

Product Strategy and Enterprise Innovation in the Internet Economy

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Abstract: Today, with the increasing popularity of the Internet, in order to make the products produced by enterprises effectively meet the diversified and personalized needs of consumers, enterprises must innovate the traditional marketing strategies combined with the Internet. Strategy innovation includes product innovation, price innovation, distribution and promotion strategy innovation, etc. Influenced by various factors in the process of development, enterprises can't position and reform scientifically and effectively. How to make good use of Internet media and technology to provide powerful support and guarantee for marketing work needs deep thinking and exploration. This paper mainly discusses the product marketing strategy and application in the Internet age, and thinks and looks forward to its innovative development, combining with the current situation and development needs of product marketing in the Internet age. Enterprises must pay attention to the good interaction between enterprise websites and product users and consumers, and pay attention to the safety of marketing and related issues of product distribution in the process of network marketing strategy innovation.

1. Introduction

With the rapid economic growth in recent years and the advent of information technology under the influence of the Internet, the Internet industry has become one of the fastest growing industries. Although it has eased in recent years, it is undeniable that it is still one of the fastest growing industries. With the continuous maturity and development of Internet technology, all industries are facing unprecedented changes, and the market is gradually developing in the direction of decentralization, interaction, personalization, immediacy and sharing [1]. "Internet plus" is the use of the Internet platform, the Internet and traditional industries combined, resulting in a new form of industry. How small and medium-sized enterprises maintain their vitality and competitiveness in marketing requires the continuous development and improvement of their marketing activities according to the transformation and innovation of the Internet [2]. In the digital age, the environment of the marketing industry has changed greatly. Both marketing mode, marketing concept, marketing mode and marketing means need comprehensive and integrated innovation and upgrading [3]. The era of big data has created the same opportunities for every enterprise, but the enterprise is affected by various factors in the development process and cannot scientifically and effectively carry out enterprise positioning and Reform [4]. How to make good use of Internet media and technology to provide strong support and guarantee for marketing needs in-depth thinking and exploration.

With the advent of the Internet era, the convergence of products makes the market competition more intense. Enterprises need to transition from the traditional marketing strategy to the marketing idea under the Internet mode. Reform, innovation and development are imminent. "Internet plus" is emerging with the application of a large number of information technologies such as cloud computing and Internet of things. This brings severe challenges to traditional enterprises, making the enterprise management become a dominant topic in the context of "Internet plus" [5]. Traditional enterprises must also carry out reform and innovation under the background of "Internet plus", in order to get a breakthrough. Enterprise marketing is gradually changing from the traditional consumer centered to the trend that consumers determine production and marketing [6].

This requires that when planning marketing strategies in the Internet era, enterprises should not only be fully aware of the new features, new ideas and new changes brought by the promotion of science and technology, but also conduct in-depth research and fully grasp the new trend to make their own marketing model more fit it [7]. The article aims at analyzing the marketing situation of small and medium-sized enterprises and the problems that exist in a series of problems through the correct interpretation of “Internet plus”. It also discusses the new network marketing strategy suitable for the Internet plus era.

2. Marketing Ushers in a Turning Point in the Digital Age

In the digital age, consumers, media environment and marketing methods have been greatly subverted, and a new digital marketing system has gradually taken shape. Digital technology has created a huge media channel. The network is a high-speed channel for information transmission, which is open. Enterprises can collect a large number of consumers' feedback on products through the network, and can also improve and adjust their services and products in time according to the feedback information of consumers [8]. Because of the global nature of the Internet, the customers that enterprises face by using Internet marketing are global. By using Internet marketing, enterprises can sell their products to any place in the world, and through this platform, they can publicize and sell their products. From a certain point of view, the Internet is a green channel for enterprises to enter the international market. The Internet provides a more direct mode of communication and sharing between enterprises and consumers, and consumers can compare and choose according to their own needs [9]. At the same time, driven by Internet technology, marketing has become more open and transparent. Through the Internet, consumers can choose the products or services they need in the global market. This global market can increase consumers' choice space, and consumers can shorten transaction time and reduce transaction costs to a great extent. The theoretical model of customer behavior intention in Internet economy is shown in Figure 1.

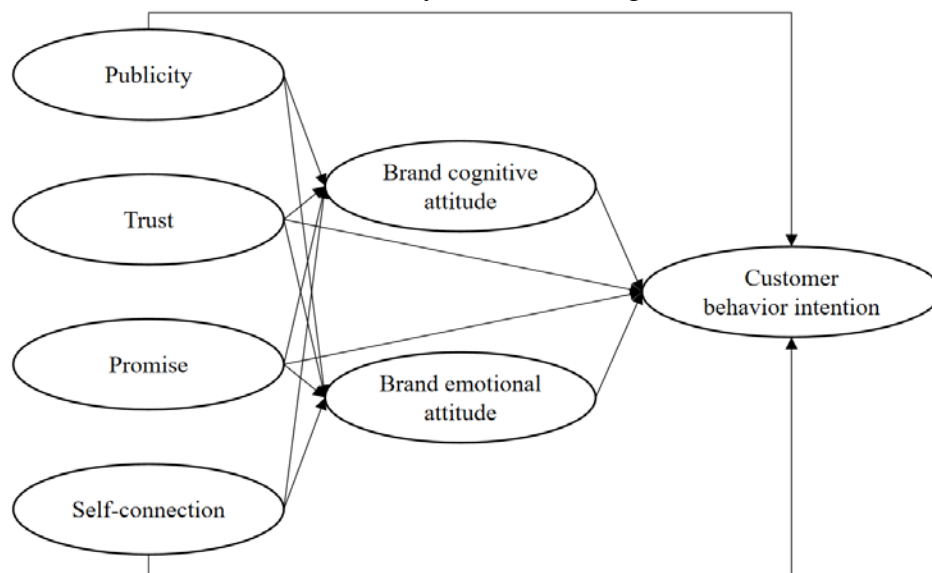


Fig.1 Theoretical Model of Customer Behavior Intention

Marketing through the Internet provides an open and fair competition platform for enterprises. Almost every enterprise can directly face consumers all over the world. The competition of enterprises on the Internet is more fair and transparent. Marketing reputation is about life and survival for enterprises, and the source of this reputation is consumers. This standard is consistent for any enterprise. Due to the interconnection and openness of the Internet, the global dissemination of information can be realized through the Internet. Enterprises can find potential customers in all corners of the world, and global potential customers can also consult the relevant information of enterprises on the Internet. Therefore, network marketing can make the enterprise's consumer market more extensive. Under the diversified development trend of consumption in the Internet era,

diversified market demand and diversified consumer groups make the marketing strategy of enterprises develop in the direction of diversification [10]. At the same time, the product technology in the Internet era is more transparent and the listing cycle is shorter. After a product comes out, a variety of similar products will appear, making the product more competitive. Enterprises conduct marketing through the Internet, which greatly improves the interaction between enterprises and corresponding dealers. Enterprises can also conduct procurement bidding of raw materials through the Internet. To a large extent, this can also reduce the production cost of enterprises, provide a platform for mutual connection between enterprises and consumers, reduce the intermediate channel links and greatly reduce the cost of channels.

3. Innovation of Enterprise Product Marketing Strategy under the Background of Internet

3.1 Enhance the Awareness of Network Marketing

With the continuous and in-depth application of network big data technology, enterprises should grasp the trend, actively change the traditional marketing concept, use big data technology to lock in specific markets, and concentrate resources and energy to fully tap potential customers for network marketing. How to innovate the marketing mode in the digital era is a common concern of all enterprises. Modern network information technology has great advantages compared with traditional marketing mode. Network information technology can effectively combine product functions, promotional activities, consumer opinions, advertisements, services and other marketing forms by means of words, videos, pictures, etc., and effectively communicate with consumers, finally achieving the best marketing results. The biggest advantage of online marketing is that it can spread the brand on the Internet. Compared with traditional marketing methods, online brand communication has several advantages. Online marketing has a wider range, faster speed, lower cost and higher interactivity when spreading the brand. Figure 2 shows consumer buying behavior patterns.

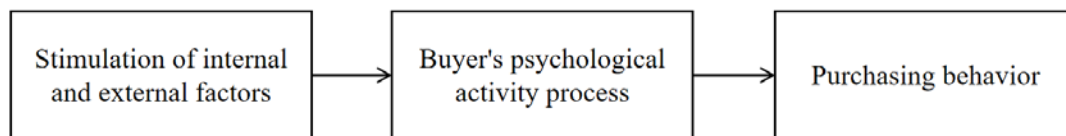


Fig.2 Consumer Buying Behavior Pattern

In traditional marketing, marketing is mainly carried out through various types of below-the-line propaganda. This single propaganda method has a small audience and a slow dissemination speed, which is not conducive to the extensive knowledge of enterprise product information. Under the background of Internet, enterprises can make a breakthrough by using the convenience of digital information dissemination, and by amplifying their own product features and combining the characteristics and preferences of customers and potential customers, they can choose the appropriate network platform for publishing and pushing. Enterprises should fully realize the value of internet marketing, the importance of preempting the internet market from the height of enterprise development, and incorporate internet marketing into enterprise marketing. Enterprises should constantly organize employees to learn the relevant knowledge of network marketing, understand the basic knowledge of the Internet, and impart the concept of network marketing to every employee through publicity and education, and at the same time create a good environment for enterprise network marketing. The background of the network needs special design and layout. Secondly, in terms of content, various forms of construction such as text, pictures, audio and video are needed.

3.2 Internet Based Product Model

In the process of website construction, it is necessary to design the communication between website users and visitors, so as to ensure that the customer's needs can reach the builder's eyes, and take this as the basic starting point for website updating and improvement. The leaders of

enterprises should form a good network awareness, establish the concept of promoting enterprise network marketing by using the Internet, actively develop new ways of enterprise website marketing activities, and make full use of various marketing means to vigorously carry out network marketing. With the popularization of science and technology, the homogeneity of products is strengthened, which directly shortens the life cycle of products and makes the competition among enterprises more intense. Website construction is the basis of network marketing. Before network marketing, attractive websites are the key to ensure the beginning of marketing. The website construction is effective, and consumers love it and often browse and patronize it, which can ensure the smooth development of network marketing.

In the Internet age, the marketing of enterprises has no barriers of the industry. It is a good choice for cross-border cooperation among various industries to use marketing strategies in different fields to promote their own marketing development. Therefore, go out of the field and market of intensive cultivation, cooperate with enterprises in other fields, learn from each other's strengths, and achieve remarkable results. In concrete operation, we can use the mode of Internet product research and development to improve production links, encourage users to participate in product research and development and experiments, and make improvements according to user feedback information, including user feedback in the error correction mechanism of product research and development, forming an internal innovative standardization system, speeding up the product update cycle, and realizing product differentiated marketing. For enterprises, making full use of the convenience of current network marketing and actively improving their own management mechanism and management technology are the most basic ways to ensure the marketing effect. In the process of network marketing, enterprises should make statistics and grasp the data such as browsing time, click times and customer preferences of websites, and keep abreast of the development trend of the market and the changes of customers' demands, so as to actively improve their own network marketing concepts. The marketing strategy in the Internet era needs to make full use of the advantages of the platform, keep close to the market demand and face customers, so as to achieve better results.

4. Conclusions

With the continuous improvement and development of social economy and network technology, the Internet will gradually become one of the important marketing channels for enterprises, and the marketing mode will develop towards the trend of continuous diversification and modernization. The development of the marketing environment in the Internet era has changed significantly. If you want to stand out in the competitive market environment, you need to make full use of the Internet technology and platform to effectively promote the integration and application of the Internet in marketing strategies. If you want to carry out network marketing scientifically and orderly, you must rely on the help of professional talents and professional teams. Enterprises should actively introduce professional talents, actively invest costs in the process of network marketing, and train their own staff on relevant knowledge. Enterprises should fully realize the importance of talent capital, strive to make the best use of people, build and improve the talent crisis management mechanism, and effectively prevent the occurrence of enterprise talent management mistakes and brain drain crisis. Under the information network environment, enterprises must start from their own actual situation, characteristics and long-term planning, combine market demand with the advantages of Internet marketing, find out new marketing paths and modes, and find out new growth points of enterprise economic benefits.

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