

Research on Marketing Innovation Strategy of China's E-commerce Enterprises under the New Normal

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Abstract: After China's economy enters the “new normal” situation, innovation is not only a simple slogan, “innovation” has become an important part of promoting China's economic development, because it advocates institutional mechanism innovation, management innovation, model innovation, and thus achieves sustained national economy. Steady growth. As an emerging industry, e-commerce has its innovative advantages that are gradually emerging under the new normal. This paper analyzes the status quo of China's e-commerce development. At the same time, it probes into the problems faced by China's e-commerce enterprise marketing, and proposes the innovative strategy of e-commerce marketing under the new normal, in order to promote the sustainable development of e-commerce enterprises.

1. Introduction

At this stage, China's economic development has entered a new normal, and its main feature is that economic growth has shifted from high speed to medium speed. The economic structure has shifted from the low-end to the middle and high-end, and the driving force of economic development has changed from elements to innovation. The new normal is a trend and irreversible development. As a rising star in the modern industry, e-commerce has made great progress in recent years. At the same time, with the continuous growth of the national economy, e-commerce has entered a new stage of historical development, with height, depth, breadth and speed. Extraordinary results. Under the new normal, China's e-commerce enterprises seek the road of marketing innovation, which is the performance of adapting to the changes and development trends of the times, and is also one of the necessary ways for the transformation and upgrading of the domestic e-commerce industry [1]. At present, China's e-commerce enterprise marketing still faces certain problems. Based on the background of the new normal, discussing what kind of marketing innovation strategy is implemented by e-commerce enterprises is still a problem that the e-commerce management and entrepreneurs need to study in depth, which not only helps. The sustainable development of the enterprise itself has positive significance for promoting the improvement of the national economy.

2. Current status of China's e-commerce

In recent years, China's e-commerce transaction volume has been increasing year by year. As shown in Figure 1, the total transaction volume reached 31.63 trillion yuan as of 2018, and the total transaction volume in 2018 was 29.16 trillion yuan, compared with 8.4% year-on-year growth in 2017. Compared with 2014, the total transaction volume of China's e-commerce market in 2014 reached 13.4 trillion yuan, an overall increase of 136% in five years. At present, China's e-commerce is in the process of deepening and innovating, and it is an important means to promote the transformation of China's domestic and economic development mode. Throughout the development of China's e-commerce, it is not difficult to see (Figure 1), B2B mode is an important part of China's e-commerce. In 2018, the B2B transaction volume reached 22.5 trillion yuan, accounting for 71.4% of the total e-commerce transaction size. At the same time, with the continuous development of mobile e-commerce business, and at the same time the current scale of the number of Internet users is increasing, mobile shopping has become the new favorite of netizens

shopping. According to the data of China Business Intelligence Network, as of the end of December 2018, the number of mobile Internet shopping users in China reached 592 million, an increase of 17.1% compared with 2017, and the usage ratio reached 72.5%. The development of mobile e-commerce has enabled enterprises to transform rapidly, and China's e-commerce enterprises have changed from traditional to mobile e-commerce. Some e-commerce companies are particularly sensitive to changes in this market environment. For example, companies such as Taobao, Gome, and Suning have launched mobile phone clients and mobile websites to provide users with a better experience. In addition, many e-commerce companies have also launched this The enterprise's mobile APP client helps to better connect with customers [2]. In general, with the development and deepening of China's e-commerce, China has gradually become the fastest growing and largest country in terms of online sales. From another perspective, it also puts higher demands on the continuous innovation of China's e-commerce enterprises.

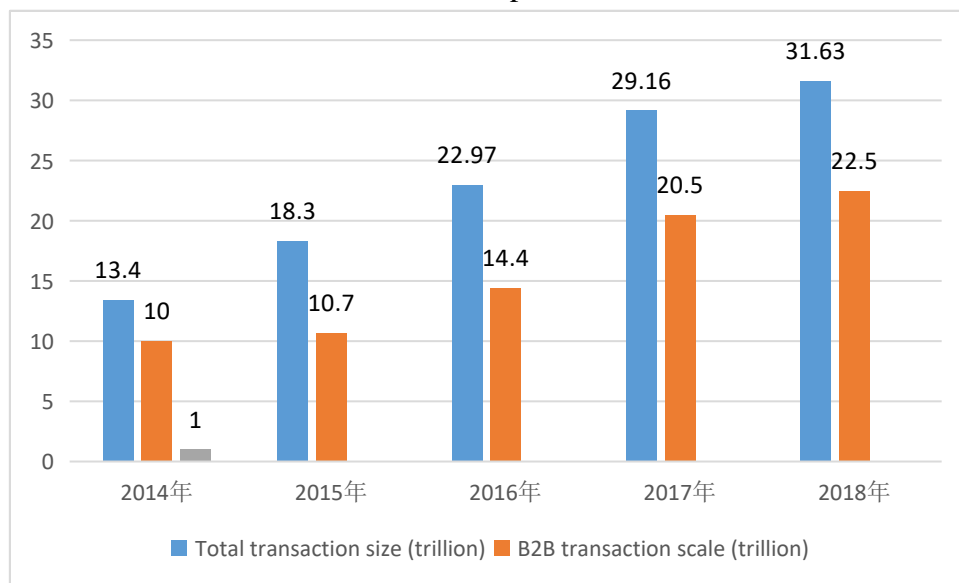


Figure 1 China's e-commerce total transaction scale and B2B transaction scale in 2014-2018

Note: The data comes from the official website of the National Bureau of Statistics.

3. The problems faced by China's e-commerce enterprise marketing under the new normal

3.1 Marketing methods lag

Under the “new normal”, innovation has become the backbone of large-scale economic growth. Economic growth has shifted from the driving force of factors and investment to innovation. As an emerging industry, e-commerce needs to be constantly innovated in order to adapt to the current market environment. Since the “Internet +” action plan was put forward in 2014, various industries have joined hands with the Internet to carry out innovative changes. The depth of the Internet's innovations has fully integrated into the economic and social fields, bringing innovation and productivity to our society. Great help. As an indispensable part of “Internet +”, e-commerce plays an important role in innovation and has an important strategic position. Although some e-commerce companies have focused on innovation and change, overall, there are still many e-commerce companies still lagging behind in specific marketing, and the integration of upstream and downstream of the industry chain is not enough. For the overall development of e-commerce enterprises, There are adverse effects.

3.2 Lack of cooperation awareness among enterprises

At present, most of China's e-commerce enterprises are in their own state (as shown in Figure 2), and there is still a lack of cooperation awareness among enterprises. At the same time, some related enterprises have less marketing opportunities and have marketing work for e-commerce companies

themselves. Have a certain impact. On the one hand, there is a lack of cooperation between the same industry. Under the new normal, enterprise innovation is not a closed-door vehicle. To achieve sustainable development of the overall industry and to promote the optimization of the industrial structure, only the cooperation of enterprises can effectively promote the coordinated development of enterprises and ultimately achieve a win-win situation^[3]. However, most of China's e-commerce companies have won a dominant position in the fierce competition situation, often fighting each other in marketing methods. Especially in the current application of information technology, some enterprises will share some data with the same industry, but specific The published data also needs to be weighed again and then decided whether to share, so that the company misses the best cooperation opportunity or the degree of cooperation is not deep enough, which ultimately leads to the e-commerce company's lack of precision in marketing, while at the same time bringing waste of resources and marketing costs to the enterprise. Increase. On the other hand, the level of cooperation with big data and Internet companies is not deep enough. At present, some enterprises in China's e-commerce enterprises that strive for innovation will cooperate with Internet companies according to the development needs of the industry. The innovation of this marketing model enables all parties to achieve a win-win situation, but in fact, most e-commerce companies still have no basis. The changes in market environment and the effective cooperation or cooperation of big data and Internet companies are not deep enough. Therefore, it is difficult to introduce big data technology and professional talents from these enterprises into the innovative marketing work, which makes it impossible to effectively use modern big data marketing.

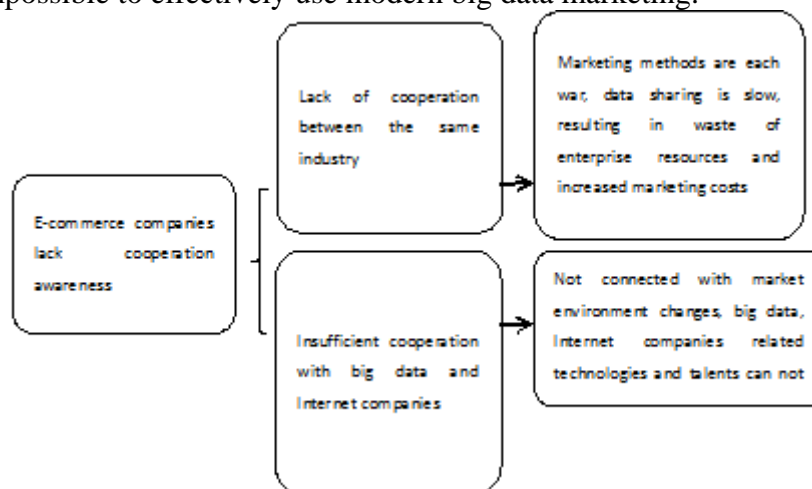


Figure 2 The lack of cooperation awareness of e-commerce enterprises in China

3.3 Lack of e-commerce professional marketing talents

As a necessary foundation guarantee for the development of the industry, professional e-commerce marketing talents have an indispensable role in e-commerce enterprises. It is necessary to build a high-quality staff team, especially the cultivation and reserve of modern e-commerce marketing talents. E-commerce companies can be made bigger and stronger [4]. However, China's e-commerce enterprise marketing talents are relatively scarce, mainly in two aspects: First, most e-commerce companies in the innovation marketing process, ignoring the training of existing employees and the improvement of professional capabilities, especially the application of information technology Professional training in modern marketing, and because of the limited level of team members, it is difficult to adapt to the needs of the times. Secondly, the lack of innovative marketing talents of domestic e-commerce enterprises, the lack of talents to attract more talents to attract more talents, the overall innovation ability of the industry can not keep up, resulting in the continued development of e-commerce companies under the new normal is adversely affected.

4. Marketing Innovation Strategy of China's E-commerce Enterprises under the New Normal

4.1 Optimize the marketing method of e-commerce companies

From the current development situation of the industry, more and more customers of e-commerce companies are pursuing more personalized products. Creative and personalized products are widely pursued by young consumers. E-commerce marketing is for consumers. The realization of personalized requirements provides a reliable basis. In order to get better development, e-commerce enterprises need to innovate marketing methods in the process of implementing marketing innovation, and fully integrate traditional marketing methods with customers to form a modern e-commerce marketing method based on “customer-oriented”. As shown in Figure 3, it can be realized from two aspects: on the one hand, using Internet information technology to establish an Internet platform to provide customized information for customers. At present, e-commerce companies have been realized in this respect. In the future, there are still Great development space. Because Internet technology can not only provide customers with a wide range of product choices, but also analyze the customer's personality preferences under big data technology, so merchants can incorporate such information into the design and manufacturing process, and then Customers personalize goods and services to achieve precise marketing. On the other hand, enterprises should also provide customers with intimate services in the selection, distribution and after-sales services of goods, from the perspective of consumers, in order to enhance consumer loyalty. In short, building a “customer-oriented” marketing approach, through the use of diversified, personalized services, is the key to e-commerce business marketing.

4.2 Strengthening cooperation with enterprises

Under the new normal, in the process of innovation marketing of e-commerce enterprises in China, the same industry and related enterprises need to strengthen cooperation, especially the current application of information technology is more and more extensive. Therefore, resource sharing among enterprises, e-commerce platform enterprises Marketing strategy innovation has positive significance. First, e-commerce companies improve the cooperation mechanism, and through the formation of strategic alliances, promote the coordinated development of enterprises, and ultimately achieve multi-win. In the process of innovative marketing, make full use of big data, Internet of Things, cloud computing and other calculations to establish an information sharing platform for e-commerce enterprise innovation and development, in order to integrate e-commerce enterprise information resources, and combine big data technology to achieve precise marketing and personalized marketing. Fully interface with market demand, thus effectively reducing marketing costs. Second, increase cooperation with big data and Internet companies. In big data and Internet companies, they usually have certain advantages in terms of technology and specialized talents. Under the new normal, the innovative marketing of e-commerce companies cannot be separated from the support of these aspects. The technology and talents introduced from these enterprises are innovative to e-commerce enterprises. The marketing strategy has a positive effect, which can promote the development of modern marketing work to a large extent, thereby improving the effectiveness of e-commerce enterprise marketing and attracting more customers. In general, cooperation between enterprises can form complementary advantages and promote the overall efficiency of China's e-commerce enterprises.

4.3 Build a professional e-commerce marketing talent team

For e-commerce companies, the e-commerce business team is the focus of its long-term survival, because the development of e-commerce enterprises under the new normal is inseparable from the innovation of e-commerce business team, human resources as the core strength of enterprise development, e-commerce enterprises The e-commerce marketing team is the strategic focus of its e-commerce platform marketing. Under the background of the rapid development of China's e-commerce enterprises, the demand for electric merchants has also surged year-on-year. At present, domestic e-commerce marketing talents are extremely lacking. If you want to win in the fierce

competition, you must pay attention to e-commerce professional marketing talents. In terms of team building, in particular, it can be started from three aspects: First, e-commerce enterprises should pay full attention to the introduction of modern e-commerce professional marketing talents in the recruitment process, for some high comprehensive ability, innovative ability and professional skills. Advanced talents are directly introduced into the corporate marketing team. Secondly, intensive training and education for the marketing team of the company, especially to strengthen the knowledge and skills of big data and network marketing to help team members learn and improve the current industry needs, so that they can effectively improve the practical application of e-commerce marketing. ability. At the same time, e-commerce companies can also promote mutual learning and experience exchanges between team members through a series of activities to enhance the overall quality. Third, it is necessary for e-commerce companies to establish cooperative relations with universities and scientific research institutions, to cultivate and introduce e-commerce marketing talents through the integration of industry, education and research, and to make e-commerce marketing more professional through the use of big data technology. At the same time, external talents The introduction will also help the company's marketing management innovation, and then achieve enterprise innovation under the “new normal”.

5. Conclusion

Under the new normal, the marketing innovation of e-commerce enterprises needs to optimize the marketing method, adhere to the customer-centered, and ensure the effective connection between marketing strategy and customer demand. At the same time, it is necessary for enterprises to further deepen cooperation to promote the overall efficiency of the e-commerce industry. To upgrade, in the professional e-commerce marketing talent team, it is necessary to further increase the construction intensity, in order to adapt to the development trend and changes of the times, and then promote the role of the e-commerce industry in the national economic growth.

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