

Clothing Enterprise Marketing Channel Research Based on the Angle of Internet Marketing

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Abstract. In the 21st century, the arrival of information era has completely changed people's life, commercial economy which society relies for survival and development also gradually enter into the network camp, forming the global boundless business operation trend, online shopping has become the first choice for modern society. For example, many clothing brands have established their own virtual stores on internet, and set up the regional or global marketing platform. This article probes into the network marketing model which is most intuitive to stimulate consumer's consumption in current society--innovative concept and characteristic in business operation filed of visual marketing, and analyzes the different innovation model of network visual marketing through the world famous clothing enterprises' operating example.

Introduction

Internet marketing is the new product of the rapid development of internet in the 21st century, it is different from the traditional marketing method, which is the exclusive regional marketing activities with specified marketing objectives developed through internet, including the garment enterprises which is necessary for people's daily life.

The marketing model of clothing enterprises in the network market

Network marketing model connotation of clothing enterprises.

In order to develop their own market sales and develop their own brand culture, clothing enterprises merge enterprise marketing method into internet marketing, which is the wise move of enterprise development in today's society. Traditional marketing mode of clothing brand has become completed and complementary under the powerful advantages of the internet, and combining with the most popular network model, this mode is being perfected in the continuous exploration of the clothing enterprise, with unlimited potential for enterprises' future development, it also has a great influence on people's life style and shopping experience.

The so-called clothing enterprise marketing based on network marketing perspective is to achieve the sale of real clothing products through network. During this transaction process, including clothing size selection, cutting, display are all communicated and decided through internet,, this kind of enterprise operation mode that follows the trend of the times has realized the possibility of the sustainable development of the clothing enterprise, and it is also more conducive to the innovation of clothing marketing mode, the market value of apparel products is greatly enhanced with the help of the network.

The content of the network marketing mode of clothing enterprises.

Briefly, The internet marketing mode of the clothing enterprise includes the design of the clothing product, selection of fabric, productions and sales of clothing, the above process is the whole process of product network marketing for clothing enterprises. Today, with assistance of network, more and more clothing enterprises build their own B2C, B2B clothing marketing website, and build a modern information technology platform through vertical integration, realizing the diversification and expansion of clothing sales channels. With many years exploration of internet marketing channels,

many clothing brand enterprises also summarized some experiences under the network marketing mode :

1). Service ability is enhanced . Network marketing can enhance the service capacity is mainly because of the expansion of its product coverage area, it has strengthened enterprises' attention to consumers and consumer loyalty to corporate brand . The bilateral interaction and emotional promotion of the trading relationship has made enterprises and consumers get a double benefit, which is the source power of the long term development of network marketing.

2). Personalized service enrichment . No matter how big the clothing enterprise is, it will pursue personalization of consumer during the process of network marketing, which means to achieve a tailored intimate service , let consumers have a real experience of personal custom wardrobe. and the internet can also achieve this more detailed, targeted personalized product service, which is not available by traditional marketing model.

3). Clothing enterprises also summarize the operational experience in all aspects with many years of network marketing practice, such as product information release , customer opinion collection , sales data collection statistics and new product development and promotion ,and has accelerated product update and reduction of product production cycle under technical assistance of internet .

4). For advertising, enterprise websites not only devote themselves to the information propaganda and communication with text, pictures and animation, but also implement social cooperation with large network enterprises such as web search engine enterprises and website alliance enterprises, achieving the greatest efforts to promote their own brands on the internet marketing channels.

5). Internet virtual community is a communication community established specially for consumers by clothing enterprises, network virtual community is established according to the real community, it is the ideal state of the real community. The Internet community can not only enhance the communication between consumers and communication between consumers and enterprises , but it can also stimulate consumer desire, increase the amount of access to the product website, and lead more consumers who are not familiar to the brand to join in so as to increase brand popularity on internet marketing.

6). Internet marketing has realized the two-way communication between the clothing brand enterprises and the network consumers, real time pricing model has been realized under this environment .At the same time, many clothing enterprises have realized the marketing model of integration of online and offline ,which let the online stores and the physical stores can provide the same quality service to customer.

In recent years, with the gradual maturity of internet marketing development of the major clothing brand enterprises , strong marketing strategy and innovative marketing method has also become the focus of various enterprises to compete for market advantages and consumer groups, for example, the visual marketing model based on network is currently one of the very popular marketing model for the world's clothing brands^[1].

Clothing brand visual marketing based on the view of internet marketing point

Visual arts Fusion of internet and clothing.

Clothing as "the second human skin" has get more and more attention from people , and with the improvement of people's artistic cognition ability and taste , the requirements for clothing have reached the artistic category, even considered to be the magic visual arts. Modern fashion brand internet marketing wants to integrate network visual art and fashion design art based on this development trend , highlight the advantages of its own brand from the design ability and performance these two aspects of costume modeling. Some companies also match the text, images, animation and other information to meet the site's products promotion , stimulate consumer desire through the change of medium , thus emerges clothing brand visual marketing based on the view of network marketing .

Innovative design of internet clothing visual marketing mode based on principle.

First of all, the first principle for clothing enterprises to carry on network marketing activities with internet is to recognize the virtual nature of online stores, which is the biggest difference from the entity shops. In the process of network marketing, products are all shown through virtual pictures, so if they want to attract more consumers, the visual effect of the products images must have a certain level in order to bring more visual impact to the network consumers . So this article designs different network clothing visual marketing models for different consumers.

Network consumer demand for clothing is different , which depends on the character of consumers , In this paper, I choose 3 different types of consumer demands as the targeted analysis.

Internet surfing consumer

This type of network consumers, although their internet consumption is not high , But they are the group that most likely to be attracted by a strong visual impact, so clothing brand B2C site must pay attention to the design of color, graphics and even the effect of the animation. On the other hand , also need to increase the internet advertising and text image design ideas, a unique visual marketing model can develop the curiosity of surfing consumers, and stimulate their desire for consumption, let them fall love with internet products at first sight. Such as Adidas internet store added ambilight site effects on its website visual design in year 2014, when a consumer click a commodity , there will be a small animation full of light and shadow and after image effects screening out of a streamline. This effect also reflects the flow line speed and light sense on the display of the Adidas clothing brand products, which show the technological advantages of Adidas in the design of sports clothing brand.

Internet contact consumer

This category of consumers may be new users who just connect with internet , they maybe the elder who seldom use internet in daily life. This kind of crowd is becoming more and more huge along with the rapid development of the society, they also gradually have the demand for online shopping . So when facing with this kind of consumers, the countermeasures of the clothing brand websites should be more intimate, for instance, meet their consumption psychology that they just want to understand the product online and want to complete the transaction offline through more text and video. They can also guide the consumers appropriately to register the website mailbox and send the relevant product information to them in future , meet their different needs in different stages of online and offline shopping.

Internet business consumer

This type of consumers relatively has high cultural quality, they are not only familiar with the internet but also will not be affected by the network public opinion , also has the strong judgment analysis ability about products of various clothing brand enterprises. Therefore, clothing enterprises need to enhance their own B2C website cultural connotation and taste for such kind of consumers and deepen the depth of visual marketing. For example, Japanese Castle Tailor use the style of Japanese ancient warriors dressed in a suit and with a sword on his website . This deliberately designed clothing style and cultural character contrast of the times character not only has a unique originality but let many high quality business people who love history and culture feel shined. At the same time The Castle Tailor also implies such a message “Our products have spread over every corner of the Japanese culture.”^[2]

Case analysis of clothing enterprises network marketing based on innovation

For the current international clothing brand network marketing, in order to attract the large-scale internet consumers , they have an endless stream of innovative ideas for the visual marketing model ,which is the industrial marketing strategy adjustment according to their own product features and social influence , This paper mainly introduces three visual innovative marketing modes of the world's three major clothing brands.

Planar integral visual marketing model of Net-a-Porter

Net-a-Porter is a boutique clothing brand from London UK, Since 2010, their product internet sales increase by about 45% than last year annually, this performance also let them become the celebutante which is leading British and European network clothing brand . The brand particularly focuses on the site's overall visual design of the network marketing . In the electronic magazine of the Net-a-Porter brand , the design of its interface is novel and rich in color, which provides consumers a fashion experience platform full of visual enjoyment and rich fashion advice, It even exceeds the net purchase itself, the added value of the clothing brand and the culture of the European fashion art has been elaborated up mostly. It can be said that when readers read the electronic magazines, they not only harvest a wealth of visual enjoyment but also meet the readers' cultural needs of fashion design

Dynamic virtual visual marketing model of Burberry

Burberry wins with the bold ideas to win for many years, they have always been forefront of the fashion world and be able to break through with most creative ideas for company, and put forward new ideas. For instance, the dynamic virtual visual marketing based on network marketing model is a new marketing tool for Burberry in twenty-first Century . Dynamic virtual visual marketing model makes the network, 3D special effects and live broadcast which are three most modern digital ways integrate into the company's Spring and Autumn fashion conference , and also establish a digital communication platform for the brand ,which can exchange suggestions with vendor timely and dynamically and put forward opinions to the fashion conference, and it can even determine the process and the display of the fashion show, vote for their favorite new clothes, and determine the sales plan for the Burberry product post release.

This product sales model which takes dynamic, breaking the tradition and the interaction as the primary purpose has been break through the traditional model of fashion conference, reaching to the new level that share the enterprise new products to the consumers worldwide and make common decision, and fully integrated with online shopping mode. This marketing model also brings the consumers entertainment shopping experience to a new height, which let Burberry's fashion conference reaches to the industry's leading position whether from the scale, the number of participants or creative aspects.

The simulative fitting model of visual marketing for H&M

Sweden's H&M has the world's maximum online sales stores, they have even occupied nearly 80% of the European wardrobe, as a brand clothing that develop online and offline business simultaneously, H&M pays much attention on its internal operation, for example, their simulative fitting model of visual marketing is very special, which is called "online fitting room". As long as consumers login the official online store of H&M, then choose the fitting room, consumers can choose the standard model, or choose a custom model based on your own body size, gender and age, and carry on online simulation fitting experience in "my model" column. this visual marketing model can bring the most intuitive feel to consumers, really achieves standards that cut the dress according to customers' figure, meet the needs of the vast number of consumers and also enhance their favor and loyalty to the brand^[3] .

Summary

New century has brought new technology , it has changed the social development rhythm and people's behavior consciousness , clothing brand internet visual marketing is happened to catering the development trend of current society, it let the clothing industry and the internet integrated together, which not only provides innovation marketing methods to enterprises but also brings a brand new consumption experience to customers. So it can be asserted that the clothing brand visual marketing

strategy based on the internet will become the popular mode that the world's major brand clothing enterprises will continue to innovate and research, and it will bring more surprises and changes to the industry.

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