

Visual marketing in e-Commerce applications analysis

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Abstract. E-Commerce coming of age to visual marketing offers a wide range of marketing avenues, through visual marketing, the product's real value and user experience tab is now out, by constantly absorbing more consumer attention and recognition, thereby expanding product sales volume, to enhance the merchants and merchandise of the brand, and leverage visual marketing to sales to maximize visual marketing in the e-Commerce category in the application unstoppable. This article from the visual marketing, entry, found that the visual merchandising in the e-Commerce application in the present form fails to emerge, the application is always "same old", the lack of cultural support and other issues, and for these problems, innovative ideas, optimized style, cultural fusion, etc. suggestions with a view to be of the same type of e-Commerce businesses to carry out a visual marketing offers draw.

1. Visual Marketing in E-Commerce Applications

1.1. E-Commerce Visual Marketing in the Enterprise Marketing Application

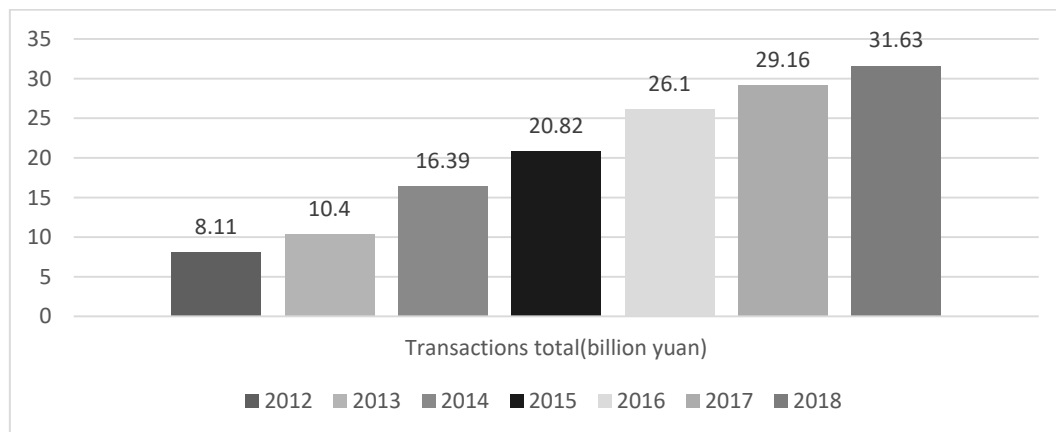


Figure 1. 2011-2018 China's e-Commerce total amount of transactions is growing year by year

In the amount of information of the outbreak of the era background, the digital information interaction effectively promote The includes graphic design, including many of the art marketing form. In a two-dimensional plane information is representative of the network implementation, through advertising, the network extends, so that the product of the visual image showed a more intense impact. In e-Commerce activities in the presence of visual words, the visual convey art into marketing the wrist, you can gradually deepen the e-Commerce network marketing competitive value performance. By means of visual art and design and the modern enterprise of each other mingling, CI, VI The Art of the concept to convey, having a sense of design and artistic graphics into a business web site, to the unique characteristics of visual design to deepen the product to the consumer of the good effects of stimulation, in order to provoke potential customer to the idea of kinetic energy. On the Internet, and actively serving in visual arts as the representative of the various types of flat-screen advertising, in-rich online mode at the same time, so that online advertising has to convey the rate is high, the audience area is wide, the growth potential of the fast

characteristics, exhibit a greater influence. In the propaganda enterprise image at the same time, deepening the corporate culture and the image of the accumulation, the promotion of e-Commerce and New Media cross-blending, so that the visual arts can be for user consumption constitute a comprehensive deepen, enhance e-Commerce in the economic sphere of the circulation of value.

1.2. E-Commerce Visual Marketing in the Web Application

At present, enterprises in the marketing process the web design more diversified, in the design process increasingly pursue web design possibilities, this invention has the visual impact of the publicity effect. After in the e-Commerce separation of visual media, can change state, static mode of transmission, constituting more full of interest, diversity of the modern enterprise marketing form. In visual a technical level, the designers through the outer type, color, composition of combination collocation, can make the Enterprise Products in a more seductive pose, rendered in the Enterprise Portal, product promotional website above. In order to accelerate the visual arts of the modern e-Commerce marketing impact. Through the promotion of a network of e-Commerce in the two-dimensional visual screen, multidimensional product show, high-level product expression, to further improve the e-Commerce platform presented in the design of the aesthetic elements.

1.3. E-Commerce Visual Marketing in a Promotional Creative Application

In web design and visual appeal, the designers in advancing the product marketing process, the need to highlight the e-Commerce web design creates and personality traits. After the transfer variety of the electronic message, and contains the creativity and interest of pages of information, acceleration of product in view of the user the visual feeling and impression. To broaden the visual art and design of each item category, strengthening the user of the product information of adventures of the heart. In the detailed page layout, the invention is a more artistic value of visual design works. An increase in the page message at the same time, will be close to the e-Commerce network marketing the visual arts of the detailed performance of the show in posters, pictures, LFD promotion and other aspects. After the novel way, changing the e-Commerce information, and enhance consumer's purchase desire.

1.4. E-Commerce Visual Marketing on the Brand Image Application

From e-Commerce of the brand visual identity, the business operators are recognizing that e-Commerce to deepen the visual communication of the art of necessity. Try through a variety of channels, in accordance with their own set of brands and styles, according to audience of different age, gender, geography, absorb more customers to view. In the e-Commerce brand positioning through visual communication design the VI system of import, the details of the e-Commerce layout becomes more regular. In brand image, presenting a different art style, to locate the different styles, the culture of different brands impact, in order to promote the enterprise in the marketing of the brand image, deepen business information of efficient propagation.

2. The Visual Marketing in E-Commerce Applications to Problems in

E-Commerce development since, through the application of technology level lagging, product description with pictures of the authenticity, visual merchandising and product quality discrepancies, etc. a time of improvement and transformation, there are still some problems.

2.1. The Form Failed to Emerge

E-Commerce platform visual marketing work is always a pattern, a routine of. Marketing model no innovation, all in the original traditional marketing means on packaging and fine-tuning, still is the use and imitation of the traditional marketing ideas to do that without bold imagination and innovative behavior; in the art without the use of high-tech and e-Commerce platform hooks, visual marketing is a concept, rather than a qualitative approach; in the thinking of Contemporary Economic Development and social development is not keen to capture the force, there is no time for visual marketing-related knowledge to update, learn and apply.

2.2. The Application Is Always “Same Old”

Visual merchandising refers to the use of Color, Image, Text, etc. caused by the impact force to stimulate the user senses, let it produce imagination, Interest, Desire, and ultimately achieve click, endorse, buy and brand recognition marketing tools. But currently, in many of the e-Commerce platform visual marketing is mainly applied in consumers through pictures, short videos and description understand the detailed product information, to decide whether to make a purchase. To convey information, customer attraction, visual guide to the shopping experience and other aspects there is a sameness, a lot of e-Commerce, or even different industries and there is not much difference, the lack of market research, marketing planning, store locator, audience analysis, product strategy, etc. This mode of not have their own unique style of visual marketing is not in the global Internet era go farther.

2.3. The Lack of Cultural Support

In order to in the fierce competition in the better survival and to obtain benefits, a lot of Internet companies in the economic interest and “hits” driven by attempts by the secret news, Gossip, dirt and other vulgar content stimulates traffic increases, these lack the cultural support of the visual merchandising is often only short-term interests, although short term, may make the enterprise can get the money for the gains, even for a long time were not exposed to the problem. From a long-term point of view, this lack of cultural support for visual marketing and even affect the corporate culture, to consumers and potential customers resulting in a bad influence. At the same time, visual marketing if not good and the Chinese traditional culture, corporate product culture, the mass culture standards, it will affect the enterprise operation and growth of development, thereby slowing the commercialization process.

3. The Improvement of Visual Marketing In E-Commerce Applications of the Measures

3.1. Innovative Ideas

Innovative visual marketing will become an important way, to become a widely eulogized the art of inspiration. In recent years, both in economy or in culture, can be foreign exchange, and international standards, with advanced state of the exchanges, promote the marketing mindset and way of innovation, an open mind allows visual marketing in the future the application process to break the traditional Chinese culture will be reflected in the style of the unconventional. Visual marketing in a foreign country after years of development, has the line become a complete set of marketing system, for my current visual marketing of the development to provide good ideas. Innovation thinking the development is not a flash of inspiration, but in the succession of development based on innovation. Visual marketing thinking needs to constantly be broken, constantly.

3.2. Optimized Style

Style is a visual marketing of the core competencies, the visual marketing lies in how the individual style elements absorbed audience. In recent years the development process, with rapid economic development, visual merchandising development successful with a breakthrough on the international situation in the occupied an important position. Have a strong economy to do background support, visual marketing yourself in the future of e-Commerce carried out in the complete idea of the innovation and style of the optimization and upgrading, in economic strides in the developing fore, the enhanced visual marketing in the economic development of the competitiveness. Style optimization and upgrading is a visual marketing conform to the economic and social situation of an important performance, visual marketing rise is behind people's aesthetic progress, only beautiful thing has an absorption force can be converted to purchase power.

3.3. Cultural Integration

Visual merchandising carry out the process, the culture of power has become the visual design of the soul, as a wire affects the interest of consumers, the after visual marketing design, cultural fusion is not only the culture of the intuitive presentation, the more is the foreign trade and marketing can establish a brand image, the progress to enhance the brand visibility. Visual marketing into the culture, with the culture of the dissemination of visual design can not only promote the visual marketing of the development, at a certain level can also promote the spread of culture and development, and culture in the future development of Will and the Economic Development Community, constitute a new culture ideas, visual marketing will also in this period backdrop into the stage of innovation and development. Culture is the visual marketing of content, visual marketing practitioners not only in the hardware up and down the Kung Fu is also to be included in efforts to enhance, the visual marketing competition is not only manufacturing skills, and culture. Currently, many marketing practitioners and not enough awareness to the visual marketing of the importance, but did not recognize that the future of Visual Marketing important influence.

4. The Summary

Visual marketing in E-Commerce plays an important role is e-Commerce development of the fundamental guarantee, to respond to visual marketing to have enough attention and deep understanding, the application of high-tech and flexible and creative thinking, improve visual marketing, rich visual marketing content for a visual marketing and e-Commerce integration development.

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