

## Research on Marketing Strategy of Small and Medium Sized Logistics Enterprises under the Background of “Internet +”

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**Abstract:** the Information Revolution Based on Internet Technology Promotes the Rapid Development of Modern Logistics Industry. It is Necessary for Small and Medium-Sized Logistics Enterprises to Seize the Opportunity in the Internet Era. Based on the Era of “Internet +”, This Paper Analyzes the Marketing Status and Existing Issues of Smes. Starting from the Perspective of Market Research and Analysis, the Choice and Uniqueness of the Target Market, and 4ps Marketing Mix Strategy, Which Promotes the Long-Term Sustainable Development Strategy Deployment to the Target Marketing Proposal.

### 1. Introduction

In Recent Years, with the Rapid Development of China's Logistics Industry, as a Pillar Industry, the Competition between Small and Medium-Sized Logistics Companies is Increasingly Fierce, the “Cake” of the Logistics Market Can Not Be Ignored. with the Advent of Internet + Era and Rapid Development, the Logistics Industry is Facing New Challenges and Opportunities. Small and Medium-Sized Logistics Enterprises Are Also Facing Increasingly Severe Market Environment. Compared with Large-Scale Integrators, Small and Medium-Sized Logistics Enterprises, Due to Scale, Technology, Capital, Operation, Marketing, Information and Many Other Factors, Limit the Overall Strength of the Comprehensive. Lack of Capital to Compete with Large-Scale Logistics Companies Alone[1]. Therefore, Small and Medium-Sized Logistics Companies, Appropriate and Innovative Marketing Strategies, through the Appropriate or Necessary Provision of Targeted Services, the Rapid Development and Maintenance of Network Technology Applications, the Establishment of Brands, Gradually Large-Scale Modern Only Logistics Companies, Long-Term Development Can Grow.

### 2. Definition of Small and Medium-Sized Logistics Enterprises

In 2011, Ministry of Industry Information, National Bureau of Statistics. the Ministry of Finance of the National Development and Reform Commission Jointly Issued the Industry and Information Technology [2011] No. 300 Standard for Small and Medium-Sized Enterprises: for Logistics Enterprises 1. the Number of Employees is No More Than 1000 and the Business Income is No More Than 3 Million Yuan, Which Belongs to Small and Medium-Sized Enterprises[2]; the Logistics Enterprises with Less Than 200 Employees or Less Than 30 Billion Yuan of Business Income Engaged in the Warehousing Industry Are Small and Medium-Sized Micro Enterprises. Most of the Small and Medium-Sized Logistics Enterprises Mentioned in This Article Are State-Owned Warehousing and Transportation Enterprises and Private Logistics Enterprises That Meet the Specific Size.

Table 1 Selection of Financial Indicators for Industrial Integration Theorem

Restriction Conditions of Industrial Integration Theorem	Corresponding selected financial indicators
sales revenue	Main Business Income-Return of Sales-Sales Loan Discount and Discount
Variable cost	Operating Cost+Business Tax and Additional+Sales Cost+Management Cost+Financial Cost

### **3. Marketing Status of Small and Medium-Sized Logistics Enterprises**

In China, small and medium-sized logistics companies are non-governmental logistics companies with self-discipline and flexible operation mechanism, so they have strong adaptability[3]. However, in the era of Internet plus, there are still many shortcomings in enterprise marketing.

#### **3.1 The Concept of Modern Marketing is Weak**

Most small and medium-sized logistics companies rely on physical expansion and cost reduction to gain a low-cost competitive advantage. Enterprises do not pay attention to marketing. When demand is still strong, business development also depends on price advantage and interpersonal relationship, while promotion awareness and active service ability are weak. Some enterprises will set up special marketing departments and make marketing plans, but it is difficult to achieve in the process of implementation. The marketing techniques and methods in the Internet era are as follows, and the results are not clear[4]. In the long run, in addition to a few small and medium-sized logistics companies can rely on natural resources and geographical advantages to survive, most small and medium-sized enterprises are out of the new round of reshuffle in the industry transformation.

#### **3.2 Lack of Long-Term Marketing Strategic Planning**

Reasonable combination of product (service), price, channel, promotion strategy and overall dynamic adjustment[5]. Enterprises often set up service content and service standards based on their own subjective wishes and industrial dynamics. They often ignore the maintenance and management of long-term customer relationship with customers and cooperate temporarily. In the operation of some logistics enterprises, the service mode is single and the value-added service items are few. Marketing activities are passive, temporary and lack of planned implementation. Most small and medium-sized logistics enterprises lack of thorough investigation and analysis of the market, they can not understand the real needs of customers. Before entering the market, there is no effective market segmentation. As a result, enterprises can not choose a reasonable target market according to the constraints of domestic and foreign environmental conditions, thus affecting their scientific and reasonable market positioning.

#### **3.3 Single Marketing Means**

Not enough consideration has been given to how to use the Internet effectively to form faster and more effective publicity[6]. Many small and medium-sized logistics companies set up business departments in the logistics park, waiting for the arrival of customers. Some enterprises in the network, newspaper, display board information through the distribution of several services, but, actively pursue customer or marketing methods, through improving the charm of the brand, the propaganda posture is too traditional, a single propaganda channel narrow and a few. Moreover, the lack of real-time and effective communication with customers leads to low customer satisfaction.

### **4. “Internet +” Requirements for Marketing of Small and Medium Sized Logistics Enterprises**

In July 2015, the national conference put forward the guidance of actively promoting Internet + action, emphasizing the efficiency of Internet +. The information revolution driven by Internet technology has promoted the rapid development of logistics industry[7]. Intel's mobile Internet, big data, cloud computing applications, intelligent development of intelligence, the trend of job market scale has gradually become mature. With the development of individuation and diversification, the logistics business pursues a more efficient and precise division of labor and the scale expansion of low-level enterprises, which is difficult to support the development and guarantee of competition and small and medium-sized logistics enterprises[8]. In the “Internet + era”, Haitao and cross-border e-commerce gradually become the pursuit of fashion consumers. Logistics enterprises of small and medium-sized enterprises play an indispensable role in cross-border e-commerce. Mobile Internet logistics provides strong support for overseas direct purchase service and protection.

Therefore, small and medium-sized enterprises should adapt to the changes of the times, change and upgrade rapidly, and realize the choice of marketing strategy and the innovation of application program.

## **5. Marketing Strategies for Small and Medium Sized Logistics Enterprises under the Background of “Internet +”**

### **5.1 “The General Idea of Sme Marketing is**

“Network +” first, the concept of small and medium-sized logistics enterprises, especially adult brokers, needs to be changed, and the traditional system and offline trading and store sales need to overcome the limitations[9]. Please use Internet + to increase investment, and implement the overall marketing strategy from a strategic height and a planned approach. Second, the products provided by the logistics company are services. The production and consumption processes cannot be separated. The employees of the logistics company provide services. At the same time, it is also marketing. Therefore, it is necessary for small and medium-sized logistics companies to improve customer satisfaction, as tour guides, fully participate in, fully encapsulate and completely encapsulate the process, and encapsulate the marketing concept.

### **5.2 Marketing Strategy of Small and Medium-Sized Enterprises with the Background of “Network +”,**

It is mainly about the investigation and analysis of the market activities and demands of enterprises, the demands, preferences and positioning of the target market, four products, prices and circulation channels - and then, the marketing strategy of the marketing mix. In the above activities, I am the suggestions of the marketing strategy of small and medium-sized enterprises in the context of “network +”

In the era of “Internet +”, do you know the logistics companies of small and medium-sized enterprises? First of all, what are your key customers know? Where are they allocated? What are the requirements for the logistics service at this stage? What is the trend of demand change compared with the traditional logistics service in the past? Is it satisfied? For this purpose, the target customers and consumers' psychological and demand characteristics of the enterprise group are thoroughly understood, in order to seize the potential. In the demand of customers, it is necessary to use the market survey method scientifically and evaluate the customer satisfaction standard of logistics service. Correctly investigate the external market environment, objectively analyze its own advantages and disadvantages, determine the development direction that meets its own conditions, select the target market suitable for the development of enterprises, correctly position the market, seize the opportunity and give full play to its advantages. Continue to grow.

In the context of “Internet +”, the government has strengthened the Internet reform considering postal, railway and inland transportation. The huge state-owned job seeking companies, these natural, geographical and other favorable resources, not only upgrade and transform the initial development and the relatively good business foundation of the asset base by using the “network +”; at the same time, the business model and management mechanism of the state-owned enterprises are also constantly reformed, showing strong vitality and competitiveness, and the international advanced logistics giants are also active To expand our market, small and medium-sized logistics companies will face more pressure. Due to insufficient capital, insufficient scale advantage and weak brand image, they are suitable to adopt market focused strategy. Therefore, it must be implemented on the basis of sufficient research. It is conducive to the rational distribution of limited resources, focusing on the core business of the enterprise, and cultivating the core competitive advantage.

### **5.3 Product Strategy**

At present, the main business of the whole logistics industry in the logistics industry is weakening. Small and medium-sized logistics enterprises need to develop market research, after-

sales service, order processing, supply chain management consulting and other individual value-added services. Through value-added services to increase handling fees, increase the share of enterprise logistics business. In addition, logistics companies also create the inherent conditions for logistics enterprises to provide logistics Internet financial value-added services, because they control customers' goods. Expanding the service scope through logistics finance can promote the development of enterprise logistics.

The experience of small and medium-sized logistics enterprises in many well-known logistics companies can be learned: increasing high-speed response and convenient services, achieving zero accidents and errors, refined management is encapsulated, and improving customer satisfaction, and promoting the stability of customers and business. The rapid popularization of mobile network service platform greatly facilitates customers, not only improves customer satisfaction, but also improves the turnover efficiency of logistics. For example, many express companies provide 24-hour service (SF 365 day service, jd.com “211” delivery service; SF orders in urban areas and within the command range through mobile areas in order to ensure door pick-up within 2 hours. Price strategy: in the era of traditional economy, market information is relatively hidden, and logistics companies have relatively free profit space. +Under the background of online job-hunting, enterprises and customers have to reduce the cost of information, not only the real-time and effective transmission media of data, but also the price transparency of basic service products. Advanced communication technologies and methods can be used. In addition, the logistics company cannot increase profits from the unit price. Therefore, small and medium-sized enterprises, in order to improve the value-added services and personalized services of customer satisfaction, must rely on the awareness of enterprises and service customers to improve, develop more customer value, customers in order to get higher profits, payment becomes necessary to improve the price. Channel strategy: with the rapid development of e-commerce, the timeliness of small batch, multi variety and logistics services is more significant. Circulation is more difficult. Logistics companies need to generate economic benefits corresponding to specific scale. For small and medium-sized logistics enterprises, lack of capital does not want to expand the scale to improve competitiveness. Therefore, in order to achieve economies of scale, small and medium-sized logistics companies are high-level business models, high-quality services, and strong business packaging capabilities, we must rely on appropriate cooperation requirements, unified cooperation resources, and establish brokers to carry out logistics services. Franchising and network scale use the monitoring of information system process to achieve and complete business services. In the future, the logistics companies developed under the background of “network +” are not necessarily large-scale, with unique resources, but more powerful resource integration functions and modern enterprises with supply chain management functions.

#### **5.4 Promotion Strategy**

Small and medium-sized logistics enterprises should consciously and systematically implement various promotion strategies. For example, through the traditional personnel marketing strategy, open the market, establish and maintain customer relations; through the appropriate time use of advertising, promotional activities, hot spots and event marketing to improve the visibility and reputation of the company. In order to reduce the gap between large-scale state-owned logistics enterprises and international logistics giants, it is necessary for small and medium-sized logistics enterprises to maximize the use of network marketing methods. First, strengthen the construction of enterprise portal. Make a budget plan, considering the complexity of cost and functional requirements, design a website suitable for the business conditions of small and medium-sized enterprises. Second, please use various search engines to promote the network. The information service platform of the tertiary industry is to promote the use of the network. In order to improve the popularity of brands, various forms of online advertising and mail advertising can be made public on professional websites.

## 6. Conclusion

The new economic form based on “Internet +” has subverted the business models of many traditional industries and enterprises, especially logistics enterprises. In the new round of “line” battle in the industry, it is necessary to establish the excellent marketing concept of promoting strategic innovation for the logistics companies of small and medium-sized enterprises while trying to cut costs and provide high-quality services to customers. Promote the rapid and sustainable development of small and medium-sized logistics enterprises, and become a new modern logistics enterprise.

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