

Research on the Innovation Strategy of Marketing in the New Era

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Abstract: The rapid development of society and economy and the application of a large number of science and technology have brought more intense and challenging influence to the marketing of enterprises. The enterprise can develop continuously and better only if it conforms to the development trend of the society and continuously innovates the marketing strategy under the new marketing environment. The strength of marketing management determines the competitiveness of enterprises to a certain extent. The traditional marketing management mode needs to be updated and innovated in time to adapt to the changing social situation under the new social situation. Therefore, enterprises need to constantly create and inject new innovation strategies, and bring new ideas and marketing models to enterprises to achieve stable development. This paper first analyzes the transformation of marketing in the new era, then expounds the value and significance of marketing innovation in the new era, puts forward the innovative strategy of marketing in the new era, and finally tries to explore the realization path of the innovative strategy of marketing in the new era.

1. Introduction

The research literature on marketing strategy is increasing day by day. Deli He (2017) points out that the integration of the Internet has transformed the development mode of enterprises, that the marketing environment of enterprises has gradually become market-oriented, and that the marketing ideas and effective ways of enterprises tend to combine the great trend of the era of network economy. To meet the consumption needs of modern people more humanized diversified commodity economy to cater to the normal competition of enterprises. Shuang Nie (2017) pointed out that many technologies of artificial intelligence have been applied to marketing activities of enterprises, and the application of artificial intelligence in enterprise marketing activities can conduct market information research through massive big data, and the marketing efficiency has been greatly improved. Face recognition technology and voice login in artificial intelligence technology have brought great changes to marketing, which makes advertising and content delivery accurately, which is helpful for marketing work to focus on the field of innovation. Zihan Wang (2018) pointed out that with the integration of information technology, especially the development of artificial intelligence; all aspects of contemporary marketing are covered by artificial intelligence, ranging from providing advice on brand purchase to the writing style of advertising texts. Then to the website interface design is very good artificial intelligence function very good embodiment. The existing literatures contain different views, which have certain referencing value for the research of this paper.

2. The transformation of marketing in the new era

The development and application of Internet technology, big data technology and artificial intelligence technology have greatly changed the marketing concept, and greatly changed the existence mode of marketing, and paid more attention to the experience of customers in the new era.

2.1 The concept of marketing is changing

From the development history of marketing activities in western enterprises, the following five representative marketing concepts have emerged: production concept, product concept, marketing concept and social marketing concept. In the new era, from the industrial society to the information

society, the current marketing concept tends to the social marketing concept.

2.2 The marketing environment is changing

The new era has entered a new communication era. The new communication era has the following five characteristics: (1) Terminal intelligence. With the development of terminal intelligentization, the media content and business realize the time-shift and cross-screen integration with audience demand as the core. Audience desire liberation, bring the diversification of new media applications; (2) Content is larger quantification. Information is from the diversity of sources; (3) Communication interaction. Consumers transition from "custom content" to "custom media". In the interaction with the media, the consumer's own leading power is constantly enhanced; (4) Targeted data. "Attention" and "time" become the scarcest resources In the new media environment. Data mining based on massive information has become the support and premise of orientation and precision. The core of data is to improve the efficiency of media dissemination and resource allocation; (5) Present visualization. With the development of social technology and the progress of human thinking, people tend to receive information more and more cordially, intuitively and lively.

The marketing activities of enterprises should return to the essence of marketing, consumer-centered, insight into demand, grasp consumption in the new communication era.

3. The value and significance of marketing innovation in the new era

It is a breakthrough attempt to innovate marketing strategy, return to the essence of marketing and explore the value of new marketing in the new era. In the face of the new normal economic development in the new era, marketing innovation in the new era has profound value and significance for the healthy, orderly and sustainable development of the marketing format. At present, from the view of production form, we are in an era of mass production personalization, facing unprecedented market complexity, from the view of market form, the combination of elements and elements is unpredictable, and the system of market is unprecedented. From the transmission form, everyone is self-media, iterative unprecedented. In the face of such "three unprecedented", marketing-related everything is bound to evolve to new marketing. Compared with new marketing, the focus of traditional marketing is based on competition, while new marketing is the judgment and discovery of self-worth.

4. Marketing innovation strategy in the new era

The marketing strategy formulated by the enterprise needs to adapt to the new environment, the new change, the enterprise needs from the marketing concept, the means, the channel, the strategy to construct the marketing innovation strategy in the new era.

4.1 The concept of marketing innovation strategy

To measure the success or failure of marketing, we should base on the scientific forecast and correct judgment of the development prospect of the enterprise. Marketing is carried out at the core of the interests of customers or consumers. The active trade of market commodities and the exuberant demand of consumption require constant innovation from product concept, marketing idea to marketing idea. The marketing strategy of the enterprise should have the innovative concept, the enterprise should base on the long-term development of the enterprise, conform to the new trend of social development, win-win in harmony with the society, internalize the social responsibility in the mission of the enterprise, and run through the enterprise management, to provide diversified and personalized consumption needs.

4.2 The means of marketing innovation strategy

Enterprises should use various marketing methods to show the value of products and services more deeply, enhance consumers' trust in enterprise products and services, create high-quality and high-priced products and services, and adopt relationship marketing, service marketing, green

marketing, and so on. Integrated marketing and other effective means is to open up the market for enterprises to create a greater space for marketing strategic innovation.

4.3 The channel of marketing innovation strategy

The channel is an important part of the whole marketing system, it is of great significance to reduce the cost of the enterprise and improve the competitiveness of the enterprise. It is the top priority in planning. With the market developing into a new stage, the marketing channels of enterprises are constantly changing, and the old channel model can no longer adapt to the changes of the situation. In the new era, it is necessary to establish online and offline marketing channels, stimulate the traditional marketing channels, and apply Internet technology to quickly launch products and services, at the same time to form the scale advantage as soon as possible.

4.4 Strategic of marketing innovation strategy

The purpose of making marketing strategy is to give full play to the advantages of enterprises, strengthen the competitive ability, adapt to the changes of marketing environment better, and obtain the maximum economic effect with less marketing investment. Enterprises need to develop, which will inevitably require good marketing strategies, especially in the product field, good product warfare, so that enterprises can stand firm in the market competition, and enhance the competitiveness of enterprises in the new era. Let the enterprise in the numerous competitors in the invincible position. Enterprises need to strengthen the application of marketing methods such as knowledge marketing, network marketing and so on. They also need to speed up the marketing innovation, the innovation of marketing products, the innovation of marketing organization and the innovation of marketing technology and so on, in order to realize the marketing management goal of enterprises. According to the changes of various factors in the market, the dynamic marketing strategy should be carried out to adjust the marketing ideas and improve the marketing measures, so that the marketing activities of the enterprise can adapt to the changes of the market dynamically.

5. The paths to realize the innovation strategy of marketing in the new era

It is necessary for enterprises to construct marketing idea system, integrate marketing resources, realize maximum value-added of market advantage, change marketing mode and establish three-dimensional marketing system In the new era,. Enterprises need to find the space and fulcrum of marketing strategy, enhance the sense of ceremony of marketing activities, improve the level of entertainment in marketing, and improve the customer experience through personal marketing, to comprehensively apply to Internet technology and artificial intelligence technology for marketing innovation.

5.1 Looking for the space and fulcrum of the realization of marketing strategy

Marketing has entered the era of "art", practitioners pay more attention to the skills of fast-growing, coveted the rich profits, so: skills replace planning, technology instead of creativity, experience instead of theory. New marketing needs to focus on top-level design and find new space and fulcrum in corporate strategy, industry strategy, and national strategy. The marketing concept needs to keep pace with the times in order to fit the changes in the environment.

5.2 Enhancing the sense of ceremony of marketing campaign

Enterprise designs various marketing festivals, it is from "festival marketing" to "artificial festival", "double 11", "6.18" and other consumer festivals have become an important channel for gathering large-scale traffic and finally realizing realization. Under the action of the long tail theory, marketers face the mass of users of the Internet platform by creating a festival to reduce the price sensitivity of people when they consume, and give consumers the reason to participate in the passionate purchase, thus to achieve the ultimate goal of stimulating the explosive growth of large-scale consumption.

5.3 Improving the entertainment level of marketing

With the rapid development of Internet technology, the spirit of "pan-entertainment" of the Internet is quickly integrated into marketing communication in the new era. Traffic participation, node-based communication has become the key to new marketing communication, not "classic" emphasis on "popular style." The perfect user experience is the feeling, is the personalization course that touches the human heart. Marketing needs to meet the individual needs of the current era, through entertainment experience, to enhance the sense of the user's.

5.4 Improving customer experience through personified marketing

"Fight against each other" has become a new "paradigm" of advertising creativity. The network audience's experience in watching the brand network "against each other" process can represent a very similar picture feeling to the two people in real life who have quarreled with each other on the sidelines. Thus it realizes the deep link between brand and audience life, to some extent, it can help the brand get rid of the Abstract symbolic bearing mode and give the brand a fuller image temperament.

5.5 Integrated using of Internet and artificial intelligence technology for marketing

Comprehensive application of Internet technology and artificial intelligence technology, the use of technical data to achieve marketing automation, provide more professional personalized services, face recognition, mobile payment and other technologies to save more costs; The second area is personalization, we share our own data all the time, and the return of these data is personalized recommendation and sharing; the third is intelligent service personnel, chat people, machine purchasing guide, etc. The last role is a remote expert. Enterprise marketing needs to meet the needs of the society and the people's needs, using all kinds of science and technology to develop new marketing

6. Conclusion

In a word, marketing in the new era has been greatly influenced by the development of Internet technology and artificial intelligence technology, and marketers have benefited from the productivity improvement brought by technology at the same time. Artificial intelligence technology is being used to collect cross-sectoral customer information and apply to innovative marketing strategies in all areas, from financial services to retail, where AI's marketing uses seem to be endless. Enterprises must realize the strategic transformation from price competition to rational price competition or non-price competition. Only by having strong innovation ability and carrying out strategic marketing can enterprises realize benign and stable development. In the future, it is necessary to further strengthen the research and application of artificial intelligence technology in enterprise marketing innovation.

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