



Research on Optimization of Marketing Model Under Big Data Technology

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Abstract. The essence of the implementation of marketing in modern enterprises lies in relying on the marketing methods of enterprise products and enterprise services to promote more consumers' recognition and understanding of enterprise products and services. In order to achieve the good practice effect of improving the economic efficiency of the enterprise, it can rely on the marketing platform to establish the good reputation of the enterprise. At present, due to the important influence of big data technology, it is necessary for companies to appropriately change and adjust their marketing thinking. To achieve marketing goals by optimizing the marketing model, it can use rationally big data platform technology in the field of marketing.

Keywords: big data technology · marketing · model · platform integration · idea optimization

1 Introduction

After entering the new era, the integration trend of corporate marketing and big data technology has been fully demonstrating the important practical significance of marketing ideas and model innovation. With the strong support of the big data platform, the resource cost of marketing will be effectively saved, and companies can use the big data platform to promote more consumers to understand the company's high-quality products and services, and create the best practice benefits of marketing. From this, it can be judged that the whole process of optimizing and innovating the marketing model cannot lack the network technology of big data as an important guarantee.

2 Enterprise Marketing Model is Affected by Big Data Technology

Marketing is an activity, process, and system that brings economic value to customers, partners, and the entire society in creating, communicating, disseminating, and exchanging products. It can be seen that the essence of marketing is the process by which marketers carry out business activities and sales behaviors for the market [1]. Marketing strategy is the starting point of the enterprise based on the needs of customers. It can

obtain information on customer demand and purchasing power, and business expectations based on experience, and organize various business activities in a planned way. Through coordinated product strategy, price strategy, channel strategy and promotion strategy, it is the process of providing customers with satisfactory products and services to achieve corporate goals.

Marketing in the current period covers a very wide range of connotations. Marketing strategy formulation personnel and marketing personnel must fully integrate into the various implementation processes of marketing for data and network methods. It aims to effectively ensure that the best marketing benefits of corporate products and corporate services are fully displayed, and scientifically allocate business implementation guarantee resources in the marketing field. The important promotion significance of integrating big data into the marketing field is to help companies reduce marketing costs. It can effectively simplify the marketing process, and allow a wider range of corporate customers to recognize the corporate brand reputation. Therefore, it can be seen that the measures of modern enterprises to fully optimize the marketing model must rely on the guarantee of big data technology [2].

3 The Basic Implementation Process of Integrating Big Data Technology into Modern Marketing

3.1 Accurately Grasp the Needs of Consumer Groups and Market Changes

The fundamental prerequisite for the maximization of marketing benefits lies in the comprehensive enterprise market research. Relying on the important links of market research can judge consumer market demand, industry internal demand and competitor characteristics, so as to provide marketing decision-makers with accurate basic data conclusions of market research [3]. Under the influence of the integration of big data methods, the person in charge of market research can currently choose the big data platform to obtain research conclusion data. Compared with the original visit and research methods, the use of big data platforms to assist in the implementation of corporate marketing research is more scientific and efficient. It can avoid enterprises consuming too much resource cost in the steps of marketing research. At the same time, the big data methods in the marketing research link will show companies the intuitive conclusions after automatic screening and summary processing, and innovate the implementation methods of marketing research [4].

3.2 Comprehensive Analysis of the Disadvantages and Advantages of Marketing

The marketing decisions of enterprises in the current period are driven by big data platforms. Therefore, it is determined that marketing decision-makers can implement accurate predictions of corporate marketing disadvantages and advantages through objective and comprehensive analysis methods. This fully ensures that the company's best marketing benefits are fully realized. In this process, marketing decision makers must accurately position the marketing benefits, comprehensively judge and analyze the needs of customer groups, marketing strategy orientation, and the macro market environment in which the company is located. It can use more objective and scientific thinking to judge the disadvantages and advantages of marketing Fig. 1 [5].

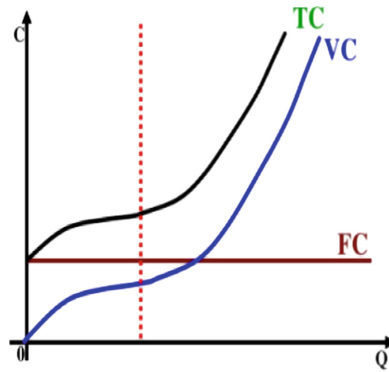


Fig. 1. Cost-benefit analysis method

3.3 Fully Implement Enterprise Customer Management

Enterprise customer management constitutes a basic part of marketing. As a marketing decision-maker, only when corporate decision-makers accurately grasp the needs of corporate customers, can they guarantee more scientific and precise marketing decisions. Marketing personnel and corporate decision-makers must be good at implementing big data analysis for customer management. Combining the data conclusions drawn from big data analysis to count consumers' product buying habits, consumer psychology dynamics and consumer behavior characteristics improve and enrich the connotation of customer management in the field of corporate marketing. Enterprise marketers must ensure that the best marketing profit of enterprise products is achieved. The key pre-work influence is reflected in accurately identifying the needs of the marketing group. At present, under the support of an intelligent demand analysis software platform, corporate marketers can divide the product needs of customer groups into multiple levels and levels, which fully ensures that the basic needs of marketing objects can be accurately and comprehensively analyzed. In addition, marketing companies must focus on protecting corporate information and user information security. After continuous development, the professional technical methods for encrypting numbers and information are gradually becoming mature and perfect. The security protection technical measures for encrypting network data must rely on network firewalls. E-commerce enterprises need to conduct comprehensive inspections on the internal firewall system of the enterprise on a regular basis to ensure that the internal firewall functions of the enterprise are complete. The technical personnel of e-commerce enterprises can currently choose several typical encryption processing methods such as private key, symmetric key and public key. Enterprise personnel shall properly encrypt the content of sensitive data involving property data and information, and use scientific means to perform necessary storage and processing.

3.4 Research and Develop New Enterprise Products and Services

Corporate marketing services and marketing products must be able to guarantee novelty and enhance the emotional attraction effect of corporate marketing products to



Note: The data can be reproduced for use

Fig. 2. The network platform system for customer demand analysis

consumers. Under the current status quo, the marketing model of corporate products and corporate services has been comprehensively improved and innovated. Companies must be good at integrating big data platforms in the areas of product marketing and service marketing to innovate in the implementation of marketing business. Under the premise of precise positioning, marketing decision-makers should be able to fully ensure that the company’s product design reaches the level that consumers like. Combining the real-time dynamics of market consumer demand to innovate and adjust the product development model to ensure the rationality and scientificity of the implementation process of marketing decision-making Fig. 2.

4 Paths and Measures to Optimize Marketing Models Under Big Data Technology

The integration of big data into the field of corporate marketing has significance and value that cannot be ignored. Because big data methods can help companies obtain real-time market dynamic data information, and guide marketing decision-makers to correct business marketing decisions that have errors. However, fundamentally speaking, the marketing model of the current period has not really achieved the goal of perfection and soundness. The root cause is that marketing decision-makers ignore the scientific use of big data methods, which results in waste of marketing resources and poor marketing implementation effects [6]. In order to promote the innovation of marketing models and ideas, companies need to pay attention to the following key points of the use of big data platform technology in the practice of optimizing marketing models.

4.1 Innovative Marketing Implementation Methods

The implementation of marketing methods must ensure that the basic standards of science are met. However, under the current circumstances, marketing decision makers in

many companies have not undergone strict marketing needs assessment before making comprehensive product marketing decisions. Then it will cause the company's marketing decisions to fail to achieve the effects of novelty and feasibility.

For this reason, the integration of corporate marketing and big data business platforms must focus on innovation at the level of marketing models and methods. Enterprise marketing personnel should rely on the Weibo platform, Kuaishou live broadcast, and WeChat official account to realize the promotion of specific types of enterprise products, so as to enrich the implementation mode of product marketing. For example, under the support of the Kuaishou live broadcast platform, a wider range of potential consumer groups will be manifested as a strong motivation for product purchase demand, relying on the web live broadcast to drive the overall benefit of marketing.

4.2 Integrate Closely with Market Consumer Demand

Product consumption demand constitutes an important practical basis for the production of corporate marketing decisions. Marketing decision-makers must accurately judge and predict product consumption trends and consumer demand data in a specific field. Based on this, the best corporate marketing strategy decision that meets the emotional needs of consumers is formulated. In this process, marketing decision makers should fully rely on the enterprise big data platform to accurately estimate the needs of consumer groups. Designed to meet the emotional needs of different consumer groups and product functional needs, and effectively enhance the pertinence of corporate marketing decisions.

For example, before a smart phone manufacturer develops a new smart phone product, the marketing staff of the company prepares and distributes consumer demand survey questionnaires for smart phone consumer groups of different ages. Through the implementation of comprehensive statistics and evaluation of consumption survey data, the purchase attractiveness of smart phone products for consumer groups of all ages is judged. On this basis, mobile phone manufacturers combine big data platforms predict the purchase volume of new smartphone products. It can effectively ensure that the product marketing decisions of smart phones reach reasonable and scientific standards, and pay real-time attention to product consumption needs Fig. 3.

4.3 Improve Marketing Management Mechanism and System

The successful advancement of all levels of marketing initiatives must rely on the support of a complete and sound marketing management mechanism. In the absence of marketing management in modern enterprises, the economic benefits of enterprise marketing cannot be realized to the fullest extent, and the consequences of blindly implementing marketing will also be manifested. Therefore, in the current corporate marketing practice, marketing decision-makers and business implementation personnel should integrate big data methods into the marketing management process. It can ensure that companies can analyze marketing dynamics in real time, and accurately provide basic data support for corporate marketing decisions.

The enterprise marketing model must fully ensure scientificity and efficiency. Then the most critical prerequisite factor is to improve the marketing management guarantee

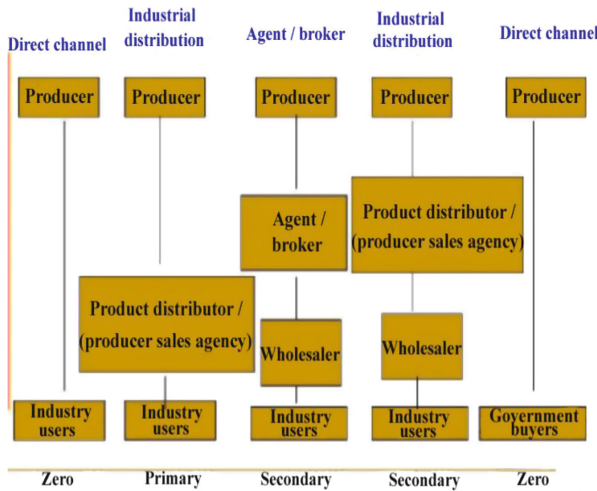


Fig. 3. Analysis method of marketing channel

Table 1. Key points of innovation and transformation of enterprise marketing model under big data technology

Key points of enterprise marketing practice	Marketing means and methods	Customer group needs	Marketing management system
Innovation and transformation countermeasures supported by big data technology	Innovative implementation methods of developing marketing	Closely closely with market consumption demand	Improve the marketing management mechanism and system

system. Therefore, the current basic software and hardware facilities for big data platforms should be constantly updated and improved by enterprise managers. Relying on the big data platform to accurately predict the demand for enterprise products, and scientifically evaluate the product consumption and purchase propensity of enterprise user groups in different time periods. Enterprises should continuously implement adjustments to the after-sales service model to enhance after-sales service guarantee capabilities.

Table 1 shows the transformation of corporate marketing models in the era of big data.

5 Conclusion

Through analysis, the marketing model in the current period has produced a very significant model innovation and transformation effect due to the influence of big data. Under the premise of fully relying on the technical means of big data platform, enterprise

marketing decision-makers should be able to grasp the basic marketing data dynamics of marketing in specific fields in real time, and help enterprise marketers to accurately judge the scientific nature of the marketing model. Improve the marketing service system. Do a good job of pre-sales page design to improve the quality of sales staff. We will do a good job in the after-sales return and exchange service, and establish a complete set of marketing service system. In addition, in terms of logistics, we choose suitable fresh-keeping packaging and deliver them to customers in a timely and accurate manner.

It needs to strengthen product safety supervision. On the one hand, it can set up special supervisors to be responsible for the safety of products from all levels of network marketing, and control the phenomena that may induce security problems, and comprehensively purify the network marketing environment. On the other hand, it can actively introduce network security technology to improve the anti-risk ability of network marketing. With the development of network information technology and the diversification of consumers' thinking, the marketing model of enterprises also needs to make some changes in keeping with the times. The development of e-commerce can effectively promote the expansion of business scope of enterprises. It can improve product circulation efficiency and reduce corporate transaction costs with the help of network platforms. However, with the continuous in-depth reform of marketization and the ever-changing network market and offline consumer market environment, companies must continue to innovate their own marketing management models to promote their continuous development. Enterprise marketing personnel and consumers should use the big data platform to carry out full interaction and communication, use high-quality enterprise after-sales service and sincere enterprise service attitude to win the trust of more consumers, and promote the ability to enhance the comprehensive competitiveness of the enterprise itself.

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