

Research on the Application of Network Marketing in Small and Medium-sized Enterprises

Hongwei Yin

Zibo Vocational College,Zibo,Shandong 255314

Abstract:China's small and medium-sized enterprises network marketing application level is relatively weak,facing talent demand,marketing concept,management and technology and other problems.Through the analysis of the problems existing in the network marketing of small and medium-sized enterprises,this paper puts forward the problems and countermeasures of the effective network marketing of small and medium-sized enterprises in China.

Keywords:Application small and medium-sized enterprise network marketing

According to statistics,China's network marketing market scale will maintain a rapid growth trend,is expected to reach 30 billion yuan in 2021.Network marketing is based on the Internet,the use of the Characteristics of the Internet to achieve the marketing objectives of a marketing means,is an important part of the overall marketing strategy of the enterprise,its essence is the use of the Internet as a sales tool and sales means of a marketing activity.Compared with the traditional marketing model,network marketing is facing the special Internet environment,is constantly changing consumers' consumption concept,can realize the value exchange from producers to consumers more convenient,faster and more efficient.

1. Problems existing in the network marketing of small and medium-sized enterprises in China

At this stage because of the Internet infrastructure is weak,the differences between the different groups involved in the Internet a lot,enterprises and consumers the bondage of traditional concept,the low level of network marketing strategy,network marketing by capital,talent,technology,resource conditions of constraints such as brand,and form a complete set of network marketing system is not mature and factors such as restriction,our country small and medium-sized enterprise network marketing effect,The main problems are as follows.

1.1 The existence of network marketing misunderstanding

In the Internet era,most enterprises think that building a website is to carry out network marketing,more is to build a website and build a website.Some enterprises' network marketing only stays on the product's network advertising,or even just the basic information of the enterprise to the Internet.Neither to enterprise products and corporate image to do a specific system of introduction,nor with the help of the network to carry out marketing activities.The exploitation and utilization rate of network resources is very low,and nearly half of enterprises have not really carried out network marketing activities.

1.2 Network marketing lack of scientific planning

Network marketing according to the different conditions of enterprises will have the requirements of the level,is a multi-link and multi-faceted system engineering.Mainly in small and medium-sized enterprises to carry out network marketing objectives and tasks fuzzy.Many enterprises do not know what to do and what to achieve before network marketing;In addition,lack of scientific research and analysis basis.Network marketing environment is composed of macro environment and micro environment,must be established on the basis of scientific research and analysis,especially customers and competition to do serious investigation;There are organizational problems at the planning stage.

1.3 Network marketing talent shortage

Talent is one of the key resources for the development of enterprises.To carry out real network marketing,small and medium-sized enterprises cannot do without the demand for network marketing talents.Mainly in the lack of talent is an important aspect,not only understand the technology and marketing of compound talents are few and far between.Therefore,the lack of talent to some extent is one of the biggest obstacles in the network marketing of small and medium-sized enterprises in China.On the other hand,do not pay attention to the establishment of network marketing talent team,lack of systematic and professional.

2. The advantages of network marketing:

2.1 Low cost

The most direct advantage of network marketing to small and medium-sized enterprises is the reduction of enterprise costs.First,the use of network marketing can reduce the procurement cost of enterprises.The use of network enterprises can strengthen the cooperative relationship with partners,product procurement and product manufacturing process organically combined,forming a network of information transmission and information processing system.Second,the use of network marketing can reduce the cost of promotion.First of all,reduce the cost of related materials;Secondly,it saves the cost of media publicity;Third,it reduces the cost of enterprise research.

2.2 Good interactivity

Interaction with consumers is an indispensable link in network marketing. However, traditional media marketing is one-way, and it is difficult for enterprises to grasp customers' suggestions and opinions. As an interactive information transmission channel, the Internet can get customer feedback in the first time and communicate with customers. Through forums, electronic bulletin boards, emails and chat tools, we collected customers' opinions and let customers participate in product design and research and development.

2.3 Personalization

Network marketing is a customer-oriented, personalized marketing way, in line with the social development of personalized, diversified consumer demand. Enterprises through the use of network marketing will be more detailed segmentation of the target market, so that enterprises can go deep into each individual consumer to look for business opportunities, and provide more intimate, more humanized, more in line with consumer taste products and services. Consumers will have more free choices than in the past, and can obtain more detailed product information according to consumers' personality characteristics and personal needs, so as to meet consumers' demand for shopping convenience, improve customer satisfaction and shopping efficiency.

3. The network marketing problems of countermeasures

3.1 Establish the concept and awareness of network marketing

For small and medium-sized enterprises, first of all, we should strengthen the study of network knowledge, establish a new concept of network marketing, and form a scientific network consciousness; Secondly, we should change the traditional business management ideas, redesign and optimize the business process of the enterprise, use the Internet to change the marketing idea, improve the network marketing concept of the comprehensive competitiveness of the enterprise; The next step is to take the network marketing as a new strategy for the development of the enterprise, to achieve the combination of network marketing and the entire business process of the enterprise, the enterprise culture, concept, through the network to vigorously promote, improve customer awareness of the enterprise, so as to improve customer loyalty to the enterprise. Finally, enterprises should strengthen the awareness of brand building, accurate positioning of enterprise products, the use of professional means for network promotion, in the formulation and implementation of network marketing strategy, enterprises should always take brand building as the ultimate goal.

3.2 Systematically planning the website construction of small and medium-sized enterprises

Small and medium-sized enterprises want to successfully carry out network marketing, website construction is the basis of enterprise network marketing. Website construction planning, should be based on the actual situation of the enterprise, from the website structure, website function, brand image, functional classification and other aspects of a comprehensive consideration. Website design should be concise and scientific and reasonable, providing distinctive services and timely information update is the key to the success of sme website construction.

3.3 Vigorously improve the level of network marketing strategy

Small and medium-sized enterprises in the implementation of network marketing process, enterprise products and services must reflect the customer as the center, develop appropriate product strategy, to meet the personalized needs of customers. First of all, the product strategy of smes should focus on customized products, that is, enterprises make full use of the advantages of online media, directly face consumers, and manufacture products according to their needs; Secondly, in terms of price and promotion, corresponding pricing strategies should be formulated according to customers' purchasing psychology, focusing on the performance-to-price ratio of enterprises' products and the characteristics of their products compared with competitors in the same industry. Finally, the channel strategy can not be ignored, network marketing channels should be in line with the principle of consumer convenience.

In short, with the continuous progress of Internet technology, network marketing model will continue to develop and improve. Small and medium-sized enterprises will constantly adjust their corporate strategy to adapt to the new situation of e-commerce development. As a new way of marketing and communication, the application of network marketing technology will have more far-reaching significance.

References:

- [1] He Jianmin. Network Marketing[C]. Beijing: Publishing House of Electronics Industry, 2010.3(14).
- [2] Xue Lei. Current Situation Analysis and Countermeasure Research of Chinese Enterprises' Network Marketing development[J]. China Business and Trade, 2010(3).
- [3] Gu Xiaoyan. Research on current Situation and Countermeasures of E-commerce Application in Small and medium-sized Enterprises[J]. Shopping Mall Modernization, 2009(11).