The Influence and Countermeasures of Enterprise Marketing Activities under the Big Data Background

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Abstract: The rapid development of Internet information technology has greatly changed people’s daily work and life patterns, and has produced a new type of economy—the network economy, which has brought new opportunities and challenges to traditional enterprise marketing methods. Enterprises can obtain a large amount of data information based on online sales. How to make full use of data information in the context of big data, seize opportunities, and actively transform has become a hot spot for many enterprises. The article will give a brief overview of the big data background and network economy, and analyze the impact of big data on enterprise marketing activities, and finally propose optimization strategies to help the relevant.

1. Introduction:
Big data is a hot area of current research. Its development has brought more room for marketing activities of enterprises. Enterprises can effectively locate consumers based on data information and conduct comprehensive analysis and research on consumer needs. The enterprise’s marketing strategy needs to combine the network economy and big data information for transformation, change the traditional marketing methods and concepts, increase the application of big data technology, and formulate targeted marketing activities to ensure that the enterprise can be order and healthy. The development of the enterprise has created the greatest economic benefits, enabling them to gain a foothold in the complex market economy.

2. A brief overview of big data and the network economy

2.1 Big data
Big data refers to a collection of data which can be collected, managed, and analyzed by using conventional software within a certain period of time. It has the characteristics of high speed, variety, large amount, and authenticity. It can be used for predictive analysis, user behavior analysis, and other advanced data. At this stage, big data has been integrated into all walks of life (figure 1). In the context of big data, enterprises can dig deep into the market to dig out a large amount of marketing data information to grasp more comprehensive consumer demand and productivity growth. Relevant websites can push suitable products to users based on the click-through rate and browsing rate of a certain type of product. This is of great significance to the development of enterprise marketing activities.
2.2 Internet economy

The network economy is a new economic form based on the computer and using modern information technology as the core. Enterprises can make full use of Internet information technology to complete transactions online, which has a positive effect on international economic development. The network economy has the characteristics of sustainability, convenience and directness. It is based on the background of big data and fully analyzes and researches consumers’ consumption propensity, consumption needs, interests and hobbies during the operation of the network economy. It can help enterprises push verified products to consumers, and enhance the personalization of marketing services. In addition, in the network economy, it can use third-party payment software to make transactions not restricted by time and space, and promote the health of the entire market economy.

3. The impact of big data on enterprise marketing activities

In the context of big data, enterprises have to face fiercer market competition during their operation. Therefore, when enterprises launch marketing activities, they need to fully understand the impact of big data background on marketing activities, and develop targeted marketing strategies to create greater economic benefits.

3.1 The positive impact of big data on enterprise marketing activities

First of all, in the context of big data, enterprises can formulate targeted marketing strategies based on consumer needs to shorten the time and process of collecting customer information. The use of big data technology can ensure the authenticity and effectiveness of information, and enterprises can also combine their own development characteristics to improve the feasibility of marketing programs. Secondly, the use of big data technology can refine the target customers and divide them into several categories. For example, according to the customer’s job type, age, income, gender, etc., the potential needs of consumers can be judged. Therefore, the use of big data technology can be target customers more accurately. Finally, the use of big data technology can make transaction payments more efficient and convenient. In international trade, the transaction amount is usually high, and there are security risks through cumbersome and complicated transaction procedures. However, the use of big data technology can eliminate the time and space constraints of transaction payment and improve the flexibility of market operations.
3.2 The negative impact of big data on enterprises marketing activities

First of all, in the context of big data, market competition is becoming more fierce. Enterprises need to continuously introduce advanced technologies, carry out technological innovation, and propose new management models and marketing plans, so as to increase their core competitiveness in the market. Secondly, although it can bring more data and information, some useless data and spam cannot be avoided, which will bring certain obstacles to the formulation of marketing plans for enterprises. At the same time, consumers will also receive more spam and harassing calls. Some enterprises have poor ability to screen information and data, which is not only unfavorable to formulate scientific marketing strategies, but also seriously affects their survival and development. Finally, with the rapid development of the Internet economy, cyber crimes will also emerge. Therefore, enterprises have to face new types of crimes in their marketing activities, such as using viruses to steal customers’ personal and enterprise information in marketing activities.

4. The optimization strategies of enterprise marketing activities

4.1 Adopt innovative marketing methods to carry out multidimensional publicity

If an enterprise wants to adapt to the background of big data and actively conduct marketing, it must first adapt to the needs of the times and the market, and secondly adjust its own development strategy in time according to the different needs of customers, so that the comprehensive strength of the enterprise is effectively improved. The traditional marketing concept has been unable to meet the increasing needs of customers in today’s big data-based environment. Therefore, the marketing strategy has been changed, and innovative marketing methods have been adopted to improve for future development.

For example, enterprises can choose to effectively combine marketing activities with big data. Due to the rapid development of big data in today's era, the most direct impact is that the amount of data that can be loaded by information transmission is much larger than the past. Promotion brings great development opportunities to marketing. For example, enterprises can promote their products through platforms such as WeChat official accounts and Weibo. The delivery of related products should also be differentiated. The public account of WeChat is mainly adapted to young people and middle-aged people. Therefore, when marketing the WeChat official account, it should move closer to the products required by this crowd. For Weibo, the number of more fashionable young users has always been high, so beauty, digital and other products aimed at young people can be promoted. The current high popularity of live broadcast is also a good way. For some young people who love playing games, due to time and space constraints, it is not possible to play games at any time, but big data has given a broader soil for online video development, making more young people more inclined to relax by watching live broadcasts (as shown in figure 2). Therefore, enterprises can complete marketing in the live broadcast in marketing, and they must not forget to effectively collect various marketing information, especially user satisfaction. The enterprise can organize dedicated after-sales service personnel to specialize in user after-sales management. Through user feedback, it can rectify the problems that arise in concentration, and formulate more specialized marketing strategies, so that the enterprise can go further. At the same time, the enterprise must actively accumulate experience through marketing. In this way, the enterprise can achieve centralized control and prediction in the future development, which is beneficial to the in-depth development of enterprise marketing.
4.2 Establish effective customer management mechanism

In the process of marketing, an enterprise must clarify the two main bodies. The enterprise itself is one main body and the customers that carry out commercial cooperation with the enterprise are the other main body. Therefore, if the enterprise wants to develop, it must pay attention to the needs of customers. In the era of big data, the rapid development of information has led to the emergence of product homogeneity. Therefore, in response to this phenomenon, enterprises must think about the importance of their relationship with customers, and pay attention to the needs of customers. The premise is to effectively dig into the needs of customers. Only by truly knowing the needs of customers can targeted actions be carried out, thereby fundamentally enhancing the competitiveness of the enterprise.

For example, when enterprises are engaged in customer, they can use differentiated standards to classify customers. Because the customer network of large enterprises is relatively complex, confusion of customer information may occur in the actual operation. For this, enterprises can classify customers according to two different standards. The easiest is to classify customers according to different regions, so that the classification can be based on local characteristics, and targeted services to customers in the same region can be better. To solve the logistics and transportation costs, secondly, enterprises can classify customers according to the nature of the products, starting from the same type of products, and effectively adapting to the needs of customers. When working on customer classification, big data can be used to explore sales data in depth, start with tiny information, find the factors that affect customer classification, and achieve the purpose of customer segmentation. It can better effectively group customers of the same type, and mark salient features. The use of big data systems can not only effectively manage existing customers, but also effectively mine potential customers. It should be notified that the big data system’s processing method of customer information is not only to find new customers after effective management of old customers, but to carry out both tasks at the same time, which can improve the efficiency of customer service and cultivate new customers, promote effective growth in turnover, and keep sales costs at a low level, make marketing more efficient and concise.

4.3 Scientifically manage products to promote cross-selling

The measures taken by many enterprises in their sales are the market retail model. Due to the huge sales volume of this model, the amount of data generated by sales is also very large. The traditional data analysis model cannot satisfy the huge amount of data generated by retail. Therefore, it is better to use
5. Conclusion

In summary, in the context of big data, enterprises need to formulate targeted marketing models to meet the needs of the times and the individual needs of consumers, and constantly innovate marketing concepts and mechanisms. Only in this way can the overall strength of the enterprise be better improved.

References:
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