

Research on the Optimization Model of Enterprise Marketing Management under E-commerce Environment

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Abstract: In contemporary society, people's production and life style have changed greatly, and the development of network enables people to obtain effective information in time. Under the background of Internet, e-commerce marketing is the most prominent means, which brings many conveniences to the development of enterprises and improves their economic benefits. The development of e-commerce not only makes consumers change from passive to active, and enhances the autonomy of choosing goods, but also shortens the distance between enterprises and consumers, reduces the marketing cost of enterprises and improves the marketing efficiency. E-commerce can carry out a series of activities such as product design, pricing and promotion according to the computer communication system and online network, which can effectively meet the needs of customers and achieve the purpose of product promotion. Based on e-commerce, optimizing and integrating marketing strategies is an inevitable choice for enterprises to comply with the requirements of market development.

1. Introduction

In the context of the Internet, the rise of e-commerce marketing is both an opportunity and a challenge. In contemporary society, people's production and lifestyle have undergone tremendous changes, and the development of the Internet has enabled people to obtain effective information in time [1]. Marketing is the key link for companies to bring products to the market and gain profit. Its purpose is to accurately locate target groups based on product quality or service, so as to maximize product sales and profit [2]. In the Internet age, e-commerce has a high penetration rate, showing the universality of e-commerce. E-commerce marketing has strong coordination. Able to conduct a comprehensive coordination process for customers, operators, and third-party platforms. E-commerce can carry out a series of activities such as product design, pricing and promotion based on computer communication systems and online networks, which can effectively meet the various needs of customers and achieve the purpose of product promotion [3]. At this stage, there are many types of e-commerce marketing channels, such as search channel promotion and new media marketing. For e-commerce companies, which marketing channel to choose to achieve the best marketing and promotion benefits at a lower cost is a question that corporate marketers must consider [4]. Despite the many advantages of e-commerce, we should also clearly realize that the development and application of e-commerce is still in the early stage of the market. Traditional marketing strategies and methods cannot be completely abandoned. Enterprises must take into account the advantages of both. Optimize and integrate existing marketing strategies [5].

2. The Current Situation of E-commerce Marketing

Social products use their social relationships to help their advertising and marketing customers promote their brands, products and services to users. Therefore, rational marketing believes that more and more enterprises have realized the huge business opportunities brought by the Internet.

Because e-commerce has the function of containing text, sound, image, animation and other media, information exchange is not limited by time and space. Therefore, e-commerce has incomparable advantages compared with traditional commerce. At present, the scale of China's e-commerce enterprises is relatively small, and many enterprises' prediction ability of big data is relatively backward, and insufficient attention is paid to the development of big data, which limits the further development of enterprises [6]. With the rapid development of economy, a series of changes have taken place in the economic structure, which affects the marketing means and marketing strategies of e-commerce enterprises. E-commerce requires enterprises, manufacturers and customers to coordinate with each other in order to complete the whole e-commerce marketing. At present, the development of e-commerce enterprises is restricted by many factors, such as the single marketing strategy, the imbalance between the cost and return of marketing strategy, and so on. At the same time, the lack of relevant cooperation consciousness and the lack of communication with enterprises in the same industry lead to great differences among enterprises, as well as great differences in business philosophy and marketing strategies, which form vicious competition among enterprises.

By the end of 2008, the number of Internet users in China had reached 298 million, an increase of 42% over 2007, and the Internet penetration rate reached 23%. After the number of Internet users in China surpassed that of the United States in 2008 and became the first in the world, China's Internet popularization once again achieved a leap, catching up with and exceeding the global average level. The growth trend of online shopping market is shown in Figure 1.

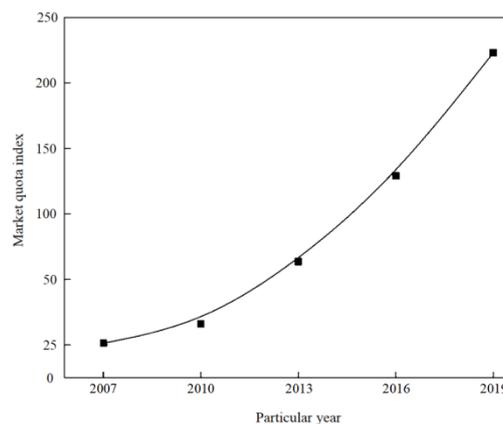


Figure 1 Growth trend of online shopping market

In the era of e-commerce, all kinds of sales information of enterprises can not only exist in the form of digitalization on the Internet, but also can modify and push the sales information whenever and wherever necessary. In the marketing strategies formulated by modern enterprises, e-commerce is an important part that must be paid attention to. With the advantages of e-commerce, enterprises can build a marketing platform with its own characteristics, and link its own marketing platform with other information platforms in the market. The development of big data and e-commerce is inseparable from the promotion of talents. Most of China's e-commerce enterprises have talent management problems. Many factors lead to a lot of problems in the marketing management strategy of China's e-marketing enterprises, which seriously affect the development of enterprises. Word of mouth marketing has gradually become a common method for e-commerce enterprises to carry out marketing promotion under the Internet environment. By providing better service and cheap goods, we can get the good impression of consumers, and let consumers unconsciously publicize for businesses or products, thus achieving the effect of marketing promotion.

3. Optimization Strategy of E-commerce Marketing Management

3.1. Data Management

The majority of e-commerce marketing enterprises need to conduct in-depth analysis and exploration of big data. Through the analysis of big data, we can grasp the audience and preferences

of consumers and help enterprises grasp the future development direction. In the era of e-commerce, in order to cultivate and improve customers' loyalty, enterprises should establish customer data database to understand customers' consumption needs and psychology. Enterprises can use data mining technology to make a comparative study of customers who have already traded and customers who are likely to trade, and explore customers' purchase expectations and after-sales psychology, and on this basis, make adjustments to the characteristics, marketing methods and after-sales services of enterprise products that can meet the needs of most customers [7]. E-commerce marketing under the Internet background must establish a sound and reasonable internal management mechanism. At the same time, enterprises should use all means to compare and analyze data, strive to establish a database and integrate effective information. At the same time, enterprises should recognize the importance of cooperation, actively establish an information sharing platform, communicate with peer enterprises, learn from each other's advanced experience, and share relevant data of their own enterprises to form an information sharing platform among enterprises.

3.2. Technical Management

E-commerce breaks through the restriction of geographical factors and integrates marketing and publicity channels on the Internet, which not only improves the efficiency of publicity, but also reduces the cost of publicity. With the application of Internet technology, the ability of information collection and analysis of market commerce is constantly enhanced. If suppliers publish product information on the trading platform, market consumers can access information and purchase feedback. In the special context of the Internet, it is necessary to have relevant technologies to integrate and analyze big data. Enterprises need to focus on the development of data collection tools, and analyze the marketing problems of enterprises presented by big data. In the Internet environment, e-commerce activities gradually transform from tangible to intangible, which makes the relationship between buyers and sellers change from tension to closeness. This network marketing mode breaks the traditional value chain and increases the added value of e-commerce value chain. Through the technical training of the professional team, the technology of the whole enterprise is at the cutting-edge level, and any data can be analyzed accurately, so as to be invincible in the fierce competition.

3.3. Marketing Management

In the marketing of traditional products, the marketing business activities of this product is an integrated value chain, and each link in the value chain will obtain corresponding economic profits. Due to the information asymmetry between the buyer and the seller, they compete for their own interests. China's e-commerce marketing is still in the early stage of development, there are many imperfect places need to be further optimized and integrated. The marketing means and Strategies of e-commerce marketing enterprises are affected by consumer demand, which directly affects the marketing means of enterprises [8]. E-commerce marketing enterprises communicate with consumers timely through specific means, so that the update of products can keep up with the changes of consumers' preferences. Although the e-commerce platform ensures the equality and symmetry of information between the two sides of the transaction, from the perspective of enterprises, it still faces greater challenges from enterprises in the same industry. E-commerce enterprises must take marketing as an important part of operation and development, and constantly improve service quality, in order to achieve the expected effect of marketing.

4. Conclusions

E-commerce appears in line with the development of the times, and it is the future development direction and trend of enterprises. Marketing, as an effective means for e-commerce enterprises to promote products and increase profits, has been paid more and more attention by e-commerce enterprises under the Internet environment. Under the background of Internet, enterprises must use scientific and reasonable ways to optimize the management of e-commerce marketing and ensure

the sustainable development of enterprises. Enterprises should recognize the importance of cooperation, actively establish an information sharing platform, communicate with peer enterprises, learn from each other's advanced experience, and share relevant data of their own enterprises to form an information sharing platform among enterprises. All industries should pay more attention to e-commerce marketing, collect and analyze data in time, and give full play to all advantages to improve the economic benefits of enterprises. E-commerce enterprises must regard marketing as an important part of operation and development, and continuously improve service quality, so as to achieve the expected effect of marketing. E-commerce enterprises need to combine their own business needs and strategic needs, scientifically select marketing channels and do a good job in marketing management, so as to better serve consumers and realize their own development.

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