

Interpreting the Opportunities and Challenges Faced by Marketing in the Era of Big Data

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Abstract: With the rapid development of society, data information from various industries is also increasing. The development of information technology and computer technology has had a significant impact on traditional production and lifestyle. With the development of the big data era, marketing is also increasing. The complex and changeable Chinese market has gradually entered the era of big data, which has had a significant impact on the development of various industries and brought new challenges and opportunities to marketing in the era of big data. Therefore, in this article, we will analyze the marketing opportunities and challenges in the era of big data, understand the main characteristics and value of the era of big data, and take marketing as the main research theme of various companies in our country. Analyzing the challenges and opportunities you are facing has laid a solid foundation for the long-term development of the Chinese market.

1. Introduction

The development of information technology has brought unprecedented changes to people's lives, and the widespread application of information technology is gradually changing people's concepts and consumption patterns. The arrival of the big data era is not only to create a more comfortable consumption environment for people but also to provide more opportunities for the survival and development of the company. The goal of the company's development is the greatest profit and the greatest profit from successful marketing and planning. In the context of the era of big data, corporate marketing has both opportunities and challenges, and companies must continue to work hard to achieve success.

2. Analysis of Marketing Status in the Era of Big Data

The company is a major participant in promoting the country's economic development. With the development of the times, the advent of the era of big data has had a huge impact on the company. Companies can no longer use previous traditional marketing models to make marketing decisions. Companies need to use these data to analyze consumer preferences for products, basic product features and distribution areas in order to develop more complete products and corresponding marketing strategies. Data has penetrated into every industry and is an important element of production. By finding unique patterns, you can provide humans with big data and apply it to marketing. Many companies are now using data, using this new marketing model to analyze the current marketing situation in the era of big data.

2.1 Rapid Growth and Small Scale

The marketing of many companies has grown rapidly. For example, e-commerce marketing is developing rapidly, but the scale is still small. E-commerce companies have not spent a lot of money in this area. The e-commerce marketing model shows that the marketing of many companies is currently growing rapidly on a small scale and is gradually changing from pure pricing marketing. Through integrated marketing, we realize that these companies can only use innovative marketing models to operate for longer periods of time and better protect the interests of their consumers.

2.2 Diversified Marketing Methods

In the era of big data, there are many new marketing methods: First, companies need to conduct correct marketing in the context of the era of big data in order to provide excellent personalized services to their customers. The basic principles of correct marketing are customers, convenience, communication and cost. These four basic principles meet the goal of confronting consumers, and encourage companies to start with consumer concepts in order to provide better services to customers. Second, you can conduct special sales by analyzing sales data. Continuous sales means getting more information from existing customers and attracting more customers, not just being satisfied with one-time customers. At the same time, we must open up as many markets as possible and finally establish long-term friendships with customers. The main purpose of the company's marketing model is to attract new customers. However, they still retain loyal customers. By establishing friendly relationships with customers, we can increase profits under the word of mouth. The era of big data and economic globalization makes the company more profitable. Therefore, if the company wants to sell more products, it must conduct marketing to meet customer needs. To achieve a “win-win” between the two.

2.3 Customer-Oriented

Since the key to big data marketing is accurate customer segmentation, companies need to fully meet the diverse needs of their customers through marketing content. Change the traditional marketing method, and change the use of a marketing method to meet the needs of different customers. In order to retain more customers, different marketing techniques should be used to meet the needs of different customers, and companies should regard it as a key goal of big data. In the era of big data, customers dominate new marketing models. The traditional marketing model focuses on the establishment of pyramidal partnerships through different channels. Although the company's marketing costs have increased, the marketing effect is not ideal. This traditional marketing method cannot adapt to the development of the times, making the company's development stagnant. before. In the era of big data, customers are dominated by marketing content. Use Internet thinking to find partners, and attract more customers through digital modeling and analysis. The marketing concept in the era of big data must come from the enterprise. This is a new thing in the era of big data. It starts with the interests of both parties and customers. It reduces enterprise channel costs and allows customers to purchase satisfactory products and improve marketing. It can also promote marketing models. Development.

3. Marketing Opportunities in the Era of Big Data

3.1 Provide Customers with More Personalized Services

The current use of big data technology can better integrate and evaluate user information. By collecting and analyzing data such as online surveys, product feedback and product sales, you can directly understand customers' shopping needs and preferences. By continuously adjusting marketing strategies, adjusting new sales strategies based on customer needs, establishing contact with customers and conducting effective interactions through big data platforms, we can meet the individual needs of customers at different levels. By combining information technology with marketing activities, you can not only effectively promote products to appropriate customer circles, but also improve your understanding of marketing elements and implement customer-oriented rules during the sales process. The advent of the big data era has effectively shortened corporate marketing channels, promoted products on online platforms, reduced intermediate links in the trade process, and effectively saved costs. At the same time, customers can use the Internet to compare and choose different products, so that they have more time to choose their favorite products and meet their reasonable shopping needs.

3.2 Provide Opportunities for Product Cross-Selling

Today's Internet technology platform promotes continuous sales. Most of the continuity of sales means developing a customer base through the customer department, expanding an effective customer base, and developing two-way horizontal and vertical processes. Transaction counting in the era of big data, effective information dissemination and timely communication through the Internet have become the potential for product promotion and sales. Members can also monitor customer purchases, coordinate product and marketing strategies, and continuously improve the profitability of the organization.

3.3 Establish a Good Relationship with Customers

In the past marketing process, it was difficult to communicate effectively with customers, and feedback on product adjustments could not be obtained in time. Therefore, information was lost and it was difficult for both parties to communicate effectively. This is a marketing problem. The current use of big data technology has effectively improved this situation. In today's market environment where products are homogenized, we use the Internet to effectively communicate with customers. In the process of product marketing, we will pay more attention to improving service functions to facilitate our customer consultation, purchase and after-sales service and other issues, which can effectively attract customer resources and strengthen the establishment of good relationships with customers.

4. Challenges Faced by Marketing in the Era of Big Data

4.1 The Quality of Market Data Information is Uneven

In the era of big data, we have expanded the platforms for people to communicate and interact with each other, and improved the efficiency of information dissemination. However, there are some shortcomings. Due to the large amount of data to be uploaded, it is difficult to effectively verify one by one, and the transmission speed is too fast to be effectively stopped, so the market data is mixed and the environment is harsh. The market has changed. What's more complicated is that tampering or incorrect information does not play a very good role in the marketing research process, but it is difficult to conduct accurate marketing. At the same time, in order to increase the market awareness of our products, it is necessary to use online platforms to advertise and transmit large amounts of information and data, and to be exposed to a large number of spam and false advertisements for a long time, you will feel psychological resistance. Since the real information is also doubtful, it will not lead to a smooth marketing schedule.

4.2 The Level of Marketing Personnel is Facing Adjustment

The new information market environment has brought challenges to marketers. In the past, in the marketing process, sales staff only followed traditional marketing methods, introducing customers and promoting products only through phone calls, flyers and visits. However, the current marketing methods have changed a lot. Relevant marketers not only learn marketing concepts, but also learn how to use information technology, effectively use sales network technology, and have the ability to analyze and effectively target data and information. At present, it is difficult for many marketers to adapt, because product sales require marketers to investigate customer needs, so they need to continue to learn new technologies and increase training to promote precision marketing.

4.3 There Are Hidden Dangers to Network Security during Data Transmission

The open network platform not only can release correct information in time, but also has great network loopholes. In the current online marketing process, several issues that threaten the security of customer assets are often encountered during the payment process. At the same time, many of

today's networks are real-name systems, but due to insufficient monitoring of the network platform, customer information may be leaked, and even criminals may tamper or abuse the information, which will seriously threaten the security of customers' property.

5. Conclusion

Data has penetrated into every industry and is an important element of production. By finding unique rules, you can provide big data to human beings and apply it to marketing. Many companies are now using data, using this new marketing model to analyze the current marketing situation in the era of big data. For enterprises, in order to better development, we should effectively use big data technology to comprehensively improve the efficiency of marketing.

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