Research on the Influence of Internet to the Innovation of Marketing

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Abstract: In the process of growing domestic economy, marketing plays a very important role, it is not only the different companies to form a functional sales team, but also for the company to bring high economic efficiency. With the advent of the era of the Internet, many economists and companies explore whether marketing should be in this period to achieve a new leap forward? The answer is yes. We are studying the influence of the Internet on innovation and marketing by putting some suggestions and strategies for innovation and development.

Keywords: marketing; internet; innovation; development

Introduction

In the marketing field, they need to know the actual market situation and have a reasonable and effective strategy. Thus, in this process, we need to meet the needs of the people, for sustainable development. In addition, through the use of scientific marketing strategies to increase market share and improve the economy better. With the new era of marketing is something that is not easy, especially nowadays, with the exchange of information intelligent equipment is simple, but still exists the traditional way of marketing to this day. Therefore, to change this situation effectively, companies need to know the strategic marketing direction for ongoing marketing, stable, and can generate economic benefits.

1. Internet on the marketing

Marketing in new era should develop appropriate process and strategies to ensure growth economics. To develop the marketing an innovative we have to know the objective of the sales and planning. Besides that, from the internet people can share the information and also can exchange the opinion of marketing to achieve the marketing planning.

2. Marketing analysis

2.1 Internet Provide New Platform for Marketing Strategy

Internet is a platform, which can search such as the relevant information, material information to create some new products on the business. In the traditional marketing, marketing staff in order to carry out the corresponding promotion and sales of their products such as have to promote by home sales and advertising but the both methods of the
traditional marketing have some limitations. Nowadays, marketing of the internet services people can directly search for

the product and the information of the product. Although, the marketing staff easy to find the potential customer and can
communicate each other’s and the payment can make through the bank transaction.

2.2 Marketing Enhance Internet Information Integration

From the essence of the Internet, it is an extensive exchange of information and physical integration activities, in which
the coverage of the area is quite broad. Marketing will be one of its coverage. Nowadays many of its marketing
programs and marketing information exchange are received on the network. At the same time, the marketing staff can
also collect the relevant customer information through the Internet in order to get more comprehensive transaction
information and then establish their own potential customers to improve the possibility of trading success. This process
saves a lot of money for the development of the enterprise and allows people to find their own products and businesses
through the Internet. Comparison also can be carried out in many ways such as the actual quality of the purchasers
which normally is higher. The main information exchange process have occurred in the Internet, which to a certain
extent to promote the Internet era in the current market. The scope of the Internet has been a comprehensive expansion
rather than limited to the spread of Internet information. In this stage, many sales are completed through the Internet.
Internet itself has a wide number of users as compared to the physical market. Hence, the Internet offer more customers
and indirectly the market direction is also easier to be identified.

3. The main role marketing of the internet services

3.1

Normally in the enterprise have the product manufacturing such as some raw material which means have the process of
purchasing, so that the operation process is too complicated and also easy to increase the cost which can burden the
enterprise. At the same time, in the traditional marketing process, companies often need to produce their own products
to the hand of brokers, by their corresponding sales, and brokers will be in this process to seize a certain
economic benefits, and reducing the cost. From the internet, companies can establish the most direct contact with
consumers, and can be done directly through the internet online transactions. In addition, the marketing of the internet
can do all services, to some extent to the enterprise to bring a higher economic benefits, reducing the cost, the overall
sales price can also be significantly improved. And for consumers, they buy products and bargain with the brokers,
which has increased the cost of a lot, which led to the final purchase price is high, but if directly from the manufacturer,
they can find the low price, so the marketing of the internet can directly reduce the cost of products directly from the
enterprises and consumers.

3.2

For marketing, the market is quite important, if a company's market coverage area is quite broad, its corresponding sales
efficiency will be the actual upgrade. And if the market is very limited, even if the marketing method is very reasonable
and effective, it is difficult to obtain higher economic efficiency. In the traditional marketing, different regions will have
the most direct impact on marketing, and if the enterprise space environment is very small, it is easy to lead to the
development of enterprises in an imperfect situation. At this stage, China's Internet popularity is very fast, the
market barriers are constantly decreasing, and China's enterprises can also be achieved at this time international
development, extensive international market transactions. And the realization of this process, the inevitable need to have
the Internet as a basis, only the Internet enterprise marketing model with a high degree of scientific, can be widely used.
to mining a variety of links to improve the sales efficiency of enterprises to expand the current market Share.

3.3
The Internet is a platform for the exchange of information. In the past, the marketing process is difficult to get the user's request, and it is difficult to understand the needs of users. Due to such lack of communication between the company and the advertising cost is very high, causing many losses.

4. Conclusion
Internet in the new era to the development marketing also have some negative effects. Three aspects will be reflected such as: firstly is will improve the competitiveness among of the enterprises, secondly is enterprise still using the traditional marketing and not much content related to the internet marketing. Besides that, internet do not have the high security, many misinformation also maybe can be attacked from the hackers.

In conclusion, the new era of the Internet, corporate marketing has caused a huge impact, not only to change the current marketing but also make marketing a variety of new markets, the overall quality has improved marketing.

Reference
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