

Research on Quanzhou E-commerce Enterprise Network Marketing Strategy Based on Big Data Precision Marketing

Linjing Chen^{1,*}

¹ Tan Siu Lin Business School, Quanzhou Normal University, Quanzhou, Fujian, China

*Corresponding author. Email: sandy8685@126.com

ABSTRACT

With the rapid development of information technology, Internet users are increasing day by day, which has further promoted the rapid development of e-commerce websites, and also enabled enterprises to more accurately grasp consumer data. Big data technology came into being against this background. This technology has also been applied to marketing by some companies and has achieved remarkable marketing results. The topic first outlines the definition of big data marketing, and introduces the main applications of big data marketing. On the basis of analyzing the current problems in the online marketing of Quanzhou e-commerce enterprises, the author puts forward corresponding marketing strategies based on big data technology, hoping to provide opinions and suggestions for the development of Quanzhou e-commerce enterprises.

Keywords: Big data, Precision marketing, Network marketing strategy.

1. INTRODUCTION

With the rapid development of Internet technology, computer technology is fully integrated into society, and the explosive development of information has triggered social changes. As a new and relatively high-value asset, big data is increasingly affecting various fields of government, economy, education, medical care, and society, and is hailed as the "oil" and "gold" of the new era. Similarly, big data technology can help companies better obtain consumer information and consumption habits and other related data. Therefore, modern companies can use big data to carry out effective online marketing to increase corporate profits.

2. DEFINITION OF BIG DATA MARKETING

In the information age, data has become more and more important, and the rapidly expanding commercial value of information and big data is changing the existing marketing model and other activities of enterprises, while big data marketing has emerged as the times require.

Big data marketing is a kind of precision marketing, and this marketing model is quite different from the traditional data marketing model. Traditional data marketing is based on demographic data in market research and other user subjective information (including lifestyle, value orientation, etc.) to speculate on consumer needs, purchase possibilities and corresponding purchasing power to help enterprises subdivide consumers, and establish the target market and furtherly position the product marketing model [1]. Big data precision marketing is the process of collecting, analyzing, and executing insights obtained from big data, which encourages customer participation, optimizes marketing effects, and evaluates internal responsibilities [2].

As above, the definition of big data precision marketing is to enable consumers to actively participate in corporate marketing activities, so as to achieve one-to-one precision marketing. Relying on big data technology to conduct detailed analysis on existing data or collected data, the effective marketing strategies can be adopted in combination with the results of data analysis. To adopt big data marketing, the marketing process requires three steps: First, enterprises need to rely on multiple

channels and methods to collect data about consumers; second, enterprises need to analyze the collected data to obtain various information about the characteristics of consumer consumption habits; third, enterprises should design targeted marketing strategies based on the results of data analysis, and apply them in online marketing.

3. THE MAIN APPLICATION OF BIG DATA MARKETING

Big data marketing includes a variety of applications, including programmatic buying, advertising monitoring, advertising creative optimization, customer relationship management, online and offline sales, risk control, research and insight, user portraits, enterprise internal management, new product development, etc. [3]. To sum up, big data marketing is mainly applied in the following aspects:

3.1 Accurately Collecting Consumer Data

Enterprises can analyze consumer behavior data to understand their shopping habits, and carry out one-to-one precision marketing of products according to their specific shopping preferences and purchasing tendencies. For example, Amazon recommends similar or complementary products based on the user's product search records, which greatly saves users the time to search around the Internet, and at the same time stimulates consumers to conduct more consumption in the future.

3.2 Product Customization

Big data marketing turns the information and data left by consumers into wealth and becomes a powerful data for enterprises to improve their products. For example, the news client "Jinri Toutiao" is based on data mining and recommendation engine technology and tailors content that matches the user's interests according to the user's reading preferences and habits, which can realize the personalized recommendation of "everyone has their own view".

3.3 Accurate Marketing and Promotion

By accumulating enough user data, big data marketing analyzes the purchasing habits and preferences of users, and even "knows the users better than the users themselves" to help enterprises select the most valuable users for product promotion. For example, after the movie trailer was

released, "Tiny Times" learned from Weibo's big data analysis that its main customer group was post-90s women, so follow-up promotional activities were mainly launched for these groups, and finally achieved good box office results. [4]

3.4 Enhancing the Value of User Experience

The key to improving user experience is to understand how users use the product and how they feel. For example, some foreign automobile enterprises can collect all operating information through sensors all over the car. Before the key components of the user's car have problems, they can provide early warning to the user and 4S shop, which greatly guarantees the safety of the user and improves the user experience, gaining a good reputation for the car brand.

3.5 Effectively Maintaining Customer Relationships

Returning the shoppers who have given up on the product and retaining the losing old customers is also one of the applications of big data marketing in business. For example, the food delivery app "ele.me" will send relevant text messages to users who are on the verge of losing who have not used the app for a period of time to remind and encourage them to re-use the "ele.me" app according to the user's order habits.

3.6 Exploring New Markets

Big data can help enterprises find new development areas, determine new sales channels and promotion strategies, and tap business growth points. For example, Tencent Games developed a strategy based on the in-depth analysis of the big data in the mobile game market in the early stage, and took the lead in the mobile game market. [5]

4. THE MAIN PROBLEMS EXISTING IN THE CURRENT QUANZHOU E-COMMERCE ENTERPRISE NETWORK MARKETING

4.1 Customer Demand Issues

Marketing communication is one-way, and it is difficult to achieve precise marketing of products. At present, most e-commerce enterprises are unable to grasp more comprehensive information of consumers, so they often spread out their marketing

in a large range, which is a process of casting an extensive net. The marketing information is mainly pushed to customers through WeChat, email, SMS, Weibo, etc. The lack of communication and feedback with customers has led to the inability to meet the actual needs of customers well, resulting in marketing activities that cannot achieve the expected results. At the same time, even if some companies have obtained relevant data, they have not conducted a more scientific and effective analysis of customer needs, resulting in low marketing efficiency. [6]

4.2 User Experience Issues

The lack of effective analysis of customer needs has reduced customer experience. As before, when e-commerce companies do not use relevant technology to effectively analyze customer needs when they conduct network marketing, the company's marketing activities cannot achieve the expected results. On the contrary, not only did customers fail to obtain valuable information, but they would also be disgusted with the "bombing" of such information, and even have adverse effects, resulting in low customer experience.

4.3 Decision-making Scientific Issues

Marketing decisions are subjective and lack scientific basis. Most e-commerce enterprises still use traditional models in their online marketing activities, and often formulate their own marketing strategies based on their own past experience and the operation methods of other companies. They lack good data support, and have greater blindness and subjectivity, leading to lack of scientific decision-making, unrealistic marketing activities plans, and low marketing activities.

5. NETWORK MARKETING STRATEGY BASED ON BIG DATA PRECISION MARKETING

5.1 Accurate Customer Acquisition: Improving the Degree of Personalization of Online Marketing

To improve the degree of personalization of online marketing, e-commerce enterprises not only need to use big data to accurately grasp the individual needs of customers, but also need to design personalized services reasonably: First, they can accurately grasp the individual needs of customers through big data. The popularization of

the Internet enables enterprises to collect various kinds of information from customers, filter the information in a targeted manner, and select the key information that best reflects their individuality, so as to accurately grasp the individual needs of customers and effectively reduce the cost of enterprise data analysis. Secondly, the enterprises can design personalized services reasonably. On the one hand, enterprises should try to find the common points of customers' individual needs, and design personalized services based on this common point; on the other hand, they should take into account the cost of the enterprise and try to adopt a win-win solution, that is a plan that not only can meet the individual needs of customers, but also does not lead to a substantial increase in business costs.

5.2 Precise Positioning: Improving the Accuracy of Marketing Market Positioning

At present, most e-commerce companies mainly push product information through online marketing methods such as WeChat, Weibo, email, and SMS. When the marketing effect is unsatisfactory, the main reason is that the market positioning of the enterprise's products is not accurate enough. Improving the accuracy of online marketing market positioning can be enhanced from the following aspects: First, it is necessary for the enterprises to accurately analyze customer data and conduct product market positioning. The first of this aspect is to collect massive amounts of basic data and establish a customer database, which can comprehensively utilize multiple methods and channels to collect customer information. The second is to use data mining technology to conduct detailed analysis of customers' age, gender, work status, consumption behavior and hobbies and other information to determine the relevant attributes of customers. The third is to match the characteristics of the marketed product with the attributes of the customer, and then position the product in the market. Second, the enterprises need to verify the accuracy of positioning through the consumer market. After initial positioning using big data technology, the accuracy of positioning needs to be tested by the consumer market. Marketing performance is undoubtedly an important indicator to test whether the positioning is accurate; conversely, if the performance does not achieve the expected results, the positioning plan needs to be revised or repositioned. Third, it is a must for the enterprises to establish a customer feedback mechanism. The establishment of a customer

feedback mechanism has two functions: First, the customer feedback mechanism can be used to collect customer feedback on products and marketing plans in order to adjust the products and marketing plans; second, the reasons for positioning failure can be summarized through customer feedback information to provide a basis for product repositioning. [7]

5.3 Accurate Delivery: Increasing the Accuracy of Marketing Advertising

Currently, most online marketing advertisements of e-commerce companies mainly adopt the method of spreading the net widely, and extensive online advertisements cannot bring the expected marketing effects to the enterprises. Enterprises can use big data technology to enhance the accuracy of online marketing advertising: the first is the scene marketing. Consumption scenarios have a greater impact on customers' shopping mood and can directly determine customers' purchasing behavior. Enterprises can use big data technology to effectively identify customers' specific scenarios and push more accurate advertisements on this basis. On the one hand, the specific scene of the customer can be identified by distinguishing the IP address, LBS location, etc. When the customer is in a public place, the content of the advertisement must be concise and conservative. On the other hand, the push content can be determined by identifying the time period. The right content needs to be pushed at the right time. The second is to enhance the autonomy of customers in advertising choices. Most e-commerce enterprises usually take the form of pop-up ads, interstitial ads and floating ads to forcibly attract customers' attention, which has aroused strong dissatisfaction among customers, and some customers even do not hesitate to buy ad-blocking software to block ads pushed by enterprises. In this regard, big data technology can be used to improve the broadcast form and content of online advertising and enhance its accuracy.

6. CONCLUSION

In summary, with the increasing use of the Internet, the impact of big data technology on social production and life will become greater and greater. Big data precision marketing can make online marketing decisions more scientific, provide the accuracy of online marketing, and enable customers to obtain more high-quality personalized service. Quanzhou e-commerce enterprises should make full use of big data technology to improve the accuracy

of network marketing, and provide consumers with better services while also improving their own marketing effects.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Linjing Chen.

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