

## **Innovation of Network Marketing Strategies of Small and Medium-sized Enterprises in the Era of Mobile Internet**

linyue Xiao

Guilin University of Electronic Technology

**Abstract:** The development of mobile Internet has made major enterprises seek the development mode that keeps pace with the times. SMEs lack the strength to compete with large enterprises. If they do not adapt to the development of the times, they will be eliminated by the market. Therefore, the attention of SMEs to network marketing strategies has greatly improved, and the level of grasp of network marketing has greatly affected the development of SMEs and the market competitiveness of SMEs. Based on the author's personal work experience, this paper analyzes the characteristics of mobile Internet marketing, and explores the problems and specific network marketing strategies of SMEs in the era of mobile Internet.

**Keywords:** SMEs; Mobile internet; Internet marketing; Innovation

The mobile Internet of China has entered a new era. People's work, life and learning are inseparable from the Internet. Nothing can be obtained without using the Internet. The huge mobile Internet network has also impacted the market. Internet marketing has become a part of many SMEs that cannot be ignored. According to the "China Mobile Internet Market Quarterly Monitoring Report", more than 30% of SMEs use mobile Internet to promote products. Most SMEs can recognize the importance of advancing with the times and innovating marketing methods, and can seriously participate in the Internet marketing model. The development of mobile Internet has brought new opportunities and challenges to the development of SMEs. But how to better implement network marketing requires SMEs to explore the situation in the enterprise.

### **1. Analysis of the characteristics of network marketing in the era of mobile internet**

Compared with the traditional forms of Internet marketing, the network marketing in the background of the mobile Internet has more obvious characteristics, and the content is more broad and precise. SMEs can obtain information with the use of network, understand the market situation and the needs of consumers, optimize and adjust the company's own product characteristics and marketing methods to provide consumers with quality services. Specifically, the network marketing in the era of mobile Internet has the following characteristics.

#### **1.1 Broader dissemination**

Mobile Internet marketing is a special form of marketing that displays the details of goods and trades with the help of mobile devices. In the era of mobile Internet, every individual is a part of communication. SMEs promote commodity-related

information in accordance with the principle of accuracy and authenticity, and consumers can transmit this information to their friends and publish it on social networks. This widespread mode of communication is also called fission transmission effect.

### **1.2 More precise content**

Mobile Internet technology can collect user preferences and geographical locations of network terminals, provide accurate data for the production behavior of SMEs, rationally match target user groups, and solve the problem of information asymmetry between consumers and SMEs through mobile Internet. For example, with the support of marketing technology based on location information, businessmen can grasp the local consumer demand systematically, and consumers can search nearby businesses that can meet their consumer demand quickly to match the users fast and provide better services.

### **1.3 More timely interaction**

In the era of mobile internet, people's leisure time is occupied by mobile devices. In the mobile internet, people shop, watch news and watch videos, and all fragmented time is applied in the network world. The use of terminal devices is no longer limited by time and place, which facilitates the interaction and real-time communication between SMEs and consumers, and can promote the more effective communication effect of SMEs.

### **1.4 Lower marketing costs**

As analyzed in the previous article, in the era of mobile Internet, every individual is a communicator, which directly affects the marketing cost of SMEs. Take the traditional Internet marketing as an example, the development of SMEs needs to spend a lot of cost on product publicity, but the actual effect is not very optimistic. In the era of mobile internet, such risks are reduced. Innovative marketing content and system can attract the attention of netizens and consumer, and enterprises can achieve more effective communication at low cost.

## **2. Problems in network marketing of SMEs in the era of mobile Internet**

### **2.1 The cognition of SMEs to network marketing**

At present, many SMEs are self-righteous in their perception of network marketing. Specifically, there are two main misunderstandings. Firstly, many SMEs believe that network marketing in the era of mobile Internet is a change of marketing. It is only the change of marketing channels, and is the use of terminal equipment for product sales, but the specific nature has not changed much, so many SMEs have not changed the traditional one-way push mode, lack of two-way interaction with consumers. In addition, many enterprises believe that mobile Internet marketing is to get more fans through social platforms. The number of fans directly reflects the effect of network marketing, but it ignores the fact that mobile Internet marketing is inherently complex, which not only includes team building, platform building, content planning content, but also involves multiple modules for precision push, fan maintenance, value delivery and performance evaluation.

## **2.2 Lack of mobile internet marketing professionals**

The rapid rise of the mobile Internet has led to a significant increase in the demand for network marketing talents in the society. Even though the value of mobile Internet marketing and marketing is very worthy of recognition, many SMEs are seldom willing to invest and cost boldly due to insufficient funds and manpower. As a result, the quality of the mobile Internet marketing of SMEs is difficult to adapt to the needs of SMEs' marketing and development. It is usually a team of college students, part-time workers or traditional marketing personnel. The marketing management concepts of these non-professionals are not innovative enough. The positioning of the market is not accurate, and the psychology of consumers is not clear, which is not conducive to the development of mobile Internet marketing.

## **2.3 The inaccuracy of mobile Internet marketing**

The mobile Internet provides an opportunity for the precise marketing of SMEs, but in fact, SMEs do not have a good grasp of this opportunity. It is also because of the lack of talents that many SMEs can not deeply understand the user's situation. They simply use traditional network marketing methods for a wide range of publicity and dissemination, and there are no targeted docking customer groups, resulting in the waste of human resources and the waste of material resources. The activities of the social platform are simply to increase the number of fans on the social platform, and hold the idea that the number of fans has a direct positive correlation with online marketing, which ignores the difference between the precise customer and the fuzzy customer and results in the number of fans is only a false appearance.

## **3. Strategies for the innovation of network marketing of SMEs in the era of mobile Internet**

### **3.1 Strengthening awareness of mobile internet marketing**

SMEs must earnestly study the connotation and specific theory of network marketing in the era of mobile Internet to better apply the tool of network marketing. As an organizer and guide, the government can properly carry out popularization and publicity education, strengthen the support of mobile internet marketing training for SMEs, so that more SMEs can make good use of the effective means of network marketing to activate the market. SMEs themselves should also actively invest in relevant mobile Internet marketing activities, such as marketing meetings and forums, training to improve the quality of SMEs' network marketing.

### **3.2 Training mobile Internet marketing talents under the mode of school-enterprise cooperation**

In order to adapt to the development of the times and survive in the fierce market competition, we must constantly strengthen the construction of talent team, and pay attention to training and introducing Internet marketing talents from the source, which requires that SMEs can cooperate with universities to provide high-quality talents for the development of SMEs. Under the guidance of harmonious and stable cooperative relationship, universities can add SMEs' products and service information to the relevant courses of network marketing, so that students can contact with some specific businesses, and SMEs can select excellent employees to teach and let students

practice on the basis of mastering the theory. Under the mode of two-way cooperation and communication, universities and SMEs can achieve "win-win", which is conducive to the team building of Internet marketing talents.

### **3.3 Carrying out personalized and precise marketing based on the needs of consumers**

In the era of mobile internet, SMEs can use social software to communicate with users and build user relationship networks. In the practice of network marketing, the interests and needs of consumers are diversified, which requires SMEs to have targeted network marketing and should not be carried out blindly. First of all, we should analyze consumers' consumption behavior and preferences in depth, and make a reasonable classification. Furthermore, we should track and update consumers' interests and needs timely to form a closed-loop system of mobile internet marketing and ensure the quality of accurate marketing.

### **4. Conclusion**

Network marketing of SMEs in the era of mobile Internet is a difficult problem and an opportunity. Only by correctly handling it can we not be eliminated by the trend of the times and achieve a qualitative leap. In other words, every SME needs to carefully study the network marketing strategies in the era of mobile Internet.

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