

Analysis of the Innovation Path of Enterprise Marketing Management under the Background of "Internet +"

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Abstract: With the rapid development of China's market economy, enterprise marketing management has been greatly challenged. The traditional marketing management mode can no longer meet the development needs of enterprises, and the development of Internet technology has brought new development opportunities for enterprise marketing management. Based on this, this paper first analyzes the problems existing in enterprise marketing management under the background of "Internet +", and then puts forward an innovative path of enterprise marketing management based on the development needs of enterprises themselves, hoping to help relevant staff to better play the role of "Internet +" in enterprise marketing management.

Keywords: "Internet+"; Enterprise; Marketing Management; Innovation Path

Introduction

The "Internet +" marketing method adapts to the development trend of informatization, which can not only meet the needs of all levels of society, but also greatly improve people's way of thinking and behavior, and provide new development opportunities and new opportunities for the company's marketing work. In the case of increasingly fierce market competition, relevant staff through the "Internet +" marketing method, the company's internal market resources are effectively integrated, so as to enhance the company's market competitiveness and achieve the purpose of enhancing the company's profits. At the same time, it is necessary to carry out scientific planning according to the specific situation, innovate at the appropriate time, and continue to explore effective marketing models in practice.

1. The significance of enterprise marketing management innovation under the background of "Internet +"

Under the background of "Internet +", enterprise marketing management has undergone great changes, and enterprise marketers need to innovate the original marketing management mode with the support of Internet technology and market demand, so as to improve the level and efficiency of enterprise marketing management. At present, the competition between enterprises is becoming more and more fierce, in order to further improve market competitiveness, enterprises must make full use of Internet technology and actively innovate enterprise marketing management methods. In addition, due to the application of Internet technology, can improve the work efficiency and quality of enterprise marketing managers, at present, many enterprises have established their own network marketing platform, through the network platform to provide customers with more personalized services. For example, when shopping online, customers can choose their favorite products to buy, and if customers are not satisfied with the quality of goods or other problems, they can also communicate and negotiate with merchants through online platforms to solve problems. Therefore, it is of great significance to innovate enterprise marketing management in the context of "Internet +" [1].

2. The problems existing in the innovation of marketing management of modern enterprises in China

2.1 The thinking mode of enterprises is backward

In the context of "Internet +", enterprises must constantly update their marketing concepts in order to meet the development needs of enterprises and occupy certain advantages in the fierce market competition. However, at present, there is a serious problem of

backward thinking mode in the marketing management of enterprises in China, resulting in the lack of innovative awareness in marketing management and the inability to meet customer needs in a timely manner. For example, many companies only produce a single product in order to meet market demand, but ignore the customer's demand for product functions. Or some enterprises pay too much attention to the number of products sold and the amount of sales, resulting in enterprises not paying attention to product quality and service quality. Therefore, in the context of "Internet +", enterprises must change the traditional backward marketing concepts and management models in order to meet the needs of market development and promote better development of enterprises.

2.2 The traditional marketing model is still used

In the context of "Internet +", the marketing management of enterprises is more complex, the work content is more diversified, marketing management personnel should actively adapt to the development trend of the times, reasonable use of Internet technology, according to the development needs of enterprises to build a sound marketing management system, in the traditional marketing management system, enterprises usually use price competition, advertising and other methods to attract customers. However, marketing management in the context of "Internet +" needs to consider the problem from multiple angles, and marketing management staff should make reasonable use of Internet technology to build a sound marketing system, and take product quality, service level, price and other factors as the standard. At the same time, we should also actively innovate marketing management methods and formulate marketing plans that meet consumer needs according to their needs. In addition, enterprises should actively improve the network service platform to achieve resource sharing^[2].

3. The analysis of the innovation path of enterprise marketing management under the background of "Internet"

3.1 Enterprise managers should change their inherent concepts

The development of enterprise marketing management requires enterprise managers to change their inherent concepts, take market demand as the guide, establish a sound marketing system, and continuously improve the effectiveness of marketing management, so as to promote the stable development of enterprises. Enterprise managers should fully realize the importance of the "Internet +" era, combine market demand, and combine with the actual situation of the enterprise to build a scientific marketing management system. In this process, enterprises should continue to improve their competitiveness, in order to gain a place in the fierce market competition, in addition, enterprise managers should also innovate enterprise marketing management concepts, establish and improve marketing management systems, combined with Internet technology to carry out diversified marketing activities. Enterprise managers should change their inherent concepts, improve their own quality, fully understand the current market development needs, and use "Internet +" technology to bring more benefits to enterprises, so as to promote the sustainable development of enterprises.

3.2 Create new management models and innovate management plans

The continuous development of Internet technology has put forward higher requirements for enterprise marketing management, requiring enterprises to create new management models and innovative management programs in combination with their own development conditions. In the context of "Internet +", enterprise marketing management staff should fully understand market information and consumer needs, formulate scientific and reasonable marketing plans, marketing management personnel should master the current market information, and use Internet technology to meet consumer needs. Through the application of Internet technology, it can help enterprises better grasp market information and consumer demand, so as to improve the effect of marketing management. In addition, in the context of "Internet +", enterprises should create a new management model, and formulate corresponding marketing management plans according to the requirements of their own development and business strategies. When carrying out marketing activities, we should fully consider consumer needs and market changes, and avoid blindly carrying out marketing activities and affecting the development of enterprises.

Innovative management solutions are the key to improving the quality of enterprise marketing management in the context of "Internet +", and corresponding marketing plans are formulated according to the characteristics and needs of different consumer groups. For example, in the context of "Internet +", female consumer groups have higher demand for cosmetics and so on.

3.3 Establish a marketing management model to achieve necessary information exchange

The application of Internet technology in marketing management can promote the innovative development of enterprise marketing management. In the process of marketing management, enterprises can establish a marketing management model through Internet technology to achieve effective information exchange and avoid the phenomenon of information islands^[3]. In the process of establishing a marketing management model, enterprises need to pay attention to the following issues: First, enterprises must do a good job in the basic work of their own development. Enterprises can use Internet technology to establish an efficient marketing management model, so as to promote the development of enterprise marketing management. Second, enterprises should clarify their own development goals. In the context of "Internet +", enterprises should clarify their own development goals and development direction, and formulate a sound marketing management plan based on the actual situation. Finally, enterprises should make full use of Internet technology to achieve information exchange. After realizing information exchange, enterprises can use Internet technology to strengthen cooperation and exchanges with other enterprises, so as to promote their own development.

3.4 Strengthen team building and innovate marketing models

In order to better cope with marketing management under the background of "Internet +", enterprises should strengthen team building and innovate marketing models. First of all, enterprises should establish and improve the marketing management system and optimize the organizational structure; Secondly, enterprises should formulate scientific and reasonable talent training programs to provide talent support for the sustainable development of enterprises; Finally, enterprises should attach importance to the construction of marketing teams, be guided by market demand, and give full play to the team spirit. In addition, enterprises should also increase the publicity of marketing management on new media platforms to help enterprises obtain more consumer information, so as to improve marketing quality.

4. Concluding remarks

In summary, in the fierce market competition, in order to obtain better development, enterprises need to keep pace with the times and constantly make corresponding adjustments in marketing. In this process, according to their actual situation, we should use big data to establish our own e-commerce brand, strengthen the team, carry out reform of marketing model, etc., in order to follow the trend of "Internet +", carry out all-round reform from the three aspects of brand, team and model, and promote the long-term development of the enterprise.

References

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