New changes in digital marketing based on Internet vision

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Abstract: From the perspective of the Internet, the digital economy has spawned a series of new environments, new models, new technologies and new groups, which have brought impact to the traditional forms of trade. In this context, the requirements of various industries for marketing continue to increase, how to seize the opportunity of digital transformation and development, the digital marketing into the marketing strategy, explore the digital marketing model, has become an important issue for all industries and marketers to deal with the new changes in digital marketing. Based on the Internet perspective, this paper expounds the characteristics of digital marketing from the perspectives of mobile, interactive, precise and intelligent, and analyzes the challenges faced by digital marketing and countermeasures in combination with digital island problem, marketing short-term problem and fragmentation marketing adaptability. And around the digital marketing demand brand, generalization of digital sales guidance, transformation of customer relationship management, dynamic optimization of digital marketing model four dimensions, to explore the new changes in digital marketing and a new development model.

Key words: Internet; Digital marketing; New dynamics

Introduction

From the perspective of the Internet, digital technology is increasingly closely connected with the social business field, which has spawned a series of e-commerce operation, e-commerce marketing and promotion models, and the vast number of consumers' consumption cognition and consumption mode have undergone new changes, which requires enterprises to face digitalization with a positive attitude and take a good pace of digital transformation and development. Marketing occupies an important position in enterprise operation, with the characteristics of significantly high sensitivity and strengthening the correlation between the market environment. Operators need to follow the development trend of the Internet and find more accurate marketing models to replace the fuzzy and intrusive marketing methods of KPI. In the early stage, digital marketing appeared in email, blog and portal website push, and the marketing methods in this stage have the characteristics of extensive. From the perspective of the Internet, digital marketing is developing in the direction of informatization, digitalization, personalization and precision. The typical representatives are short video marketing, network social marketing, new media content marketing and so on. With the help of digital channels, enterprises can use big data technology to widely collect data and information from Internet platforms and provide digital product marketing services accurately. Compared with traditional marketing methods, digital marketing is a revolutionary way of marketing. Through the comprehensive use of digital technology, marketers can tap the potential needs of customers and provide customized and personalized marketing programs.

1. The characteristics of digital marketing under the Internet vision

1. Mobility

In the Internet era, the penetration rate of mobile terminals in China continues to increase, and the signals of 4G and 5G networks continue to strengthen, providing a convenient mobile network environment for the public. With the increasing number of mobile network users, a large number of apps and mobile network portals, such as Taobao, XiaoHongshu, Kuaishou, Tiktok, etc., have come into public view. Based on a large number of network users, digital marketing presents the characteristics of mobile. People can deeply analyze the data information of mobile users, formulate digital marketing strategies and plans, and deliver targeted and differentiated advertising content according to the needs of different user groups, which not only improves marketing effects, but also saves marketing costs.

2. Interactivity

Digital marketing cannot be separated from the support of Internet platforms and technologies. The Internet has created a virtual interactive space for the public, making digital marketing with interactive characteristics. Enterprises can interact, exchange and communicate with customers at any time through digital channels. Based on the support of the Internet interactive platform, enterprises can invite customers to participate in product design, research and development and decision-making, so that more customers can provide suggestions for product marketing and promotion, provide customized services for them, and improve customer satisfaction and product marketing effect. At the same time, with the increasingly prominent advantages of digital marketing interaction, enterprises will be able to further explore customer needs and improve the rationality and science of marketing decisions in an all-round way.

3. Precision

In the vision of the Internet, network data and information have been continuously produced, and big data technology has also emerged. With the support of big data technology, digital marketing shows the appearance of precision development. Enterprises can use big data technology to refine different customer groups, generate hierarchical and hierarchical digital marketing plans, and enhance the precision of marketing.

4. Intelligentization

In the Internet era, everyone is the publisher and user of digital information, and digital marketing also reflects the characteristics of intelligent operation. Based on the huge digital marketing customer base, enterprises can use the Internet service platform and artificial

intelligence technology to generate marketing data analysis reports intelligently to provide services for marketing work.

2. Challenges and solutions brought by digital marketing

1. Data silos need to be solved

Data silos are the number one challenge for digital marketing. From an external perspective, marketing platforms and media belong to an information island with strong information closure; From the internal perspective, various organizations and departments fail to unify the management system, unable to connect and share data at any time. Therefore, both enterprises and marketing managers should face up to the problem of data silos, recognize the incompleteness of current data structures, and find positive solutions. Externally, enterprises should actively strengthen the connection between marketing platform and entertainment, social and news media, and establish a full-link customer behavior tracking system; From the internal perspective, enterprises should unify the internal data management methods, open up internal data sharing and linkage channels, and quickly grasp the opportunity of digital marketing.

2. Short-sightedness should be avoided

Digital marketing brings transparency and precision marketing effects. Many companies invest a lot of money into digital channels with significant marketing effects, focusing too much on short-term benefits and failing to plan marketing investments from a long-term perspective. Therefore, enterprises not only focus on short-term KPI indicators and profitability, but also use digital marketing to detonate the brand and drive the brand to explode.

3. Fragmentation marketing needs to be moderate

In the era of big data, data information presents the characteristics of fragmentation, and the form and quantity of media are increasingly diversified. Users tend to scatter their energy among various media platforms, and it is difficult to focus their attention on a single information for a long time. On the fragmented touchpoints, the interaction between users and enterprises stays at a shallow level, and it is difficult for enterprises to deeply explore the needs and ideas of users. Therefore, in the process of implementing fragmentation marketing, enterprises should adhere to the appropriateness and rationality, and reasonably formulate fragmentation marketing programs.

3. The new changes of digital marketing under the Internet vision

1. Building a new brand of digital marketing demand

In the field of marketing, long-term brand building occupies a core position. Before organizing and planning any marketing activities, the operator should put the brand in the first place, and gradually form the brand effect by winning the recognition of customers. In the Internet vision, operators should adhere to the digital marketing needs as the center, change the traditional brand building methods. First of all, personnel should make good use of the Internet platform, to the vast number of potential audiences and customer groups, to issue questionnaires, understand the product needs of major customers and prospective customers, product expectations and suggestions, to provide a basis for digital marketing brand building. Secondly, enterprises should change their traditional positions and viewpoints. When building the brand, the operator should stand from the customer's point of view, comprehensively understand the basic use, effect and value of the product, in-depth thinking and evaluation, sum up the shortcomings of the product, and improve the product shortage in time. In addition, enterprises should respect the right of discourse and voice of customers, use the interactive function of network platform, invite customers to publicize products, use word-of-mouth to drive brand building and enhance brand effect. Finally, enterprises can reasonably launch brand promotion activities according to the vast network groups, attract more target audiences to understand the product, try the product, and gradually trust the product, and improve the level of digital marketing by strengthening brand building.

2. To achieve the generalization of digital sales guidance

From the perspective of the Internet, there have been new changes in sales guidance methods. Enterprises should keep up with the market development situation and implement digital sales guidance for a wide range of people. First of all, enterprises should understand the marketing methods favored by the public, and use generalized methods and digital marketing platforms to market their products and services, brand concepts and product information. Secondly, enterprises should carefully build and build high-quality digital marketing platforms. In the face of the needs of customers and audiences, enterprises should reasonably set up digital marketing categories, provide targeted data and information resources, and accurately guide the public to understand corporate services and products. In the development of sales guidance program, enterprises should rely on digital marketing platform and website portal, develop professional consulting service module, and record the time of browsing web information of background users. After the user browsing time reaches a certain standard, the consultant can adopt a one-to-one service mode, through communication and dialogue, introduce the services and products that the customer is interested in, and provide trial services in combination with the customer's wishes. In addition, enterprises should strengthen their contact with customers according to the dialogue with them, and obtain customers' social contact information on the Internet, by means of mail, Weibo, wechat, QQ, etc., to deepen customers' understanding of products and services and establish long-term cooperative relations. Taking the well-known digital rights service provider "Tongka Digital Technology" as an example, digital marketing is the core business of enterprises. Operators start from the innovation and development of digital consumption scenarios, give full play to the service function of digital technology application to the industry, build digital SaaS service output base stations, and provide services for the construction of digital scenarios for the majority of enterprise users. In the field of marketing, enterprises can comprehensively apply advertorials promotion, short videos, wechat red envelope interaction, code voucher exchange, H5 games and other forms to accurately serve target users. Based on the needs of the majority of users, enterprises continue to build digital scene ecology, create high-stickability service scenes, aggregate

diversified marketing products and services, effectively link marketing demand and marketing supply, connect more enterprise users with demand customers, and attract interested customers to become actual customers of digital marketing.

3. Changing the way of customer relationship management

In the Internet perspective, traditional customer relationship management methods are no longer suitable for digital marketing. First of all, enterprises should adhere to the customer-centric concept, adopt new media platforms such as Xiaohongshu, Douyin and Weibo, and use the Internet and short video carriers to provide services to the public and attract customers to participate in interaction and communication. On the Internet platform, customers can push their product purchase experience, and enterprises can use virtual means to communicate and communicate with customers online, so that they can have a deep understanding of their products, enhance customer loyalty and stickiness, and improve satisfaction and recognition of digital marketing. Secondly, the customer base tends to share and spread high-quality products widely, generating word-of-mouth marketing model. In this regard, when carrying out digital marketing activities, enterprises can use word-of-mouth communication to invite customers to participate in management work, so that they can freely express their ideas on products in major new media platforms and websites, participate in digital marketing links, and bring good brand communication effects. In digital marketing, enterprises through the construction of participatory customer relationship management model, change the one-way indoctrination product marketing model, establish a long-term and stable relationship with customers, improve the customer's favorable impression of the product.

4. Dynamic optimization of the digital marketing model

In the Internet perspective, digital marketing channels, models, and technologies are in a dynamic state of change. When carrying out digital marketing work, enterprises should adhere to the principle of advancing with The Times, according to the characteristics of products and digital marketing forms, continue to update the digital marketing model. First of all, enterprises should update the website information in time, plan the digital marketing advertising time, rationally use a variety of marketing management strategies, give play to the value of different digital marketing types, and provide digital marketing services to enterprise products. Taking Ruijinlin Internet-based marketing service enterprise as an example, its service object is traditional enterprises. Through the construction of e-commerce service system, it provides accurate strategies and programs for traditional enterprises to carry out digital marketing activities, and creates conditions for traditional enterprises to realize digital marketing. In the process of providing digital marketing services, it integrates the layout data of distributors, stores and e-commerce, analyzes the data of mobile consumers, deeply digs the value demand system of consumers at different levels, and develops the digital marketing management model. The founder of Ruijinlin proposed that digital marketing service providers should establish a digital marketing service system covering the whole industry chain, constantly enhance the influence of enterprise brands, and promote the transformation and innovation of traditional enterprise marketing models.

4. Concluding remarks

To sum up, based on the Internet perspective, embrace and welcome the new changes in digital marketing, related to corporate brand influence, corporate marketing effect, and the healthy development of enterprises. Therefore, in the face of opportunities and challenges brought by the Internet era, Chinese enterprises should attach importance to the layout of digital marketing, vigorously introduce digital marketing professionals, build a scientific management system and personnel training system, strengthen the digital marketing team, and actively break through the restrictions of the data road, optimize the internal and external environment of digital marketing, and formulate digital marketing programs from a long-term perspective. Specifically, through the construction of digital marketing demand brand, to achieve the generalization of digital sales guidance, change the customer relationship management model, dynamic optimization of digital marketing model and other ways, customer-centric, to develop a full range of digital marketing strategy, for the development of enterprises and industries to create more marketing revenue.

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