

Discuss the Transformation of Enterprise Marketing Strategy under the Background of "Internet+"

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Abstract: With the advent of the Internet+era, the market economy has experienced a transformation from a real economy to a network economy. Correspondingly, enterprise marketing should also conform to the development trend of market economy and realize the transformation of enterprise marketing strategy. The essence of marketing is how commercial enterprises gain more attention from consumers and the purchasing potential brought by attention. Under the background of the Internet age, the marketing of enterprises has changed greatly, and the traditional marketing strategy has lagged behind. In the Internet + era, the traditional business model is replaced by the new business model instead of being eliminated by the Internet enterprises. This paper discusses the opportunities and challenges of enterprise marketing in the Internet era, and analyzes the ways of enterprise marketing strategy transformation from product improvement, marketing mode, talent training and other aspects.

1. Introduction

Enterprise marketing strategy is the core of enterprise development and the leading force to promote enterprise progress and innovation. The operation status of a commercial enterprise and the direct benefits it obtains are closely related to the marketing work, thus it can be seen that marketing plays a vital role in a commercial enterprise [1]. With the development of economy, good products are not equal to good business. Internet thinking begins to replace industrial thinking. Enterprises should re-examine their core values and realize the promotion of value chain competitiveness through a series of reforms. In the era of big data and the rapid development of the Internet today, it provides many conveniences for individuals. More and more people are used to communicating with the Internet, and the lifestyle of many people has also undergone significant changes [2]. The essence of marketing is how commercial enterprises gain more attention from consumers and the purchasing potential brought by attention. All commercial enterprises should adapt to the ever-changing market environment by changing marketing strategies, promote enterprises to realize sustainable development in the Internet+ environment, help enterprises to realize the grand blueprint as soon as possible and lay a solid foundation for realizing future strategic goals [3]. How each enterprise dialectically, developmentally and maximally grasps the advantages of the Internet era to realize the transformation of its marketing strategy is a topic that all enterprises must think deeply [4].

Under the guidance of "Internet+", the marketing mode of commercial enterprises has ushered in a new round of unprecedented challenges. The traditional marketing mode can no longer adapt to the current economic environment, which is a challenge and a rare opportunity [5]. Although it has entered the era of the Internet and the number of marketing channels has increased, many commercial enterprises still have to face severe marketing problems [6]. In the Internet+ era, the traditional business model was replaced by the new business model instead of the traditional enterprise being eliminated by the Internet enterprise. In essence, it is the rebuilding of traditional channels by mobile Internet platforms. In order to adapt to the globalization of the world market and the change of the economic structure, more and more enterprises are considering the development strategy under the environment of Internet development. Opportunity is precious and fleeting. If you cannot find and seize business opportunities in the Internet+ era in time, you will probably decline in the fierce market competition [7]. This paper discusses the opportunities and challenges faced by

enterprise marketing in the Internet era, and analyzes the ways of enterprise marketing strategy transformation from the aspects of product perfection, marketing methods and personnel training.

2. New Requirements of Internet+ Background for Enterprise Marketing Strategy

For enterprises, in marketing management, traditional enterprise marketing strategies have many development problems under the background of the Internet. Compared with the traditional multi-tier marketing model, Internet marketing directly completes business transactions in computer networks or mobile terminals. Traditional marketing regards product development as a necessary market demand. However, in the era of rapid development of emerging technologies, it is only by catering to the needs of consumers that they can become products and enter the market. In the Internet+ era, many enterprises have similar products. In this case, the relationship between enterprises and customers is particularly important. Consumer groups in contemporary society present personalized and high-level development needs. Different from the unified marketing strategy in the traditional enterprise marketing, the contemporary consumer groups are more accustomed to pursuing products with their own individual colors and emphasize the exclusive concept of individuality. In the Internet+ era, products are updated quickly, there are many kinds of products and many products have similarities, while consumers' choices are autonomous and indirect. Like the traditional enterprise development strategy, in the Internet era, the enterprise's limited awareness of product quality is still the top priority of the marketing strategy.

Enterprises must take consumer behavior into account in the process of formulating and implementing marketing strategies and regard it as the key to formulating marketing strategies. Consumer behavior determines which marketing strategy the enterprise will adopt. For example, Table 1 shows the corresponding relationship between marketing elements and consumers.

Table 1 Correspondence between marketing elements and consumers

Marketing requirements	Consumer issues
Products	Product variety usage What needs can the product meet
Promotion	How to let consumers buy How to put advertisements
Pricing	How does price affect consumption behavior What are the effects of price adjustment
Channel	What are the purchase channels What is the impact of channels on consumers' purchase behavior

Consumer behavior pattern is the method of exploring consumer behavior law, in fact it is what kind of method can be used to find the general consumption law of commodities. As shown in Figure 1, the purchasing behavior pattern of consumers.

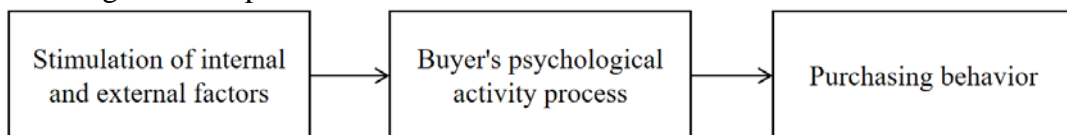


Figure 1 Consumer purchasing behavior model

With the development of information technology in the Internet economy environment, new products are easier to catch people's eyes. Facing fierce market competition, product innovation has become a powerful driving force for enterprises to stand on the tide of Internet economy. The Internet+ era is an era of consumer sovereignty. Consumers can obtain a large amount of product information and make reasonable decisions anytime and anywhere. In the Internet+era, all kinds of consumer information are recorded in the databases of various enterprises, many of which are lax in database management [8]. Commercial enterprises should position their products within a certain range, increase consumers' concept of product differentiation, add new service and product

personality attributes to products on the basis of ensuring product quality, and guide consumers to form a product discussion atmosphere. The managers of the traditional marketing mode are mainly older people with relatively conservative ideas. They cannot fully understand the current young people's consumption ideas and preferences, nor can they fully grasp the consumption information sources of the main consumers. Therefore, the marketing model they have been sticking to can no longer meet the actual consumption needs of today's major consumer groups, and thus cannot guarantee the rationality of marketing strategies in today's environment. For a long time, product innovation has been the key point of enterprise development, especially in labor-intensive industries under the Internet+environment. Products not only pursue quality assurance, but also emphasize deeper innovation and development.

3. Marketing Transformation Strategy of Enterprises in Internet+Era

3.1 Product Improvement from Various Perspectives

Whether it is traditional marketing or internet marketing, products will always be the foundation of an enterprise's marketing success. In the Internet era, the most prominent feature is the wide variety of media. The rapid speed of information circulation also makes the collection and adoption of information more convenient and fast. In the era of mobile Internet of Things, products have the characteristics of fast updating, many kinds and high similarity, which requires enterprises to study marketing strategies from the perspective of perfecting products. Enterprises should pay more attention to product marketing quality and attract consumers' attention through refined, creative and story-based marketing. The Internet+era pays attention to user experience. For product design and development, enterprises directly face consumers to carry out market research, and consumers directly feed back suggestions to enterprises so as to rapidly improve the development speed of new products. Only by thoroughly changing marketing awareness and establishing brand-new marketing concepts can enterprises better adapt to and occupy the economic market under the Internet+environment.

3.2 Adopt a Variety of Marketing Methods

In the Internet era, enterprises can analyze consumer data, so as to carry out targeted marketing and accurately meet the various needs of consumers. Traditional product sensory marketing strategies are mainly focused on visual stimulation. Traditional marketing environment information is relatively small. Complex traditional visual merchandising can bring direct visual stimulation to consumers. The development strategy of monopoly market is no longer suitable for the current economic development environment in the Internet era. The marketing and growth methods of enterprises should emphasize the sharing development of alliance partners. Scientific enterprise marketing strategy needs to constantly adapt to the changes of the Internet era and the actual development of enterprises, which is an important concept to promote the development of enterprise marketing management. In the Internet+era, consumers are more sensitive to prices, and enterprises can provide flexible product design and production schemes according to the affordable prices fed back by consumers. In the Internet era, enterprises can master consumers' consumption habits, consumption preferences and consumption ability through data analysis, so as to carry out accurate marketing and provide personalized services.

3.3 Pay Attention to Personnel Training

In the Internet+era, talents are needed for network data analysis, management and marketing plan formulation. Marketing in the Internet+era can transcend time and space restrictions and complete information exchange with consumers at all times, which has greatly impacted the promotion and performance management of terminal stores under the traditional marketing environment [9]. Enterprises should cultivate a large number of talents through talent introduction, regular talent training, talent exchange, financial incentives, etc. Enterprises should pay more attention to the timeliness of one-account settlement to ensure that the accounting information provided by one

account is more valuable in accounting work and provide necessary reference basis for decision-making. The advent of the Internet+era makes consumers more rational in purchasing products, and products that cannot keep pace with the times are facing elimination. Through the Internet, consumers can quickly understand the comprehensive information of products and determine their personalized needs and services through diversified choices. Enterprises should strengthen the construction of technology research and development team and precision marketing system to realize the transformation and optimization of enterprise marketing structure.

4. Summary

Entering the Internet era, people can no longer be satisfied with a single traditional marketing model, and the needs of enterprises cannot be reasonably controlled. With the advent of the Internet era, the focus of the marketing strategy of commercial enterprises is gradually changing in different forms. The main change is from the traditional media marketing strategy to the Internet marketing strategy. With the continuous development of mobile Internet technology, Internet marketing mode is increasingly becoming the main mode of enterprise operation, which brings opportunities as well as greater competition and challenges to many enterprises. The innovation of marketing mode mainly lies in the enhancement of Internet marketing consciousness, the improvement of original product strategy and the expansion of sales channels. After the ingenious integration of the three, it will bring new vitality to the enterprise in the new Internet + environment. Whether traditional marketing or internet marketing, products, marketing methods and talents are indispensable elements. We must strive to achieve the transformation of enterprise marketing in the Internet + era from these aspects. Only when the positioning is clear and the appropriate marketing strategy is chosen, can the enterprise obtain the maximum long-term income with the minimum cost investment.

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