

Research on Internet Precision Marketing Model Based on Big Data Framework

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Abstract: With the continuous development of computer Internet technology, the number of Internet users has surged, which has created favorable conditions for the rapid development of network marketing and e-commerce websites. Internet advertising has gradually become the main means. However, the traditional advertising mode is deeply rooted. How to make Internet advertising stand out according to the advantages of the era of big data mainly depends on the development degree of Internet data. With the increasing use of the Internet and the vigorous development of various e-commerce websites, more and more consumer data has become an important reference for business development. Enterprises can use big data analysis to better understand consumers' consumption needs, and then carry out precise marketing. On the one hand, it can solve the problems of traditional marketing well, on the other hand, it can make marketing more scientific. Based on this, this paper analyzes the problems existing in traditional network marketing, and expounds the promotion of big data precision marketing to traditional network marketing and the network marketing strategy.

1. Introduction

With modern people entering the Internet age, almost everyone has their own information equipment, which lays a good foundation for online marketing, and can better obtain consumers' consumption data and consumption habits. With the extensive coverage of mobile Internet and the popularity of mobile intelligent terminals, China has entered the peak period of mobile Internet development [1]. The analysis and information storage of big data is the most important feature of big data technology, and it is also the main reason for the great impact on people's lives in the era of big data [2]. Information equipment broadens people's consumption information channels, facilitates people's access to consumption information, changes people's consumption habits, and provides a better way for consumers to obtain consumption data [3]. As the innovation and projection of human energy history in the field of information technology, big data not only inspires the new ability of human cognition of data, but also endows data with new connotation [4]. The emergence of a new wave of technology such as mobile Internet, Internet of Things, e-commerce, big data, cloud computing, etc., provides transformation opportunities for the advertising industry. Many large Internet companies have resource advantages including customers, funds, technology, etc., and advertisers are increasingly relying on Internet big data to move toward a low-cost, high-efficiency advertising precision marketing model [5]. In today's rapid changes, precision marketing by Internet advertising companies in the era of big data has become an important proposition.

In the fierce industry competition environment, the huge market demand puts forward more stringent marketing thresholds, requiring more precise and rapid search for target customer groups, which has also become an urgent problem for business managers and marketers to solve [6]. With the continuous increase of Internet usage groups and the vigorous development of various e-commerce websites, more and more consumer data has become an important reference for business development. Big data precision marketing refers to the goal of driving consumers' high-efficiency participation and realizing one-to-one marketing to consumers. Through big data mining technology, the company analyzes the large amount of consumer data collected from outside or existing, and based on the analysis As a result, it is a new marketing method to optimize the marketing strategy of enterprises [7]. Companies can use big data analysis to better understand the consumer needs of consumers, and then

carry out precision marketing. On the one hand, it can solve the problems of traditional marketing. On the other hand, it can make marketing more scientific, so as to quickly and effectively improve the company. The economic benefits of [8]. Companies need to input the collected data into the big data precision marketing model, and use specific methods such as big data mining technology to analyze it in detail, and extract effective information such as customer consumption behavior characteristics from it [9]. This article analyzes the problems existing in traditional online marketing, expounds the promotion of big data precision marketing to traditional online marketing and online marketing strategies.

2. Advantages of Precision Marketing of Mobile Internet Advertising in the Era of Big Data

2.1 Have Stronger Marketing Accuracy

With the rapid development of Internet technology, people's satisfaction with traditional advertising marketing information is getting lower and lower. Accurate network marketing based on big data is a new trend of network marketing. To realize this effectively, enterprises need to rely on big data technology to accurately analyze massive customer data before launching network marketing, so as to effectively obtain customer consumption characteristics and consumption needs. In precision marketing, enterprises will use big data technology and Internet to analyze products, services and consumer behavior respectively. In this way, enterprises can make clear the specific needs of consumers through the analysis of consumer behavior, and then optimize and adjust products or services. They can also make scientific and reasonable market positioning through the analysis of products and services, and push the advertising information of their real needs for consumers who need enterprise products and services.

Big data network precision marketing is the development trend of network marketing. To promote big data network precision marketing, enterprises need to use big data technology to collect and analyze massive customer data, and use it as a way to obtain consumer consumption characteristics and consumer demand. Consumer behavior pattern is a method to explore the law of consumer behavior, which can actually be used to discover the general consumption law of commodities. Figure 1 shows consumer buying behavior patterns.

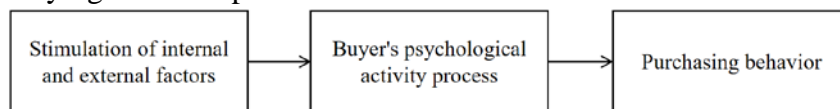


Fig.1 Consumer Buying Behavior Pattern

Before the implementation of the network marketing strategy, thanks to the progress of big data technology, enterprises can deeply analyze massive customer data, grasp the characteristics of customers' consumption demand and consumption behavior in advance, and then formulate more accurate network marketing strategies. In the traditional marketing mode, due to the underdevelopment of technology and the restriction of ideas, the market positioning is not precise and the audience is not clear. However, in the era of big data, the precise marketing can judge consumers' behaviors and preferences more accurately by using huge database resources. For enterprises lacking customer feedback channels, we can also grasp some opinions that customers may have on the marketing strategy of enterprises by analyzing the changes of customer consumption records and historical consumption records, and then make targeted improvements to make the network marketing strategy more accurate [10]. The marketing party can not only obtain the characteristics of consumer demand information, but also analyze the consumer demand again with the marketing feedback and improve the existing marketing strategy. This will help to improve the accuracy of network marketing in an all-round way, change the unreasonable aspects of traditional network marketing, and promote the accurate delivery of network marketing.

2.2 Low Marketing Cost

Under the traditional marketing mode, the capital investment required by advertising marketing is unpredictable, enterprises can't budget the cost before marketing, and the delivery effect of advertising information is not clear, which makes the cost of advertising marketing very difficult to control, the waste of funds is very serious, and the effectiveness of advertising marketing is relatively poor. Advertising information in the traditional marketing mode is generally advertised, and a large part of the groups targeted by advertising information do not belong to the target groups of products, which will also greatly increase marketing costs. In the traditional network marketing, it is basically the managers who make the enterprise marketing strategy through their own past experience, which is blind and subjective and lacks good data support. In precision marketing, enterprises and advertising agencies can analyze the market according to big data technology, and the delivery of advertising information will become more accurate, which can achieve the same or even better marketing effect with less cost. Under the background of big data precision marketing, enterprises can understand the characteristics of customers' consumption behavior and the development and changes of the market with the help of market transaction data and customer consumption data [11]. Through the detailed analysis of customer consumption data and market transaction data, enterprises can not only master the characteristics of customer consumption behavior, but also understand the development and changes of the market, accurately judge the development trend of the market, and then improve the scientific nature of online marketing decision-making.

2.3 Information Dissemination is More Interactive

Under the traditional marketing mode, advertising marketing is generally based on unilateral propaganda, and the audience can't interact further whether they have consumer demand or not, so the marketing effect is limited. Compared with the traditional advertising marketing model, the precision marketing effect of Internet advertising enterprises based on big data analysis can be estimated more accurately. This is because its advertising mode has changed, and the effectiveness of corresponding links has been optimized, so that its marketing process can be effectively monitored and the predictability of advertising marketing has been greatly enhanced. By adopting big data precision marketing, enterprises can effectively grasp all kinds of information such as customers' interests and behavioral characteristics, so that they can deliver interesting push content to each customer. In this way, customers can get all kinds of information they really need, and the satisfaction of customers can be significantly improved. Under the accurate analysis of big data, enterprises can implement more personalized marketing strategies according to customers' specific needs and opinions on enterprise marketing, which greatly improves customer experience.

3. Analysis of the Precise Marketing Mode of Mobile Internet Advertising

In order to achieve accurate marketing of mobile Internet advertising, we must first identify the target groups of products. Only by identifying the consumer groups facing products and services can we analyze consumers' behavior habits, determine consumers' purchasing tendency and actual needs, and make big data analysis technology useful. If network marketing wants to achieve its marketing goals, it must be able to satisfy consumers' diversified consumption psychology and provide personalized marketing services. In order to achieve the above goals, enterprises need to make a comprehensive analysis of customers' data with the help of big data, and fully consider individual customers to customize personalized services for them. In modern enterprises, in order to further enhance the effect of network marketing, it is necessary to enhance the personalized degree of network marketing services, which requires enterprises to effectively collect personalized information of customers by relying on big data, so as to design personalized services for each customer according to these information [12].

Due to the non-standardization of Internet management, most information does not have strong reliability, and even some information will appear contradictory phenomenon. Therefore, if an enterprise wants to master the customer's personality through big data, it must first ensure the authenticity and reliability of the collected information. In enterprise marketing, marketing behavior

ultimately determines whether the goal of marketing activities is successfully achieved and whether the measures established by marketing objectives are finally implemented. The data mining process in financial analysis is shown in Figure 2.

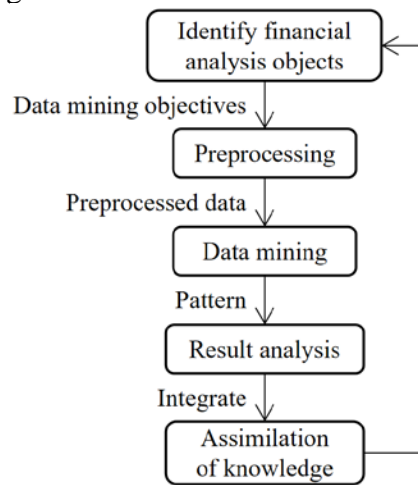


Fig.2 Data Mining Process in Financial Analysis and Management

In the era of mobile Internet, the establishment of marketing system tends to focus on consumers. Facing the mobile consumption behavior under the influence of market segmentation, it has gradually formed a mobile marketing layout with clear division of labor and relatively comprehensive coverage. Precision marketing mainly depends on the acquisition and analysis of data information, and the acquisition of data information mainly depends on the personal information uploaded by users when using applications, the behavior path and consumption records when browsing websites. Since the personalized service formulated by enterprises can't meet the actual needs of customers 100%, network marketing has a high loss probability. Enterprises need to gradually adjust the personalized service formulated according to the personalized service needs of customers, so as to meet the needs of customers and reduce the economic investment of enterprises as much as possible. In the era of big data, new marketing channels are constantly appearing. In order to improve the actual effect of mobile Internet precise marketing, it is necessary to improve the marketing channels.

In order to achieve rapid sales and avoid marketing to users' consumption experience, it is necessary to establish a complete logistics distribution system, which is also a necessary factor to achieve precise marketing. Figure 3 is the conceptual model of e-commerce and urban logistics system.

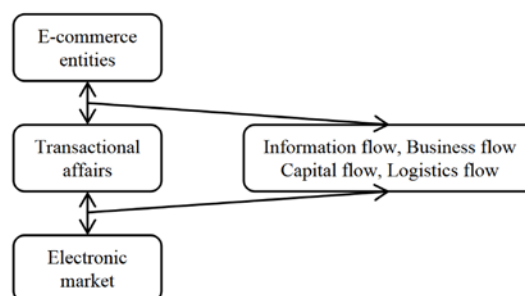


Fig.3 Conceptual Model of e-Commerce and Urban Logistics System

Big data precision marketing can improve the accuracy of online marketing advertising communication and have a very positive impact on reducing the marketing cost of enterprises. Enterprises can put targeted advertisements on customers based on their situations, and guide customers to shop based on their consumption psychology [13]. Big data technology helps mobile marketing to be more accurate, and analyzes the audience's personal portraits, consumption habits and lifestyles by using the results of data collection and collation, so as to help advertisers accurately search out the target audience, and then accurately deliver the advertising content, media and users through the programmatic means provided by advertisers. Enterprises must analyze the personalized

service of customers in detail, and try to take some ways to serve customers that can meet the personalized needs of customers without bringing too much economic burden to enterprises.

4. Conclusions

In the 21st century, with the advent of the era of big data, people's life has begun to develop in a faster, faster and more tense direction, so the analysis of big data is more important. Precision marketing of Internet advertising enterprises in the era of big data has both advantages and challenges, but its precision marketing has been an irreversible development trend. Network marketing based on big data precision marketing plays an important role in overcoming the limitations of traditional network marketing and enhancing the marketing effect of enterprises. However, this does not mean that enterprises can completely rely on big data precision marketing, but should take it as a tool to enhance marketing effect with a scientific attitude. In the era of big data, we must recognize the advantages of precision marketing, and use it in the mobile Internet advertising industry to give full play to the advantages of big data technology. In the era of big data, new marketing channels are constantly emerging. In order to improve the actual effect of mobile Internet precise marketing, it is necessary to improve the marketing channels. Enterprises must make a detailed analysis of the personalized service of customers, try to take some ways that can not only meet the personalized needs of customers, but also do not bring too much economic burden to the enterprises.

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