

Transformation of Enterprise Marketing Strategy Based on the Era of Network Economy

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Abstract: Network economy is the inevitable trend of the development of the times, and it is also an important embodiment of consumption upgrading. Compared with the network economy, traditional marketing has been difficult to meet the urgent needs of China's modern development. With the development of the times, new network marketing has emerged, which brings both opportunities and challenges. This paper adopts research methods of literature and logical analysis. Therefore, we should actively seek effective measures to accelerate the optimization and transformation of marketing work to meet the challenges of enterprise marketing work in the era of network economy. The marketing transformation strategy subdivided from product, price, channel, promotion and other aspects is expected to provide important reference value.

Keywords: Internet, network economy, marketing, lifestyle, strategy

1. Introduction

Internet technology has been constantly improved and developed under the change of the times. 5G and 6G technologies have gradually entered people's lives, and China's digital society has arrived. Internet technology has not only penetrated into people's daily life, especially the network economy based on the Internet and intelligent devices has changed people's lifestyle and consumption habits[1]. Now people are more inclined to realize online consumption through online shopping. In order to adapt to the development of the times, if the enterprise wants to remain invincible in the marketing competition, it needs to constantly think about the changes in the marketing environment, adjust the marketing strategy, enhance the attractiveness to consumers, and thus develop better. The development of network economy brings both opportunities and challenges to marketing[2]. These challenges include the unskilled use of modern information technology and serious homogeneity of marketing. Therefore, it is very important to seek marketing optimization measures to help improve marketing. With the increasing importance of network economy in marketing, scholars have also conducted in-depth research on it. The research of domestic and foreign scholars mainly focuses on the following points: first, to seek the significance and role of marketing strategies in the era of network economy; Second, from the perspective of content communication type, topic type, user gathering type, time frequency type, etc., to explore the current situation of marketing work in the network era; Third, analyze and study the marketing strategy in the network economy era; The fourth is to seek for the transformation of marketing operation mode to take customer demand as the marketing starting point, strive to develop new marketing demand, determine the marketing method of value growth, and apply the feedback information to marketing.

The above studies illustrate the marketing opportunities, challenges and coping strategies of enterprises in the network economy era from different aspects. However, the research on specific marketing strategies such as products, prices, channels and promotions is still relatively lacking, and this paper will conduct corresponding research on them.

2. Enterprise marketing characteristics in the era of network economy

2.1 Convenience and low cost

Compared with traditional marketing, marketing in the era of network economy has the characteristics of convenience and low cost[3]. The former mainly focuses on production sales and publicity sales. The sales mode is relatively simple, and the intermediate links between the delivery and

sales of products are more complex, which makes the wholesale sales cost of products larger. The latter is a new marketing method based on the development of the Internet and combined with enterprise marketing. It connects enterprises and users more closely. Consumers can learn product information more directly through this way. It also reduces middlemen when purchasing products. Enterprises reduce marketing costs, and consumers get preferential treatment, so as to achieve a win-win situation.

2.2 No time and space restrictions

The traditional marketing work is limited by time and space, so it is difficult to maximize its advantages. In addition, traditional marketing is mainly carried out through stores, exhibitions, etc., and the marketing strategies adopted mainly include product innovation, price promotion, etc. Traditional marketing has the disadvantages of narrow marketing scope and being greatly affected by market environment, weather factors and other special conditions. In the era of network economy, the use of the Internet has improved the speed of information transmission, expanded the way of information transmission, and facilitated the communication between customers and enterprises. Customers come from all over the world and shopping is not restricted by regions. As long as there is network, you can enjoy online shopping without leaving your home.

2.3 Diversification of consumer choices

With the popularization of the Internet and the development of global economic integration, the distance between enterprises and consumers is getting closer and closer. Internet marketing has broken away from the geographical restrictions of traditional marketing. Without leaving home, consumers can learn about any product they like with mobile phones, computers, etc., and can also communicate with customer service online about product details to fully understand the product[4]. The purchase channels of consumers have also become diversified, and their consumption demand shows a diversified development trend. With the continuous development of the logistics industry and cross-border e-commerce, consumers can choose products from all over the world, resulting in the growing demand for overseas shopping and purchasing. In the face of this change, if enterprises want to remain competitive in the market, they need to understand consumer needs in time, constantly change their marketing strategies, keep pace with the times, so as to attract more consumers and improve product sales.

3. Opportunities and challenges faced by enterprise marketing in the era of network economy

3.1 Cost reduction of online marketing

In the traditional marketing mode, a large part of the marketing cost of enterprises comes from the logistics cost, which has produced certain pressure on the operation of enterprises. In the era of network economy, e-commerce, such as logistics, has developed rapidly, and the logistics cost has been greatly reduced, which relieves the pressure on enterprise operation and helps promote the development of marketing. In addition, under the traditional marketing mode, products can only reach consumers through manufacturers, buyers, middlemen, sellers and other links. The links are complex, which increases the sales cost invisibly, eventually leads to the increase of product prices, and affects consumers' purchasing power. In the modern network economy, consumers can buy products directly from the origin on the Internet, omitting the intermediate transmission link, reducing the cost of the intermediate link, thus reducing the product cost, and consumers can buy the products they need at a lower price.

3.2 More innovative and diversified marketing models

Compared with the traditional marketing mode, the marketing mode in the era of network economy has more diversified sales channels and publicity methods. The traditional marketing model is limited by time and space, which is difficult to meet the diversified consumption needs of consumers. However, in the era of network economy, online marketing has broken the time and space restrictions, and consumers' shopping is more convenient and efficient, meeting consumers' shopping needs. The network market has more abundant products, which can effectively meet the needs of consumers and increase sales. In addition, consumers can shop around and have more opportunities to choose products that meet their needs in all aspects without leaving home online. Nowadays, consumers pay more

attention to after-sales service, and can choose shops with high scores and good evaluations to purchase online.

3.3 Diversification of online payment

In the traditional marketing process, customers will use cash or bank card to pay when spending. However, in the mobile Internet era, various payment software and electronic wallets are very convenient and secure[5]. In just a few years, online payment has become the mainstream means of payment, and people are more inclined to choose online payment methods such as Alipay, Wechat and Dragon payment. The convenience of payment provides convenience for consumers to shop online, as well as opportunities for enterprises to carry out diversified marketing activities.

3.4 Inadequate application of modern information technology

In the era of network economy, marketing needs to be promoted and marketed with the help of modern information technologies such as the Internet. However, some enterprises are far from using these modern information technologies. Modern information technology is characterized by high speed, digitalization, networking and multimedia. Inadequate use of enterprise information technology will lead to limited marketing channels, which will affect sales and sales, and ultimately lead to a decline in the competitiveness of enterprises in the market and a decline in market share.

3.5 Insufficient marketing talents

Human resources are the soul of an enterprise's development. Excellent marketing talents often have more systematic and comprehensive marketing expertise and practical experience, which can help enterprises accurately find target markets to launch products and analyze consumer preferences, so as to achieve the right marketing path, improve the market share of products and consumer satisfaction, and ultimately enhance enterprise revenue. However, the lack of marketing talents restricts the development of enterprises[6]. Some enterprises have only recruited a small number of marketing personnel and merged them with personnel from other departments, without setting up an independent marketing department, inadequate use of marketing talents makes enterprises lack of advantages in market development.

3.6 Risks in network environment

The rapid development of the Internet not only brings opportunities to enterprises, but also brings security risks. Its openness and sharing characteristics provide conditions for some bad businesses. First, false information publicity: some businesses use the virtual nature of the network to conduct false publicity, use false pictures, exaggerate product effects, ingredients, etc., which seriously harms consumers' rights and interests. After buying and using the product, consumers will distrust the network environment if they find it inconsistent with the product publicity description. This will affect the effect of online sales and is not conducive to the development of online marketing. Second, customer privacy disclosure: in the process of marketing promotion, enterprises will master a large amount of consumer personal information with the help of massive data. Some enterprises do not pay enough attention to data security, and database security management is not in place, resulting in customer privacy leakage. On the one hand, this will cause economic losses to consumers, on the other hand, it will reduce consumers' trust in the enterprise, affect the product image and enterprise image, and is not conducive to the long-term development of the enterprise.

4. Countermeasures for enterprise marketing transformation in the era of network economy

4.1 Change the marketing concept and keep pace with the times

In the era of network economy, with the rapid development of the Internet and the continuous updating of various information technologies, enterprises need to change their marketing concepts and keep pace with the times. First of all, enterprises should learn to use the Internet big data platform to actively find target markets and potential customers. Taking the initiative can help enterprises seize the first opportunity and gain better product exposure, thus increasing the possibility of commodity transactions and increasing potential sales and sales. Internet big data records information such as

consumer clicks, browsing, collections, purchases, and shares. Enterprises can analyze consumer preferences behind these activities based on these big data, so as to push suitable products and services and help enterprises increase product sales.

4.2 Precise target population

Internet big data records the different consumption habits of consumers. Enterprises can launch different products according to the consumption preferences, lifestyles, income characteristics of different target groups. For example, for the students who are still in school and have no income, they are more attracted to the high-quality, inexpensive and fashionable products. Enterprises can adopt more interesting and innovative marketing methods such as Xiaohongshu short videos and Taobao live broadcasts; For white-collar workers with stable income, they may be more concerned about product quality, fashion, design, comfort, etc., and such people are busy with their work, so the enterprise's marketing method should be more efficient, convenient, relaxed and trendy. For the middle-aged and elderly, product quality and low-key comfort are their first choices, so enterprises should adopt a steady and moderate marketing approach. Therefore, for different target groups, enterprises can choose appropriate marketing methods to launch products more accurately, which can improve customer satisfaction and product sales, thus improving the marketing effect of enterprises and increasing enterprise revenue.

4.3 Attach importance to training enterprise marketing talents

Marketing talents are an important guarantee for enterprise development and profitability. Enterprises should pay attention to training marketing talents and establish independent marketing departments. On the one hand, we can improve the professional knowledge of marketing talents and the use of information technology through internal and external training. On the other hand, we can guide and improve the practical skills of the disciples by means of mentoring. In addition, marketing personnel can also promote and market products by means of new technologies such as live video and short video, so as to improve sales performance.

4.4 Improve consumer trust

In the era of online marketing, enterprises and consumers are closer, and improving consumer trust will help enterprises develop long-term customers. On the one hand, enterprises should protect consumers' privacy. By protecting consumers' privacy, enterprises can help protect consumers' rights and interests, and avoid the consequences of the loss of trust in enterprises due to consumer privacy disclosure, which is of great benefit to enterprises' reputation and long-term development; On the other hand, we should do a good job in after-sales service. Under the background of the Internet era, after-sales service and evaluation of products can be easily found on the Internet, and consumers can easily understand product information through evaluation. If the service reputation is poor, it will affect their purchase enthusiasm.

5. Conclusion

The era of network economy has brought opportunities as well as challenges to the development of enterprise marketing. It has become an important test for today's society and enterprise development to seek appropriate enterprise marketing strategies to enable network technology to better serve the marketing work. Starting from the characteristics of enterprise marketing in the network economy era, this paper analyzes the opportunities and challenges faced by enterprise marketing in the context of the network economy era, and proposes that enterprises should change their marketing concepts, change their marketing strategies, attach importance to the training of enterprise marketing talents, and finally achieve the promotion of consumer trust, so as to help enterprises better develop marketing.

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