

Personalized Marketing of Agricultural Products Based on Digital Economy Environment

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Abstract: Under the background of the new era, agricultural products have ushered in a golden period of development. How to seize and adapt to the tide of the times and take advantage of the trend has become the focus of current agricultural product marketing. By comparing and analyzing the overall data, regional data and structural data of the online marketing of local agricultural products e-commerce, it is found that there are problems in the online marketing of agricultural products e-commerce, such as the large differences in the structure of regional agricultural products, the greater restriction by the product cycle, and the need to improve the comprehensive quality of employees. etc., the above problems have restricted the healthy development of the industry. It also gave birth to the development of the digital economy, which has become a new growth point of the economy and promoted the development of digital villages. "Buy it, buy it!" this is in the excited and grounded Hawking of "bring goods" anchors. The "6.18" and "11.11" online shopping festivals release people's consumption enthusiasm. The all-round development of digital economy has stimulated the amazing energy of China's consumer market. This paper mainly analyzes the related work of network marketing of featured agricultural products in the era of digital economy, analyzes the significance and problems of vigorously promoting the network marketing mode, puts forward targeted improvement measures and implements them in all directions, thus becoming an important driving force to help China's high-level agricultural development.

Keywords: network marketing; digital economy; characteristic agricultural products; agricultural development; "Internet +"

1. Introduction

According to the information of the "China Internet Development Report 2019", as a new model of digital economy, the direct driving force of e-commerce live streaming is the evolution of social production relations, which not only caters to the needs of commodity marketing, but also contributes to the development of e-commerce. Injected new vitality [1]. In the digital economy era, the emerging economy model represented by "Internet plus" has become an indispensable part of China's economic construction process, [2]. To further promote the rural revitalization strategy, we must firmly grasp the opportunities brought by the digital economic revolution for agricultural development, and promote it to the road of high-quality development [3]. The application of the digital economy in agriculture is manifested in the e-commerce of the real economy of agricultural products on the one hand, and on the other hand, it appears in various activities of the digital economy in the form of big data models [4].

Digital economy is a higher economic stage after agricultural economy and industrial economy. It is a new economic form that takes digitized information and knowledge as the key production factors, takes modern information network as the main carrier, and takes the integration and application of information and communication technology and all-factor digital transformation as the important driving force to promote inclusive, innovative, efficient and sustainable development [5]. The essence of marketing is to create economic value for consumers, customers, partners and society through special activities in the process of product creation, communication, dissemination and exchange, so as to generate more surplus value and realize the process of changing from potential consumers to actual customers [6]. Since 2018, the poverty alleviation effect of e-commerce for agricultural products has begun to show. Since 2014, the implementation of policies such as building a rural e-commerce demonstration village and e-commerce poverty alleviation for agricultural products has gradually improved the rural e-commerce system, the return of e-commerce talents for employment, the continuous improvement of logistics and other infrastructure, promoted the two-way flow of urban and

rural resources, and initially formed a new model of rural e-commerce, It has brought vitality to the development of poor areas. From the current evolution form, there is no doubt that it is a new opportunity for the marketing fission of agricultural products, but the delivery of live agricultural products by e-commerce still faces a series of problems that need to be solved [7].

2. Big data analysis and application model of agricultural products e-commerce

2.1 E-commerce big data thinking application mode of agricultural products

E-commerce of agricultural products represents the digitization of agricultural real economy and creates new profit and consumption fields in e-commerce of agricultural products. This thinking mode provides a thinking paradigm for the digital application of traditional real economy [8]. The marketing mode of “new media + small program” is very suitable for agricultural product companies to develop surrounding markets. Use new media to release the enterprise information and product information of agricultural products companies, and use small programs to spread quickly, so as to expand the influence of enterprises in the surrounding business circle. A report from the Jingdong Big Data Research Institute shows that in 2020, more and more people will buy food on e-commerce, and the turnover of grain, oil and condiments has increased significantly in the past three years [9]. The Baidu search index cannot intuitively judge the scale of industry transactions, the number of merchants, etc., but by comparing the keyword search index, it can still show the strength of the industry market demand represented by different keywords, which can be used to analyze changes in industry trends [10]. As shown in table 1.

Table 1: Total sales of agricultural products in my country

Tear	Total sales of agricultural products (100 million yuan)	Year-on-year growth (%)
2015	1936	26
2016	2200	46
2017	2954	43
2018	3125	33.8
2019	3556	35.1
2020	5750	37.9

Under the tide of digital economy, some enterprises are faced with obstacles such as outdated organizational structure and lack of human resources. However, some enterprises are constantly innovating in products, marketing, channels and even organizational structure with the help of new technologies and platforms, taking new retail as a way to rejuvenate and open up new markets. For the delivery of live broadcast agricultural products by e-commerce under the digital economy, on the one hand, the small-scale agricultural economy before the industrial society was mainly self-sufficient in agricultural production, and the systematic production of agricultural products was relatively weak, so it was unable to carry out organized marketing; Entering the information society, the tightness between agricultural production and social supply and demand is increasing day by day. The improvement of productivity makes the production of agricultural products in batches. The large-scale production inevitably requires the organization of product marketing, while the live broadcast of e-commerce strongly meets the requirements of the organized production of agricultural products. As a product of the information age, the digital economy will inevitably spread around the city, so as to complete the development mission of global advancement. The cooperation between farmers and agricultural and sideline products processing enterprises is insufficient, mainly retail investors. Therefore, even though some retail investors try to use the network marketing mode to expand the sales scope, they neglect brand building and lack of iconic brand drive. Due to the change of consumption channels, the original space barrier of market competition has been broken, and the sales scope of agricultural products has been expanded. The unique advantages of big data make it the core competitiveness of the sustainable development of agricultural products e-commerce

2.2 Brand marketing strategy

Looking at the current Chinese market, relatively few agricultural product brands have really formed influence, and unicorn enterprises are rare. Many agricultural product enterprises actually do not realize the role of brands in their own development. While the Internet has made people's lives more convenient, it has also changed the way people obtain information. The convenient and fast

characteristics of the Internet have been recognized by more consumers. The development of various self-media platforms has also greatly broadened the channels of network marketing. Adhere to the government orientation, and local governments play their role in organizing professionals to carry out specialized network marketing training, imparting their own professional knowledge and experience to employees, and improving the overall level of network marketing team. The construction of high-quality and characteristic brands is not achieved overnight, but a systematic project, which requires enterprises and local governments to actively communicate and cooperate, integrate resources, strengthen publicity and promotion with the support of the government's characteristic agricultural product network brand support policy, and enhance the recognition and support of farmers for the characteristic agricultural product network brand.

The live broadcast of agricultural products is to communicate between producers and consumers through the anchor, and it is also one of the marketing methods, of which the anchor is the most critical. Specifically, the anchor can't give an immersive explanation of the production process of agricultural products during live broadcast of goods. At the same time, agricultural products are time-sensitive and need to be kept fresh. The transportation of products between the two places reduces the freshness of agricultural products, resulting in the disjointed process of live broadcast of agricultural products. Create a diversified introduction mechanism for rural information infrastructure construction. Led by the government, funds are prepared from multiple channels. At present, the development of e-commerce model in China has passed several years, but there are still obvious deficiencies in the application of this model in agricultural product marketing. The advantage of the network marketing model is that it has changed the geographical restrictions of the original agricultural product marketing link, but if the customer satisfaction is not high due to the unprofessional agricultural products e-commerce practitioners, it will also lay a hidden danger for the sustainable and healthy development of agricultural product network marketing.

3. Optimization of e-commerce live broadcast of agricultural products in the digital economy

3.1 Coordinate and standardize, and pay attention to the supervision of live broadcast of agricultural products

The live broadcast of agricultural products is based on the short video platform or e-commerce platform for online commodity trading. Therefore, in order to coordinate and standardize, it is necessary to optimize the platform monitoring and improve the live broadcast of goods. Specifically, first, we can strengthen the training of rural local anchor talents, incubate agricultural stars and agricultural product delivery IP, and closely combine e-commerce live agricultural product delivery marketing with rural anchor. At present, it seems that most of the existing agricultural product processing enterprises in Guizhou are small in scale, outdated in science and technology, and weak in innovation ability and market development ability. The role of the local government should be brought into full play to promote the standardization system and improvement of agricultural products in an orderly and powerful manner, and to classify agricultural products according to their quality. The quality of agricultural products in the process must be ensured while the promotion of packaging and preservation technology can obtain high benefits. Second, we can innovate the way of bringing goods. Based on the brand of short video platform, besides short video shooting and content production, we can bring goods to agricultural products in the form of live broadcast of anchor advertisements and planting grass recommended by stars. Therefore, in the process of live delivery, it is the basis to obtain the greatest benefits to choose popular agricultural products in the market and continuously improve their delivery capacity.

On the tiktok and Kwai live broadcasting platform, it has attracted many farmers and township enterprises, and even many local leading cadres have been organizing the live broadcast of goods on the new media platform in order to drive the development of their hometown's economy and help the farmers to solve the salable agricultural products. The vast number of users have seen many special agricultural products that do not understand, while stimulating the desire to buy and consume, and at the same time, they have also reduced the cost of the intermediate links to some extent. It has increased the income of farmers. The network marketing model is different from the traditional marketing model. It is not only text marketing, but also can disseminate information through video or live broadcast, quickly disseminate agricultural product brand information, and spread it on a large scale on the Internet, which has a positive effect on enhancing brand awareness and influence.

3.2 Relying on big data technology to identify and help poor households

At present, the technical support of digital economy mainly includes artificial intelligence, Internet of things, cloud computing and blockchain. These are applied to the e-commerce platform of agricultural products to broaden the sales channels of agricultural products by collecting, mining, analyzing and storing all kinds of information resources. As the second country in the world's digital industry, my country is stepping up efforts to build a digital and intelligent society. The state provides great support to poor residents, but since poverty alleviation relies on village committees selecting poor households with reference to the national poverty standards, there are certain The subjective color of the poor households, and due to social discrimination against poor households and the inner self-esteem of poor households, some poverty funds and support will not be distributed to the real poor residents. Guizhou province has incomparable agricultural products resources because of its complex geographical external environment and ecological climate environment, but because of the outdated marketing model and single sales channels, many excellent agricultural products can't play their due market value. This paper takes the consumer demand as the core, takes the integrated marketing concept as the guide, aims at building the brand of agricultural products in Guizhou, integrates various marketing methods, and builds a marketing model of branded agricultural products that integrates online and offline. As shown in Figure 1.

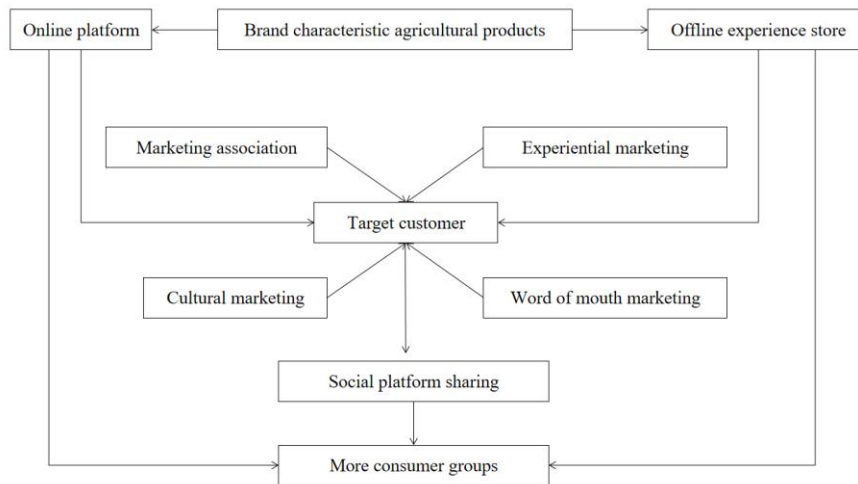


Figure 1: Marketing mode of agricultural products in Guizhou Province under the background of digital economy

Due to the constraints of external conditions, most farmers in Guizhou Province still maintain a traditional mentality, which we call "sitting business". They are not only worried about the sales channels of agricultural products, but also question the power of the Internet. The pay-you-deliver transaction model is regarded as a creed. The fragrance of wine is also afraid of the deep alley. The resources of agricultural products in poverty-stricken areas are abundant, but if they are not marketed, there will still be asymmetry between production and marketing. However, in rural areas of China, besides the problem of unsalable agricultural products, there is still a lack of understanding of the agricultural products market and the lack of production on demand. The development of emerging technologies has enriched the commercial formats of rural e-commerce. With the "integration of three networks" and the wide application of emerging technologies such as big data, cloud computing and the Internet of things, China's agriculture related e-commerce is developing in the direction of large-scale and product diversification. In rural areas, with the development of Poverty Alleviation Policies in recent years, more than 80% of farmers can skillfully use e-commerce platforms and social media to sell agricultural products. Most poor areas in the country not only rely on e-commerce to get rid of poverty, but also drive the local economic development, form a characteristic agricultural product industrial chain, carry out in-depth processing of agricultural products and develop a variety of product forms.

4. Conclusion

E-commerce of agricultural products will make full use of the powerful "weapon" of the digital economy era to achieve targeted poverty alleviation, ecological poverty alleviation, green poverty

alleviation and innovative poverty alleviation. Under the background of this era, people's pursuit of healthy life has become a trend, and high-quality agricultural products have received more attention from consumers. This is not only an opportunity for the development of agricultural products, but also a new challenge. It is imperative to explore new marketing paths. OK. At present, there are still problems in the standardization of the industry, the degree of process fit, the overall service and the construction of the interest chain in the live broadcast of agricultural products, which hinders the development prospects of the industry. In the field of agricultural products e-commerce, e-commerce consumption big data is used to induce the optimization of product structure and quality, and digital promotion mode can be used to strengthen brands and agricultural products, digitally supervise and purify the network environment, which can provide continuous vitality for the development of agricultural products e-commerce. To sum up, based on the digital economy era, we should correctly look at the advantages and characteristics of online marketing mode, choose a reasonable brand building strategy for online marketing of featured agricultural products, expand the sales scope, enhance the brand influence, and further enhance it with the support of a gradually improved online marketing system.

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