

Research on Innovative Methods of Enterprise Marketing under the Background of New Economy

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Abstract: With the popularization and innovation of the Internet, Internet technology can basically be seen in all walks of life in China. For example, the use of Internet technology to teach in schools, the use of Internet for online sales in the sales industry, and the opening of online businesses in banks. It is undeniable that Internet technology has brought certain convenience to all walks of life in our country, and the same is true in the marketing industry. In the "Internet + Marketing" environment, the system industry has also made certain reforms, which not only conforms to the trend, but also helps to improve the quality of sales and increase marketing methods.

1. Introduction

In today's era of rapid economic development, my country's information technology update speed is relatively fast. In order to ensure that the marketing work continues to be carried out normally, it is necessary to keep up with the development of the trend and the development of the times to the greatest extent, and improve the system from all aspects to avoid larger loopholes appear.

2. Problems Existing in the Current Marketing Work

In each link of the system, production and transportation are very important, but the same marketing link is equally important. However, in today's industry, often not enough attention is paid to the marketing link, which is considered to be a rigid demand in people's lives and ignores the important role of marketing. In fact, the marketing work is an important part of the profitability of the whole system. It can be said that without the marketing process, the system in our country will not be able to develop rapidly and achieve such impressive results. In addition, if the marketing method is poor, it will greatly hinder the turnover and technical improvement of the enterprise[1].

2.1 Insufficient innovation ability in marketing

Innovation ability is a very important ability for a person or an enterprise, and it has a huge impact. If there is no innovation ability, then the marketing link will be stagnant, and it is difficult to keep up with today's rapidly developing society. In the marketing process, continuous reflection and innovation are needed to improve the service attitude of this industry. But looking at this industry now, the conclusion is that the innovation ability is seriously insufficient, and the

grass-roots employees generally lack a comprehensive understanding and understanding of the work, and ignore the importance of marketing work[1]. Nowadays, apart from some online businesses, the update speed is relatively slow, and the offline business has been following the same process for more than ten years without major changes. Even part of the management level is resting on its laurels, affecting more employees to lose their ability to innovate. If the innovation ability of the marketing link cannot be changed, it will not be able to meet the growing needs of people in the long run, which will hinder the development of the entire system[2-3].

2.2 The management system in the marketing system is not perfect

The reform and improvement of the management system in the marketing work are equally important. The management system plays a decisive role in the development of an enterprise, and the management system also determines the working environment and working atmosphere of an enterprise. Having a sound and good management system will bring a positive working environment to an enterprise, and employees will be more motivated to work hard. Serious work ethic issues throughout the enterprise. However, there are certain problems in the management system in the marketing system. For example, the management links are more cumbersome, the operation process is repeated and complicated, etc., which affects the efficiency of work and is not conducive to the long-term development of the industry.

3. Measures for Marketing Innovation in the "Internet + Marketing" Environment

3.1 Raise the Attention of Staff

A saying that everyone often says is that attitude determines height, so it is necessary to improve the working attitude of the staff and increase the importance of the staff's work. Marketing can be said to be a service industry. If the service attitude of employees cannot be improved, many customers will be lost, which will have a certain impact on the profitability and survival of the company. Therefore, increasing the attention of employees is the foundation of innovation and the root of the marketing link.

3.2 Improve the marketing management system

The marketing management system is closely related to the ethos of the company and the self-motivation of employees. Only when employees are motivated and motivated will more talents stand up and innovate. The improvement of the management system has a positive effect on improving the innovation ability of employees. Therefore, managers should go deep into the front line to conduct investigation and research, and formulate appropriate improvement measures to improve the management system. In addition, we must put an end to formalism. We must not just follow the process in form and fail to do practical work. It is still the front-line employees who suffer. In the end, it will still be fed back to the enterprise and affect the development of the enterprise.

3.3 Cultivate the innovative ability of employees

To further develop the innovative ability of employees, it is necessary to start with a series of reforms in the company. First of all, we must actively mobilize all employees, and do not allow employees to develop a lazy life every day. Without pressure, there is no motivation. Therefore, the upper management of the enterprise should put some pressure on the employees and formulate an

assessment system[2]. In addition, there must be an incentive policy, and employees must be vigorously encouraged and supported to innovate, and financial incentives can be given appropriately to increase the enthusiasm of employees.

3.4 Accelerate the integration with the Internet

Combining with the Internet is the trend of today's development and a change that must be made to survive. We cannot deny that marketing has taken a crucial first step in integrating with the Internet, and has launched a series of online services to facilitate users. But don't take credit for it, and don't move forward from now on. In fact, compared with other industries, the online service update, the marketing link is not frequent or even a little backward. For example, many businesses cannot be carried out online today, and the level of artificial intelligence is not high. These are the direction of efforts and progress. In fact, it can also be applied to the Internet technology offline. The staff can display products to customers three-dimensionally through Internet technology, and even show the entire system of the system to attract the attention of interested people. Therefore, in fact, Internet technology still has a lot of room for development in marketing, which requires further exploration and thinking of technical personnel.

3.5 Carry out market questionnaire survey

Conducting market surveys is one of the most direct and effective ways to get customer feedback. Marketing can provide online and offline questionnaires, set up a series of questions about industry innovation, Internet applications, service attitudes, etc., and make reforms and innovations based on market responses. It is also possible to leave blank sections in the questionnaire for people to write their own questions that are not mentioned in the questionnaire. Satisfying the needs of customers is one of the main tasks of the marketing industry. Only by letting customers see the service attitude of the industry, the marketing volume will be greatly increased. In this way, it can better meet the needs of users, provide good services, and help the industry to develop in a better direction.

4. The Importance of Marketing Innovation in the "Internet + Marketing" Environment

Let employees realize the importance of innovation in marketing, and improve employees' awareness of various aspects such as innovation awareness, service awareness, marketing awareness and so on. At the same time, it is necessary to speed up the introduction of the application of the Internet in marketing, cultivate the sense of cooperation among employees, and improve work efficiency. In the context of the Internet, for marketing, it is both an opportunity and a challenge. [3]Therefore, the marketing industry should be based on its own advantages, combined with the actual situation of the industry and the demand for products in the market, to establish a new, scientific and stable online service platform to provide convenience for users, and also help to improve their own service efficiency, saving human resources, and promoting the stable, sustainable and healthy development of the marketing industry. To allow users to handle simple business anytime and anywhere on their mobile phones, and to be able to answer questions raised by users online and help them solve them, these are all conducive to improving the competitiveness of the marketing industry in the market. Nowadays, the effective and efficient means to effectively improve the competitiveness of the marketing industry is to focus on the innovation of marketing models and promote the development of intelligence and informatization in the marketing industry. At the same time, there must be a certain degree of personalization, and it is not possible to copy and copy the models of other industries. Therefore, in the context of Internet +, you must have the spirit of marketing innovation, choose the most suitable marketing method for you, and keep

innovating, otherwise you will be in danger of being eliminated.

5. Conclusion

With the continuous development and progress of the society, people's economic and living standards continue to improve, and people's attitude towards life needs and services is getting higher and higher, especially at present, our country is highly dependent on the market and therefore pays more attention to the market. Therefore, the marketing industry has enormous pressure and responsibility. The marketing industry should continue to meet people's demand for electricity and conform to the trend of the times. In this way, reform and innovation are the only way out. The spirit of innovation is the spirit that needs to be emphasized all the time in marketing, which helps the industry go further.

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