



# The Transformation of Marketing Strategies in the Internet Age

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**Abstract.** Due to the rapid development of technology, we keep a close connection with the Internet, especially during COVID. Most of the country is locked down, leading to many companies going bankrupt. What kinds of things support people's daily lives? The answer is the Internet. It will also show a considerable number of reports to provide the search result. In the case of traditional enterprise marketing strategies facing bankruptcy. And how should enterprises specifically for digital enterprises, especially in the present era? People's consumption concepts and consumption ways have undergone significant changes, while enterprise marketing should be more consistent with the actual requirements. Thus creating a diversified sales model. Therefore, this paper analyzes marketing strategies to generate higher economic value for more enterprises in the network economy era. This paper will examine the problems in the information market and clearly express the significant issues in the Internet era that many companies cannot control. The internet era created a variety of ways to help consumers to buy their products, giving consumers more choices than the kinds of things they want to buy, and provide the traditional companies a chance to take advantage of the new market model. This paper finds that the Internet age has brought more diverse benefits to the marketing market, and the Internet age has brought fresher ways to create more markets for the marketing market.

**Keywords:** Age of Network Economy, The Marketing Strategy, Internet Value, Traditional Business Model

## 1 Introduction

Nowadays, people's daily lives are inextricably linked to the Internet, especially during the pandemic. The Internet plays an increasingly important role in society, especially with the rapid development of new favorites and digitalization, which has changed the traditional economic system [1]. The economic model based on the network economy has become almost the most critical societal position. While the traditional enterprise marketing strategy has been difficult to meet the actual needs of the current society, so the transformation and upgrading of enterprise marketing is an inevitable trend. People's consumption modes and consumption concepts have changed dramatically in the context of the network economy, and enterprise marketing must adapt to meet the actual

needs of consumers. Meet marketing needs in a network environment in order to create a more diverse new marketing mode. At the same time, the economic models of enterprises in various countries is also facing transformation, which is a massive challenge for them. Therefore, we should provide more support to more enterprises in this context. At the same time, people should actively solve the market's problems with the help of modern information technology. With the rapid development of Internet information technology, Therefore, this paper deeply analyzes the transformation and upgrading of marketing strategies in the era of the network economy, so as to create higher economic benefits for enterprises and promote national economic growth.

## **2 Characteristics of marketing in the era of the network economy**

### **2.1 Information diversification**

The network marketing model in the new era has more robust feedback. Enterprises' sales concepts can be more suitable for customers' needs through the network's input. Changes can be made even more quickly according to customer needs. Thus, creating various sales models is challenging with the traditional sales concept. The traditional sales approach is almost a single enterprise to the user's output and can not fully understand customers' needs.

Moreover, the network marketing model can fully use a lot of media technology through multiple channels, graphics, and video displays in various modes. Achieve more customer interaction to give customers a better sense of the consumption experience and bring better feedback to the enterprise. Use the new digital form to master the actual needs of customers, from the requirements to customize more practical marketing measures and maximize the marketing effect.

### **2.2 Unlimited time and place**

Traditional marketing models have a vast number of limits, such as a particular place and time [2]. All consumers need to make an appointment on time with their sales. On the other hand, sales also need to control each consumer reasonably. At the same time, one dedicated deal can serve one consumer. However, if we use the same time with more consumers, it can help the company connect with more consumers.

Put out more information than traditional marketing. Network marketing cancels all the limits of traditional marketing, such as time and space. In addition, through the network marketing model, companies could extend their range of consumers and improve the quality of services. The company could keep chatting with one consumer while waiting for the reply of one. The company could provide various services for additional countries and consumers.

### **2.3 Easily combined informations through marketing**

The marketing process usually involves various aspects, so good coordination and cooperation should be carried out throughout the whole process. However, in the traditional marketing model, there is not enough integration ability, and the economic benefits of enterprises will be seriously affected by the synergy effect, thus reducing the actual effectiveness of marketing activities. However, network marketing can be handled through the Internet to achieve the fundamental goal of unified management of enterprises in the marketing process and avoid the adverse problems and impacts caused by coordination and communication.

## **3 The opportunity that a network economy background brings**

### **3.1 The scope of marketing is further expanded**

The network economy system is the product of informationization, digitization, and other science and technology. Network marketing mode is also based on the transformation of the technology system, so scientific and technological innovation has a vital role in the invention of enterprise marketing concepts [3]. In the context of the network economy era, business flow, logistics, and e-commerce ushered in more significant development opportunities. In the traditional marketing model, a large part of the increase in the marketing costs of enterprises comes from the rise in logistics management operation costs, so the enterprise operator has a certain pressure. Logistics management has dramatically reduced operating costs, relieved some of the stress for enterprise operation, and further promote the market marketing management implementation, while expanding the marketing scope and extending the marketing time. Thus, consumers' cognition of products has changed dramatically, and their product requirements are also more humanized. At this stage, enterprises can create more attractive marketing measures through consumers' feedback, thus fundamentally expanding the marketing range.

### **3.2 The diversification trend of the marketing model is obvious**

Internet technology improves the speed of information transmission and can provide enterprises with the latest and most complete back-up data, thus making the marketing model more targeted and diversified [4]. Moreover, the Internet's ability to integrate information can ensure full control of marketing development and sales status to realize the effective use of resources and further improve the economic benefits of enterprises. At the same time, the follow-up implementation of the marketing model will also be further guaranteed to facilitate the timely solution of marketing problems, thus bringing development opportunities for the innovation of diversified sales models.

### **3.3 The marketing model is more humanized**

There is a big difference between the network and traditional marketing modes [5]. That is, there are differences between consumer costs and product types. Traditional sales models have a certain amount of time and space constraints. When product sales times are limited to a specific area, a specific space, it is challenging to meet the diverse needs of the consumers to overcome the more considerable production costs. Production costs eventually will be applied to the consumer, and the consumer costs will affect the development of the market only in the process of growing. However, in the context of the network economy, the network marketing model breaks the traditional time and space restrictions and helps consumers have more time to choose to farm.

The other point is that the way of consumption is more convenient. It not only reduces the cost of each link in the traditional mode but also reduces the consumption cost to a certain extent and meets the material needs of consumers. Moreover, in the network market, the variety of products is wide, and there are many ways to obtain products, which provides consumers with more choice space and improves the number of products sold to a certain extent and strong support for marketing model innovation.

## **4 The network economy brings challenges to the company**

### **4.1 Widespread lawbreaking**

Internet technology has a wide range of information transmission. To obtain benefits, some businesses will copy the trademarks and names of well-known brands to disguise the fake as accurate and seek improper economic benefits. And there is also the phenomenon of product imitation. Some enterprises use inferior manufacturing materials to sell the quality and the actual product. There is a big difference, even severe harm to consumers' health. Therefore, this kind of illegal behavior has a significant impact on the network marketing model, which is the main challenge being faced at present.

### **4.2 The network environment is risky**

The rapid development of Internet technology provides support for various fields but also brings some security risks, among which the sharing characteristics are more controversial. Currently, the most common is the propagation of false information, such as online fraud, exaggerated product functions, ingredients, and other phenomena. The rights and interests of consumers have been seriously harmed. Through this process, consumers find false product claims through purchase and use. This also breaks the network environment, especially when consumers reject online marketing. Moreover, the instability of the current network environment brings significant marketing risks, which seriously hinder the development of the network marketing model.

## **5 The transformation of marketing strategy in the era of the Network economy**

### **5.1 Achieving cross-space mobile marketing**

With the development of information technology, the updating of electronic equipment is also getting faster and faster. In particular, the most popular mobile phone has become a necessary item in people's daily lives, so it is significant to realize mobile marketing which can meet the current consumer demand. At present, mobile phones have more and more perfect functions, especially with the birth of social media, which has further consolidated the marketing position of mobile phones. At the same time, social media is more suitable for consumers' daily lives. Through the integration of data analysis, consumers' preferences can be better understood, and sales segmentation is convenient.

Moreover, social media is more intelligent and flexible and can achieve more functions than traditional software. In addition, many social media companies can publish short videos and statuses, which helps the company to be known by consumers. Sales information can be queried anytime and anywhere. Therefore, enterprises at the present stage and in future must pay attention to the innovation of mobile marketing.

### **5.2 Building marketing model in the internet era**

The Internet era creates a company's marketing model in various ways and methods. Compared to traditional marketing, network marketing has more advantages [4]. It could get the highest range of marketing. In the actual situation, network marketing uses data collection to save market information; it is an easy way to help companies analyze the data, create marketing ideas and improve insight to carry out marketing activities in line with the needs of times. At the same time, consumers pay more attention to product quality and service quality, so enterprises should comb brand awareness, improve service quality, and meet consumer demand to enhance market competitiveness.

### **5.3 Creating marketing measures that meet actual needs**

To improve the market competitiveness of enterprises, companies should adhere to the development concept of tribute competition and win-win cooperation, strengthen the cooperation and exchange with other enterprises in the marketing process, and realize the joint development of new products. And further, Companies should be in accordance with the preferences of consumer groups so as to help them improve their economy. Second, it needs to use reverse thinking to build the price of goods and services through communication with the consumer and the analysis of information from the Internet to ensure goods prices are based on consumers and producers. Overall, it can confirm price rationality and help companies sell their goods more efficiently. In addition, the marketing model of companies should be more creative and specialized. Due

to several points that can improve the attractiveness of goods, companies can also enhance the level of service and collective resources of the company and use the new technologies to raise the marketing effect [6].

#### **5.4 Implementing diversified marketing methods**

Companies want to increase the utility of the internet marketing model; they need to make their companies more fit in with their goods. It also notes that companies should focus on communication with their consumers and create various marketing models to establish an image so consumers can recognize the enterprise brand. In the era of information explosion, consumer media have to face many brands; the consumer provides more choice space but also brings obvious choice barriers. At this time, it is difficult for an enterprise to reflect its characteristics only by relying on a single marketing model to attract consumers' interest and effectively promote its brand [7]. Therefore, in future development, enterprises should strengthen the innovation of sales methods and create more interactive ways to enhance the mutual understanding between enterprises and consumers. Further, they should also establish a good corporate image and create more excellent sales opportunities.

### **6 The future development trend of enterprise marketing**

#### **6.1 Focusing on the consumers' feeling**

In the development of marketing models, enterprises should focus on the consumers' feeling through the natural surroundings of shopping, and satisfy the demand of consumers and services. Also, under the method above, consumers' shopping desires will be raised. In the concrete implementation, it is necessary to analyze the hidden demand of consumers from their perspective. At the same time, enterprises should combine with the different needs of different consumers, designate targeted marketing mode. Secondly, in future marketing improvement, the enterprise should give full consideration to the return visit of consumers, improve the deficiencies according to the return visit results, and strengthen the better parts, to improve the sense of the experience of consumers and increase the return purchase rate.

#### **6.2 Increasing database value**

The current database has a high application value, containing much consumer information. Through the analysis of this kind of information, enterprises can grasp the consumer preferences, push conforms to the content of the needs of the consumers, so that they can attract consumers to buy, and can also help consumers of information filtering [8]. Secondly, they can also strengthen business promotion and establish brand awareness to further stabilize the old business and attract new customers.

### 6.3 Satisfying all services for consumers

Nowadays, people's time is overcontrolled under the pressure of life, especially in the city life. So companies should pay more attention to customer service for consumers [9]. Therefore, most companies should create a perfect service for consumers that could meet their demands and decrease the amount of time they waste. It also gives consumers a good feeling and makes them prefer to repurchase your products. At the same time, we should continue to optimize outcomes and services, such as providing after-sales services such as product maintenance for consumers, to listen to their value [10]. Secondly, strengthen cooperation between enterprises and establish shopping platforms. Improve marketing management to create more effective market competitiveness for enterprises.

## 7 Conclusion

To sum up, in the era of popularization of Internet technology, the marketing mode of enterprises should also be transformed and upgraded to grasp the development opportunities of the times and improve companies' competitiveness. At the same time, we should also deal with the severe battle brought by the new environment to create a stable marketing model in line with market demand. In the context of the current network economy, the transformation and upgrading of enterprise marketing should combine its situation and market need, and use big data and other advanced technologies to formulate scientific and reasonable marketing strategies. At the same time, we should also set up the innovation concept under the network environment, and analyze the development trend from a multi-level angle, to realize the sustainable development of enterprise marketing. The limitation of this article is that it is primarily based on theory and conjecture but does not incorporate accurate data reports. This also makes it impossible to provide accurate predictions. In future research, the author will pay more attention to data analysis and acquire data more carefully, so that the research could have more reference value.

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