumer goods enterprises must establish and improve internal control of enterprises, improve the security system, separate operations and monitoring, and prevent violations of internal staff, thus ensuring the integrity and security of information. Strictly implement the evasion system in the recruitment of fast-moving consumer goods companies to prevent collusion, disclose corporate secrets, and use power for personal gain. In addition, it is necessary to standardize the salesperson's professional ethics, both the requirements for the marketing personnel's professional quality, as well as the requirements of their ideological and moral qualities. Be a good marketing person who loves his dedication, obeys the law, is objective and fair, is honest and trustworthy, and is honest and honest.

## **6. Conclusion**

In summary, marketing innovation is an inevitable decision to develop market and market competition among SMEs. In the new era, each company should seize the opportunity of the market according to its actual situation, so as to customize scientific and developmental marketing innovation and risk management strategies. Survival in today's fiercely competitive market is of great significance to China's economic development and the development of social productive forces. More effective to meet the needs of the social and economic development.

## **Acknowledgement**

Fund Project: Shandong University Humanities and Social Sciences Research Program'Research on Promotion Innovation and Application of Fast Consumer Products Based on Big Data.' J16WF42

## **References**

- [1] Pu Bing. Implementation of marketing innovation and risk management in the new era. *Macroeconomic Management*, 2017 (s1) 209-210.
- [2] Wan Changzhou. The implementation of marketing innovation and risk management in the new era of small and medium-sized enterprises. *SME Management and Technology* (later issue), 2018 No.537 (04) 54-56.
- [3] Liu Zhixia. Research on the relationship between tourism and leisure economic development and regional economic growth under the new normal. *Macroeconomic Management*, 2017 (s1) 211-213.
- [4] Tan Xiangyu, Liu Hongliang. Profit model and optimization direction of life insurance companies in China. *Western Forum*, 2018 (2) 42-49.