

Discussion on the Innovation Mode of Marketing Based on Internet

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Abstract: In recent years, with the deepening of China's market economy, enterprises are facing more and more fierce market competition. The access of Internet makes the operation and management of enterprises present a new situation. Under the current situation, the scale of Internet users continues to rise, and its popularity rate grows rapidly, which provides a basic guarantee for the realization of enterprise marketing. Therefore, this paper takes the Internet as the starting point to explore the market development status and foresight of the Internet, so as to explore the key development points of Internet marketing innovation mode, so as to put forward the Internet-based marketing innovation mode, strive to improve its marketing ability, and promote the transformation and upgrading process of China's social economy.

1. Introduction

At present, the Chinese government attaches great importance to the network power and vigorously develops the digital economy. In the report of the 19th National Congress of the Communist Party of China, it clearly puts forward that we should grasp the commanding height of the development of the Internet industry and promote the transformation and upgrading of the Internet industry with the real economy. Under this situation, the relevant domestic departments have taken a series of targeted measures, and actively promoted the construction of network infrastructure, focusing on the development of 5g technology, in order to overcome Internet innovation projects. Under the background of Internet, the operation of major enterprises is for the purpose of making profits. The innovation of their marketing mode, through diversified information technology and marketing means, will display the rich products and services of enterprises in front of consumers, so that consumers can clearly understand the products and services, stimulate consumers' willingness to consume, improve the sales volume of products and services, and improve the market Overall operating efficiency. And with the formation of the global market, the development of the Internet market can not be limited to the domestic market, and the docking demand of the international Internet market is rising. In this context, it is very important for Internet enterprises to carry out marketing innovation mode. With the global market development as the starting point, they should carry out scientific marketing innovation, shorten the distance between consumers and products, so as to promote the realization of enterprise marketing objectives and the real transformation and upgrading of enterprise management.

2. Market Development Status and Prospective Analysis of Internet

In recent years, the development of China's Internet market has shown a high growth trend. Although affected by the decline of macro-economic development in 2016, the Internet market has been impacted, which to a large extent also led to the overall trend of its economic development. At present, with the development of the Internet economy in China, the emerging Internet model still has a sustained growth trend. By the end of 2018, the number of domestic Internet users has reached 828 million, and the Internet penetration rate has reached 60.6%, as shown in Figure 1.

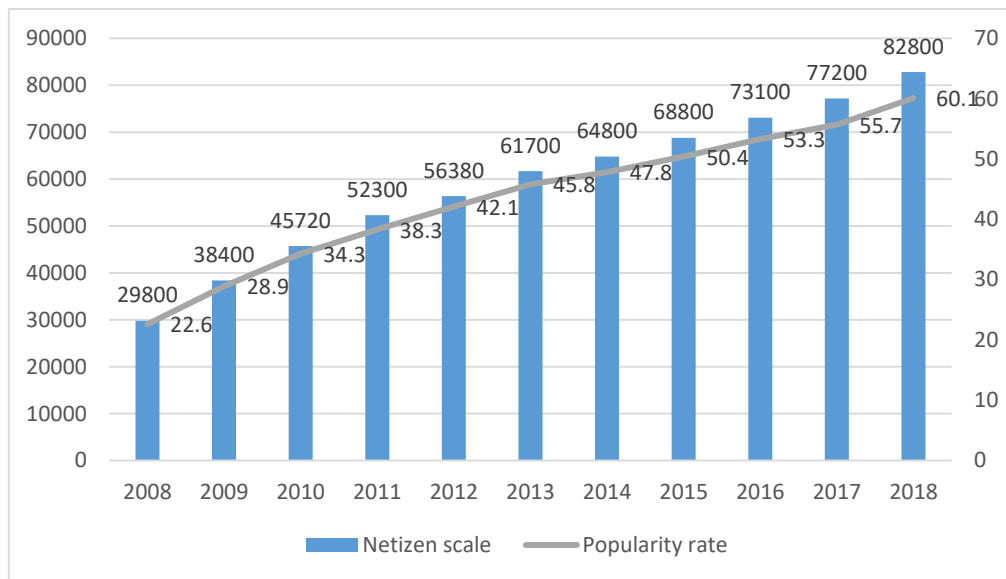


Fig.1 Growth of Internet Users and Internet Penetration in China in 2008-2018

By the end of 2018, the number of mobile Internet users in China has grown to 816 million, with the proportion of mobile Internet users being 98.5%, as shown in Figure 2. Combined with the development of the domestic Internet market in recent years, its remarkable development feature is the rapid rise of the short video market, the major Internet websites have launched a variety of applications, attracting a large number of network customers.

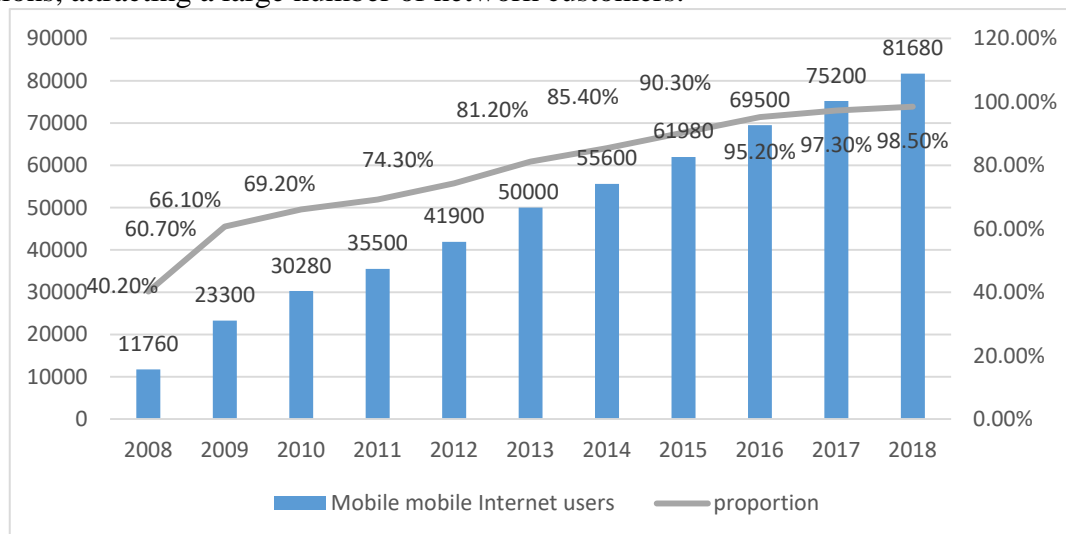


Fig.2 Growth and Proportion of China's Mobile Internet Users in 2008-2018

At the end of 2018, the development of domestic personal Internet market presents an overall development trend, with Internet products and services penetrating into all aspects of consumer life. Among them, the scale of online shopping users is growing rapidly, even accounting for 73.2% of the total Internet users, which provides the possibility of development for marketing innovation.

3. Analysis on the Key Development Points of Internet Marketing Innovation Mode

3.1 Operation of Business Model

In the process of development, an indispensable business model is a rational and reasonable business model, not only because it is related to the development of enterprises to a certain extent. In addition, because the enterprise needs to ensure that the business model set by itself is excellent enough and cannot be copied at the same time of stable development, it also needs to ensure that when the business model is implemented, it can promote the virtuous circle of the enterprise

industrial chain. In the same way, if an enterprise wants to occupy a favorable position in the competitive market, it should also widely dabble in business in the future, play the main role of business model, and actively promote the harmonious coexistence of all branches of the business chain, give full play to the business value of the enterprise, and build an environment conducive to marketing.

3.2 Off Grid Rate Control

In order to gain revenue, enterprises need to increase the size of users, average monthly call time and average revenue of each user, and also need to consider the impact of the counterparties, in short, the off network rate control. The control methods can be set out from the following perspectives: charging a certain fee can be used to increase the withdrawal cost or transfer cost of consumers; one-to-one communication with consumers can be carried out to recommend suitable brand packages according to the needs of consumers, so as to increase the attractiveness of products; in order to reduce the malignant development of business model caused by consumers leaving the Internet due to various reasons such as arrears, etc., the following measures can be taken: Take refined marketing strategy to effectively supervise consumer credit.

3.3 Market Channels

If the enterprise wants to expand the product construction and take the market as the main purpose, it needs to pay attention to the construction of market channels. High quality market channels are conducive to maintaining the healthy development of the market. The management of marketing channels plays an important role in channel construction, so what methods should be used to deal with the contradictions among the channels in marketing channels is an issue that enterprises need to focus on. In order to avoid the post conflict cooperation with the channel providers, we can obtain the potential value of consumer information from the effective marketing channels. After further analysis, we can build appropriate marketing strategies according to different consumer groups, and stabilize and increase the number of consumers with the excellent service of the marketing channels. Doing the above work well can not only guarantee the quality of market network channels, but also promote the development of mobile Internet market.

3.4 In Depth Marketing and Research

There are macro and micro differences in the market environment. As the main body of the market, there are also differences in consumer preferences and consumer behavior. In order to expand the market, enterprises need to research the consumer hot spots and consumer characteristics of users, then divide the market into different types of consumer trends, and create brand products suitable for users' consumption, and then carry out marketing promotion. Not only that, we also need to collect the changes of users' consumption behavior in a fixed time and quantitative way, deeply study the reasons for the changes, and make appropriate marketing strategy adjustments in time. It can be said that only by doing a good job in-depth research can the enterprise's in-depth marketing strategy be successfully implemented. Different from other marketing programs, in-depth marketing research will quickly analyze the consumer enthusiasm of users for products, and to a certain extent explore the potential consumption level of consumers, so as to provide help for enterprises to market key and specific products.

3.5 Cost and External Forces

Enterprises can gain profits by increasing the number of products and recycling methods, and control the cost of injection to the same extent. In the process of developing the mobile Internet market, we need to be good at observing the adverse factors and making corresponding regulation. At present, local management departments at all levels keep pace with the times, actively respond to the call of the state, and actively cooperate with the state in the construction of the city information market. China has also successively issued corresponding policies, and to some extent, it has given support funds, talents and infrastructure for information construction. Enterprises can expand the market according to the situation. In the process of developing mobile Internet services, we can

invest some funds in basic services, establish a good corporate image and deepen the public's understanding of it, to a certain extent, to form an effective social impact.

4. Internet Marketing Model Innovation Strategy

4.1 Strengthen Channel Management

Many enterprises involved in the field of mobile Internet also make the industry competition obvious, which makes the service mode for consumers almost the same, so it is very important to improve the loyalty of channels. The channel business with good loyalty can develop customers for a long time and realize effective communication with customers. Considering the relationship between operators and agents entrusted by social channels, increasing legal constraints is no more than a means of control. For each channel provider, the way of signing an agreement and refining the responsibility and reward and punishment system can be used to develop a pre delivery fund system to supervise the marketing process of channel providers, and use fund control to improve the loyalty and trust of channel providers. Under the background of fierce competition in the mobile Internet market, the competition among operators is bound to have an impact on the interests of the channel providers, which will greatly change the income of the channel providers and may result in a substantial reduction in profits. Some channels will take risks because of the situation. Therefore, the enterprise can allocate some funds every month every year, and distribute the corresponding amount of funds as the cooperation income according to the work results of the channel providers. The main artery of mobile internet marketing is the channel mode. The channel mode with high-quality channel resources and sound service must be irreplaceable. Therefore, enterprises need to analyze and summarize the team composition, brand service and resources. In the analysis, we find out the characteristics different from other enterprises, and build a suitable channel model for the development of enterprises.

4.2 Optimize and Integrate Resources

Mobile Internet enterprises can strengthen the cooperation with the government, institutions, society and other well-known personages, so that various resources can be effectively combined and unified to promote the better development of enterprises. With the construction of socialism in China, governments at all levels have also made corresponding policies and invested some funds in the development of mobile Internet, which gradually covers urban areas and towns. Some local governments have also set up modern mobile Internet base stations to promote the rapid development of mobile Internet. Some villages and towns have also established urban credit cooperatives. Through cooperation with urban credit cooperatives, the speed of urban residents' access to the network has been accelerated. A part of mobile Internet enterprises cooperate with local meteorological bureaus, township health centers and other units to provide some funds to help the development of local meteorological and health services, and also maximize the development of information and business promotion of enterprises [14]. Through the investment of capital, the value of the enterprise itself is also improved.

4.3 Promote Business Innovation and Standardize Market Development

Make valuable arrangement and induction of user information resources, and then rely on its own network media as a communication platform to enhance the ability of timely transmission of information and grasp the market leading power. At the same time, the information resources collected need to be unified to play the largest role. The products produced by enterprises need to be related to the actual purchase of consumer groups. In view of this, we can design products suitable for consumers of all ages according to different occupations. The basic principle is to cater to the production activities and life of citizens to the greatest extent. In addition, the market management system also needs to be standardized, to a certain extent, in order to reduce consumer dissatisfaction and reserve consumer groups for the future development of enterprises. The increasing demand for information resources also puts forward requirements for project innovation in the mobile Internet

market, which requires mobile Internet companies to speed up project innovation and keep pace with the development of the market economy, so that enterprises can get vigorous development.

4.4 Expand New Marketing Market

With the development of the market, mobile Internet enterprises need to step in step and implement the marketing strategic policies layer by layer. We should deeply understand the actual needs of users, formulate a set of rational and practical guidelines to help enterprises expand market scale and carry out marketing activities. The strategy execution team established for the marketing activity group needs to understand the overall situation of the marketing strategy from the rational cognitive level, and do not pay attention to the form and separate from the reality. Marketing is the same as other marketing methods, which requires correct marketing concept and supervision of marketing process. In the future development process, mobile Internet enterprises can formulate a set of sound marketing assessment system, standardize marketing activities and supporting service modes, solve problems related to marketing in time, and take targeted treatment for the diversification of consumer groups.

5. Conclusion

To sum up, from the analysis of the current situation of Internet market development, the scale of Internet users is increasing, and its popularity rate is growing rapidly, which provides a basic guarantee for the realization of enterprise marketing. Starting with the prospective analysis of Internet market, this paper analyzes the key development points of Internet marketing innovation mode, including the operation of business mode, off grid rate control, market channels, in-depth marketing, research, cost and external forces. Therefore, this paper puts forward the Internet marketing model innovation strategies, including strengthening channel management, optimizing and integrating resources, promoting business innovation, standardizing market development and expanding new marketing market.

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- 1) Study on the Application of Scenario Simulation Teaching Method in Practice Teaching of Business Negotiations
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