

Research on Enterprise Marketing Management Innovation Under the Background of Big Data—— Taking Harbin Sanxing Culture Communication Co., Ltd. as an Example

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Abstract: In the development of network technology in recent years, the application of big data has gradually become an important development trend in all walks of life, bringing new challenges and opportunities to the development of the cultural industry. As a popular cultural communication company at present, it should be clear how to do a good job in the marketing management innovation strategy of the enterprise in the context of the development of big data. Actively explore to achieve the stable development of the enterprise, such as mass marketing, multi-marketing, etc. that are common in the market today, through data collection and sorting, do a good job in talent training, do a good job in technical research, and further improve the future development of the company every day. This is also in line with the current innovative road of cultural industry marketing development.

1. Introduction

In the process of market competition, cultural communication companies should do a good job in the marketing of cultural products, seize the product characteristics of their own companies, and combine the current big data network technology to further innovate the current product marketing models and strategies, so that more enterprises The brand image of the company is established in the market and enhances the added value of the company's products. It is a new growth point for cultural communication companies through the conversion of propaganda culture into huge economic value. When cultural communication companies innovate marketing strategies, they must clarify the development background of the era of big data and the opportunities brought by the development of big data to the company. Companies should actively promote cultural consumption, clarify the value of cultural communication, clarify consumer needs, and do a good job in product marketing strategies.

2. The traditional marketing characteristics of cultural communication companies in the era of big data

2.1. Mass marketing mainly

Mass marketing means that marketers use the same method to deliver the same goods and information to all consumers in the market, that is, mass production, mass sales, and mass promotion. This method ignores different market demands, and it is difficult for a single marketing method to adapt to different consumer demands and consumer buying behaviors. For example, a large number of publications such as movies, books, etc., are mostly mass-oriented, resulting in an oversupply situation.

2.2. Bomb advertising sales

Bombing sales are mainly to promote websites and brands, put advertisements on products to users on the Internet, and pass the links and addresses of products to consumers through emails, text messages, etc., so that consumers can understand the content, characteristics, use, etc. As long as the customer's requirements are met, the transaction can be completed. Even if consumers don't want to buy, they will form a subtle impression in their minds, so that when consumers need, such advertisements will appear in their minds, just like publicity on TV. Advertising marketing is to use the Internet for effective information exchange, but long-term advertising bombardment will exhaust consumers, and even lead to consumer boycott and rejection.

2.3. In response to the diverse situation of cultural consumption

At present, the marketing methods of most cultural enterprises in our country still follow the traditional material marketing methods. However, cultural consumption is different from material consumption, but a spiritual pursuit beyond material. Cultural consumption includes direct consumption of films, television, books, magazines, etc., as well as consumption related to the production of cultural products, such as television and computers. The main factors affecting cultural consumption are: one is the income of residents, and the other is time. Consumers should have enough time for cultural consumption, and the education level of residents has a direct impact on the value concept of cultural product consumption. With the development of modern society, people's demand for cultural products has become more and more diversified, and the connotation of their consumption has become more and more abundant. Different consumer groups choose their consumption methods according to their own preferences or needs.[1] For example, young people choose art performances such as movies and concerts. The elderly will choose the form of performances such as opera and quyi. As cultural products penetrate more and more into people's daily life, there will inevitably be more and more consumers. Therefore, the marketing of cultural products should take a diversified approach.

3. Opportunities and challenges of enterprise marketing management in the big data environment

3.1. Opportunity

Usually, traditional marketing methods require a lot of manpower and material resources, and there will be deviations in conveying information, so that customers cannot obtain the most authentic information and ideas. With the strong support of modern big data technology, enterprises can more

accurately understand the needs and information of customers based on the data provided by big data, and make them more targeted in advertising design. Through big data technology, enterprises can more accurately determine the users of products, so that enterprise managers can better conduct marketing and avoid waste of resources. Based on these, big data can allow enterprises to deal with information technology more effectively, and formulate corresponding marketing strategies and plans according to the different psychology and needs of customers. The use of big data technology can make the marketing of enterprises more targeted, efficient, and high-quality, and to some extent optimize the user experience to achieve a win-win situation for customers and merchants.

3.2. Challenge

In the era of big data, the marketing management of enterprises has both opportunities and certain challenges. Today's information technology has brought a huge impact on companies, and companies are trying to combine their marketing with big data technology, but to do this, they must have corresponding technical personnel, and now, many companies lack such technical staff. In addition, in the era of big data, people receive information in a variety of ways, and the competition between company marketing is becoming more and more fierce. Therefore, in terms of marketing content and planning, it is necessary to make our products meet the wishes of customers. While combining marketing with big data technology, it is also necessary to ensure the security of information to gain the trust of customers and make the relationship between enterprises and consumers more harmonious.

4. Marketing Innovation of Cultural Communication Enterprises in the Environment of Big Data

4.1. Based on big data, carry out precise marketing of cultural industry

Under the application of big data technology, the cultural marketing based on big data has built an online marketing platform based on big data, realizing the accurate positioning of cultural products and further segmentation of the market. Today, data has infiltrated every industry and business intelligence and has become a key manufacturing element. Making data valuable, organizing data into a data resource system, dividing data into levels and categories, and indicating the relevance between data and data is the key to reflecting objective things. Then, by analyzing the relationship between data resources and relevant departments, make full use of the role of data resources in management, decision-making, monitoring, and evaluation, so that big data has greater value, and truly realize the transformation from data to knowledge. Decision makers provide the basis for decision-making.

4.2. New technology integrated marketing

In the era of big data, the cost of data collection, transmission, and storage has been greatly reduced, and data collection has the characteristics of large-scale, multi-dimensional, and real-time. In this context, various innovative integrations are carried out to improve the overall efficiency of the market. By adopting new technology to improve its products and services to meet the needs of a wide range of readers, to maximize profits. Innovative marketing methods can further enhance the marketization of my country's cultural industry, and play a positive role in promoting the transformation and upgrading of the cultural industry. The collection and analysis of data has become simpler, and it is easier to find business innovations. Through a large amount of data, the audience's education level, living habits, consumption habits, etc. have been carefully analyzed. In the process of publicity, a variety of channel publicity models are used to increase the curiosity of consumers. In the process of

innovation, there must be enough data to support the formulation of plans, so as to achieve maximum efficiency.

4.3. Complete consumer portraits with the help of big data technology

Currently, users' data information is divided into two categories: static and dynamic. Static data refers to relatively stable information such as a user's age, gender, occupation, income, and region, which constitute the most basic social characteristics of consumers.[2] Dynamic data involves consumer behavior, such as searching for brands, browsing the web, posting reviews, and registering on websites, enabling merchants to better analyze and explore consumer psychology. Since dynamic data is behavioral data formed spontaneously by users on the Internet, dynamic data can better reflect the psychological state of consumers. Consumers need access to information, and the Internet provides them with a convenient way. In the era of big data, because a large amount of dynamic data can be collected, all samples obtained by enterprises are better than random sampling. Second, merchants classify the collected user information by tags, such as consumer needs, interests, points of purchase, etc. Interest tags reflect user preferences and make effective inferences based on the content of pages frequently viewed by users. Demand labels represent consumers' searches and clicks on market information. By analyzing the data and classifying it as customers, it can be effectively managed, so that the real needs of customers can be better grasped.

4.4. Analyse keywords looking for marketing leads

In the era of big data, when consumers need it, they will search online for the goods they need online, thus producing a large amount of user search data, including the product name, number of views, related words of the goods and so on. Eventually, consumers measure all the products they know and make a purchase decision. In this process, enterprises can effectively identify their target customers according to the product names searched or searched on the network; analyze the customer loyalty to the product, that is, the number of customers reading the product; and effectively refine the search for the product keywords. Therefore, after searching for product keywords, the data and information left by users can help merchants to obtain important clues in marketing. Based on the keywords that consumers are actively looking for, marketers can better understand consumers' impressions of the product, and then better analyze their competition with other brands. Especially for cultural media Co., LTD., we can consider carrying out related live broadcasting business, and we can understand what aspects of live broadcasting that these audiences like. In addition, with the rapid development of the live broadcasting industry in recent years, it can also be regarded as the future strategic planning and development direction of the enterprise, and use these keywords to better understand the direction of the enterprise's marketing management for innovation and development.

4.5. Improve and improve the market information system for enterprises

In the era of big data, the primary marketing priority of enterprises is to ensure the security of information, including information transmission and information analysis and storage. Second, the information should be fully utilized. Therefore, in order to improve users' information security, enterprises must improve their own market information system, but also to improve the efficiency of data processing. In this point, the company must start from the internal and external two aspects, introduce technical personnel from the outside, improve the market information system, establish the internal market incentive mechanism, improve the training system, so that the talent to get the maximum play.

In order to improve the transparency of the cultural media industry market and promote the healthy

development of the industry, the market information system of the cultural media industry should be established and improved. At present, the market information system of the cultural media industry should be improved, and the enterprises engaged in the cultural media business should be classified and registered and established with an enterprise database, so as to timely and accurately grasp the relevant information of the industry. The information management system can not only enable the cultural media industry operators to timely understand the relevant information and better provide services for enterprises, but also play a positive role in further improving and improving the market information system of cultural media enterprises. For cultural media enterprise management personnel information resources construction work difficulties and problems, cultural media enterprise management personnel should actively communicate and coordinate with industrial and commercial administrative authorities and cultural departments, to ensure that their own information timely and effective use and for the purpose of service enterprise organization corresponding work, to make the cultural media enterprise market information system construction more targeted, effectiveness and operability, and then achieve the purpose of optimizing the cultural media industry industrial structure and allocation of resources. Give full play to the role of the market mechanism in the cultural media industry; accelerate the improvement of the economic management system and operation mechanism of the cultural media; form a good interaction between the cultural entertainment and other social life service departments; make full use of the national cultural information resource sharing engineering platform, and vigorously strengthen the research and guidance of related economic work.

In the big data environment, enterprises will produce a lot of data when marketing, the scope and type of these data are very wide, so, it is necessary to analyze these data, and build their own proprietary database. To mine useful information from huge amounts of data, there must be corresponding technical personnel. In the marketing work, there will be a lot of content, and professional marketers can make the company get greater revenue. Therefore, to innovate in marketing, it is necessary to increase human resources training. We should strengthen the training of talents, improve their quality, so that they can fully master and master the knowledge of big data. Strengthen vocational training, cultivate high-quality enterprise marketing team. As a company's marketing personnel, we must keep pace with The Times, constantly learn new technology, master new technology, so that their own development and the development of the market synchronization, so as to create greater profits for the company.

5. Conclusion

To sum up, the current big data network technology has penetrated into all walks of life. Through the collection and arrangement of data, mining data brings value to the development of enterprises. In terms of marketing innovation management of enterprises, it is necessary to combine data analysis and understand the current direction of consumer demand in order to be at the forefront of the development of the industry. Especially for cultural communication enterprises, they should do a good job in the analysis of cultural communication value, do a good job in data extraction and analysis, expand marketing channel innovation, marketing model, truly enhance the core competitiveness of cultural products, and realize the rapid transformation of cultural enterprises.

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