

Research on New Marketing Strategies of Enterprises under the Background of Internet

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Abstract: In today's era, with the rapid development of the Internet, a more popular way of shopping, that is, online shopping, has also emerged. The development of online shopping tends to be more open and diversified, which can not only break through the limitation of space, but also bring more personalized goods and services to consumers. Therefore, in the context of the Internet, it is particularly important for enterprises to change their marketing strategies, innovate the marketing mix of product strategy, price strategy, distribution strategy and promotion strategy, and create new marketing strategies that are in line with network consumption.

1. Introduction

In the context of the Internet, the business environment and marketing environment of enterprises have undergone significant changes, and new trends have emerged in the development of marketing. Enterprises need to adapt to new trends in marketing and put forward new countermeasures. Enterprises need to innovate marketing strategies and build a new marketing model in order to cope with new trends in marketing and improve their core competitive advantages. In the Internet era, marketing has created new channels, such as multiple online apps, micro-merchants, agent purchases, etc. Marketing in the new era needs innovation and development of digital and media marketing.

2. The Development Trend of Enterprise Marketing under the Background of Internet

Enterprise marketing under the background of Internet is the combination of traditional marketing and network marketing. Network marketing refers to the marketing process that enterprises complete through Internet platform, network communication technology and digital interactive media tools to promote the transactions between enterprises and individuals, enterprises and enterprises in order to meet the needs of consumers. The new trends of marketing in the Internet era include: technical, efficient, time-domain, integration, economy, customization, two-way interaction and so on.

1) Individualized consumption and consumer dominance. In the context of the Internet era, the development of information technology has fully expanded the elements to meet customer needs. Consumers will become relatively strong leaders in the whole transaction, with power shifting from the seller to the buyer. The dominant position of consumers and the individualization of consumption are the general form of the Internet age, and it is also an irreversible general trend.

2) Integration of competition and cooperation. With the rapid development of information and network technology and the widespread sharing of information, the ability of communication and coordination of all parties in collaboration has been greatly enhanced, and the ability of value creation in different enterprises has been effectively integrated to form a value chain linked with each other. At the same time, due to the improvement of transparency and sharing of information, enterprises can compare the operating costs of different enterprises, so that they can make the most economical choice in self-operation or cooperation.

3) Synchronization of marketing and technological innovation. Innovation will be the eternal

theme of the future development of marketing. It is not only marketing that needs innovation, but also other production and operation. Without innovation, it will die. Throughout the course of enterprise marketing development, marketing innovation is inseparable from technological progress. In the era of network marketing, new technology will also bring innovation of marketing means.

3. Factors Influencing Consumer Consumption under the Background of Internet

3.1 Impacts of Inherent Consumption Patterns

The inherent consumption mode is more traditional, which is based on seeing as reality and personal experience. When online consumption is carried out, customers can not see the goods in kind, but can only be understood through a small amount of information given by the merchants and comments from existing customers, which can be said to be very incomplete. At the same time, some of the network goods have defective products, but the quality is not good, which leads to consumers'fear of the subsequent trouble after receiving the goods, and the corresponding after-sales service of the merchants is not in place, thus restricting the development of network marketing to a certain extent.

3.2 The Impact of Network Payment Security

Online payment is a new thing, which is familiar to the younger generation. But for older consumers, first of all, it is not easy to operate, which will make them resist the new thing before they accept it. At the same time, the news constantly reports that personal deposits have been stolen on the Internet, as well as the imperfection of online payment methods and credit system, which leads to many customers'fear of encountering false orders on the Internet, for fear of being extorted, or even computer viruses, and hackers' intrusion, which leads to the loss of personal accounts, thus creating distrust or serious resistance to online payment methods.

4. The Development of Enterprise Marketing Strategy under the Background of Internet

In the Internet era, marketing activities through the Internet have become a trend of development, resulting in new marketing concepts, marketing strategies, marketing subjects, marketing methods, marketing tools and technology.

4.1 Innovation of Marketing Concept

In the Internet era, the era of marketing victory is also the era of excessive marketing. The marketing concept also needs to be changed. Adhering to the marketing concept of "society-customer demand as the center" is the new marketing concept that marketers should grasp in the Internet era.

4.2 Innovation of Marketing Strategy

In the Internet era, knowledge economy market is also entering. Marketing strategy needs to adhere to innovation strategy, concept innovation, organizational innovation, technological innovation, product innovation, market innovation, talent strategy, cultural strategy, image strategy, product strategy and so on.

4.3 Innovation of Marketing Mode

In the Internet era, the marketing methods of enterprises tend to be knowledge marketing, cultural marketing, integrated marketing, relationship marketing, network marketing, personalized marketing, consumer alliance, chain management channels, large marketing, comprehensive marketing, etc.

4.4 Marketing tools keep pace with the times

In the Internet era, marketing tools are networked. In the marketing activities of this era, the commonly used network marketing tools include enterprise websites, search engines, headlines,

real-name web sites, instant messaging, browser toolbars and other client-specific software, e-books, microblogs, etc.

5. Innovative Approaches of Enterprise Marketing Strategies under the Background of Internet

In the context of the Internet era, market updates change rapidly, which requires enterprises to take full account of the role of the market in marketing activities, and make reasonable innovations in marketing mix, so that product sales can get channels and benefits, and enterprises can also get better reputation.

5.1 Innovation of Enterprise Product Marketing Strategy

Under the background of internet, the biggest characteristic of network marketing is that consumers occupy the main position. Consumers have more choices than in the past. They can search for products satisfying conditions globally according to their individual needs. The development of personalized consumption will urge enterprises to take consumers' individual needs as the starting point of providing products and services and adopt individualization. The marketing method. Under the network environment, enterprises and customers can exchange information anytime and anywhere because of the symmetry, exchangeability and sharing of information shown by the Internet. Consumers can choose products through the Internet platform and put forward specific requirements for product structure, product mix and services. Enterprises can improve products and services in time according to consumers' choice, so that consumers' needs can be met in time.

5.2 Innovation of Enterprise Price Marketing Strategy

In the context of the Internet, the enterprise's price marketing strategy is no longer based on the production cost, but on the price acceptable to customers, and according to the cost to organize large-scale production and specific sales. Enterprises must take customer-centered pricing to determine the demand of customers in the market and the standard of price identification. This measurement has been difficult in the past, but it can be easily realized on the Internet. Customers can put forward acceptable costs through the Internet. Enterprises provide flexible product design and production schemes for users to choose according to customer's cost, and reorganize them until customer's identification is confirmed. Weaving production and sales, all of which are done by customers under the guidance of the company's server procedures, do not require specialized service personnel, so the cost is extremely low.

5.3 Innovation of Enterprise Distribution Marketing Strategy

Distribution refers to all activities in which a product and its ownership are transferred from the producer to the consumer. In traditional marketing, products are usually transferred from producers to consumers through multi-level mobile links such as agents, wholesalers and retailers. In the era of network economy, enterprises have realized a new distribution mode - online direct selling, which is a one-to-one sales channel and a whole-process marketing channel composed of information query, payment and after-sales service. Online direct selling reduces the circulation link and weakens the role of middlemen. Online direct selling enables enterprises to achieve "zero inventory", reduces the cost of production and sales of enterprises, and also enables enterprises and consumers to maintain contact and establish long-term cooperation through the Internet all-weather; online direct selling enables consumers to choose their own goods and services without leaving home, so that customers have more leisure time to engage in their more willing activities. It reduces the cost of shopping and improves the efficiency of shopping.

5.4 Innovation of Enterprise Promotion Marketing Strategy

Traditional sales promotion is a marketing mode with enterprises as the main body, through certain media or media, customers are forced to accept companies and products. At this time,

customers are passive. At the same time, due to the lack of communication and contact with customers, the company's promotion costs increase. Under the background of network, enterprises and customers interact in two directions. Potential consumers can use the help of network to talk with salesmen, understand products and services of interest, put forward questions and suggestions, and sellers can improve products and adjust promotional activities according to customers' information feedback. In addition, all kinds of sales information of enterprises exist in the form of digitization on the network, so it can be sent at a very low cost and can be modified as needed. By developing and utilizing various network tools, enterprises can strengthen communication and contact with customers and understand their needs and desires.

6. Conclusion

With the innovation of Internet technology and the constant change of marketing strategy, people's consumption concept is also constantly changing. The psychological characteristics of consumers are constantly changing, the market competition is fierce, the risk of products entering the market is increasing, and it is difficult for enterprises to change their business activities. Therefore, we must combine the actual production situation of enterprises, timely and effective improvement of marketing strategies, strategic innovation, so that enterprises can stand out in the fierce market competition.

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