The Development Trend of e-Commerce Marketing in the New Media Environment

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Abstract: In the era when the Internet is widely used and popularized in my country, the precision positioning marketing method of big data has become an important development trend of e-commerce. The development of e-commerce in recent years has brought a certain impact to the traditional business marketing model, and it has carried out tremendous reforms and innovations in my country's business operations. For the development of new media platforms, it also brings more high-quality development space for the marketing of e-commerce. Therefore, e-commerce companies need to analyse the big data and new media environment for the application of corresponding technologies, so that the development of e-commerce can be further improved, and increase sales through innovative marketing models. The author summarizes the marketing strategies and trends of e-commerce in the environment of new media.

1. Introduction

The advent of e-commerce has had a certain impact on my country's traditional commercial forms, and has caused a great change in commercial marketing models. In the environment of new media, the development space of e-commerce is broader and e-commerce can be further developed. Therefore, it is necessary to rationally use the platform of new media to make the development of e-commerce market progress.

2. Analyze the Development of e-Commerce in the New Media Environment

For e-commerce in the new media environment, a new e-commerce marketing model has emerged through the support of big data and the communication methods of emerging media. This model requires e-commerce operation platforms as the foundation. This model is also the main development goal of e-commerce in the new era. This electronic application model effectively integrates e-commerce, emerging media and Internet technology, and establishes a trading platform for buyers and sellers through network technology and technological electronic equipment, thereby effectively increasing the transaction volume. For the current development, e-commerce has continuously increased the number of transactions through the use of this new media marketing model. Therefore, this new media e-commerce marketing model occupies an extremely important position among various business units. It can make effective progress in the development of the enterprise. With the development and improvement of data information technology and the maturity of the management and control of e-commerce, the development of e-commerce has become more diversified. Therefore, various marketing strategies have been formulated and implemented, but the results obtained are there is a relatively large difference, and it is necessary to verify the security nature of the application of new marketing strategies. Therefore, it is necessary to further integrate various marketing strategies to make the marketing mechanism more standardized so as to create more assured and safe online shopping for Chinese consumers.

3. The Development Trend of e-Commerce Marketing Strategies in the New Media Environment

3.1 Has the Characteristics of Socialization

For the development of new media in my country today, it has had a certain impact on the painful information media platforms, such as TV, newspapers, magazines, radio, etc. These are gradually being used by various APPs (Applications) in mobile phones and various social media platforms. Replaced by the network. In addition, new media is widely used by the public, and its coverage area is relatively wide. By combining e-commerce with network technology, the marketing model of e-commerce has all the characteristics of new media and makes it more socialized. Traits [1].

3.2 Marketing Fragmentation

With regard to the widespread application of smart phones and the maturity of network technology, various enterprises and e-commerce platforms in my country are gradually increasing. All product companies and e-commerce platforms want to increase their overall sales through new media business. , So that they can obtain greater profits. The popularity of smartphones has enabled the e-commerce industry to apply them to the greatest extent, and formulate corresponding innovative marketing strategies and refurbish the products sold, so as to attract buyers' attention, and on this basis, to inspire consumers Our consumer desires use factors such as the convenience of online shopping and the wide variety of products to increase transaction volume. In addition, in the form of online shopping, consumers do not need to pay for products in the form of cash, but only need to use online banking transaction platforms such as WeChat payment, Aliped, etc., to improve through this more convenient form of payment Transaction order volume [2]. In addition, merchants will also launch some preferential activities on the electronic marketing platform to attract consumers to make them feel that the products they buy are very cost-effective, so as to stimulate their desire to buy. From this point of view, e-commerce sales channels in the new media environment can continuously deliver fragmented information to consumers through network information technology, and maximize the use of time to capture consumers our consumer psychology.

3.3 The Sales Target Can Accurately Obtain Product Information

For the current era of big data, the information and needs of consumer objects are collected through network technology platforms and comprehensively analyzed, so that various network pages and new media applications, such as Douyin, Kuaishou, and WeChat Bo, QQ, etc., to target the main needs of consumers to put corresponding advertisements, so that consumers can see the advertisements advertised by the merchants on the products in a timely and accurate manner, so as to promote the completion rate of commodity transactions and increase sales. [3]. Regarding the traditional sales model in the past, this kind of advertising based on consumer needs can greatly reduce the cost of product promotion, effectively reduce expenses, and improve consumer experience, Not only can save the company's publicity resources, but also allow consumers to purchase the products they need in a timely and accurate manner, save consumers' shopping time, and ultimately achieve a win-win result.

3.4 The Marketing Model is Diversified

In the past, the traditional sales model of store merchants was relatively single and limited, requiring consumers to purchase the products they needed in physical stores. Therefore, for e-commerce sales in the development of the new media environment, this problem has been solved. Consumers are no longer subject to regional restrictions. Through the promotion and development of network technology, e-commerce has a virtual reality when selling products. However, if consumers do not understand the characteristics of online sales, they will show distrust. However, as far as the current development is concerned, network technology has been closely related to the lives of our people, and has been widely used in every corner of our lives. It also has a certain impact on our people. Therefore, our people's trust in the Internet has been significantly improved. . In the network environment, consumers can install applications through only devices, so that they can more intuitively understand the sales method of the product and the detailed information of the product. In addition, product promotion activities are carried out in the environment of new media

by implanting advertisements into various social platforms or search engines, so that the people of our country can always see the product promotion in time, and then occupy the citizen's Leisure time, and for a small number of people who do not use new media and who do not like new media, traditional sales can be used to meet the consumer needs of this group of people, so that product sales can cover all people.

4. Detailed Analysis of e-Commerce Marketing Strategies in the New Media Environment

4.1 Combining Traditional Media with New Media, It Can Be Promoted Offline and Online At the Same Time

Compared with new media, traditional media promotion methods are relatively old-fashioned, which cannot effectively stimulate consumers' desire to buy products. For example, TV commercials. A large number of people will choose not to watch them after seeing the advertisements. Or change the channel; in addition, traditional media cannot provide timely feedback on information, so the suggestions and items of viewers and consumers cannot be delivered in time; in addition, traditional media is cumbersome when promoting products, and It will be limited by time and region. In addition, if the audience cannot effectively grasp the time of the advertisement broadcast and not in front of the TV, they will not be able to receive relevant product information. However, the traditional media also has the advantage that it is strictly controlled by the government and occurs for the country and the masses. In addition, it has a strong credibility when used by the public for a long time, which makes ordinary citizens of our country trust the traditional media more. The media, and put more publicity advertisements to make more people accept. For some online shopping consumers, they used to be recipients of traditional media to gain confidence in television programs, television stations, magazines, newspapers, etc. For this, e-commerce businesses should not be too inclined to New media, but to effectively combine traditional media with new media, so that relevant advertisements can be placed online and offline at the same time, so that it can fully cover consumers. For example, the "Baicaowei" brand, whose products belong to e-commerce brands. In order to strengthen its popularity, a large number of advertisements have been placed on TV stations and new media, and relatively good results have been achieved in publicity, so the product has been greatly improved. The volume of sales orders.

4.2 With Tooth Length as the Main Orientation, Optimize Marketing Content and Promote through New Media

For the rapid development of e-commerce in recent years, it is also under tremendous competitive pressure. For each year on March 8, May 1, October 1, November 11, and December these festivals on the 12th and so on have become the best prime time for e-commerce sales. Common holidays and dates are called grand gatherings for e-commerce marketing, and the important publicity role of new media is given full play. However, the navigation changes within the market in the general environment of our country are very rapid, so we must take the development of the market as the basis to further implement the promotion and publicity of e-commerce. In addition, e-commerce companies not only need to fully understand and master the Jinxin Pavilion's internal operating conditions and capital conditions, but also need to pay attention to the changes in the market and the development of the industry in real time, and they must be familiar with the competitors in the industry. The advantages and disadvantages of the company and the specific strength of the company should be highly valued for the information feedback from consumers, so that the products in the company can be positioned more accurately and clearly, the current development status of the company can be grasped, and the corresponding marketing plan and Effective strategies for advertising. The content of the e-commerce marketing plan must be improved and optimized, which can greatly increase the promotion of advertising and the increase in sales. Therefore, the innovative reform of the content of the marketing strategy is extremely important for e-commerce marketing, and it also needs formulate the corresponding supporting sales plan, so as to convey it to consumers through the most suitable channels. In the process of

implementing new media e-commerce marketing, it is necessary to fully understand the preferences of customers, so that the marketing plan can be innovated in a targeted manner, and the more popular elements of modern times can be integrated to promote the consumer group to actively spread The content of marketing, so that the breadth and depth of promotion can be further strengthened.

4.3 Use Big Data for Accurate Marketing to Make Product Sales More Diversified

Reasonable use of big data and in-depth analysis of it can effectively obtain consumer preferences and consumer needs, so that product information can be provided to it in a targeted manner, so that product sales can be effectively increased. This requires trading platforms and network information processing technology to have higher requirements for capabilities. Not only can the consumer population's browsing data for information and search demand products be used to judge the needs and preferences of customers, and perform rigorous analysis on them. The customer matches the corresponding products and presents the product information to the consumer group intuitively, which requires two-way matching of the information. In addition, for consumers who cannot get a better sense of experience in the process of shopping experience, it will also affect the sales volume of products. Therefore, e-commerce companies must establish a more optimized and complete cloud platform, and they can also communicate with more standardized electronic products. The business platform cooperates so as to maximize its own advantages.

4.4 Improve the Management and Control of Different Channels in Product Sales

In the process of implementing e-commerce business, e-commerce companies must strictly control the production links of products and the management links of raw materials, so as to improve the quality of products produced, and also attach great importance to the speed of logistics transportation and consumption. The psychology of the crowd. In the process of producing products, some e-commerce companies have independent product production workshops, which produce and process products by purchasing raw materials, but some e-commerce company's produce and process products by looking for foundries. Regardless of this E-commerce companies need to be responsible for the quality and safety of their products in which form they use to manufacture. In the way of product distribution, it can be through the form of transportation logistics. When the transportation task is entrusted to the corresponding transportation company, it is necessary to communicate well with it, as far as possible to avoid slow product distribution and transportation, lost parts, and package damage. Circumstances occur, which seriously affects the favorability of consumer groups.

5. Conclusion

In the environment of new media, it provides a broader platform for the development of e-commerce marketing, and it also makes e-commerce sales targets more accurate, making product sales more diversified, which is important for the development of e-commerce in the future. , It is necessary to grasp the psychological characteristics of consumers, adopt different solutions to sell e-commerce products from multiple angles, make the products more vigorous, capture the attention of consumers, and use the new media environment in a reasonable manner. Appropriate sales strategy can achieve further development in product sales volume, and also promote the healthy development of China's e-commerce industry, so that China's economy can be improved.

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