

## Discussion on the Development of Enterprise Marketing based on Network Economy

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**Abstract:** With the popularity of the Internet and the rapid development of the network economy, people's lifestyles and consumer attitudes have undergone tremendous changes. The development and dissemination of Internet has affected the marketing environment of enterprises and penetrated into various fields of enterprise marketing. Compared with the traditional enterprise marketing idea and marketing method, the enterprise marketing idea and marketing mode under the network economy era has undergone tremendous changes. Of the enterprise marketing model is facing great opportunities and challenges. In the era of network economy, the consumption demand of consumers is diversified and diversified, and the competition among enterprises is intensified. Only by adapting to the development of network economy, enterprises can continuously update the marketing strategy, marketing idea and marketing means to stand out in the fierce market competition.

### 1. Introduction

Global economic integration has long been an inevitable trend, the state broaden domestic and international economic cooperation with each other high hopes, domestic enterprises are also looking forward to the development of international marketing market. According to the relevant data show that some countries, multinational enterprises in the international market, total trade is higher than the total domestic market transactions, the development of multinational companies in these countries a deep impact on the country's economic trends. Economy is the lifeblood of national development, adapting to the background of global economic integration plays a vital role in the development of the country and the survival of enterprises. The network market economy provides a good opportunity for the national traditional enterprise economic transformation, and plays an important role in adapting to the globalization process.

In recent years, the popularity of the network speed, online marketing access to the vast number of consumers agree and trust, has basically taken shape, the world's "online market" is basically integrated into one, the rapid development. Analysis of China's online market development, Taobao, Lynx, Jingdong and other sites and even today's popular micro-business, through online virtual items, such as pictures, video display to consumers, consumers purchase items and complete the line On the payment process, business orders to inform the manufacturer shipped, the final form of logistics or courier delivery to the consumer goods. This series of shopping processes are completed through online transactions. Online market has changed people's traditional consumption concept of physical shopping, the market economy from the visible to the invisible market economy transition, for the online and offline market to lay the foundation for common development. Enterprises need to adapt to the trend of the times, and constantly improve their marketing strategy and improve the enterprise sales channels.

In the era of network economy, global economic integration has brought new opportunities and challenges to enterprises. Competition among enterprises has become more and more fierce. In addition to the characteristics of traditional enterprise competition, modern enterprise competition presents new features: First, out of the region and space The network provides a large platform with

the starting point of the same, equal and fair and other characteristics of any country's enterprises in this network environment is the same starting point for enterprises to open up the market provides an opportunity, but how many enterprises in the competitive environment to survive also Enterprises have brought unprecedented challenges; Second, the diversification of forms of competition between enterprises, not just limited to products, including web production, services, information, and shop credit and so on. In order to win the "vitality" in this smoke-free "battlefield", enterprises need to constantly update their product strategy and competitive strategy, improve their own network marketing programs.

In the era of network economy, consumer and business communication is no longer subject to geographical and spatial constraints, consumers can freely through the network without geographical restrictions without time limit to express their own consumer demand, continue to meet consumer demand While the diversity of consumer demand for the network economy also presents its unique personality and diverse characteristics. Consumer demand and network economy complement each other, consumer demand for the improvement of the network economy, the network economy to meet the consumer demand for individual and diverse features, completely subvert the basic model of the traditional economy.

## **2. The Development Trend of Enterprise Marketing in the Network Economy**

First, society needs to be transformed from an industrialized society to an information society. Today's society has been slowly from the industrial society model to the information society model, the traditional marketing methods gradually from the store's marketing model to the virtual network marketing model.

Second, the enterprise marketing structure needs to be adjusted. As the traditional way of marketing by the geographical and spatial barriers to the role of manufacturers and consumers of communication and sales agents such as the need for media, this multi-level marketing model has resulted in a waste of transport costs and the difference between the agents of profit margins Bad sales. Network marketing to avoid the drawbacks of the traditional marketing model, manufacturers and consumers can effectively communicate and achieve direct sales purposes, is conducive to the full understanding of consumer demand, and continue to improve and innovate to the most good service to achieve the interests of manufacturers and consumers to maximize the purpose.

The traditional marketing model is generally the producers through the wholesalers, wholesalers through the retailer, the last retailers to sell to consumers, nowadays, consumers can obtain their own needs through the Internet items related information, such as price, product materials, And online transactions, reducing the traditional marketing model of cumbersome procedures and intermediaries link to improve the efficiency of circulation of goods, and save the circulation of goods costs and time for manufacturers and consumers to provide a convenient. Modern enterprises need to integrate the traditional enterprise marketing model into the network marketing mode, follow the trend of the times, and constantly improve and update the enterprise marketing mode, so that the enterprise's marketing model to meet the market demand towards personalized and diversified direction .

The popularity of the network for people to accept the network marketing means to make a great contribution. According to the relevant data show that most consumers today have accepted the concept of consumption of network consumption, which for the long-term development of network marketing has laid a solid foundation for consumers to implant the concept of consumption of the network had a subtle influence. Its development trend includes:

First, because of the uniqueness and popularity of the network, consumers are often independent of the choice of network goods, their own search on the site related products, and product information comparison and screening, select the most satisfied with the goods. Based on this, the enterprise's network marketing strategy should cater to the characteristics of consumer spending, to develop a targeted search for easy advertising of goods.

Second, the network marketing commodity trading open and transparent, consumer choice for the same or the same variety of goods, you can take the initiative to communicate with the business

and even understand the network marketing of goods production processes and business processes, therefore, network marketing business not only need to optimize Network quality of goods, need to improve enterprise services, integrity and other aspects of soft power.

The development of the network economy depends on the maturation and perfection of the information technology. Therefore, the network marketing development also needs the development of the information technology. The future trend of the development of the informatization commodity communication model is as follows:

First, the mode of information dissemination of goods supply and demand patterns of development are complementary, for example, online or offline for consumers to provide product-related information, consumers reverse the market demand for enterprise information.

Second, the content of network marketing advertising is not limited to the price of goods, materials and other information itself, but also other related products to promote the network, is conducive to the full play of the advantages of network marketing.

Third, the commodity information network marketing classification is clear, its content is diverse, including commodity characteristics, function, price, material, specification, component content, applicable objects, very detailed and specific, for consumer convenience and protection .

Fourth, the continuous promotion of commodity information means of intelligence, at present, most businesses use special, praise rebates, holiday promotions, coupons or gifts for the promotion of commodity information. And even Taobao part of the clothing store with a free try on the promotional tools, not only won the customer's attitude towards their goodwill, but also to promote the sales of goods and praise rate.

For example, the network of goods not only in the form of text or picture, now part of the make-up skin care cosmetics or cosmetics network marketing to take the form of video, “teaching sale” as one to promote the dissemination of commodity information and enhance network marketing persuasive and stimulate consumers Purchase desire. What is more, some businesses use popular elements “net red” and “live” information transmission, improve their network marketing products visibility and increase their network marketing merchandise sales rate.

### **3. Conclusion**

With the trend of global economic integration and the continuous development of information technology, enterprise network marketing has penetrated into all aspects of people's lives and become the inevitable trend of social development. The development of the network economy has changed the enterprise's marketing environment and the competition between enterprises has become more and more fierce. In order to be invincible in the era of network economy, enterprises need to analyze the current economic model and development trend with new vision and innovation. , Timely adjustment of its marketing tools, marketing strategy, the formation of a unique network marketing advantages.

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