

Enterprise Marketing Management Change in the Era of Network Economy

Wu Jiayao

Krirk University, Bangkok, Thailand

Keywords: Network economy; Enterprise; Marketing management; transform

Abstract: With the rapid development of economy, the Internet has entered People's Daily life and changed people's way of life. The marketing environment of enterprises has changed, enterprises face the fierce competition in the market, and the traditional marketing management is no longer enough to face the problems that enterprises will face. Based on this situation, this paper provides experience and flexible adjustment of marketing strategies for enterprise marketing management, so as to better adapt to this marketing environment. This paper summarizes the network economy, analyzes the influence of the network economy era on the enterprise marketing reform, and finally puts forward the strategy of the enterprise marketing reform.

1. Introduction

With the rapid development of computer network information technology, the era of network economy has come, which has brought great changes to all aspects of human society. In the contemporary enterprise marketing, the changes brought by the era of network economy are manifested in the aspects of marketing object, marketing foundation, marketing organization and marketing communication mode, which need to carry out corresponding changes. In the era of network economy, the marketing object has changed. Businesses need to recalibrate their target markets and audiences to meet the demands of the networked economy. By analyzing big data, artificial intelligence and other technologies, companies can better understand the needs and preferences of consumers, so as to personalize marketing. In the era of network economy, enterprise marketing pays more attention to digitization and online. Businesses can leverage social media platforms to engage with consumers and increase brand awareness and user engagement through content marketing and social outreach. In the era of network economy, enterprises need to actively seize marketing opportunities and carry out in-depth marketing reform. By readjust the target market, adopting digital and online marketing methods, building a flexible organizational structure and establishing a two-way interactive communication mode, enterprises can better adapt to the development trend of the network economy and achieve greater economic and social benefits.

2. Overview of network economy

2.1 Connotation of network economy

The development of network economy has promoted the deep integration of informatization and industrialization, and promoted the digitalization, intelligence and platform transformation of traditional industries. It has brought great changes to the economic structure and business model, changing the way people consume, the business model of enterprises and the development pattern of society. The rise of the network economy has also provided a broad space for innovation and entrepreneurship, giving birth to many new industries and innovative enterprises. The scope of network economy is wide, covering e-commerce activities and various forms of economic activities in the network environment. In the narrow sense of the network economy, the focus is on e-commerce (e-commerce) activities. Through the e-commerce platform, enterprises and consumers can carry out convenient exchanges and transactions, and consumers can carry out safe shopping in a guaranteed environment. In the broad network economy, it not only includes e-commerce activities, but also includes other forms of economic activities carried out in the network environment. This covers the application of Internet technology in various industries, such as online financial services, online entertainment, online education, sharing economy, virtual reality, Internet of Things, etc. The development of the network economy has promoted the digitization, intelligence and platform of the economy, promoted the transformation and upgrading of traditional industries, and brought new business models and innovation opportunities^[1].

2.2 Features of network economy

In the network economy, there are indeed characteristics of reducing enterprise costs and reducing inventory. One is to reduce business costs: the network economy offers many opportunities for businesses to reduce costs^[2]. Online marketing can rely on precise advertising, personalized recommendations and social media interactions to reach potential customers more targeted, reduce marketing costs and improve effectiveness. On the other hand, to reduce enterprise inventory, the network economy provides more accurate market demand forecasting and supply chain management capabilities, helping enterprises to reduce inventory overhang. Through the network information management system, enterprises can more accurately monitor and predict the market demand. This allows enterprises to better plan production plans, carry out targeted production according to the needs of sellers, and avoid the problem of overproduction and inventory overhang. The network economy offers many opportunities for businesses to reduce costs and reduce inventory. The network economy also provides more accurate market demand forecasting and supply chain management capabilities, enabling enterprises to better plan production plans, reduce inventory overhangs, and achieve more efficient and flexible operations. These advantages help enterprises gain competitive advantages in the competitive market and improve the smooth operation of the enterprise economy^[3].

3. The influence of network economy era on enterprise marketing management

3.1 Change of marketing target

The shift from selling to large scale people to small scale personalized people. In the past, due to the lack of technology, all consumers could not be separately marketed, and only the products most interested in most consumers could be marketed, resulting in the loss of a large number of profits. In the era of network economy, due to the development of network, enterprises have the ability to collect different preferences of consumers for more detailed division, and even the consumption object is no

longer just a group of people but individual consumers^[4]. At the same time, because the network shortens the distance and time of people's contact, when foreign companies enter China's development, many companies' marketing objects are no longer limited to the local, but to the national or even global development^[5]. Thanks to the convenience of the web, businesses can conduct marketing campaigns for people anywhere in the world at any time. Using the Internet, companies can collect consumers' preferences and analyze them^[6]. Enterprises can give more personalized marketing and more intimate service, so that sales personnel according to the characteristics of the service object and shopping habits to carry out a special set of words, so that consumers are interested in consumption.

3.2 Transformation of basic marketing methods

From 4P based marketing to 4C based marketing, from product concept to consumer demand concept change. Before the company focused on the product, that as long as the quality of their products is good, there will be no shortage of people to buy. After production, it is enough to find a good price, use the appropriate distribution channels and supplement the right amount of marketing activities. In today's society, the simple 4P theory has been unable to adapt to the trend of The Times, so the 4C theory has been developed on the basis of 4P. 4C takes the demand of consumers as the center of the company's success, and allows enterprises to look at the problem from the perspective of consumers and use real-time marketing as the center of consumers. To pay attention to the needs and desires of consumers, only by correctly grasping and finding what consumers want and need, finding the unmet needs of consumers, and then thinking in other places, while ensuring profits, we should set a price that consumers need to spend for this product, and provide convenience to consumers as much as possible in the process of purchasing. In this way, two-way communication with customers can be used to meet customer needs. In this way, it is easier for consumers to improve their "loyalty" to the enterprise by centering on the service experience of consumers.

3.3 Reform of marketing organization

The entity marketing organization of the enterprise needs to centrally manage the functions and resources needed to complete the whole activity due to the limitation of regional space, so as to complete the whole process without interruption. The existence of the network breaks the geographical restrictions, and the emerging marketing organization model can connect the functions in different places under the role of the network to realize the real-time sharing of information. At the same time, the help of the network is enough to efficiently connect the company's functions with the resources and functions provided by external companies while only the core functions are left, and complete the marketing activities. For the reform of marketing organization, due to the characteristics of virtual network organization, the core advantages of the company can be maximized and highlighted while the cost can be reduced.

3.4 Transformation of marketing communication mode

The one-way publicity method carried out by enterprises has gradually changed into a two-way publicity in which enterprises and consumers can interact. In the previous traditional marketing methods, consumers can only passively receive information from marketing means, and the transmission of information is a waste of time. For example, communication methods such as television and newspapers can only be done in advance and then communicated with the broadcaster, and finally appear in the line of sight of consumers. It not only takes a lot of time, but also fails for consumers to put forward suggestions and ideas to the products in time. With the help of the network,

enterprises can communicate and interact with users after publishing advertisements, realizing the two-way exchange of information. Network technology has great potential in marketing methods, and there are more and more marketing methods based on network. Nowadays, many enterprises are very good at using the network for marketing, and often use social platforms such as Weibo and short video platforms for marketing, which can promote their own products and also serve as a platform for communicating with users. After consumers put forward their own opinions and opinions on the network, enterprises can get relevant suggestions in time and make positive responses. The network can also be used internally to discuss future directions and decisions.

4. Suggestions for the marketing management reform in the era of network economy of Chinese enterprises

4.1 Innovative enterprise marketing concept to provide better service

Under the background of network economy, the marketing reform of enterprises really needs to start from the reform of marketing concept. Enterprises should put user needs in the core position and carry out marketing activities guided by user experience. With the help of big data technology and analysis tools, enterprises can collect, analyze and utilize a large amount of market data and consumer behavior data from traditional product sales to brand building and brand experience, focusing on brand image and brand value transmission. Enterprises should create unique brand experience through emotional marketing means, so that consumers have a sense of identity and loyalty to the enterprise brand.

Leverage social media platforms and user-generated content to actively engage in social interactions and build close relationships with consumers. Through social marketing, companies can interact and communicate with consumers in real time, improving brand recognition and user engagement.

In the era of network economy, the market demand changes more rapidly and complex, enterprises need to timely understand and grasp the market dynamics. Through the use of Internet technology to grasp real-time market information, enterprises can better understand the needs and preferences of consumers, based on which to formulate targeted marketing strategies. The success of marketing in the Internet era is closely related to the quality of marketing services. Enterprises should be aware that it is difficult to be invincible in a competitive market by product quality or price alone. By establishing good customer relationships, responding to user feedback and needs in a timely manner, and providing personalized customized services, enterprises can build consumers' trust in enterprises and improve user loyalty. Marketing reform with market demand as the core and providing quality marketing services are important directions for enterprises to succeed in the era of network economy. Enterprises should formulate scientific marketing strategies based on market demand, pay attention to providing personalized service experience, and establish a good brand image to meet the growing needs and expectations of consumers.

4.2 Use scientific innovation to meet the individual needs of consumers

Precision research and personalized marketing, through precision research can deeply understand the target market and consumer needs, preferences and purchasing behavior. Methods such as online surveys, social media analysis, and data mining can help companies gather vast amounts of information about consumers. This data can be used to segment demographics, interest preferences, consumption habits, etc., to implement personalized marketing strategies. Enterprises can customize product features, design marketing activities and promotion methods according to consumers' individual needs and preferences, and provide personalized services that are more in line with

consumers' expectations. In the era of network economy, enterprises can use Internet technology to conduct pricing tests to understand consumers' acceptance of product prices. Through methods such as online surveys, price experiments and dynamic pricing, companies can determine the best price range for products to meet consumer demand while maximizing profits. Scientific pricing strategy helps enterprises to find positioning advantages in the market, attract target consumer groups, and enhance competitiveness. Businesses can use social media and online platforms to target advertising, increase exposure and conversion rates to attract and retain their target audience.

4.3 Build diversified network marketing platforms

Constructing diversified network marketing platform is very important for the development of enterprises in the era of network economy. Such platforms can expand consumer reach, provide a convenient shopping experience, offer a diverse range of products and services, and use data-driven precision marketing strategies to meet individual consumer needs. By making full use of the advantages of online shopping platforms, enterprises can better adapt to the trend of network economic development and gain competitive advantages. Online shopping platforms, such as Taobao, Jingdong, Pinduoduo, etc., provide consumers with a rich selection of goods and allow consumers to interact with product distributors in real time through online communication and dialogue opportunities. The popularity of smart mobile terminals makes it possible for consumers to shop through mobile phones or tablets anytime and anywhere. By building diverse online marketing platforms, companies can expand sales channels, increase brand exposure, increase user engagement, and build stronger connections with consumers. Using Taobao, Jingdong and other first-line online shopping platforms for online marketing is a good strategy. These platforms have a large user base and a sound trading system, which can help enterprises expand product exposure and sales channels. Wechat public account platform can help enterprises to carry out brand promotion, product introduction and online sales, by providing valuable content and interaction with users, enhance users' cognition and good impression of enterprises. As a short video platform, Tiktok can attract users' attention through vivid and interesting video content, show product characteristics, and stimulate users' interest in purchasing. By using online marketing platforms such as Taobao, Jingdong, wechat public account and Douyin, enterprises can broaden marketing channels and enhance brand influence and sales effect. It is important to develop marketing plans and strategies suitable for the characteristics of enterprises and target markets, and constantly innovate and interact with users in order to gain competitive advantages in the era of network economy.

4.4 Transform information advantage into competitive advantage

In the era of network economy, it is of great significance for enterprises to grasp the advantages of network information. With the advantage of online information, businesses can interact closely with consumers and understand their needs and preferences. Based on this information, enterprises can carry out personalized service of product customization, meet the individual needs of consumers, and provide better service. Businesses can interact and communicate extensively with consumers. This includes social media platforms, online forums, blogs, etc. By publishing valuable content, answering users' questions, and participating in discussions, companies can build a good interactive relationship with consumers and enhance users' sense of engagement and loyalty. Using the advantage of network information, enterprises can collect a large amount of data, including user behavior data, market trends, competitors and so on. Through the analysis and mining of these data, enterprises can gain insight into the changes in market demand and consumer behavior, and formulate scientific marketing competition strategies based on these insights. Enterprises should make full use of the advantages of network information, and transform the advantages of network information into stable

market competitive advantages through personalized customized services, promotion of interactive marketing, data-driven decision-making and building brand identity. At the same time, enterprises should always adhere to the principle of truth and integrity, abide by the network etiquette, in order to establish a good network interaction relationship, so as to obtain a strong market competitive advantage in the era of network economy.

5. Conclusion

The rapid development of network economy has brought many changes and challenges to the traditional marketing environment. In the era of network economy, enterprises need to reform their marketing strategies to better adapt to the changes of market demand and consumer behavior. Companies should put the consumer experience at the heart of their marketing. In the era of network economy, consumers pay more attention to personalization, convenience and overall experience. Companies should collect, analyze, and leverage big data to gain insight into consumer preferences, behaviors, and needs. In the era of network economy, consumers acquire information through multiple channels and make purchases. In the era of network economy, consumers' demand for individuation is growing day by day. The era of network economy brings changes and opportunities for enterprises. Through changes in consumer experience, personalized marketing, data-driven, multi-channel marketing, innovation and agility, enterprises can better adapt to the requirements of the network economy era, enhance competitiveness, and obtain greater economic benefits.

References

- [1] Chen Gaofeng. Research and Analysis of Marketing Strategies in the era of Network Economy [J]. Market Forum, 2020, (09):15-17.
- [2] Zhang Yuxin. Enterprise Marketing Management Reform in the era of network economy [J]. Modern Marketing (Management Edition), 2020, (10):70-71.
- [3] Zheng Pu. Transformation and Innovation of Enterprise Marketing Management in Information Age [J]. Modern Business, 2021, (11):154-155.
- [4] Li Guanghua. Research on Marketing Management Model Innovation of Small and Medium-sized enterprises in the era of Network Economy [J]. National Circulation Economy, 2022, (09):15-17.
- [5] Ye Qiyu. Research on the Reform of Logistics Enterprise Marketing Management in the era of Network Economy [J]. China Logistics and Purchasing, 2022, (02):109.
- [6] Wang Chunhui, Zhou Yating. Research on innovation of Marketing management mode of Small and medium-sized enterprises in the era of network economy [J]. Management and Technology of Small and Medium-sized Enterprises (last ten-day issue), 2021, (12):76-78.