New Thinking of Enterprise Marketing Strategy Under the Internet Situation

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[Abstract]: with the development of the society, the competition in the market is becoming more and more intense. It is necessary to strengthen the innovation of the marketing strategy of the enterprise, which can be in line with the development of the market and further promote the development of the enterprise. This article analyzes the related aspects of enterprise marketing strategy.

[Key words]: enterprise; marketing strategy;

1. The necessity of enterprise marketing strategy innovation
First, the reform and opening up, accelerating the pace of joining the WTO, which makes the enterprise have to cope with the increasingly complex environment of survival and competition. Enterprises face competitors from all over the world in the complex environment, they have a new marketing strategy, far ahead of Chinese traditional marketing, almost occupy the "half of the country" in the Chinese market. Under such circumstances, Chinese enterprises must re-examine themselves to find a new marketing strategy that complies with the development of the new era.

Now the world has entered the era of high speed information, and information technology is an important management technology in the enterprise of this era, of course, it is also the necessity of the times. In the new era, if we want to get the gap between many competitors, the only feasible innovation is to develop traditional marketing strategy by means of information technology. In this way, the advantages of the traditional marketing strategy can be fully demonstrated, at the same time, the modern information technology is fully utilized, and then the advantage can be gradually expanded to promote the effectiveness of the traditional marketing strategy.

2. The traditional economy marketing strategy
During the Second World War, during the Second World War, the changes in the market relationship and the variety of products appeared to supply more than the demand,

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which made the enterprise transition to the organized and planned marketing activities, and with the development of science and technology, the buyer and the seller Market mutual transformation, product market bottleneck, market competition is also a state of day, rapidly changing, so the marketing activities of enterprises are also gradually carried out and gradually paid attention to.

The original traditional enterprise marketing strategy is only a kind of marketing strategy, the purpose is to further expand the marketing channel for the enterprise, and make the product of the enterprise popularize to the terminal by the consumer to understand and buy a kind of auxiliary means. The products with good quality and low price can meet the demand of consumers. Compared with the price, the packaging, style, cultural meaning, gift and so on are not much more concerned about the price. Thus, the enterprise will produce more products in order to reduce the cost. There is also a view that the target customers do not need to be divided, to meet the consumer's supply of a product, and to create more value at the lowest cost and mass production. In order to open up the market share and increase the sales volume, it is the ultimate goal of marketing activities.

3. Problems in the marketing strategy of enterprises under the current situation.

3.1 Enterprises lack the ability to develop innovative products

After the reform and opening up, the economic construction of our country has made great achievements. At the same time, the society of our country is developing continuously. In this process, people's living standard has been greatly improved, and the demand of consumption is constantly changing. In the process of development, the traditional thinking mode will lead to meet the needs of consumers, and will gradually be replaced under the market economy system. In the process of development, enterprises should meet the consumption needs of different consumers. At the same time, we should develop new products and expand the market so as to achieve better development.

3.2 Marketing is obsolete

Many enterprises have a weak marketing sense in the process of development. There is a situation of applying the traditional marketing concept in the product propaganda, which leads to the unmarketable situation of many products in the process of sales. The enterprise can make use of the television media and the network media in the propaganda. However, these resources are often not paid attention to, which leads to the waste of many marketing resources and the hindrance to the development of the enterprises. The traditional marketing model has a great restraining effect on the development of the enterprise, and it can't make a good impression in the consumer group. Therefore, it is difficult for the enterprise to get good benefit in the process of development.

3.3 enterprise marketing talents

In the process of adapting to the development of the market economy under the new situation, there are a lot of restrictive factors. Among them, the accurate positioning of the marketing staff, the marketing theory of the scientific system and the enthusiasm of the marketing staff are all very important factors. Many marketing staff do not have good quality in their work. At the same time, there are many problems in their professional skills. This leads to the situation that they often have a very negative feeling of consumers in the marketing work, which has produced a great impact on the establishment of the product image of the enterprise. In the process of product promotion, there is no professional strategy as guidance,
which often leads to big problems in product sales. The loss of marketing personnel has led to a great impact on product sales and corporate image building.

4. **The development strategy of new marketing thinking under the current situation.**

4.1 To consumer demand as the core

We should first study the consumer psychology, consumption motivation and consumer purposes. Enterprises will organize production according to the needs and preferences of consumers to get the favor of consumers. But the consumer as the core does not mean to produce and sell completely according to the wishes of the consumer, because the more diversified and personalized the demand of the modern consumer is, the accuracy of the market demand is weakened accordingly. This requires the enterprise to choose a variety of marketing channels on the one hand; on the other hand, we need to guide the customers. The demand of the enterprise is the purchase of the enterprise, and the Apple Corp is a successful example in creating demand.

4.2 Integrated marketing resources, to promote the marketing of value-added

In order to better meet the needs of the market and meet the needs of consumers, we should make appropriate adjustments to price, product quality and product output. In marketing, the brand is an intangible asset, it also represents the image of the enterprise. We should design and update the brand, constantly strengthen the various functions and links, strive for international brand, gain the space of appreciation, and promote the value-added of the products.

4.3 Improved marketing mode, perfect marketing system

Market environment is constantly changing, the traditional marketing model to meet the new situation and new requirements. Against this background, enterprises should improve marketing mode combined with market changes and their own conditions to better meet market demand. The enterprise should adhere to the customer needs as the center, improve the marketing system, take the consumer's demand as the guide of product production, and take the effective marketing strategy to occupy the market. In the process of marketing, it is necessary to adapt to the consumer's psychological needs, purchase motives, and consumption habits. The sales model and the service provided can meet the needs of the consumers, so as to achieve the market and achieve the purpose of marketing. At the same time, we must establish a brand image, improve the influence and attraction of products and services on consumers, so as to win more customers and improve the level of marketing.

4.4 To strengthen the innovation ability

Enterprise innovation plays a decisive role in the process of the development of the enterprise. It is the most fundamental way to promote the invincible position of the enterprise. Technological innovation is the foundation of enterprise innovation. Therefore, the marketers should improve their self ability in the current scientific development environment, and carry out continuous innovation to study products that follow the needs of consumers, and thus improve the marketing efficiency. The core of the marketing innovation is the innovation of the enterprise products. As long as the enterprise can meet the needs of the contemporary consumers at any time, it can ensure that the enterprise's own products keep the leading position.

4.5 Change marketing concept, innovative marketing mode

Products and services in the marketing process, pay attention to the application of computer technology, using the Internet to carry out marketing activities. With the help of the fast and
efficient Internet, network marketing has the advantages of large amount of information storage and fast speed, which provides convenience for business opportunities and is conducive to the smooth development of marketing activities. At the same time, the network marketing shortens the distance between the enterprise and the consumer, reduces the middle link of the marketing and helps to reduce the cost. It is of great significance for the enterprise to expand the market, develop the customers and promote the development of the enterprise.

4.6 To improve the basic quality of marketing personnel and comprehensive level
The marketing concept, marketing technology and marketing product Temple need to keep pace with the times, innovate ideas, design new ideas, new technology and seize the market one step faster than others. Opportunities can provide enterprises with a steady stream of power, and can also increase cohesion and strive for the development of enterprises.
In a word, enterprises want to survive in the fierce market and obtain economic benefits, it is very important to carry out the innovation of the marketing strategy of the enterprise, and it is also a very key method to further strengthen the management of the marketing.

References