

An Analysis of the Reform of Marketing Strategies under the Current Development of Internet Economy

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Abstract: The development of Internet technology has completely changed the lives and work of modern people, and Internet marketing has become an important trend in the development of marketing. For modern enterprises, the impact of the Internet has brought new opportunities and challenges. Enterprises need to base on long-term development, transform traditional marketing strategies, and better adapt to the new market environment. The article focuses on the analysis of marketing strategy reform under the current development of the Internet economy.

As one of the most rapidly emerging technologies in modern times, the Internet has penetrated into people's lives. Driven by the Internet economy, a new marketing model has emerged, that is, Internet marketing. Although it draws on many theories and methods of traditional marketing, it is also quite different from traditional marketing [1]. Internet marketing, as a new marketing model, has the characteristics of low cost, immediacy, cross-regional, interactivity, etc. compared with the traditional marketing model, which has a great impact on the traditional marketing model. At the same time, Internet marketing can allow consumers and enterprises to directly Through online transactions, it is open throughout the year and is not subject to geographical restrictions, providing more choices for businesses and consumers. The birth of Internet marketing is formed under the influence of various factors such as the development of Internet technology and market competition, and it will continue to develop, mainly because Internet marketing meets the requirements of modern marketing, reduces marketing costs, and meets the personality of consumers Demand, you can shop anytime, anywhere, and you can obtain product information and compare through various ways to buy your favorite products [2]. This shows that companies need to reform marketing strategies in order to be able to meet the trend of economic market development.

1. The Importance Of Corporate Marketing Strategy Reform Under The Current Development Of The Internet Economy

Although the introduction of the Internet in China was later than that in countries such as Europe, America, Japan and South Korea, it has developed rapidly. As of the end of 2018, the number of Internet users in China has exceeded 700 million and the Internet penetration rate has exceeded 60%. The continuous growth of services has also made Internet marketing a new direction for many companies in marketing [3]. The rapid development of the Internet has promoted the rapid development of China's e-commerce trade and promoted the growth of China's shopping consumption.

Internet marketing provides a new direction for corporate marketing, because the Internet is an open platform, whether it is large enterprises or small and medium-sized enterprises are fair, traditional marketing in small and medium-sized enterprises due to various problems, and Compared with large enterprises, there are still many disadvantages, but in Internet marketing, SMEs can develop new marketing methods through live broadcast sales, video promotion, etc., which can get rid of the disadvantages existing in traditional marketing [4].

Overseas research on Internet marketing is earlier. About 40% of companies in the United States conduct marketing on the Internet, and all the top 500 companies worldwide conduct marketing on the Internet. "Global Market" mentions the use of the Internet as a platform to provide different commodities around the world, thereby promoting the development of economic globalization.

According to the US statistical report, about 22% of small business Internet marketing accounts for more than 75% of the total business, and nearly half of the companies believe that Internet marketing is a modern mainstream marketing approach [5]. With the continuous development of China's e-commerce in recent years, Internet marketing has developed for a relatively short time. Therefore, it lacks the corresponding Internet marketing ideas and does not attach importance to the development of Internet marketing. Implementing measures. Therefore, it is necessary to further analyze how to carry out Internet marketing, so as to improve the competitiveness of enterprises in the market and obtain better development.

2. Internet Marketing Related Theories

2.1. Integrated Marketing Theory

Integrated marketing is mainly based on the Internet marketing carried out by consumers, mainly to provide consumers with the most suitable and most suitable products [6]. In the process of integrated marketing, it is necessary to integrate various marketing tools in the Internet, and adjust in time according to changes in the environment, so as to achieve a win-win situation between enterprises and consumers in marketing. The following points should be followed during the integrated marketing process: ① Consistency of dissemination of information: the information disseminated by the company at any time needs to be unified; ② interactivity: the interaction and communication between the enterprise and consumers need to be strengthened to understand the consumers' Consumer demand, product willingness and opinions to adjust products in a timely manner; ③ target marketing: the main purpose of marketing activities is to sell products, so it is necessary to adhere to the target throughout the marketing process to protect the company's profits [7].

2.2. Soft Marketing Theory

The concept of soft marketing is derived from the strong marketing in traditional marketing. Traditional marketing methods are mainly achieved through various advertisements and promotional activities. These two methods are relatively compulsory and directly instill product information into Consumers, a large number of advertising and promotion activities may cause consumer solutions. Soft marketing was born on this basis. Compared with traditional marketing, it pays more attention to the psychological needs of consumers, emphasizes free communication on an open platform, pays more attention to user experience and needs, and is more in line with netizens' own The requirements for privacy protection have been rapidly developed in recent years [8]. For example, in the experience of publishing a product in a mainstream social network, other users can ask questions that are difficult to ask directly in offline marketing or some more private questions.

2.3. Direct Compound Marketing Theory

Direct marketing refers to giving up other sharing channels and directly using the media to contact consumers, so as to understand the needs of consumers and adjust marketing strategies in a timely manner. Specifically, companies directly provide products and services to consumers, and communicate and communicate with consumers during this period, such as the very popular live sales method recently. Direct marketing is not limited by time and location, and the openness of the Internet allows people all over the country or even all over the world to watch at the same time, continue to provide information to consumers, and can provide consumers with various online payment methods. Provide support [9]. The development of this marketing model is mainly based on the accelerated pace of life in modern cities, consumers have less time to select products, and the development of Internet technology provides consumers with the ability to quickly search for products that meet their own requirements in a large number of products. The characteristic is that there is no intermediate distributor, directly using various media to provide products or services to consumers, and leave their own evaluation and feedback of products and services after the transaction is completed.

3. Analysis Of Problems Existing In Internet Marketing Of Chinese Enterprises

3.1. Imperfect Laws And Regulations

The development of any industry requires corresponding laws and regulations to protect and restrict the interests and behaviors of enterprises to achieve sustainable development. With the continuous development of Internet marketing, how to eliminate the problems encountered by Internet marketing through the improvement of laws and regulations is an important issue that needs to be resolved [10]. However, China currently lacks the legal provisions applicable to Internet marketing, and cannot provide the corresponding legal basis for both parties to the transaction and the arbitration institution. In recent years, although some regulations and guidelines have been proposed to regulate online transactions, there is still a lack of a complete law to prevent cybercrime, which seriously restricts the development of Internet marketing.

3.2. Imperfect Social Credit System

The development of the market economy requires the support of a perfect credit system, but China's credit system construction is relatively lagging behind. Although it is pointed out in the Contract Law and Anti-Unfair Competition Law that it is necessary to uphold the principle of honesty and trustworthiness, even if it does not talk about credit Punishment of criminal acts, but none of them have a real warning effect. Internet marketing is a virtual market transaction, which requires high credit. If frequent breaches of trust will seriously affect the development of Internet marketing, the construction of a credit system will hinder the development of Internet marketing.

3.3. Consumer Consumption Issues

In traditional marketing activities, consumers can directly feel the goods by looking at them, but in Internet marketing, consumers can only understand the goods through text, pictures, and videos. This will affect the trust of consumers, and some Consumers think that they can't feel the thrill of shopping. In the traditional consumption model, consumers can judge the quality of products through other methods, such as the cleanliness of the storefront, customer flow, and service attitude, but these cannot be understood in online shopping. At the same time, due to the virtual nature of the Internet and the lack of corresponding laws and regulations on Internet marketing, online shopping frauds often occur, which increase consumers' distrust and restrict the development of Internet marketing.

4. Analysis Of The Main Points Of Marketing Strategy Reform Under The Current Situation Of Internet Economic Development

4.1. Improve Laws And Regulations

The government of our country does not pay much attention to internet marketing. In order to further promote the development of internet marketing, it is necessary to continuously promote the development of information technology and internet marketing. Consumers provide a complete online transaction environment, especially online transaction contract certification, transaction dispute handling, enforcement and compensation, online fraud crime, transaction supervision, consumer privacy protection, fund security and property rights protection. Adhere to a zero-tolerance attitude towards cybercrime, punish cybercrimes in accordance with the law, and strengthen the formulation of Internet marketing industry rules.

4.2. Improve Personal Credit System

The government needs to use the bank as an entry point to strengthen the construction of a third-party credit evaluation system. We can learn from the US credit system and introduce relevant incentive policies to support the development of SMEs. In order to encourage the development of small and medium-sized enterprises, the US government stipulates that 25% of government procurement must be given to small and medium-sized enterprises. Our government needs to learn

relevant experience and encourage the development of small and medium-sized enterprises.

4.3. Improve Corporate Internet Marketing Awareness

In the traditional marketing process, consumers are in a passive position, lack of direct communication with the enterprise, and the marketing department cannot obtain consumer feedback, so they cannot adjust the marketing strategy in time, so the overall marketing effect is not good. The openness of the Internet allows companies to better communicate with consumers, improve their products and services in a timely manner, and establish a closer relationship with consumers, so that consumers feel the sincerity of the company.

In the traditional marketing activities, a large number of advertisements and promotion activities are used to achieve the effect of publicity and gain market share. However, with the continuous development of the Internet, consumers can understand the products they want to buy through various channels, so companies need to develop different marketing strategies based on the characteristics of their products and for the crowd. At this time, the amount of advertising is not considered, but rather Targeted advertising. In addition, enterprises also need to pay attention to the training of Internet marketing talents, adopt various methods and methods to cultivate marketing abilities of marketing personnel, and establish a perfect training mechanism. For example, Taobao University, established by Alibaba Group, is a platform for Taobao stores, e-commerce practitioners, and e-commerce companies to learn and train more e-commerce talents.

Conclusion

In the context of the rapid development of the Internet economy, consumers' consumption patterns have undergone tremendous changes. The traditional marketing model is no longer suitable for modern society and cannot attract the attention of consumers. Enterprises must obtain more market share in market competition. It is necessary to cater to social development trends, pay attention to the development of Internet marketing, and promote products according to the characteristics of products and consumers, in order to achieve a more ideal marketing effect.

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