Research on Marketing Strategies of Enterprises in the Era of Big Data

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Abstract: With the rapid development of Internet technology, the number of Internet users in the world has increased sharply. Various life and work trajectories and information of consumers have left traces and traces on the Internet. For marketers, this is the best source of tools for investigating consumer needs and solves the problem of attracting consumers’ attention unilaterally rather than interacting with them. Enterprises should grasp the opportunity, make use of big data technology, do well in marketing innovation, effectively combine marketing strategy with the era of big data, so as to better promote the rapid development of enterprises. Based on this, this paper analyzes the role of the era of big data in corporate marketing strategies, finds out the problems faced by corporate marketing in the era of big data, and puts forward countermeasures, so as to promote the rapid growth of corporate market economy.

Keywords: Big Data, Integrated Marketing, Marketing Strategy, Customer Demand.

1. Introduction

Marketing research can be simplified by thinking that the core job is to capture the "god" preference for marketing strategies. Effective marketing can capture customers and create value, enabling a company to succeed in a competitive market. Whether it's a small restaurant or a luxury brand, whether it's domestic or foreign, it's important for all companies to be customer-focused and focus on providing value to their customers. It's easy to remember to put the customer first. The real challenge is to know exactly what the customer likes, and dislikes are, or how to guide them. In the era of big data, enterprises can realize accurate understanding of customer needs through data collection and mining on the Internet, so as to formulate corresponding marketing strategies, which not only improves the efficiency but also improves the accuracy of strategy formulation.

2. The Basis of Marketing Strategy: To Understand the Needs of Consumer

The task of marketing management is to stimulate, create, adapt and influence the needs of consumers. In this sense, the essence of marketing management is demand management.

2.1 Theoretically, we divide consumer demand into the following eight categories:

- Negative demand. When consumers dislike a product or service because they are worried about it.
- No demand. Target market customers have no interest or indifference to a product.
- Latent Demand. It means that an existing product or service cannot satisfy the Latent Demand of many consumers.
- Falling Demand. It means that the customer demand for some products or services in the target market appears a downward trend.
- Irregular Demand. Many enterprises often face the change of demand for products or services due to season, month, week, day and hour, resulting in idle or excessive use of production capacity and goods.
- Full Demand. It means that the current Demand level and time of a certain product or service is equal to the expected Demand, but the consumer demand will keep changing and the competition is increasingly intensified.
- Overfull Demand. It means that the customer's demand for some products on the market exceeds the enterprise's supply capacity.
- Unwholesome Demand. It is the wholesome products or services, such as cigarettes, alcohol, drugs, and wholesome yellow books and periodicals, that are harmful to the health of consumers.

2.2 Access to consumer demand

2.2.1 The advertisement of big brands leads the consumer demand

Some big brands, through large areas and high frequency of advertising, occupy the minds of consumers, so as to guide consumer demand. This way, in fact, does not obtain the real needs of consumers, but directly through the way of instilling demand to consumers, to produce the demand for products. This way of advertising on the capital requirements are very high, the production level of advertising is also very challenging, usually are rich in large enterprises used.

2.2.2 Develop agents and distributors to learn consumer demand in the process of sales

Enterprises recruit regional agents or distributors in each region, and then develop the offline distribution, distribution and retail teams through these agents; Enterprises only need to be responsible for contact with these agents, other work does not need to be involved. In the process of realizing sales through agents and distributors, consumers’ demands are constantly pushed backwards. Agent marketing mode is common in all walks of life, especially at the beginning of the establishment of the enterprise, or the enterprise just entered a new region, a new field, most will choose the agent marketing mode. In this way, the development of enterprises can be minimized, and the market share can be seized. However, in
this mode, enterprises do not directly deal with consumers, and their cognition of consumers' demands is completely derived from the backward extrapolations of sales results or after-sales problems. As a result, it is impossible for enterprises to guide consumers' demands, and it is easy for them to have cognitive deviations from their real demands, thus making wrong marketing strategies.

2.2.3 Direct sales mode is adopted to obtain consumer demand during the sales process

The main performance of enterprises adopting this marketing model comes from self-management, rather than relying on channel partners such as agents and distributors. Enterprise personnel directly deal with consumers, such as: most of the insurance, direct selling enterprises, are adopted direct model; In addition, some enterprises conduct their own marketing promotion through door-to-door visits, or street sweeping, etc. This mode has high requirements on the number of direct sales teams and management level, and the understanding of consumer needs is based on the feedback of staff at different levels. In the long chain communication, distortion is likely to occur.

2.2.4 Outsourcing consumer demand survey

Whether it is a market research company, looking for a special or enterprises set up a special department for the job, the core of this kind of work is carried out by direct market research, such as issuing paper questionnaire, send E-mail, specific events, access to industry data, and so on method, in order to know of consumer demand, so as to formulate marketing strategy. Problems of this method is that the paper has a lag in time; and questionnaire survey, whether in print or electronic; in very limited in coverage, and consumers in the face to face with the questionnaire survey, are not willing to open their own willingness to spend or preference, so, this way, it takes time, the effect is not good.

3. The Characteristics of the Era of Big Data and Its Impact on Marketing Strategies

Big data refers to a technology that can effectively and timely process and analyze a large amount of data information generated in people's production and life based on social progress, rapid economic development and scientific and technological progress. It has four main characteristics: large data volume, various data types, high value density and fast processing speed. Apart from the sheer volume and range of data, the biggest difference from other data is that data about what consumers do, eat, live and do has become "online", never accessible or difficult to access. That is, consumers' use and dependence on the Internet, and a lot of data about their life and work are recorded on the Internet all the time, so that from a marketing point of view, "God's" needs are readily available. The motto of Don E. Schultz, the father of integrated marketing communication, was "Pay attention to consumers" in the past, but now it should be "pay attention to consumers". It is also realized in this era.

Take enterprise information as an example, big data is to analyze and mine full amount of non-sampling data to assist decision making. Let's look at it from the perspective of enterprise data, how does enterprise data come into being? In general enterprise data from open government system, the public system domain name registration, certification and accreditation of mining right, recruitment website, Baidu bid B2B websites such as Trading, 36 k, Oriental Wealth for data collected, classified by integrating the data processing will be able to understand the enterprise name, registered capital, contact way, by sector, business scope, business address and other information.

Taking individual consumers as an example, the acquisition of user information by big data mainly comes from platform data sharing. Through the information recorded on each platform, the user portrait is carried out on the consumers, and a tagged user model is abstracted based on the information such as the users' social attributes, living habits and consumption behaviors. The core work of user portrait construction is to attach "tag" to users, and tag is a highly refined feature identification based on the analysis of user information. For example, if you often buy some dolls toys, then based on e-commerce sites can buy toys for you tagged "children", even can determine your child's age, probably labeled "have 3-5 years old children" such a more specific labels, but these all the labels to you all at once, is a portrait of your users, and therefore, also can say the user portrait is to judge a man is what kind of person. In the era of big data, user information fills the network, and each specific information of users is abstracted into labels. These tags are used to materialize the user's image, which is often referred to as the user portrait. Like complex e-commerce platforms, user portraits involve hundreds of tags or more. This enables the platform to provide users with targeted services. And carry out accurate product recommendation.

Most of the apps customers use now are registered with real names, and the generated data will be saved by the system record.

1) Apps such as Autonotte Map, Tencent Map and Baidu Map will automatically obtain where they often go and how they go, taxi, bike or walk, so as to infer their travel habits.
2) Meituan and other delivery apps will automatically identify the frequency of their ordering, the approximate cost of their ordering, and the type of food they like to eat.
3) E-commerce platforms such as Taobao can automatically identify what kind of clothes they like to buy, the price range, the size and size of clothes, and even the color of clothes they like to wear and the brand of shoes they like to wear.
4) The bank or financial management software will conduct comprehensive and profound statistics and analysis on our investment and financial management habits, the amount of payment, size and flow, etc., so as to position us in a more brand-new way.

All of the above data collection can provide us with an accurate perception of previously separate and independent consumers with a variety of preferences, sometimes even
beyond the individual consumer's self-perception. On the basis of this accurate data, you can provide the product or service to meet the needs of these users, then you have to do, is to reach them. The starting point for discovering them is the various keywords that the user actively searches for.

4. Problems in the Use of Big Data in Marketing

4.1 Invasion of privacy

The biggest drawback of big data is that it infringes the privacy of Internet users. A common joke about big data: "I have searched Taobao and Jingdong for a product that is so niche that ordinary people don't even know it exists. The result opened Pinduoduo, Pinduoduo actually recommended me this thing on the first page. "; "My girlfriend said that she wanted to eat braised pork in brown sauce. After checking how to make braised pork in brown sauce, when browsing other platforms, four or five braised pork recommendations appeared"... These are relatively mild user disgust. However, when it reaches a certain scale, it is easy to arouse more consumers' disgust. If consumers make use of the power of the Internet to spread widely, then the influence on the brand will be fatal. Therefore, when using big data for marketing, enterprises should not only grasp the method, but also grasp the degree of publicity.

4.2 Open and transparent price

The arrival of the era of big data not only provides consumers' consumption data, but also makes the commodity prices of enterprises public, which intensifies the competition between markets, especially the competition between prices. The endless reduction of product prices has become the main way for enterprises to compete in today's market. With the competition among enterprises, the profit of enterprises decreases, which indirectly causes some enterprises to reduce the loss of enterprises by reducing the price of products, which will disturb the normal order of the market.

5. Conclusion

In a word, with the rapid development of modern science and technology, enterprise marketing in the era of big data has become a key research issue. In order to promote the rapid development of the enterprise, it is necessary to combine the actual situation of the enterprise, through the collection and analysis of market data, improve the position of the enterprise in the marketing market, and constantly improve the enterprise's marketing strategy, so as to promote the rapid development of the enterprise.

References