

Research on Innovation of Market Promotion under the Background of Mobile Internet

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Abstract: This paper explores the innovation path and acceleration measure of market promotion on the basis of the marketing mode and media properties as well as their lengths and drawbacks. It is found that under the background of mobile internet, the marketing mode has the property of main-body-decentralization, media-non-competition, content-attention-traction, object-ending-precision and effect- non-linear. Meanwhile, there still exists the problems of unclear location, unfulfilled management and unsystematic use. What's more, the properties as well as the medias' strengths and drawbacks are complementary, so firms' market promotion must follow the path of interconnection. On concrete, at the stage of market development, the market promotion should obey the interconnection of "open social platform + search engine". While at the stage of brand-building, the market promotion should abide by the interconnection of "open social platform + video entertainment". And at the stage of customer keeping, the market promotion should take the interconnection of "closed social platform + open social platform".

1. Introduction

In the report to the 19th CPC national congress, general secretary xi jinping set the goal of building an innovation-oriented country as a cyber-power, and took the deep integration of emerging technologies such as mobile Internet and artificial intelligence with the real economy as an important path to comprehensively realize socialist modernization. Therefore, it can be expected that China will soon enter an intelligent era of mobile Internet. In this context, traditional marketing media, such as television, radio, newspapers and magazines, will be gradually transformed or even replaced and eliminated, which means that traditional media based marketing methods of enterprises will gradually decline [1]. In the context of mobile Internet, to win in the increasingly fierce market competition, enterprises need not only to achieve "Internet +" in production and procurement, but also to make full use of modern mobile Internet technology and media in sales [2]. Unfortunately, so far, no scholars have systematically analyzed the innovation path and strategy of enterprise marketing under the background of mobile Internet. This paper will discuss this to promote the research in this field.

2. Analysis on the characteristics and existing problems of enterprise marketing mode under the background of mobile Internet

1) Decentralization of marketing subjects. Under the traditional marketing model, enterprises are the main body of marketing. They publicize their products and services to specific consumers in the form of advertising through traditional media, so as to achieve the purpose of active marketing. Consumers are only in a passive receiving position. Although they can choose to ignore it, it has little impact on the marketing activities of enterprises. Enterprises are always at the center of marketing activities. In the mobile Internet era, the enterprise marketing advertisements can be easily replaced by the opinion leaders, in particular, for consumers the opinions of the consumers become the key to influence the enterprise marketing, because any consumer opinion may be communicated to the four corners of the world by means of Internet, is no longer the body of the marketing activities of enterprises and centre, although it still can through mobile Internet media in various forms of advertising, but consumers can pay or shielding ways to avoid advertising, at the same time can also through the way of opinion or comment affect the effect of enterprise marketing. Therefore, in the era of mobile Internet, marketing subjects present diversified characteristics.

2) Non-competitive marketing media. In the traditional marketing mode, enterprises mainly carry out one-way communication through TV, radio, newspapers and other channels. Due to the limitation of time resources and layout resources, enterprises need to realize marketing under the traditional media by means of competition. As a result of competition, marketing costs rise. In the era of mobile Internet, due to the relatively unlimited Internet resources, the enterprise not only can use other mobile APP, you can also build corporate web site or APP to implement marketing, compared with the traditional media of the highly competitive, mobile Internet marketing medium no longer has obvious competitive, enterprise can be a low cost to realize the marketing of the products. It is important to note that for some hits higher website or "fans" numerous marketing leader, because of its limited resources, enterprises still need to pay a higher marketing costs, but compared with the traditional medium of irreplaceability, if a high percentage of opinion leaders or click on the website in false information, will be replaced of high cost, therefore, its marketing behavior is still a certain limit.

3) Eye-catching marketing content. In the traditional marketing model, whether through television or newspapers, the marketing advertising of enterprises are fully displayed, consumers more or less will form an impression of the enterprise's products, so as to achieve the purpose of advertising. But under the background of mobile Internet, due to the decentralization of marketing subjects and marketing medium non-compete, makes the mobile Internet is filled with a lot of marketing, advertising, and in the case of information filled with flood, potential consumers often choose to ignore these marketing advertising, so the enterprise in order to achieve the purpose of marketing, often used to gain potential consumers eyeball to attract consumers to watch ads, in other words, under the traditional marketing model, marketing channel is a scarce resource, lead to enterprise marketing emphasis on the selection of marketing channels, and in the mobile Internet era, the attention of consumers or the eye is a scarce resource, Causes the enterprise to pay attention whether the marketing content can obtain the consumer's attention, therefore its marketing content pays attention to attracts the consumer's eyeball.

4) Precision of marketing target. Under the traditional marketing model, enterprises cannot distinguish the attributes and preferences of consumer groups in an effective way, so their marketing objects are generalized and can only be differentiated by region or language at most, which makes it difficult to further accurately subdivide the marketing objects. In the era of mobile Internet, consumers form their own communities in the virtual space of the Internet according to their interests and preferences, and enterprises can easily make precise positioning and precise marketing

of marketing objects according to these communities. At the same time, enterprises can also attract consumers interested in this topic through topic marketing, so as to achieve the purpose of automatic selection of marketing objects. Therefore, under the background of mobile Internet, the target of enterprise marketing is becoming more and more precise.

5) Non-linear marketing effect. Under the traditional marketing model, enterprises can generally achieve better marketing effects if they can spend a lot of money on marketing promotion in the prime-time or prime-time layout of traditional media. Therefore, the marketing input is generally proportional to the marketing effect. But, in the era of mobile Internet, enterprise's marketing investment and the effect is not a simple linear relationship, mainly because the marketing main body in the decentralization makes any consumers are likely to be factors that influence the enterprise marketing effect between consumers and the mobile Internet interconnected attributes make contact, easy to produce the so-called "butterfly effect", to reverse the marketing effect of enterprises. At the same time, if the product quality of the enterprise is good and the price is low, the effect of efficient marketing can be achieved through the interconnection and communication between consumers, even if not through high-cost marketing.

In conclusion, under the background of mobile Internet, enterprise's marketing communication mode has marketing subject centralized, media competition, marketing content heavy eye, marketing object is accurate and nonlinear characteristics of the marketing effect, make the enterprise needs under the new marketing model out of the shackles of the traditional marketing mode, to innovate unceasingly, can achieve the best effect of marketing.

3. Analysis of existing problems in enterprise marketing under the background of mobile Internet

1) Enterprises do not have a clear understanding and positioning of mobile Internet marketing. From the current practice, the enterprise for mobile Internet marketing still exists a lot of misunderstanding, that is just the mobile Internet as a technology, the traditional marketing content on mobile Internet is spread, in other words, using a "traditional marketing model + modern mobile communications technology" marketing, it is difficult to obtain good marketing effects. Due to the lack of understanding of mobile Internet marketing, enterprises are lack of understanding of the communication mechanism and positioning of mobile Internet media, making it difficult to effectively use different media to achieve marketing goals.

2) The implementation and management of mobile Internet marketing are not in place. Due to the mobile Internet is an open virtual space, mobile Internet marketing influenced by many factors, coupled with the mobile Internet media noncompetitive and marketing effect of the nonlinear, makes the implementation and management of the enterprise for the mobile Internet and mobile Internet marketing input-output, difficult to establish accurate relationship between this also means that the enterprise can't spending on mobile Internet marketing execution and management of effective supervision, so that enterprises in the implementation and management of severe embarrassment does not reach the designated position.

3) Enterprises lack systematic application of mobile Internet marketing methods. Theoretically speaking, different mobile Internet media and means have great differences, so that they are complementary in marketing content and objects. If these marketing means and means can be applied systematically, the marketing effect can be achieved with half the effort. But unfortunately, the enterprise from the Angle of the technical application only to think about the effects of the mobile Internet on marketing, instead of standing in the height of the strategy for the mobile Internet marketing system of the top design, thinking and less for the innovation of the mobile Internet marketing methods and means, resulting in enterprise marketing cannot fully adapt to the

mobile Internet era background, make its market competitiveness.

To sum up, although the arrival of the mobile Internet era requires a fundamental change in the marketing model of enterprises, the marketing effect is not ideal due to the unclear understanding and positioning of enterprises on mobile Internet marketing, inadequate execution and management, and unsystematic application of media and means. Therefore, enterprises must carry out fundamental innovation and reform of marketing in the era of mobile Internet to improve their market competitiveness.

4. Innovation path of enterprise marketing under the background of mobile Internet

1) In the market development stage, enterprises should implement the interconnection strategy of "open social platform + search engine". When an enterprise is just established or its products are just put into the market, it does not have a certain reputation and needs to open up new markets through market expansion. In this stage, due to the enterprise sales revenue is small, its marketing is subject to greater budget constraints. In the traditional marketing model, enterprises can only use relatively cheap paper media for publicity, which not only limits the scope of its dissemination, but also has no targeting. Consumers who really need the product may not be able to see relevant product information, greatly limiting the effect of marketing. However, in the context of mobile Internet, enterprises can adopt the method of "open social platform + search engine" to achieve the best promotion effect. On the one hand, no matter it is an open social platform or a search engine, its cost input is low and will not exceed the marketing budget of the enterprise. On the other hand, the open social platform has a wide range of communication and coverage, and the speed of communication is also fast. In particular, opinion leaders or popular users have a large number of followers and great influence, which can play a good publicity effect in a short time, and search engine is the most effective way to find potential customers. However, it should be noted that how to make potential customers get the information of their products in the first time is the marketing focus of this stage. It is suggested that enterprises should spend more budget on the optimization of search engine keywords and rankings, so as to accumulate customers with rigid demand in a short time and open the sales of products.

2) In the brand building stage, enterprises should implement the interconnection strategy of "open social platform + video entertainment". With the deepening of market expansion in the first stage, the product has gained a certain popularity and has a certain customer group. At this time, the enterprise should start to build its own brand to reduce the customer's choice cost. As we have pointed out above, the marketing media of video entertainment has the infection characteristic of "viral transmission", which is most suitable for the brand building of enterprise products. At this stage, the enterprise already has a certain sales revenue and the economic strength, can focus on the development of a number of infectious, innovative and attractive products promotional video, in the video, to emphatically points out the value of products for the consumer and enterprise development prospect and the cultural connotation, to make it become the activities of the enterprise postcards, on this basis, the use of open social platform "many-to-many" divergent propagation advantage, make these video spread quickly in the mobile Internet, form a hot topic of discussion in a short time, let the consumer for enterprise and its products have a strong understanding of, Achieve the goal of brand building. It should be noted that the marketing of mobile Internet is only a kind of thrust and accelerator, and the key to brand building is the excellent product quality of enterprises. Without a good product as the foundation, such brand building activities of mobile Internet may have the opposite effect.

3) In the stage of customer maintenance, enterprises should implement the interconnection strategy of "closed social platform + open social platform". With the deepening of market expansion

and brand building, enterprises have acquired a large number of customer groups. How to maintain this part of customers, improve their loyalty and further attract new customers has become the core task of enterprise marketing. We recommend that users should be through the closed social platform for enterprises to maintenance, closed social platform has the "one to one" accurate transmission properties, for the potential needs of customers, they have for products have a certain understanding, but this kind of understanding is not thorough, need through the precise marketing medium to achieve for the deep understanding of the product and the enterprise, on the basis of this, these customers through their closed social platform pass relevant information to other potential customers, so that it can maintain the old customers on the basis of expanding new clients. At the same time, enterprises also need to encourage these old customers to publicize their products through the open social platform, and take corresponding incentive measures. It should be noted that enterprises can use closed and open social platforms to regularly organize offline appreciation meetings for old customers, and display the information of the appreciation meetings in the form of text or video on the open social platform, so as to achieve the marketing goal of spreading and covering. In fact, the essence of marketing is the process of human interaction, and the social platform provided by the mobile Internet, whether open or closed, provides the best media and means for the low-cost realization of this interaction.

To sum up, due to the different characteristics, advantages and disadvantages of different mobile Internet marketing media and means, enterprises must choose different "interconnection" strategies according to the objectives and restrictions in different stages of marketing to achieve the best marketing effect. According to the above analysis, the enterprise in the market development stage should be taken to "open social platform + search engine" interconnection strategy, in the brand construction phase should take "open social platform + video entertainment" interconnection strategy, in the customer maintenance phase are taking "closed social platform + open social platform" interconnection strategy, thus forming under the background of mobile Internet enterprise marketing innovation path.

5. Analysis on the safeguard measures of enterprise marketing under the background of mobile Internet

1) Enterprises must re-recognize and position the impact of mobile Internet on marketing. Mobile Internet is not only a technology, but also a way of thinking and strategic mode. It has profoundly changed the structure of modern society, making traditional media gradually decline and even eventually disappear. If an enterprise wants to gain more market shares and win the competition in the context of mobile Internet, it must correctly understand and position the influence of mobile Internet on marketing and re-examine and design it from the perspective of enterprise strategy, instead of just taking it as a strategy and technology. This means that the enterprise must set up a special mobile Internet marketing research department, through the mobile Internet era marketing media communication mechanism research, develop the most suitable for the enterprise's marketing strategy. In other words, the purpose for enterprises to re-recognize and position the mobile Internet is to redesign the internal structure of the company, and the entry point of this structural restructuring is the marketing of enterprises, which starts from the demand side to reconstruct the internal production and decision-making departments of enterprises to adapt to the development of the new era.

2) Enterprises must provide necessary support for mobile Internet marketing in terms of talent construction and capital investment. As mentioned above, marketing in the era of mobile Internet requires not only a change in technology, but also a change in thinking mode. Traditional marketing personnel can learn to mobile Internet technology, but it is difficult to change the thinking mode and

thinking path, so the enterprise must resolve to upgrading of talent, for those who can not adapt to the mobile Internet marketing model of enterprise employees placed properly, for example, make its work in the specific customer maintenance, and from the colleges and universities and social recruitment to master modern thinking mode of the mobile Internet and technical talents to adapt to the fierce market competition. At the same time, the enterprise must also be more investment for the mobile Internet technology and marketing channels, while we pointed out in the above mobile Internet marketing investment and there is no simple linear relationship between the marketing effect, but in general, if there is no need to input, is virtually impossible to produce the expected effect of marketing, companies must be in the mobile Internet infrastructure necessary cost, is likely to get the expected return.

3) Enterprises must strengthen supervision on the implementation and management of mobile Internet marketing and establish a reasonable evaluation system. As pointed out above, due to the impact of multiple factors on the marketing performance of mobile Internet, it is difficult to effectively supervise the performance of mobile Internet, which leads to the lack of execution and management and finally affects the marketing performance of enterprises. Therefore, enterprises must establish a scientific mobile Internet marketing evaluation and supervision system according to relevant practices. Specifically, the enterprise can through customer visit and investigation to evaluate the effect of the current marketing strategy, and adopt the way of yardstick competition to the mobile Internet Marketing Department staff and managers to evaluate, the reference to similar enterprises in related industry sales performance to evaluate the enterprise Marketing Department's performance level, so as to exclude the interference of other factors. At the same time, a reasonable salary system and promotion system should be established to reward and promote outstanding employees and management personnel, so as to minimize the cost of supervision and improve the enthusiasm of employees and management.

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