

Research on innovation of enterprise marketing model based on "Internet +"

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Abstract: *The Internet is both a challenge and an opportunity. Under the premise that the Internet brings revenue to enterprises, it also increases the competitive pressure for most enterprises. Based on the development of corporate marketing under the background of "Internet +", it is first necessary to recognize the advantages that "Internet +" brings to corporate marketing, discuss the significance of the innovative marketing model of "Internet +", and realize the innovation and application of Internet technology in the new era. Improve the company's marketing performance and meet the company's own development needs.*

Keywords: *Internet +; enterprise marketing; market economy; innovation model; sustainable development*

1. Introduction

The competitive environment between enterprises is constantly improving. If enterprises want to stand out from the crowd, they need to constantly put forward higher requirements for themselves, innovate enterprise marketing strategies, conform to the development trend of the "Internet +" era, and pass their own product advantages through the Internet platform. External promotion and marketing. The Internet has completely broken the traditional marketing model in the past. Whether it is from the marketing space, marketing quality, marketing supervision and guarantee, it brings opportunities and difficulties to enterprises. If enterprises can reasonably utilize the effective resources of the Internet, they can accurately locate Target customers, create products that match customer needs, so as to promote the high-quality and sustainable development of enterprise products [1].

2. Analysis on the Advantages of Enterprise Marketing Mode Based on "Internet +"

The global marketing market can be found on the Internet. Enterprises can take advantage of the unique advantages of the Internet to easily and quickly enter any market area and promote their products and services. "Internet +" has set up a channel for enterprises to access the global market. Using the Internet, enterprises can quickly find potential customers in all corners, and also provide convenience to consumers [2].

2.1. Comprehensive network market construction and low marketing cost

The "Internet +" enterprise market operation mode, the sales scope can cover the entire global network system, and its audience is extremely wide. Compared with the traditional enterprise marketing mode, Internet marketing does not require a large amount of capital investment, nor a large number of development areas. The management personnel promote sales, save a lot of cost investment, and to a certain extent avoid the problem of difficulty in capital operation caused by the impact of marketing costs.

2.2. Product quality and after-sales service guarantees are more stringent

The after-sales service of the product plays a vital role in the whole process of marketing. The traditional marketing model is often easily affected by the size of the enterprise or the coverage area of the enterprise's products. If the area does not involve the service management scope of the enterprise, most of the customers cannot get the corresponding after-sales service. In the absence of after-sales

service outlets, enterprises cannot form a service system for the entire region, and the legitimate rights and interests of consumers cannot be reasonably guaranteed. In addition, some companies do not directly involve the after-sales service system in the marketing process, which will directly affect the customer's recognition of the company's brand, and does not contribute to the long-term development of the company [3]. Based on the "Internet +" enterprise marketing model, relying on the network information platform as a guarantee background, through the third-party supervision of its enterprises in the online market, the product quality and enterprise after-sales service system are strictly managed and effectively supervised. Under the background of "Internet +" Most of the enterprises can often operate well under the supervision of the platform, and can also accumulate a certain number of customers, the products are guaranteed, and consumers are more willing to pay for them.

2.3. Unlimited time and place of purchase

The traditional marketing model is generally carried out in the form of offline physical transactions. This type of marketing model has certain limitations. When consumers have purchase needs, they can only enter the company's physical stores through offline consumption. Due to geographical restrictions, enterprises cannot directly find relevant customers with corresponding needs and help provide customers with corresponding services, which also has a certain impact on enterprise product marketing [4].

3. The innovative significance of adopting the "Internet +" marketing model in the enterprise market

Based on the background of "Internet +", the global market has been opened up. If enterprises want to get their own share of the pie through the Internet platform, they still need to continue to innovate and break the old thinking of traditional marketing models. Constantly study the network marketing strategy, and push the innovation of the enterprise network marketing model to a new height. The ultimate purpose of network marketing is to satisfy customers with the products or services they provide to the company, to increase the purchasing power of customers, and ultimately to bring profits to the company.

3.1. Realize the purpose of enterprise economic growth

In order to meet the needs of economic growth, under the background of "Internet +", enterprises can use "Internet +" to implement accurate information push services. Enterprises use network channels to innovate products and marketing models, which can effectively match the needs of users, meet the individual needs of customers, and achieve the purpose of improving corporate marketing. As a seller, enterprises can communicate with consumers in parallel. Consumers can inform enterprises of their needs, and the exchange of information between the two can not only meet the needs of users for products, but also improve the precise formulation of enterprise products. economic growth benefits.

3.2. Mining customer data information to improve customer satisfaction

With the rapid development of technology in the Internet information industry, a large number of new media platforms have emerged, such as Xiaohongshu, Douyin, Kuaishou and other mobile Internet mini-programs. By using these APPs, enterprises can clearly identify the target user group, which provides follow-up power for the later marketing of enterprises [5]. Enterprises use Internet information technology to conduct real-time interaction between enterprise information and enterprise product information, and use big data and cloud computing technology to master the basic hobbies and needs of customers. These data can deeply mine consumers' purchasing behavior and help enterprises. Adjust the content of products and services, and finally achieve personalized marketing and service goals, improve customer satisfaction, and enhance the company's own economic benefits.

3.3. Rapid information dissemination and comprehensive optimization of marketing decisions

In the context of "Internet +", the corporate marketing model can be integrated through innovative technologies, so that corporate product information can be disseminated faster and with higher quality. The Internet marketing platform can assist companies to collect consumers' personal information, help companies conduct detailed analysis of their behavioral purchasing capabilities, and provide

convenience for companies to summarize customer needs and hobbies.

4. Innovative strategy of enterprise marketing model based on "Internet +"

The innovation mode of enterprise marketing based on "Internet +" is after establishing the inherent traditional marketing concept and marketing thinking mode, and on this basis, it is necessary to innovate various marketing methods of the enterprise. In the context of the Internet era, consumers' use of content is no longer limited to a single consumption model [6]. If an enterprise can effectively combine various technologies of the Internet, reasonably publicize its own products, and convert the original marketing thinking concept, it will help the enterprise to establish a large number of target customer groups.

4.1. Establish the development direction of enterprise marketing

With the development of the Internet era, enterprises need to follow the pace of the times and adjust corresponding marketing strategies. At present, the main body of corporate marketing is based on customer needs. Companies can use big data to sort out the needs of target customers, so as to change the content of their own products and manufacture products that truly match mass consumption.

4.2. Focus on enterprise product construction

Under the background of "Internet +", the requirements of target customers for enterprise product construction have also increased simultaneously. When formulating product positioning strategies, enterprises should fully consider the current market situation and future development trends, and rationally divide enterprise product marketing strategies. In the development stage, different marketing strategies are selected, and the product marketing characteristics are closely integrated with consumer needs to improve the marketing efficiency of enterprises [7].

4.3. Encourage customers to participate in product planning, production and marketing

Under the background of "Internet +", enterprises must constantly update their own product marketing concepts in order to achieve the goal of advancing with the times and developing rapidly. The Internet is sufficiently open and inclusive. As a bridge connecting enterprises and consumers, the Internet has built an excellent channel for enterprises to obtain information. Enterprises should strengthen their understanding of consumer groups and allow customers to actually participate in the company's marketing services. It not only helps to improve consumers' trust in the enterprise, but also helps to increase the sales growth of the enterprise's products.

5. Conclusions

To sum up, enterprise marketing based on "Internet +" provides opportunities for the development of enterprises, which can not only effectively reduce the cost of enterprises, but also improve the economic benefits of enterprises. Under the situation of global economy, enterprises can better control the actual needs of customers by digging in-depth information, and also provide a certain guarantee for the subsequent development of their own economic benefits. The network marketing model under the Internet tide has become more and more mature, and the competitiveness of enterprises is also increasing. Enterprises need to develop effectively for a long time, and they need to constantly innovate and explore "Internet +" marketing channels to provide excellent sales products and effective services for the later development of enterprises escort.

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