Analysis of Marketing Strategy in the Background of Internet of Things and Big Data

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Keywords: big data, marketing, enterprise, strategy, Internet of Things

Abstract: Marketing are product promotion and business promotion methods with certain practical nature according to marketing ideas and product quality, basing on the integration of market planning. The Internet of Things refers to a huge network formed by combining various information such as objects or processes that need to be monitored, connected, and interacted with each other through various information sensing devices. Its purpose is to realize the connection between objects and objects, objects and people, all items and networks, and to facilitate identification, management and control. In the context of the development of the new era, with the continuous development of information science and technology innovation, the ability to integrate marketing data is more advanced, and thus the marketing strategy under the era of big data has emerged. Through the research on the basic theory of marketing, the big data technology and Internet of Things technology, this paper expounds the marketing strategy of the big data era, and also makes a simple study on its practical application.

Today's society is an era of information explosion. A new generation of information technology has penetrated into every industry, and emerging technologies such as the Internet of Things, cloud computing technology and mobile technology have emerged. "Big Data" came into being and has become an important production factor, which has an important impact on the development of the industry. In this context, the traditional marketing method is not fully applicable to the development of enterprises at this stage. How to effectively use big data and Internet of Things technology to realize the transformation and development of enterprise marketing strategy has become the focus of academic circles. Marketing is inherently practical and operational. It requires relatively high comprehensive competence for practitioners. It requires not only solid professional basic knowledge, but also the ability to market actual combat, such as communication skills and thinking response skills. Therefore, the development plan of the profession needs to be close to the needs of the development of the market economy, and introduce the data processing method in the new era into the actual process of marketing work, which can help relevant staff to deepen the impression of professional knowledge, but also develop innovative thinking of practitioners, and build an open, inclusive and self-learning learning platform for practitioners, so as to comprehensively improve the professionalism of relevant professional employees.

1. The Theoretical Background and Practical Significance of Marketing

The marketing profession originated in the European continent, and it was only in the middle and late 20th century that this method entered the mature development period. The career planning of marketing was established in the industrial society, which eventually formed an educational thought and became an important educational theory. Its main content is the combination of large production and socialization, enabling it to continuously adapt to the social realities of modern productivity and production relations.[1]In combination with China's demand for high-quality talents in the marketing profession, we should use the platform of cooperative education in the teaching process to effectively help practitioners to strengthen their theoretical knowledge through the research and application in the marketing teaching process, so that the practitioners can integrate the knowledge

they have learned and apply the learned knowledge to the actual work.

2. Big data processing technology and Internet of Things technology

Big data technology works in the process and method of data collection, data analysis, and real-time data presentation.[2] Big data technology is mainly used in related fields with data analysis. The application of big data technology provides intuitive data presentation for the development of related fields, and can respond to changes in data in a timely manner, and then make relevant adjustments in a timely manner through the degree of change in data response to ensure the accuracy of the entire data structure and data analysis. The concept of big data itself is relatively abstract. It is based on basic data and unit data, and it is effectively collected, and then realizes the phased work of data uploading, data integration and data analysis. The effectiveness of the entire data information is analyzed accordingly to achieve diversification of data functions.

Big data processing technology is an integrated data processing technology based on IoT technology.[3] Internet of Things technology is different from Internet technology. At the technical application level, it is based on the existing RFID technology, according to the corresponding IP communication protocol, the entire data information is effectively improved, thereby realizing real-time uploading of data, then forming a relatively perfect interoperability between the object and the object information. Nowadays, the United States, Europe and other countries have mature applications for IoT technology, and the application fields are also extensive. However, China has gradually attached importance to its role in the production of products, and has continuously invested relevant funds to support the development of Internet of Things technology.

3. Analysis of Marketing Strategy in the Background of Big Data Processing and Internet of Things

At present, the working methods and contents of marketing are constantly updated. The practical application of big data processing technology in marketing work is divided into the following four steps:

3.1 A reasonable assessment of the marketing plan

The marketing industry is highly practical. In the process of work, it has close communication with enterprises in various fields. When choosing to do enterprise projects, it is necessary to improve the efficiency of the preliminary work, and improve the positioning of the enterprises with practical actions in the marketing process. Of course, this positioning requires a reasonable assessment of the marketing plan. First of all, we should pay attention to the objectives of the selected projects, so as to complete the project requirements and let the practitioners get the growth they deserve.[1]Secondly, attention should be paid to the integrity of the selected project. The project must be a complete process from the initial feasibility assessment to the formulation of the project design to implementation and completion. Finally, using the big data technology to divide the whole marketing segment into the data processing capability, and according to the corresponding work experience, the marketing work content of each stage is arranged in a coherent manner, and the work order is arranged reasonably. In this way, the marketing plan is rationalized.

3.2 "Smart" marketing under the Internet of Things technology

For big data and information processing technology, in the process of data analysis and data utilization, the application and analysis of the whole technology can be based on the effectiveness of the actual marketing strategy. For big data information processing technology, its entire structure and data analysis capabilities can realize the effectiveness of the smart marketing process, and then rationalize the entire data structure.

For the marketing process, the most basic is to develop the enterprise into a large database of IoT integration according to the basic content of the smart marketing model, and effectively combine data integration, data analysis and data collection，which can form a data analysis structure with

certain quality control objectives and methods, making the data connection more closely and improving the effectiveness of data analysis capabilities and data processing capabilities.

3.3 "Precise" Marketing

Big data analysis can bring the actual application effect of data utilization, and combine the actual production target value and related production efficiency to analyze and apply the product production mode and the target product of the whole enterprise. Only in this way can we form a big data analysis with a certain production capacity.

The process of production of enterprise products is the process of real-time data update. In the process of product accident investigation and corresponding data analysis in the whole product production field, it can be seen that the validity of data is one of the most basic implementation contents in the production field of the whole enterprise. [3]Therefore, it is necessary to combine the big data analysis to analyze the actual content of the production operations of the enterprise products, in order to express the evidence of the production process of the entire enterprise, and the content is available.

4. Measures to Strengthen the Application of Big Data Processing Technology and IoT in Marketing

4.1 Analysis of the necessity of using big data information processing technology in marketing

In the application process of big data processing technology, the analysis according to the existing technology, the entire data information and the analysis of the data are effectively combined, which usually needs to coordinate analysis and management, and then improve the marketing ability and marketing awareness in the entire data integration process. Along with the actual effects in the application process of Internet of Things technology, in order to integrate and innovate the main content of the production process of its enterprise products, we can analyze and summarize the production process from the two levels of data mining and data analysis, and effectively integrate the relevant ideas of data integration. Therefore, the entire amount of data information is matched with the main content of the relevant marketing strategy, and a marketing structure analysis integration relationship of a certain structure level is formed.

4.2 The creation of "smart" marketing in the marketing process

In the process of application and development of Internet of Things technology, technological innovation has become the main content of the production process of enterprise products. In the production process of products, it is necessary to effectively analyze the data technology for actual analysis, and then realize the requirements of product quality assurance system. In the process of product production, in order to enhance the expansion and effective utilization of the production content of the product, the data collection of the entire product production can be analyzed according to the transformation of the actual product production process, thereby forming an effective reform with a certain product protection system. For example, on the one hand, through the data inspection of product production, the data analysis and technical content of IoT technology and cloud computing are innovated.

4.3 Providing favorable technical support and technical standard services

In the current stage of product marketing, such as data acquisition related equipment, data acquisition sensors, components and high-frequency electronic information processing data equipment, etc. All of them rely on traditional network transmission, and the data acquisition, data transmission and data analysis based on the Internet of Things technology have improved the corresponding product production technical standards, and have obtained favorable technical support for the maturity of product production technology.

5. Conclusion

Practice has proved that big data information processing technology is an effective work teaching method for cultivating skilled talents in the field of marketing. Through the implementation of information processing technology by big data, workers have learned skills and knowledge in the process of solving practical problems, which not only improves the practitioners' practical ability and innovation ability, but also increases the bargaining power for improving the company's performance.

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