

# Research on enterprise marketing management in big data era

Zongqiao Tang

Southwest Jiaotong University Hope College, Chengdu 610000, China

**Abstract:** With the advent of the era of big data, enterprise marketing management is facing unprecedented opportunities and challenges. As an emerging technology, big data technology can provide enterprises with massive data resources, provide effective basis for enterprise marketing and decision-making, and promote marketing strategy to be more accurate and personalized. In this regard, enterprises should start from the background of the era of big data, discuss the status quo of marketing management and coping strategies, better understand consumer needs through the application of big data technology, improve marketing effects, and pay attention to constantly innovate marketing models and strengthen data security protection to adapt to the development of the era of big data. Based on this, this paper analyzes the marketing management strategy of enterprises in the era of big data for reference.

**Key words:** Big data era; Enterprise; Marketing management; Strategy

**Introduction:** With the rapid development of Internet, Internet of Things, cloud computing and other technologies, big data has penetrated into various industries and fields. The era of big data has brought massive data resources, which provides strong support for enterprise marketing management. In the context of big data, enterprises can more accurately understand consumer needs, formulate personalized marketing strategies, and improve marketing effects. However, the application of big data technology also brings challenges to enterprises in data security, privacy protection and other aspects. How to effectively use big data technology to realize the innovative development of enterprise marketing management has become a hot issue in current research.

## I. The problems existing in enterprise marketing management in the era of big data

Big data technology provides enterprises with rich user data resources, which can help enterprises better understand consumer needs and formulate more accurate marketing strategies. While bringing unlimited development opportunities, it also brings many challenges. Many enterprises are faced with issues such as user privacy security, mass information screening and customer group division, which hinder the effective implementation of enterprise marketing management, mainly reflected in the following aspects:

### 1. User privacy security issues

In the era of big data, users' personal information has become an important resource for enterprises to carry out precision marketing. However, in the process of collecting and using such information, it is easy to cause user privacy and security problems. On the one hand, the data security measures of enterprises are not in place, which may lead to user data leakage; On the other hand, the illegal use of user data may violate users' privacy. User factor is an inevitable problem in the application of big data technology. Nowadays, the Internet is widely used in society, and people are likely to disclose their personal privacy, including mobile phone number and real name, in the process of using the Internet. Even if the protection of information privacy is strengthened, it is easy to be obtained by bad forces such as hackers. Which will lead to user privacy and security issues.

### 2. Difficulty in screening massive information

One of the characteristics of the era of big data is the huge amount of information. Faced with massive user data, how to quickly and accurately screen out valuable information is a major problem for enterprises to adapt to the development of the era of big data. With the support of big data technology, enterprises should conduct a comprehensive analysis of the consumption habits and consumption preferences of the target customer base, so as to promote more accurate products. However, in practical applications, enterprises have insufficient monitoring and management of Internet data, the amount of information obtained is large, it is difficult to effectively distinguish the authenticity of data, and it is impossible to extract valuable information from massive information, which brings obstacles to enterprise marketing. At the same time, the push of massive data will also increase the choice of consumers, cause consumer information fatigue, reflect product resistance, and then affect enterprise marketing.

### 3. It is difficult to divide the customer base

The division of customer base based on big data is the key to achieve precision marketing, but it is difficult for enterprises to divide customer base. On the one hand, consumers' needs and behaviors are dynamic and difficult to accurately grasp. With the increase of different kinds of data and information, the launch of new marketing concepts and marketing models has brought greater difficulty to the actual division of customer groups. On the other hand, different consumer groups may overlap, which makes the division of customer groups more complicated. Each consumer has different consumption characteristics, how to combine the different characteristics of the division, and promote product information for all customer groups is an important issue facing enterprises. The lack of reasonable division of customer groups, enterprises can not effectively implement the correct marketing strategy, affecting the profits of enterprises.

## II. The big data era of enterprise marketing management strategy

### 1. Pay attention to information security and do a good job of privacy protection

In the era of big data, enterprises should pay attention to protecting user privacy and security, and collect and apply data in an efficient and reasonable way. In this regard, enterprises can establish a sound information security system to promote the application of big data

technology, ensure the legality and compliance of data, and promote the normal flow, storage and processing of massive data. First, the information security management process should be clearly defined. Enterprises should clearly define the functions and powers of each department, introduce corresponding security management technologies and tools, apply firewall, encryption technology and access rights and other means to effectively protect sensitive data and avoid data leakage and unauthorized access. Secondly, a reporting mechanism should be established. Enterprises should establish data management reporting forms, strengthen employees' awareness of data management, and find potential security problems in time. At the same time, it can carry out information security assessment and management, identify potential security problems in time, take corresponding measures to deal with them, and reduce the relevant wind direction as much as possible. Finally, an emergency mechanism should be established. Companies should establish an emergency response mechanism for data management, respond quickly to security situations, and conduct independent reviews of information systems. Only by improving the protection of user information and data can we gain the trust of users and obtain more and more real information, thus forming a good cycle. The protection of user information requires the cooperation of the whole society. Through adjusting individual Internet usage habits, establishing relevant legal systems, and strengthening the introduction of technology, personal privacy security can be effectively protected.

#### 2. Accurately target user groups with the help of user portraits

There is a big gap between the social attributes and consumption preferences of users, so the label design can concretely depict user information and accurately locate user groups. In the era of big data, market segmentation and the development of personalized marketing strategy is the key to improve the marketing effect. Companies can use the data analysis results to divide consumers into different groups and develop targeted marketing strategies for each group. Companies can target consumers with personalised ads and promotions based on information such as their buying history, interests and social media behaviour. In this regard, enterprises can collect massive user data information and divide user groups from multiple data areas, mainly including the following contents: First, basic attributes. The basic attribute information can clarify the basic characteristics of the user, understand the consumption of the user, and collect and analyze the data of the user such as gender, age and occupation. The second is location information. Accurately grasp the user's regional information, accurately grasp the user's activity area through the sharing of mobile information, and then achieve accurate marketing. Third, consumption data. Users mainly consume through the network or entity way, through the analysis of user consumption time, consumption amount and consumption data, we can understand the user's consumption preference, and then provide targeted services for them. Fourth, social information. Network social activities have the characteristics of real-time and sharing, through the analysis of users' network social information, new media can be applied to build a new marketing model and expand the scope of brand influence. In order to effectively use the big data era, enterprises should accurately grasp the above data, achieve the acquisition of multiple types of data, in order to grasp the consumption attributes of target groups as soon as possible, and implement precision marketing for consumer groups.

#### 3. Optimize the marketing service model to achieve precision marketing

In the face of massive data, enterprises need to adopt advanced data analysis tools and methods, quickly and accurately screen out valuable information, combined with consumer behavior, preferences and trends and other data, in-depth understanding of market demand, find potential business opportunities, in order to develop a more accurate marketing strategy, mainly from the following aspects: first, combined with user needs to develop marketing plans. Enterprises should focus on the needs of enterprises to design in line with their own development of e-commerce models and marketing programs. In this process, enterprises should make use of big data to analyze consumers' demands and behaviors in a timely and comprehensive manner, and understand consumers' purchase preferences, price sensitivity and market trends, so as to build new sales channels, increase market share and gain more customer groups. In the marketing process, enterprises should strengthen the management and maintenance of customer groups, pay attention to the application of big data technology to timely feedback the user situation, predict the future market trend, layout sales channels in advance, and seize market share. Customer management is an important part of enterprise marketing management, enterprises should strengthen the understanding of customers' purchase history, needs and feedback information, so as to better meet customer needs and improve customer satisfaction and loyalty. At the same time, it can also establish a perfect customer service system to deal with customer problems and complaints in a timely manner to improve customer satisfaction. Second, reasonable planning of e-commerce marketing. E-commerce marketing is an important measure for enterprises to innovate marketing models in the era of big data. Enterprises should attach importance to e-commerce marketing, apply big data technology to optimize products and services, establish a good interaction with consumers, and timely understand users' preference degree of products and services, so as to better maintain customer relations and enhance user stickiness. Third, explore potential customers. Customer group is the key to the business development of enterprises. Every existing customer has its own potential customer group. Enterprises should make use of existing customer resources to develop potential customers, so as to promote business development and improve economic profits of enterprises. Fourth, strengthen paid promotion. The current era is the era of data, new media platforms, search engines, etc. are the channels for enterprises to carry out publicity and promotion, enterprises should promote paid promotion, push targeted information for users, and enhance brand awareness.

#### 4. Strengthen the development of customer value and timely feedback on customer needs

In the era of big data, the development of customer value is the key to improve the marketing effect of enterprises. Enterprises should use big data technology to deeply tap the potential value of customers, and timely feedback and satisfaction for customer needs. Enterprises should attach importance to customer value, pay attention to take scientific and effective methods to analyze customer groups, and extract valuable information from them. First of all, establish and improve the customer information management system. Enterprises should establish a corresponding management system to comprehensively collect and sort out customers' purchase history, demand and feedback,

so as to have a deep understanding of customers' consumption behaviors and preferences and discover potential business opportunities. Secondly, strengthen the development of customer value. On the basis of understanding customer needs, develop personalized marketing strategies, provide products and services that are more intimate and meet customer needs, constantly optimize products and services, and improve customer satisfaction and loyalty. It can also expand customer groups through customer recommendation, word-of-mouth marketing and other ways to build a large scale customer relationship network and improve market share. Finally, timely feedback customer needs. Enterprises should use big data to collect and process customer feedback information in a timely manner, understand the changes in customer needs, and adjust marketing strategies and product services in a timely manner. Customer management Relationship management is the key content of enterprise marketing, should reflect the characteristics of scientific and sustainable, with customers to establish a continuous and stable interactive relationship, timely user needs, targeted to provide products and services, fully tap customer value, improve customer satisfaction and loyalty, in the fierce market competition to maintain a dominant position.

## Epilogue

To sum up, the advent of the era of big data has brought new opportunities and challenges to the development of enterprises, profoundly affecting all aspects of enterprise marketing management. In order to stand out in the fierce market competition, enterprises need to face up to these problems, actively take measures to deal with the challenges, constantly innovate marketing models, strengthen data security protection, in order to meet the needs of market development. In practical application, enterprises can find potential customers with the help of big data technology, formulate effective marketing plans, refine customer groups, set targeted product strategies for different customer groups, and help enterprises develop well in marketing management. In the future, with the advancement of technology and the deepening of research, enterprise marketing management will be promoted to a higher level under the support of big data.

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