

Innovations on Marketing Positioning and Service Mode of Network Marketing

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Abstract: Network marketing is an organic component of e-commerce, relying on the rapid development of Internet enterprises at the beginning of new century and accumulating a great number of potential consumers for e-commerce. However, how to perform reasonable positioning of product in network marketing, select its market and formulate its corresponding service mode still requires more market experience and in-depth theory studies. This paper analyzes the commodity of network marketing and market positioning, so as to propose innovation strategies for service mode.

1. Introduction

At present, when Chinese network enterprises establish corresponding network marketing mode, they mainly focus on interactivity, accuracy, experience, influence and integration. Whereas, in actual operation, there are different emphases. For instance, Tencent, depending on users, proposes scheme of online brand marketing when solving problems, however, Sina focuses on network advertisement marketing, emphasizing adhesiveness of user, aggregation force and accumulative effect. It can be seen that marketing positioning and service mode of network marketing in e-commerce is prosperous, whereas, the biggest difficulty at present is the lack of clear applicable standard.

2. Positioning of commodity

2.1. Physical product

At present, it is necessary to firstly perform positioning of corresponding products for network marketing. Nowadays, all products can be sold on network, but in fact, some products are constrained by objective environment. The products suitable for network marketing require accurate positioning and multi-element analysis, including costs, benefits, marketing mode and service mode [1]. Thus, products suitable for network marketing at present are mainly divided into physical product, software product and service product. Physical products mainly include industrial product, agricultural product and other products. Industrial products, such as standardized industrial product, can meet users' demand by understanding parameters, performance and specifications. Agricultural products, such as vegetables and fruits, can be sold through network marketing on the premise of satisfying certain conditions. Other products, such as books, audio and video products, due to its identity as information carrier, can create great positive effect when displaying on network. Whether digital books or physical books, when product information is displayed, the marketing will be more comprehensive. Therefore, in terms of sales mode of physical products, product information shall be displayed on Internet, then users can select appropriate products by browsing [2].

2.2. Software product

Software products mainly include client software and varied services of information provided. Although intangible in form, they have natural advantages in delivery and display due to its existence carrier is computer client. At the same time, in network marketing, software developers can record software program, subcontract to wholesaler or retailers and realize the sales of products for many times, which can reduce the costs of storage, make better use of channels of network marketing and enhance the profit ratio of entire industrial chain.

2.3. Service product

Online services can be mainly divided into three types. The first type is information service, such as financing consulting, stock market and legal consulting. Through network transaction, information can be obtained more rapidly and safely so as to save actual costs of buyers and sellers. The second type is interactive service, such as education, medical services and social contact. Interactive platform can be provided to obtain profits [3]. The third type is reservation service. Nowadays, with a rapid lifestyle, travelling, table reservation, fee paying and so on have a great influence on improving social life and lifestyle. Network marketing plays a positive role in the development of the tertiary industry.

3. Marketing Positioning

3.1. Three layers of e-commerce consumers

According to the division of consumers in e-commerce, the target group of network marketing can be divided into three layers. The first type is individual consumer. Individual consumers, the main target group of e-commerce, are wide and general. At present, most e-commerce products cover individual consumers from various necessities of life. Along with the increasing Internet user, individual users among network consumers also increase. Different from characteristics of traditional marketing, they can well accept new things, pursue unique products and have a keen eye on network information. The second type is enterprise consumers. Enterprises of commodity circulation and production is the main target group of e-commerce. Circulation enterprises mainly apply advanced scientific and technological means, add the efficiency of marketing, reduce the costs of marketing and enhance the quality of service. In the marketing, rapidly collect, make use of and give full play to relevant information can to the greatest extent reduce the uncertainty, risks and mistakes in marketing and commodity circulation. However, production enterprises can conduct target survey on corresponding market, analyze and conclude materials, competing goods and new product information and further reduce production risks, so as to increase the profits of production [4]. The third type is government consumer. Government mainly acquire related information in a timely manner, regulate and control the macro factors in production, so that commodity production can better adapt to market and policy.

3.2. The analysis of consumption behavior

Currently, influenced by factors from society, science and technology, culture and so on, online consumption behavior is gradually becoming diversified. First of all, online consumption behavior is highly independent. In recent years, consumption independence puts forward higher requirements for the quality of commodity. When pursuing fashion, people are not stingy with money, which undoubtedly increases enterprises' profits. At the same time, due to the large number of network group, in the pursuit of independent consumption, consumers at different classes and ages have different online consumption behaviors. For example, some people prefer online consumption because it is time-saving and labor-saving, without limitation of space and time, whereas, some people want to pursue the unique online consumption. Secondly, personalized consumption behavior is one of reasons for most consumers to pursue online consumption. In the process of selecting favored product, they have a clear recognition of the selection, preferring unique color, pattern and design to bring fresh experience in addition to pursuing style. Exactly, network marketing sellers can formulate a larger space for selection according to the requirements of consumers [5]. Thirdly, the rejuvenation of online consumption is the main characteristics of current online consumption. Most netizens are young people, so online sellers are more inclined to serving for buyers at this age. Fourthly, online marketing and consumption behavior is more targeted. Some target groups have targeted selection, just for specific groups, which can strengthen the marketing depth of product.

4. Innovations on Service Mode

4.1. Commitment for quality

Commitment for quality is the service except traditional costs and commodity quality. In addition to the commitment of changing and refunding within a certain period, and rebate after receiving product, some sellers are required to further deepen the range and availability of commitment for quality according to customers' actual demand and the impact of uniqueness, region and other factors on commodity quality. For instance, in terms of clothing, most online sellers provide the commitment for quality of timely changing or refunding if there is problem in the quality. However, they fail to reach the goal. Thus, to a certain extent, this kind of commitment for quality cannot increase customer satisfaction, and inspire their psychological inversion [6]. Hence, it is necessary to further strengthen internal management and optimization procedure. Besides, for some products, due to the apparent homogenization of products, the commitment of rebate after receiving the product cannot be the absolute reason for customers to buy this product. In this way, sellers require to offer more commitment for quality to help customers to determine their favored products. In addition, some products are special, so it is impossible to formulate commitment for quality similar to other products, thus, it is necessary to improve the quality of service, so that customers can obtain better purchase experience.

4.2. Product portfolio

The service of product portfolio is one of main service modes of online marketing scheme. Based on this, customers can deeply understand other products related to this product they are browsing, and other product portfolio with similar quality. In this way, online marketing resources can be integrated so as to strengthen the impression of customers for product, not just browsing, so that customers have a clearer goal when selecting purchase inclination. Besides, some sellers sell package of products online, which can increase consumers' purchase confidence and provide undeniable additional product service for consumers, so that consumers can obtain more psychological and actual experience when selecting products. For instance, when selling household supplies, products of interior decoration can be packaged, to help consumers have a more comprehensive recognition of market product and reach purchase inclination.

4.3. Interactive communication

Interactive communication is an indispensable part of online marketing. The better interaction and communication can effectively help consumers to recognize the selection of given products more comprehensively, dramatically increase purchasers' impressions and enhance costumers' satisfaction and loyalty for long-term purchase. Different traditional marketing, in this bilateral communication, customers come initiatively, so they have basic purchase intention for products. When communicating, some scientific and effective marketing tricks can be designed to increase the success rate of their purchase. Besides, this interactive communication can timely find out problems in business. The analysis and conclusion of information communicated can better help sellers to rapidly improve their business operation and expand their brand and reputation.

4.4. Special membership

The service of special membership include traditional physical marketing and other types of service. The marketing of physical products can provide customers with big discount, comprehensive selection and superior online services. In this way, based on customers' recognition, the influence of products can be expanded from online to offline, forming snowball mode. Network retailers can perform special network marketing plan for specific products to attract consumers with same characteristics, inclining to network community marketing mode. People can make friends, communicate and look for fun independently in this community, such as community marketing of MIUI, and We business group mode. In terms of network marketing of virtual products, special membership mode can be created to encourage people to obtain novel experience when enjoying

services. It respects the personalized consumption psychology of online consumers and conducts more accurate partition marketing so that its service contents and service level can be targeted.

5. Conclusion

In short, this paper analyzes the commodity classification of modern network marketing, market positioning and innovative product service modes, so that current network marketing can promote the development of e-commerce and more people can benefit from it. In this way, people-centered marketing service concept can provide results with practical value in network marketing in various fields to inject more vigor to social and economic development.

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