

Analysis of Online Advertising Strategies of Small and Micro Enterprises in the Era of Big Data

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Abstract: *With the continuous development of information technology, the Internet facilitates our life, and also brings opportunities and challenges to the growth of small and micro enterprises. More and more small and micro enterprises use audio, video and other multimedia technologies to spread information. With the constant change of the public aesthetic, how to achieve better advertising effect in numerous online advertising will be the challenge and opportunity faced by enterprises. In the era of big data, online advertising can better improve the visibility, influence and reputation of enterprises and brands. This paper will use the theoretical knowledge of online advertising to analyze the development status and problems of small and micro enterprises, and put forward corresponding countermeasures, hoping to provide reference for online advertising strategies of small and micro enterprises.*

Keywords: *Period of big data, Online advertising, Strategy, Analysis*

1. Overview of Online Advertising

In a broad sense, online advertising refers to all information published by enterprises on the Internet, including enterprise product information, enterprise's own Internet domain name, website, etc. In the narrow sense, network advertising refers to the commercial information dissemination form that advertisers publish text, image, video and other multimedia elements on the Internet for users to view through payment, and can carry out interactive operation. Based on my understanding of online advertising and combined with the characteristics of the Internet, I believe that online advertising is an information dissemination activity that is designed and produced by online advertisers through digital code as the carrier, adopting electronic multimedia technology and spreading widely through the Internet to persuade the public.

Online advertising strategy is the effective online advertising formulated by the Internet platform after the enterprise correctly evaluates the market pattern and has a clear understanding of its own competitive advantages. It is the method and means to achieve the purpose of online advertising.

1.1 Characteristics of Network Advertising Strategy

1.1.1 Diversity

The overall strategy of the enterprise is unique, while the online advertising strategy is diversified. Enterprises can achieve the effect of online advertising through a variety of strategies in the online advertising room.

1.1.2 Targeted

The implementation of network advertising strategy is also to serve the overall strategy of the enterprise, its design and implementation are mainly to solve the practical problems of the enterprise, with a higher target orientation.

1.1.3 Interactive

Nowadays, the information communication media adopts the Internet, and its transmission is real-time. Therefore, it is no longer the one-way transmission of information brought by traditional media, but also brings the interactivity for the network advertising strategy.

1.1.4 Flexibility

It is difficult for enterprises to change the traditional advertising strategy in time, because changing

it again will increase the economic cost of enterprises; And the flexibility of network advertising, according to the need to change the content and form of network advertising, so as to get a new network advertising strategy.

1.2 Network Advertising Strategy Analysis

1.2.1 Positioning Strategy

Positioning strategy refers to the overall market positioning of products, services and corporate images advertised by online advertising. Its main purpose is to establish a unique and irreplaceable position of products in the hearts of consumers.

1.2.2 Market Strategy

First through market segmentation, secondly to find suitable for the development of the enterprise's own target market, and then determine the best marketing strategy for the target market, and finally find suitable for marketing strategy target network advertising strategy.

1.2.3 The Psychological Strategy

Consumers have different psychological characteristics in different stages of consumption process. According to the psychological characteristics of consumers in different stages of the purchase process, make online advertisements to guide consumers to identify products until the purchase goal is achieved. Understanding consumers' purchasing psychology is of great significance to the effective communication of online advertising and is the key to attract potential customers or retain old users.

1.2.4 Time Strategy

Nowadays, people have entered the information age of all media, and their access to information is instantaneous. Therefore, knowing how to use the validity period of advertising to formulate appropriate online advertising strategies will bring higher benefits to enterprises. The time of Internet users in China fluctuates greatly, so the effect of advertising will be better than usual.

1.2.5 Oriented Strategy

Guiding strategy refers to the way that online advertising induces the public to accept online advertising information. Its purpose is to promote the company's products or services in a way that is acceptable to the public, so as to promote the promotion of online advertising and bring greater benefits to the company.

1.2.6 Performance Strategy

Expression strategy is to express the specific form of online advertising content, although its expression forms are varied, but the overall purpose is to attract the public's attention, so as to promote the optimization of online advertising effect.

2. Analysis of the Current Situation of Small and Micro Enterprises' online Advertising in the Era of Big Data

2.1 The Development of Network Technology Provides Technical Guarantee for the Implementation of Network Advertising Strategy of Small and Micro Enterprises

In recent years, the utilization rate of social media in China has been increasing. Compared with traditional media, its operation mode has been changed, and the public is willing to accept and use it. Social media is a supplement and extension of the original Internet-based big data mining technology. It discovers customers through data mining technology, maintains potential customer resources through unique communication functions, and realizes the effectiveness of the implementation of online advertising strategies. There is no doubt that the use of social media for the network advertising strategy increased flexibility and scientific. In the case of limited funds of small and micro enterprises, the application of data mining technology provides reliable technical support for enterprise information management, and promotes more useful information to be used in online advertising; The use of social media saves advertising costs, and the two are undoubtedly the most effective assistants in the effective online advertising of small and micro enterprises.

2.2 The Dissemination Characteristics of the Internet Provide Convenience for the Implementation of Online Advertising Strategies of Small and Micro Enterprises

The development of the Internet for small and micro enterprises in the implementation of online advertising strategy to provide all aspects of convenience. Real-time Internet communication increases the likelihood of successful implementation of online advertising and enables it to be effectively applied to corporate marketing plans. The diversity of information content provides more materials for the early design of online advertising, and the diversity of information form provides more choices for different description methods of online advertising strategy, both of which optimize the design of online advertising, while the interaction of communication process helps small and micro enterprises to effectively retain customer resources.

3. Problems Existing in Network Advertising Strategy of Small and Micro Enterprises

3.1 Network Advertisement Position is Fuzzy, Lack Target

In the information age today, the market competition is white-hot, most small and micro enterprises in a new launch of a product first thought or advertising war. Part of the reason for this is that enterprises are eager to make money, and their online advertising often puts aside the image positioning of the essence of the product, but instead carries out various forms and channels of publicity. These enterprises blindly equate network advertising strategy and marketing goals, as if the greater the amount of publicity marketing goals can be achieved as soon as possible. In fact, enterprises in the network advertising must be around the product, brand and corporate image, so as to be able to successfully promote the product to the public, otherwise it is easy to form the situation of advertising for network advertising. In addition, many small micro enterprise because of insufficient funds and all its products to the same network advertising for propaganda, such an approach to a certain extent, reduce the execution cost of the enterprise, but from the point of view of the public, repeat's model of online advertising to increase its understanding of the product and the enterprise brand, it will make people tired feeling, Bring the opposite consequence for enterprise marketing.

3.2 The Network Advertisement is Casual Sex Strong, Despise Content Expression

The overall network advertising strategy of the enterprise is more casual, when needed to do, do not need to care about. In addition, the positioning of enterprises' online advertising strategy is only for corporate image and marketing, and there is little correlation between it and enterprise business strategy and marketing means. It is precisely because of the overall cognition of online advertising strategy is not clear, enterprises do not pay attention to the expression of the core theme of online advertising, naturally will despise the content expression of online advertising, thus thinking that form innovation is more important than content innovation.

3.3 Lack of Evaluation of Network Advertising Effect, Resulting in a Waste of Resources

In essence, online advertising is a system engineering, it includes early planning, strategy, medium online advertising, late online advertising effect evaluation and other links, and these links do not exist in the primary and secondary status, but many small and micro enterprises are not aware of this point, Most of the enterprises just blindly emphasize the early development and the middle of the two links, they have the same wrong understanding: think that as long as the network advertising, it means that all the work is over. For the effect of online advertising, they will completely give it to the audience, without reflecting on the reasons for the effect of online advertising. For the effect of the network advertising is very unsatisfactory, small and micro enterprises will choose to endure in most cases, they uphold the idea of doing is better than not to persuade themselves. Some small and micro enterprises find that the effect of online advertising is not in accordance with the established ideas of development, then they will stop putting online advertising or immediately deny the theme of online advertising, and determine the new theme at the fastest speed. These will evaluate and detect the effect of network advertising overhead behavior is a waste of behavior, to the enterprise's economic resources waste.

4. Small and Micro Enterprises Network Advertising Strategy Problems

4.1 Lack of Understanding of Online Advertising

In China, the advertising industry is also new. As for the cognition of online advertising, most online advertisers belong to the relatively simple side. Some advertisers think that Internet advertising is all-purpose, and some advertisers are skeptical of the value of Internet advertising. These unclear cognition limits the opportunities for some enterprises to make profits in online advertising, while some other enterprises choose not to do online advertising or do online advertising randomly to cope with the situation, resulting in enterprises to miss good publicity opportunities without reason, which is the result of the lack of understanding of the role of online advertising.

4.2 Network Advertisement Strategy Lacks Scientific Nature

Online advertising strategy and theoretical guidance in the operation of small and micro enterprises rarely appear, compared with the actual operation of other aspects of the guidance case is also rare. In addition, under the premise of having advertising service department, medium-sized enterprises still face various problems in the specific operation of online advertising. And small businesses are likely to be in their own lack of relevant departments, in the implementation of online advertising at the beginning, in the late will also have other problems. This will not only bring the burden of online advertising investment to enterprises, the financing situation of small and micro enterprises will further deteriorate, but also easy to cause enterprises to lose confidence in online advertising.

4.3 The Enterprise did not carry on the Whole Process Management to the Network Advertisement Operation

Most of the tasks of online advertising of small enterprises are responsible for by the sales department, which may be the embodiment of the subjective thinking of the enterprise boss, but there is no mention of the specific process and management mechanism of the development of online advertising strategy, so that scientific management can not be carried out in the whole operation process of online advertising. Compared with small enterprises, the Internet advertising of medium-sized enterprises has fewer problems in this respect, but the specific management system is still not perfect. In mid-sized businesses, online advertising campaigns are usually divided into two categories: one is by an online advertising agency. However, online advertising companies lack a clear understanding of the real information of the enterprise, including the market share of the company's products, the status quo of homogenous products and the company's own development status; They only design online advertising strategies based on their own understanding, so that the formulation of online advertising strategies can not meet the needs of target consumers, which will cause customer loss to a certain extent. Second, enterprises or business owners continue to interfere with the strategy of online advertising companies, the content of online advertising with their ideas constantly change, and ultimately lead to the Internet advertising companies can not play its professional advantages, and the network advertising strategy is naturally difficult to be accepted by the audience of online advertising, affecting the overall advertising effect of online advertising.

5. Big Data Era Small and Micro Enterprise Network Advertising Improvement Countermeasures

5.1 Change the Enterprise Network Advertising Strategy Thought, Scientific Management Design

Modern marketing theory believes that enterprises should develop different advertising strategies to meet the needs of consumers through their own products and services, and the network advertising strategy is the most basic marketing strategy. In the Internet age, small business operators must change concept, online advertising is to attract consumers effective help, online advertising update, transmission is fast, this is undoubtedly the biggest advantage of, for the enterprise to seize the two advantages, should perfect Internet advertising operation system, the reasonable design of the Internet advertising strategy process, Scientific management of Internet advertising operations at each stage, so that enterprises in the huge wave of the Internet to obtain full benefits.

5.2 Consumer Groups Decide the Choice of Network Advertising Media

The choice of communication media can often become the premise of the success of network advertising information dissemination. Nowadays, with the rise of media, more young people are active on social media and short video platforms. For the youth group, the implementation of online advertising strategy of enterprises needs to focus on these two platforms, because such platforms will shorten the distance between consumers and enterprises, and induce consumers to target purchase. We are in the era of all media, the audience of traditional media is not a small number, which requires us to choose the choice of network advertising media, we must make clear the audience is the traditional media hardcore or the fans of new media, in order to lay a foundation for the dissemination of advertising information, obtain good publicity effect.

5.3 Strengthen Enterprise Network Advertising Operation Management

Managing online advertising is no easy task. Firstly, the enterprise should carry out a comprehensive market analysis based on its own development status and market pattern. Secondly, according to the comprehensive market analysis of the enterprise, based on the modern network advertising concept and Internet technology, formulate efficient and feasible network advertising strategy, and translate the strategy into concrete practice. It seems that the implementation of the strategy of online advertising across the enterprise of all departments, enterprises need to fully grasp the overall operation of the network advertisement, each stage has a corresponding system specification, all departments should cooperate with each other, to ensure that all aspects of management science, effectiveness, so that the implementation of the strategy of enterprise network advertisement effect can live up to the expectations of the enterprise.

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