Research on enterprise marketing strategy in big data environment

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Abstract: the progress of the times represents the change of the environment. Only by keeping pace with the changes of the times and the environment can any enterprise and unit continue to develop under the trend of the times. In the context of today's information age, the market environment has begun to be dominated by big data. In the process of innovation and development, any enterprise cannot do without the support of big data technology. The same is true in the field of enterprise marketing. Both market research and data reporting are inextricably linked with big data. Based on this, enterprise leaders and employees should clarify the direction and strategy of enterprise marketing in the big data environment, so as to meet the needs of market development and realize the development of enterprises and the progress of market economy.

Keywords: big data environment; Enterprise marketing; Big data technology

The meaning of big data is the general term of huge amount of data. Big data can sort and analyze the collected data within a certain period of time, and finally get the corresponding results. This result will also be used by the enterprise management or decision-makers as the reference data for the enterprise's strategic development. With the continuous development of China's economy and the improvement of people's living standards, people's demand for different products has changed. Only when enterprises grasp the needs of users can they produce the products that users need, and allow users to choose the products of enterprises, and ultimately play the role of enterprise marketing, Realize the normal operation of the enterprise. But to achieve this goal, enterprises need to use big data technology to collect users' information, so as to summarize users' product demand intention, so as to guide the development direction of enterprise products and marketing, and truly realize the innovation and reform of enterprise marketing.

1. Characteristics of big data and its value in enterprise marketing

1.1 Big data features

The characteristics of big data can be described in five words, that is, "fast, large, multi, value and trust." The so-called fast means fast speed. The speed here includes the growth speed of data and the processing speed of information. In today's fast pace of the times, the speed of information is related to the development of enterprises. The so-called "big" refers to the huge amount of storage, and big data generally refers to the huge amount of data, which will be stored in the database of the enterprise, so that the enterprise can be mobilized and used at any time. The so-called multi knowledge diversification means that enterprises' big data sources are diversified. They are obtained from different network platforms and offline data in the form of text, pictures, videos and so on. The so-called value refers to value. Data information is everywhere in our life, but to truly reflect the value of data information, we need to refine and summarize, which is also one of the characteristics of big data. The last is the letter. The so-called letter refers to the degree of credibility. Big data is extracted by collecting targeted information. Most big data have high credibility.

1.2 The value of big data in enterprise marketing

In today's big data environment, data information has been widely used in all walks of life and has become one of the main production elements of all enterprises. For enterprise marketing, big data is the key to help it achieve reform and innovation, enabling enterprises to better grasp customer information, and then provide personalized services for customers, so as to obtain a stable source of customers and a broader market. For every marketing staff, the key to selling products is to understand customers. Only by understanding customers' needs and ideas can they provide customers with the services they need, so as to obtain customers' trust and support. And big data technology can help staff better grasp customer needs, and can provide enterprises with more marketing strategy choices, so that enterprises can have more ways and opportunities to communicate with customers. At the same time, enterprise marketing can use big data to analyze the future development direction of the market and the feasibility of decision-making, which is very helpful to reduce enterprise marketing risk and do a good job of enterprise operation guarantee. Especially in today's fierce market competition, only by maintaining good customer relations and establishing a stable source of customers can enterprises survive in the market competition and even obtain better development direction and space.

2. Enterprise marketing strategy in big data environment

2.1 Establish enterprise data center and market analysis system

The main reason why enterprises use big data is to analyze user needs and market development direction with the help of big data, so as to guide the strategic development and marketing strategy of enterprises. However, to achieve this goal, enterprises need to establish corresponding data centers, which not only have the functions of collecting and storing market information and customer needs, but also can analyze the collected data and information, so as to obtain the corresponding data reports, and ultimately provide references for the future development of enterprises and marketing strategies, Reduce enterprise marketing and operational risks.

When establishing a data center, enterprises should mainly establish four panels to cover the main role of big data and apply it in enterprise marketing. The first board is the most basic login board. The login boards of different departments are different to prevent the

occurrence of functional confusion. In addition, the login interface and mode of the person in charge and ordinary employees should also be different, so that the person in charge can manage online with the help of the data center. The second board is the data collection board. The data collection board can automatically collect some customer information on the network, including customer consumption information, personal information, etc. once collected, these information can be stored in the enterprise database according to different information categories, The person in charge of the enterprise and the staff of the marketing department can use this board to collect the information they need. The third board is naturally the database board. All the information collected by the enterprise should be entered into the database, which records all the information required by the enterprise. In the database layout, a search engine should be added. The person in charge of the enterprise and the employees of the marketing department can input keywords according to their own information needs, and then obtain the information they need from the database. The last board is the data analysis board. After extracting the relevant data information, the person in charge of the enterprise or relevant employees can enter it into the data analysis board and obtain the relevant analysis results through data analysis, so that they can understand the current customer needs and market development direction, Then according to the development goals and the actual situation of the enterprise, formulate reasonable development strategies and marketing strategies to truly play the role of big data and improve the quality of marketing. Therefore, the rational construction of data center is the basis of enterprise marketing strategy in the big data environment, which is related to the success or failure of enterprise marketing and future development, and needs to be paid attention to by the person in charge of the enterprise.

2.2 Establish data information department, recruit and cultivate professional talents

In today's big data environment, one of the main problems of many enterprises in marketing is the lack of relevant professionals, which can't really play the role of big data technology and provide help for enterprise marketing. Therefore, enterprises need to establish relevant data information departments. The main role of this department lies in two points. The first point is that the construction and maintenance of enterprise data information can make the enterprise data center really play a role. The second point is to provide the corresponding data information for the enterprise marketing department, so that the employees of the enterprise marketing department can carry out targeted marketing with the support of data information, so as to obtain better benefits.

There are two ways for enterprises to establish data information departments. The first is to recruit relevant professionals. At present, there are few talents in big data. Although many colleges and universities have opened up relevant majors and courses, for the current market, there is still a phenomenon of short supply. Based on this, enterprises can only recruit relevant big data professionals through favorable conditions to serve the enterprise data information department and give full play to the real effect of the enterprise data information department. The second aspect is the cultivation of relevant talents. There are few big data talents in the market. It is difficult to meet the talent demand of enterprises through recruitment, and it is also difficult for enterprises to effectively establish the overall framework of the data and information department. Based on this, enterprises can cultivate relevant computer professionals to obtain more big data professionals and realize the establishment of enterprise data information department. Enterprises can screen out some computer professionals from inside. They are proficient in information technology. Giving them big data information and technology training can get twice the result with half the effort, so as to make up for the shortage of big data talents in enterprises. After the establishment of the data information department, enterprises can better use big data technology to carry out targeted marketing and promote the normal operation and development of enterprises. Of course, in the process of establishing the data and information department, the enterprise can also arrange some marketing department employees to enter the data and information department as consultants and put forward some relevant needs of the marketing department, so as to establish a data center serving the marketing department and further promote the progress and development of enterprise marketing.

2.3 Pay attention to customer relationship management and establish a stable customer base

Customer demand is always the first priority of enterprise marketing. All employees of enterprise marketing department work with customer demand as the core. Only by meeting customer demand can they obtain a stable source of customers and continuously create benefits for the enterprise. But to achieve this, enterprises should focus on customer relationship management, dynamically grasp customer information, so as to provide customers with the relevant products or services they need, so as to establish a stable customer base.

The enterprise data information department should establish an independent customer relationship management system, supported by big data technology, to help the employees of the enterprise marketing department better understand customer dynamics and needs, and provide targeted services and products. First of all, the customer relationship management system should distinguish all customer categories in detail. The customer categories are intended customers, unintended customers, completed customers, customers about to be completed, etc. Only in this way can the employees of the marketing department of the enterprise know what scripts to use for different customers and what services to provide. The second is to mark the customer information, customers in what region, customers with what consumption ability, etc., so that the employees of the marketing department of the enterprise can further understand the consumption ability and consumption intention of customers, and provide them with more considerate service and marketing. After using the customer relationship management system to collect customer information and effectively distinguish, the enterprise's marketing can further play its role, establish a deep trust relationship with customers, and finally establish a stable customer base, which will bring more profits to the enterprise. Therefore, using big data technology to establish a customer relationship management system is one of the marketing strategies of enterprises in the big data environment, which is conducive to the innovation and progress of enterprise marketing, so as to promote the normal development of enterprises.

2.4 Expand data collection channels and improve data analysis quality

Many enterprises have encountered a serious problem in data collection, and do not know how to effectively collect data channels. Even some enterprises simply collect some relevant market data from the network and analyze it in combination with the marketing data of the enterprise itself, so as to take this result as the result of data analysis for reference by the person in charge of the enterprise and the decision-making level, and formulate the corresponding enterprise marketing strategies and development goals. Such data collection channels are too single, which makes the quality of data analysis not high, and can not really bring great help to the marketing and development of enterprises. Based on this, the person in charge of the enterprise and relevant departments should expand data collection channels to improve the quality of data analysis and further play the real utility of big data in enterprise marketing.

If enterprises want to expand the data collection channels, they should carry out them online and offline. The offline channels are relatively simple, that is, through the field Market Research and survey report data, so that they can obtain the first-hand offline data information. Such data information is more authentic, which is very helpful to improve the quality of enterprise data analysis. The online channel is relatively broad. In addition to the annual report and financial data of the enterprise itself, the enterprise should also cooperate with some network platforms, including pinduoduo, Douyin, Taobao and jd.com. These network platforms have sales and search functions. They can collect people's search data and purchase data at the first time, and can provide enterprises with larger and more accurate market information. Enterprises obtain this information through effective cooperation, and then analyze it with the help of big data technology, so as to enable enterprises to understand the purchase intention and product demand of users in the current market. After knowing this information, the enterprise can adjust the corresponding marketing strategy, provide customers with more accurate marketing services, and then bring more objective profits to the enterprise and promote the development of the enterprise.

In a word, in today's big data environment, if enterprises want to achieve better development and progress, they need to reasonably rely on the support of big data technology, provide accurate information for the enterprise's marketing department through big data technology, and then design and carry out targeted marketing, so that customers can enjoy more considerate service. This not only promotes the development of enterprises, but also promotes the improvement of market economy, which is the inevitable trend of the development of the new era.

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