

Analysis of Innovation in Enterprise Marketing Strategy Using Big Data

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Abstract: The marketing strategy is a crucial element in the growth of business. Success in creating a marketing strategy equates to success in capital accumulation. The primary goal of business development is to increase profits, the successful operation and long-term development of market strategies are connected to how products or services are sold. In the era of big data, marketing channels have evolved from a single model to one that is diversified, posing opportunities and difficulties for marketing efforts. As a result, improving a company's marketing strategy aids in market share acquisition. The marketing performance will be directly affected by the information's acquisition, processing, storage, and release. This study investigates how businesses can adapt to new developments by marketing strategies in the big data era.

Keywords: Big Data; Marketing Strategy; Innovation

Introduction

The opportunities and challenges brought by the changes of the times are the driving force for the development and transformation of enterprises. If companies want to occupy a place in the unpredictable market, then must meet the changes of the times and make corresponding adjustments, so that the development of enterprises can be in the same direction with the changes of the times^[1]. The application of information technology in the age of big data can improve the ability of enterprises to collect, process and integrate data, make marketing strategies more accurate, better capture the satisfaction of target customers, and gain the market share.

1. Talking about the influence of big data era on enterprise marketing

1.1 Enrich marketing channels

In the past, marketing was generally conducted through three channels: franchise, physical stores and e-commerce platforms. The marketing strategies used by businesses have, however, undergone fresh developments as a result of the emergence of big data technologies. The main goals of marketing are to satisfy customer needs and deliver precise services. Market demand in conventional sales frequently necessitates preliminary market research. The marketing strategy of the company will be impacted by the validity of the market research. With the arrival of the big data era, enterprises can speed up the market research process to gather more data for marketing analysis, assist in developing more bond relationships with customers, and increase customer loyalty to enterprise^[2]. By successfully transforming the consumer s' base and continually absorbing the target customer, data analysis can effectively increase market share.

1.2 Optimize enterprise data integration capability

The gathering, processing, and integration of information are a crucial link in the development of business. Enterprises can take more advantage of the possibility to succeed in the marketing strategy and occupy the market share by recognizing the market trend in time. By developing a highly targeted sales plan after receiving precise market data, enterprises can also increase its influence if it matches customer needs. Using big data technology, for instance, to precisely evaluate consumer buying patterns and gauge preferences based on repurchase rates to provide more alluring products and raise consumer repurchase rates

^[2]. A strong marketing strategy can also increase an organization's sales and profitability by integrating data into the analysis of consumer behavior.

2. Enterprise marketing strategy innovation strategy based on big data era

2.1 Online marketing with big data

Enterprises have a significant opportunity as the big data develops. Social media can be efficiently used by enterprises as online marketing tools. Social media delivers greater results and lower expenses when compared to conventional marketing techniques. Therefore, enterprises should take use of online channels as a marketing strategy. For instance, by utilizing social media platforms like Weibo and WeChat to effectively publish products and services, enterprises can improve interaction with consumer groups to draw in target customers, better understand potential consumer needs, create marketing strategies that correspond to those needs, increase the scientific effectiveness of marketing strategy formulation, and foster long-term development. To make it easier for consumers to access product information and satisfy their individualized consumption needs, enterprises should conduct an in-depth examination of own marketing strategies and effectively connect those strategies with social media marketing, such as products present new media platforms like TikTok and Taobao live ^[3]. Additionally, enterprises can collaborate with the top IP addresses in a variety of new media industries to effectively market their products using more creative publicity strategies and techniques, which can further the goal of online marketing expansion.

2.2 Effective marketing decisions through big data system analysis

In the business operations of enterprises, marketing strategies are crucial. In the conventional marketing process, decision-makers' subjective experiences are frequently taken into account when making marketing strategies. This style of decision-making lacks some scientific and empirical backing in the age of big data. Therefore, the fundamental method of generating good marketing strategies is market system analysis based on big data. Businesses can systematically screen and summarize reliable consumer data information to acquire actual data and indicator information, such as target consumers' online consumption data behavior, such as buying preferences, commodity sharing patterns, and consumption capacity. Enterprises can gather and track consumer behavior and related data through a variety of channels, as well as summarize consumer behavior. Enterprises can also use the big data prediction function as a guide to help them make more objective, scientific marketing strategies. Big data is the most crucial decision-making basis for the entire enterprises to make marketing strategies in the context of the big data era. The data outcomes will be influenced by the data information's source channel and analysis technique. Analysis of data that is systematic, integrated, and standardized helps improve the precision of marketing strategies ^[4].

2.3 Improve customer relationship management

Big data has changed the way enterprise interact with customers, going beyond simple transactions and services. In the cutthroat market rivalry, enterprise must not only offer high-quality products but also preserve ongoing ties with customers. Maintaining the link between businesses and clients can create a devoted following for the brand. Big data can be used to manage customers, enterprise may create targeted services for various consumers, ensuring that business provide excellent services for consumers, and establish a good dependency relationship through data analysis and accurate monitoring of consumption behaviors ^[5]. The ability of enterprises to solve challenges can also be improved with the use of big data platforms. Customers can provide feedback when they have issues, and enterprise can respond quickly and effectively to maintain a favorable impression on customers, which is helpful for fostering a positive perception of business. Through information dissemination, the creation of official WeChat accounts, customer service encounters and so on that specific application tactics can be implemented.

2.4 Transformation from enterprise marketing department to data analysis center

The creation and advancement of data diversity is the biggest transformation for enterprises in the context of the big data era. Enterprises marketing strategies center on collecting and analyzing large amounts of customer data. The data between each

department is comparatively independent and separate, and many enterprise marketing departments nowadays are not focused on data analysis and processing. Building a data integration system with customer and market data is necessary when big data driven marketing departments and institutions are carrying out their task. They may simultaneously do efficient data analysis and mining, create reasonably scientific marketing strategies based on the findings, and fundamentally alter all business operation and development processes [6].

3. Conclusion

The era of big data information is the trend of the times, and it must be consistent with it in the operation of enterprises. Only by making good use of information technology can enterprises have competitiveness. With the development of big data, enterprises can achieve accurate marketing strategy and obtain information more efficiently. Enterprises should seize the opportunity of social development to make their marketing strategies more targeted. The accuracy of marketing strategies is a necessary way to ensure the income of enterprises, while good use of big data in the development of enterprises is an effective means to ensure the profitability of enterprises. Therefore, enterprises should make innovations in marketing strategies in the era of big data.

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