Research on the Marketing Efficiency Improvement Strategy of Entrepreneur Super Retail Enterprises Based on Big Data

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Abstract: With the rapid development of information technology in China, people have entered the era of big data, and the needs of consumers are becoming more diversified. In the market environment, the competition between enterprises is becoming more and more fierce, and enterprises should enhance their marketing capabilities in the fierce competition. In the context of big data, physical retailers should make full use of big data technology to enhance their marketing strategies.

1. Introduction

In the era of big data, entity retailers should adapt to big data technology as soon as possible to ensure their transformation and development in the market environment. In order to improve marketing efficiency, physical retailers should explore the needs of consumers in an in-depth manner to meet the needs of the market and provide consumers with good products. E-commerce is the development of physical retailers and retail enterprises. The development of network information technology has enabled a large number of enterprises to integrate into e-commerce platforms. Therefore, physical retailers should make full use of big data technology to continuously improve the concept of business management.

2. Marketing Model in the Era of Big Data

2.1. Big data age marketing type

Big data mainly refers to a large amount of information. The traditional information processing method can not meet the demand, and it is necessary to use the big data processing technology to grasp the consumer consumption law. Large data cannot be completed by one computer. In data processing, distributed structure should be adopted, combined with technologies such as cloud computing and database, to analyze massive data. Big data not only needs to master a large amount of data information, but also grasp the connection between data, fully exploit the value of data, and help companies to seize the customer base [1]. In the context of big data, the marketing method of physical retailers is divided into five parts. One is to build a customer database to collect and organize customer information; the other is to use data analysis to find out the differentiated needs of consumers; The third is to provide differentiated products and services after subdividing the customer groups; the fourth is to collect feedback from consumers and adjust the marketing plan; the fifth is to optimize the marketing plan to form a precise marketing method [2].

In the marketing of big data, the entity retailer should collect the information of the customer and solve the problem of information source. Many enterprises have established an information platform. With the deepening of management, enterprises establish marketing systems and overcome hotline systems, but these systems are not built on a unified platform, but are scattered in various systems within the enterprise [3]. IDs are identified and organized, and customer information is then aggregated into a single database. After having relatively comprehensive customer information, it sorts out the customer's consumption behavior, customer's attitude towards the product, and customer credit. After analyzing the business, market personnel sort out a large amount of customer data.

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In the application of big data technology, cluster analysis is used to integrate a large amount of data to find out the different indicators between customers and further analyze the customer to further understand the specific needs of customers and combine the preferences of customers. , divide customers into different groups, and different consumer purchase needs between different groups.

After segmenting the customer, the company can formulate a marketing plan based on the customer's needs to meet a specific customer base. Designed through targeted marketing campaigns to attract more customer segments and provide the right products for the customer base. In the era of big data, brick-and-mortar retailers must organize historical marketing data and learn from previous marketing experiences. As the customer base is constantly changing, the company should be flexible in positioning the customer base, making the marketing plan more timely.

After the completion of the above three links, the entity retailer can implement the marketing plan. Develop a marketing plan based on the template customer group, and track the customer after the customer responds to feedback relevant information.

After the end of the marketing campaign, the entity super retail enterprise combines the information obtained in the marketing campaign to evaluate the entire marketing system, analyze the implementation of the marketing campaign and the benefits of the marketing plan.

2.2. Customer segmentation based on big data

In the customer segmentation, the entity super retail enterprise combines the customer's external attribute standards, and combines the customer's gender, age and product preferences to divide the customer into different groups. Traditional customer segmentation is very simple and intuitive, but the dimensions are simple. Usually, the value subdivision method is adopted. In the enterprise distribution marketing, it is necessary to match the different values provided by the customer group to the enterprise. This way, it is difficult to truly understand the customer's demand, because the customer's demand for the product is very different. In the era of big data, data can enhance the core competitiveness of enterprises, and data mining technology is becoming more and more mature. With the help of big data mining technology, customers can be diversified and analyzed to better grasp the needs of customers. A multi-dimensional perspective customer segmentation can combine two or more variables to categorize customer preferences and then divide the customer into groups. On the basis of the adoption of big data mining technology, combined with the attributes and behavior characteristics of customers, the entity retailer integrates all kinds of data together, and the enterprise can standardize the distributed data on one system and query the customer ID. Query the characteristics of the customer. On the basis of big data, customers can be subdivided into multiple dimensions, so that entity retailers can fully understand the needs of enterprises. In the customer segmentation, combined with the cluster analysis method, the customers are divided into different groups, the customers of each group have similarities, and the customer characteristics of different groups are very different.

3. The Marketing Efficiency Improvement of Physical Retailers in the Context of Big Data

3.1. Tag library establishment

In the establishment of the tag library, the enterprise combined with the Hadoop computing platform to form a comprehensive customer portrait tag. This kind of method can mix all kinds of data, and the open source platform designed for the massive data collected by big data has the scalability of data processing performance. The tag library can design labels for brands, user status, data services, traffic services, etc., as well as design life tags, such as social requirements and survival class requirements tags.

In the establishment of the user demand model, combined with the traditional IP packet detection technology, the data of the application layer is identified, thereby deeply decoding the content in the data packet. After the original traffic database is acquired, the feature value detection is performed, and then the behavior mode data is monitored. After the user life demand model is constructed, the

user's Internet access can be analyzed, so that the content of the user's Internet access can be identified, thereby forming a life label.

The construction of the stock customer transaction model can identify those customers with changes, analyze the customer's data flow information, consumption and terminal usage. Combined with the way of business experience screening, the numerical indicators and the inflection point indicators on the network rate are analyzed to conduct a comprehensive review. Combined with the business situation of the company, the customer's transaction situation is divided into three types, namely, competition change, consumption change and behavior change, and each indicator is analyzed separately. The range of indicator thresholds is calculated to analyze the customer's preferences for product preferences.

3.2. Marketing management module

With the rapid development of big data technology, new information ecosystems are constantly evolving and information on the network is shared. Based on the support of big data resources, through the customer label and product label, Deep Packet Inspection can further subdivide the customer to obtain group business opportunities.

In the context of big data, on the basis of the aggregation of network data, the entity-extra-exposure retailer designs customer labels after data analysis to provide personalized services to customers. After analyzing the characteristics of the customer's attributes, you can design labels for products, channels, marketing, etc. The labeling system combines business management, target customer screening, and tag library capabilities. Entity retailers must manage the label business to create, modify, and query customer labels. In the target customer screening process, it should be combined with the characteristics of the user to help the entity business staff of the retailer to grasp the customer's needs. With the changes in the market, the entity retailer has to manage the label life cycle, and in the customer marketing, the design of the business demand label should be carried out in time. Tag lifecycle management should be managed in conjunction with the release status, effective status, and usage status of the tag.

Entity retailers can conduct promotions to stimulate consumption. In the context of big data, brick-and-mortar retailers can use e-vouchers and physical gifts to promote sales. Providing quality service is an effective way to increase customer volume, especially for mid- to high-end users.

Timing combines time points and business opportunities. Entity retailers must analyze the individual behavior of customers to find out the customer's directional characteristics. Business opportunities are mainly combined with some group events, such as launching corresponding products for consumers during major festivals.

3.3. Marketing strategy combination

In the context of big data, the entity retailer has to analyze the four elements of customers, business, channels and timing to integrate the various elements in response to the requirements of the marketing scenario. Through big data technology, brick-and-mortar retailers should create product contact opportunities for customers, so that customers can experience products more. Bring a friendly experience to customers through publicity. Use big data to mine the actual needs of customers and adopt a variety of promotional methods. Encourage customers to purchase products using incentives and rewards. Enhance product reputation by sharing the user experience and using Internet marketing.

3.4. Critical moment service

The key moment service mainly refers to providing customers with timely products and services at the moment when customers need products, and improving customer satisfaction. Entity Super Retail Enterprises combines big data to provide customers with resources that match their needs, and combines key moments to serve the integration of marketing activities and do marketing well. The key moment service is to help customers solve tough problems in the first time, and will not bother customers when they do not need services. Through big data integration, it will bring customers a certain surprise on a regular basis. Entity retailers should improve the accuracy of

providing services, reduce the generation of ineffective services, and try not to bother customers.

3.5. Multi-wave marketing capabilities

Combine different types of marketing activities, and design the next level of marketing on the basis of peer marketing. More detailed marketing activities will be generated in the same level marketing. On the basis of content marketing, it is also possible to combine marketing of specific products. Each wave of marketing should set up different marketing strategies, combined with target customer group channels and marketing terms, so that customers have a better understanding of the product. For the target customer group, in the wave marketing segment, customers should be targeted to select, for customers who have not been marketing in the previous wave, or users who have not responded and feedback in the previous wave, should continue in the next wave. Marketing. In the design of contact time, relative time and absolute time can be designed. Relative time is mainly the time from the last wave or the last feedback. If the first wave of marketing is conducted 30 days ago, the marketing campaign can be repeated. The choice of marketing wave should also be combined with marketing strategies, channels and recommended business.

In the first wave of marketing, the entity retailer will acquire static target customers, combined with the triggering time of the second wave, combined with the big data platform to integrate the second wave of target customers, integrate customer information, design marketing Used for. From the first wave of marketing activities, get feedback information, divide the marketing channels, then integrate the target customer information and recommend related business. In the third wave of marketing, the entity retailer mainly finds the static target user from the customer information feedback from the first wave of execution channels. Through the first wave of marketing, recommend the link to the customer, then analyze the static target customer click link in the second wave of marketing, and then use the precise marketing method to obtain the data and design the customer label.

In the marketing activity, after the entity retailer sends the execution channel to the target customer group, it analyzes the contact control type of the associated marketing activity and associates the contact rule information. Through customer contact control, it is necessary to control the scale of marketing and not affect the normal life of customers. To control the frequency of contact with customers, control the new marketing channels. In the marketing, we must do a good job of scheduling. In the task generation, we should extract the marketing data, determine the marketing instructions, analyze the marketing objects, and display the marketing content. Adopt the rules of execution to design the corresponding marketing channels after the marketing content is generated. Push the product content and adopt the method of active push. The same push should be controlled in marketing activities in big data applications, and contact control should be combined with the contents of the database. Screen customers and expose those who are fixed. Make multiple contacts with customers to prevent channel interruptions.

4. Marketing Monitoring and Evaluation

In big data applications, the entity retailer's retail marketing should monitor the business capabilities, enhance the user's experience, and timely adjust the marketing implementation plan to optimize it in the later new programs. Multi-point marketing data collection is adopted to complete the big data processing function and analyze the marketing results. Focus on the ongoing marketing campaigns and master marketing metrics.

5. Conclusion

In order to achieve better marketing results, enterprises should formulate scientific marketing strategies, analyze market data and consumer trends, and analyze the dynamics of the market in the implementation of marketing strategies to better satisfy consumers. demand.

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