

Analysis of the Enterprise Marketing Innovation Strategy Under the Background of the Internet

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Abstract: In recent years, our country has made a lot of reforms and innovations in the field of Internet technology. People's daily life has changed greatly due to the emergence of the Internet, and almost many industries are using the Internet. In the background of the Internet, enterprises must keep pace with The Times and make certain innovations in marketing. Only in this way can they better promote the development of enterprise marketing, make the marketing object more accurate, and only in this way can they provide a strong and strong guarantee for the stable development of enterprises.

Keywords: Internet; Marketing; Innovative strategy

The emergence of the Internet has brought a great impact on the marketing system, people for network virtual stores relative to the past, overall shop and stores has a very big difference, although the goods sold, but people can not be affected by time and space, shopping will be more convenient and free, in the process of enterprise marketing, must deeply understand the specific market changes, only in this way can better meet the actual needs of customers. In the process of actual marketing, the relevant personnel also need to break through the shackles of traditional concepts and adopt more innovative marketing strategies.

1. New changes in enterprise marketing with the Internet as the background

1.1 Marketing Globalization

The emergence of the Internet, make the relationship between various departments become closer, can achieve good information resource sharing, save a lot of time, staff also have a lot of focus on marketing strategy, the openness and connectivity of the Internet can not only spread good information, but also can marketing information to the enterprise in the shortest time, the future development of potential customers, greater mining of the depth of potential customers. The emergence of the Internet has made more and more people understand the products produced by enterprises, which brings great opportunities to the development of enterprises.^[1]

1.2 Low cost

Under the influence of the traditional marketing model, actually must have the help of certain intermediary and agents, this is also a main force of product transportation and communication, but in the whole marketing process, for enterprises will cost a lot of cost, but in the background of the Internet marketing not as before, after a lot of trivial process, the most prominent point is that it can greatly reduce the marketing cost of enterprise.

1.3 More convenient information

As is known to all, the network is very fast, between production and marketing because of rapid information and resource sharing has become closer, the openness of the network can better understand consumers, for product satisfaction, enterprises can combine the actual sales situation, understand consumer cognition of products, and the consumers' actual demand, better adjustment and improve later production products, for the later service, lay a strong and powerful foundation. With the help of the characteristics of network openness, it can also provide more diversified evaluation information for enterprises, and provide more accurate reference data for product optimization. At the same time, with the help of the Internet can also let consumers understand the product characteristics and characteristics of enterprise culture.^[2]

2. Innovative strategy of enterprise marketing under the background of the Internet

2.1 Innovate and set the marketing strategy

In the process of development, enterprises must fully understand the demand for products in the whole market. At the same time, they should also pay attention to collect the personalized needs of customers and form a more accurate marketing plan. Enterprise marketing core as marketing method, to the whole market for the product demand as the direction of the whole marketing enterprise in the design of product production marketing scheme, the staff must fully consider the actual needs of the target group, build an adaptive marketing scheme, only in this way can better meet customer consumer demand, generally the current people's living standard is higher and higher, for more and more demand for products, requirements are more and more strict. Most of the time consumers buy

goods will produce a series of psychological changes, very concerned about the price of the product, and the quality of the product, so enterprises must fully understand all kinds of consumer groups, according to the actual situation of all kinds of consumer groups to make a marketing plan, ensure the accuracy of their marketing plan. For example, during the Spring Festival, people prefer to buy some products with beautiful gift boxes, which is convenient for people to visit their relatives and friends, so compared with the actual needs in this respect, enterprises such as toy food must make a marketing plan to make similar gift boxes in the New Year. When formulating the relevant product plan, enterprises must have the main nature of the products, and choose the most representative products.

2.2 Enterprise marketing model

The current Internet technology relative to the past is more and more mature and perfect, many enterprises have their own product sales website, the establishment of the website has become an important basic condition of sales activities, in general sales mode mainly includes the following points, the first is to create the enterprise own website, in this website, consumers can achieve online communication with enterprises. Through specific communication, consumers can better judge their personal preferences, so as to meet the actual needs of consumers. Secondly, it is necessary to constantly update the product information, and only in this way can we leave a relatively deep impression on consumers, and further stimulate consumers' desire to buy products. In addition, there should be not only the mass production, but also the conditions of quality production, rapid production can actually better meet the actual purchase needs of consumers, in addition to also meet a small number of specific product needs of consumers. The last point is to constantly improve the visibility of the products, to establish a good network cooperative relationship, only in this way can attract more consumers, to ensure the stable development of the enterprise.

2.3 Continuous innovation of enterprise marketing channels

Combined with the existing survey, many enterprises actually close and foreign trade, most of the time enterprises also began to develop in the direction of transnational management, in general, some enterprises in order to obtain more economic benefits, not only with partners to carry out the corresponding marketing activities, but also organize competitors, implement some alliance strategy and so on. The biggest purpose of doing this is to reduce costs as much as possible, improve the competitiveness of their own enterprises, and occupy a position in the whole market. Under the background of the Internet, enterprise marketing organization management form must be reasonable adjustment and innovation, use the Internet resources to improve the utilization rate of computer, so that can better reduce human resources and material resources, in reducing human costs at the same time also can expand the entire marketing channels, let enterprises can more directly to consumers, consumers can quickly obtain product information in the shortest time. In addition, it is also necessary to constantly highlight the concept of marketing organization, so that enterprises can use their own virtual window to show their products to customers in the whole network sales platform.^[3]

2.4 Enterprise marketing strategy is constantly optimized

Under the background of the Internet, more and more consumers like to buy products on the network, so from a perspective, to the development of the enterprise brought a lot of sales space, many times consumers for products more and more diversified, consumer demand is more and more personalized, so enterprises must pay close attention to and understand the actual needs of the market, make certain adjustments in product design, only in this way to better provide consumers with the products they want. In the process of marketing strategy optimization, mainly can be reflected in the following three points, the first is the product culture, strategic culture is the soul of a product, at the same time, the product packaging is also an important condition to attract customer attention, so enterprises must spend some thought on the packaging, both to reflect the characteristics of the product itself, also to conform to the culture of the current enterprise development, only in this way can leave a deep impression on consumers. The second point is that the product standardization strategy consumers attach great importance to the quality of their own purchase of products, so enterprises must constantly improve in the process of development, for the strength of product quality testing, improve the supervision mechanism of network consumption. The last point is the product boutique strategy, which is also very important in the current marketing process. The core point is also a coordination way to achieve product standardization and product serialization.

3. Conclusion

In this new era, enterprise marketing in the specific work, also must consider their own market competitiveness, from the perspective of products, targeted to optimize the original marketing scheme, only in this way can form a relatively complete marketing system, further improve the economic strength of the enterprise.

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