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Analysis on the Change of Enterprise Marketing Management in the Era of Network Economy

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Abstract: This paper discusses the reform of enterprise marketing management under the background of network economy, understands the influence of the development of network economy on enterprise marketing management, and discusses the measures to promote the reform of enterprise marketing management. Hope to further improve the level of marketing management for its healthy development.

Key words: network economy; enterprise marketing management; change

With the progress of science and technology, network information technology has been rapidly developed, and has been widely used in various fields, while promoting the development of various fields, but also made great changes in the way of work in these fields. specially the development of network economy has caused a great impact on the original marketing management mode of enterprises, and put forward higher requirements for the marketing management of enterprises. In order to adapt to this social development situation effectively, enterprises must improve and innovate the marketing management according to the social development situation and their own actual situation. Therefore, it is necessary to strengthen the research on the reform measures of enterprise marketing management under the background of network economy.

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I. The Influence of the Development of Network Economy on Enterprise Marketing Management

A. Change in communication patterns

The transformation of single separation communication to two-way interactive communication is realized. Before the advent of the era of network economy, enterprises usually can only carry out one-way transmission of information in and in this mode, consumers are generally in a passive position. And the dissemination of information is mainly realized through traditional media, such as newspapers, magazines and radio and television, but the traditional media still have some limitations on the dissemination of information, and can not obtain very significant communication effect. With the development of network information technology, the way of information dissemination becomes more and more diversified, and the speed of communication has been greatly improved, which makes the information dissemination gradually begin to change to two-way communication. Enterprises can contact and communicate with consumers at any time through network channels, and timely understand the needs and suggestions of consumers, and enterprises can also adjust their marketing work in a timely manner in combination with consumer feedback. Ensure the pertinence and effectiveness of marketing work. In addition, the Internet can transmit a variety of media information, including text information, image information and audio information, can effectively improve the dissemination of information.

B. Changes in marketing targets

In the traditional marketing management mode, the related work is mainly based on the market segmentation, but no matter how the it takes the corresponding scale of user groups as the service object. And the traditional marketing conditions are also difficult to meet the needs of excessive segmentation. However, under the background of network economy, enterprises can refine the marketing service object to individual consumers and realize the ultimate service segmentation. Through the Internet, we can effectively enhance the personalized level of service content, service mode and service time and space, and provide services to consumers in any region at any time. In addition, the full coverage of the Internet has expanded the breadth of the market, made consumer choices more diverse, and increasingly personalized products and services provided by enterprises.

C. Changes in marketing patterns

As the economic system improves, the market competition becomes more and more fierce, and the buyer's market gradually occupies the dominant position, and this development situation has promoted the innovation of marketing theory to some extent, which makes the four C ideas widely used. This is also the mainstream marketing method under the background of network economy, which can better meet the needs of consumers.

In the traditional sales model, indirect sales are the main ones, but in this sales model, products usually need to be transmitted by middlemen to reach consumers. The acquisition of customer information feedback and the adjustment of marketing strategy have a long period. Under the background of network economy, the marketing mode of enterprises is gradually changing to direct marketing, that is, through network marketing, enterprises can directly associate with consumers without the help of intermediate hierarchical channels. Not only can sales activities be completed in network channels, consumers can also settle business orders through the network. At the same time, consumers can interact directly with the and respond to services or products. In addition, through the network information technology, the enterprise can also obtain the consumer feedback information in time, and on this basis, make scientific adjustment to its own marketing strategy, positive role in improving the marketing effect of enterprises^[1].

D. Change in marketing organization

Physical marketing organizations are gradually replaced by virtual marketing organizations. The characteristics of the original entity marketing organization include: first, functionalization, that is, the function of the entity organization can meet all the needs of business activities. Second, internalization, for entity organizations, their organizational activities are based on their own resources or functions to achieve. Third, scale and centralization. In the entity organization, in addition to the high concentration of the resources and functions of its own operation, it also maintains a high continuity in space and geographical scope.

Under the background of network economy, virtual marketing organization is widely used. This kind of marketing organization is very different from entity organization. The specific characteristics are as follows: First, discretization, in virtual marketing organizations, all functions and resources are discrete, they are scattered in various regions of the world, can be connected to each other through the information network. Second, cooperation, in this kind of marketing organization, do not have complete resources and functions, it needs to use external market resources, or with some complementary

functions of virtual enterprises to complete various marketing activities. Third, specialization. Only some core expertise and functions are retained, which also gives the characteristics of molecularization and miniaturization of enterprise marketing organization model. The application of virtual marketing organization can break through the inherent restriction of the enterprise, make it integrate the external resources effectively, and give full play to its core ability^[2].

II. Specific Measures to Promote the Change of Enterprise Marketing Management in the Era of Network Economy

A. Strengthen information construction, give play to the advantages of network economy

Under the background of network economy, information advantage plays a very important role in the survival and development of enterprises, but according to the investigation, there are still limited enterprises that can effectively apply information technology. Although many enterprises have set up computers and used in related work, it is still difficult to form information advantage and provide strong support for enterprise marketing management. To this end, also need relevant enterprises to do a good job of information construction, the specific content is as follows:

First, to combine the enterprise's own situation, the relevant web pages and network sites for construction. Second, it is necessary to establish an information management system within the enterprise, make use of advanced computer network technology, strengthen the production, management and management work in the enterprise, and improve the information level of each link. Thirdly, it is necessary to set up intranet and extranet to meet the needs of enterprises, in which intranet is mainly used to contact internal organizations and members to improve the speed of information circulation within enterprises, while extranet is a virtual marketing platform set up in combination with the needs of enterprises. Enterprises can use the platform to promote the content of enterprise services and brand image, and contact with external commerce to promote the effective development of e-commerce activities. Fourth, it is necessary to strengthen the construction of rational information management mode and continuously improve the level of information management and application of enterprises^[3].

B. Strengthen the transformation of information advantage and realize the rational compilation of marketing strategy

In order to occupy a certain advantage in the network economy, the most important thing is to transform the enterprise's own information advantage into the market competitive advantage, and on this basis, we should reasonably formulate marketing strategies for the effective response to market competition. During this period, we should strengthen the innovation of marketing concept, improve the credit level, service quality and service efficiency as much as possible, so as to support the effective development of network marketing activities. At the same time, it is necessary to strengthen the big data analysis to consumers, grasp their demand situation, and improve the personalized level of services through the effective supply of customized products. In addition, we should strengthen the use of interactive marketing mode, promote the effective implementation of soft marketing under the condition of adhering to network etiquette, and replace persuasion with a lot of information. On the basis of the above work, we should strengthen the use of network virtual features to reduce the marketing costs of enterprises^[4].

C. Using the advantages of the Internet to support business marketing decisions and rapid response

To some extent, the Internet itself is a large information base with very rich information resources. Therefore, if enterprises want to better cope with the trend of network economy and improve the scientific and quickness of decision-making, they also need to attach great importance to the information resources in the Internet. Collect, organize and analyze the information to ensure that the marketing decision of the enterprise can obtain the corresponding information support. At the same time, under the influence of the network economy, enterprises need to meet the needs of consumers in a timely manner, which means that the market reaction speed of enterprises will be directly marketed to their own competitive advantage. Therefore, enterprises should strengthen their management in the field of network their market response speed while promoting the effective implementation of marketing strategies, so that they can take a certain initiative in market competition^[5].

D. Strengthening of the Marketing Team

The development of network economy puts forward higher requirements for modern enterprise marketing team. On the one hand, marketers are required to have strong business ability, on the other hand, they need to have certain knowledge of electronic commerce and computer operation ability. Therefore, if enterprises want to make effective changes in their own marketing management work, they also need to start with the marketing team and do a good job in building the marketing team.

First, they should introduce high-quality marketing personnel to ensure that they can apply advanced marketing concepts and marketing means to implement the relevant work. Secondly, to strengthen the training of existing marketers, we should constantly improve the professional quality of marketers through going out to study and regular training, so that they can make rational use of interpersonal skills to communicate fully with consumers. To achieve effective access to consumer information. And have the ability to deal with and control the relevant issues in marketing to meet the needs of enterprise development^[6].

Conclusion

To sum up, under the background of network economy, strengthening the reform of marketing management in enterprises can further improve the level of marketing management, which plays a very positive role in improving the market adaptability of enterprises. Enterprises must attach great importance to marketing management and innovate it in combination with the development needs of the times.

Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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