

Analysis of Marketing Strategy in the Era of Mobile Internet

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ABSTRACT

With the development of the times and the popularization of Internet technology, the internal and external environment faced by enterprise marketing work has gradually changed. This means that enterprises need to actively respond to market changes, improve the marketing management mechanism, gradually promote the transformation of marketing strategies, and explore more appropriate marketing methods, so as to improve their level of marketing. In the context of the new era, the influence of mobile Internet continues to expand, which is both an opportunity and a new challenge for enterprise marketing. This paper analyzes how to grasp the characteristics of enterprise marketing in the context of mobile Internet, sorts out the main difficulties faced by enterprises in promoting marketing transformation, and puts forward corresponding improvement strategies.

Keywords: Internet marketing, Marketing, Marketing strategy.

1. INTRODUCTION

The popularization of mobile Internet has increased the ways for people to obtain information and changed their information interaction environment, which allows consumers to express suggestions and demands, and exchange with one another on new media platforms. The real-time dissemination of information through the Internet enables netizens to share information with others at anytime and anywhere. Therefore, in the current era, enterprises need to actively integrate Internet elements, innovate their marketing thinking, optimize their marketing channels, and make active product recommendations to target consumer groups, so that more consumers will decide to buy.

2. NEW CHARACTERISTICS OF THE MARKETING ENVIRONMENT IN THE ERA OF MOBILE INTERNET

2.1. Consumer Groups Have Become More Diversified

At present, the mobile Internet environment has made smart terminals accessible to all, and anyone can quickly obtain information about goods and

services on the Internet. Coupled with easy payment methods, people of different ages, different regions, and different sectors can consume online. The convenience of consumption contributes to diversified consumer groups. The corresponding information of consumption platforms can not only be provided and published by enterprises, but also directly created by consumers, which means that the Internet present strong social attributes and can thus attract many netizens to participate in information sharing. In order to optimize the marketing process and improve the marketing quality, enterprises should embrace the arrival of the Internet era, coordinate their own sales information resources, and recognize the importance of brand building and word-of-mouth publicity. In recent years, more and more consumers tend to accept the recommendation of relatives and friends, and at the same time buy through smart mobile terminals, in a hope to reduce cost. This shows that enterprises need to innovate marketing methods and strengthen the connection between online sales and offline services, so as to improve their profitability.

2.2. *A New Consumption Pattern Has Emerged*

The development of information technology, along with the fact that the intelligent and stylized manufacturing has made production lines of products with the same function more similar, so the products tend to be homogeneous. In the context of mobile Internet, netizens can browse and grasp product information at any time and purchase products through mobile intelligent terminals, which contributes to a consumption mode that features integration of production and marketing. Under this convenient consumption mode via mobile Internet, compared with the traditional consumption mode, consumers can shop and pay online, so the cost of intermediate circulation in the whole process has dropped significantly. In recent years, the scale of online shopping has been increasing, which has had a significant impact on commodity transactions in traditional markets, and industry competition has also shown cross-regional characteristics, with a trend of specialization and internationalization. Therefore, enterprises need to further pay attention to brand building, improve information transmission and feedback capabilities. Also, a new competitive environment has emerged, virtual, and completely different from the traditional marketing environment. Such an environment requires customer segmentation and accurate promotion. At the same time, with more similar enterprises joining in, the competition is getting more and more intense.

3. DIFFICULTIES OF MARKETING TRANSFORMATION IN THE ERA OF MOBILE INTERNET

3.1. *High Requirements for Marketing Topics*

In the era of mobile Internet, everyone is shopping online. However, attracting customers to pay requires not only locating accurate customers, but also providing novel and interesting topics that fit the consumer groups. The latter is mainly done through unilateral promotion to consumers with advertising, so as to convey the concept and product value of enterprises to consumers. Aided by Internet technology, it gets more convenient for the public to obtain various information, with a tendency of ignoring hard advertising, which makes advertisement much less attractive. Therefore, when optimizing marketing strategies, enterprises

should combine market positioning and target market analysis to understand the characteristics of consumers' circles and continue to maintain close contact with consumers, so as to improve their dominance of online public opinion among their own consumer groups. All netizens can express suggestions and opinions on online platforms to promote the dissemination of marketing information, so enterprises should grasp consumer demand preferences and attention, and create marketing topics actively.

3.2. *Unclear Understanding of the Characteristics of Internet Marketing*

In the era of mobile Internet, as enterprises are faced with increasing challenges in operation and management, their ability in resource coordination, and information collection and integration has improved greatly. For consumers, they can browse product information on the Internet platform to understand the composition of raw materials, production and processing links and decide to buy at any time. Enterprises need to maintain interaction with consumers, dynamically optimize marketing strategies based on changes in consumers' purchase preferences, and gradually improve marketing feasibility. The direct connection between enterprises and consumers, on the one hand, saves the price spread previously earned by middlemen, and helps to make a deal: the buyer can buy the products that they need at a lower price, and the seller is also willing to close the transaction at a relatively low price due to the reduced cost. However, as more and more enterprises are entering in the virtual market through the Internet, how to find the buyer faster and more accurately will be a concern for the seller. Therefore, it's necessary to transform marketing model and thinking and avoid the traditional unilateral advertising.

3.3. *Lack of Systematic and Comprehensive Marketing Programs*

With the increasing popularization of mobile Internet technology, enterprise needs to fully consider the marketing direction and product characteristics when doing marketing planning, and try to attract the attention of consumer groups and tapping their desire to buy in market promotion. In addition to improving the market awareness of their products or services, they need also to enhance the adaptability of intermediate channels according to their business needs, such as thinking about how to

reduce costs as much as possible and how to improve consumer experience. However, many of them do not have a marketing plan, and even less understanding of the changes in consumer demand in the target market, and do not know how to improve consumer satisfaction.

4. TRANSFORMATION STRATEGIES OF MARKETING IN THE ERA OF MOBILE INTERNET

4.1. Timely Change of Marketing Ideas and Concepts

In the past, when setting up marketing plans, enterprises needed to collect market information and analyze consumer behavior on this basis, but they rarely paid attention to market trends. As a result, although huge energy is spent in the marketing process, they fail to utilize all marketing resources as a whole. In the era of mobile Internet, enterprises can use the network platform to integrate information, introduce electronic information systems to complete information analysis. The system collects and shares market information, then makes analysis accordingly, and forms an information analysis report as the main reference for enterprises to develop marketing programs. With the support of mobile Internet technology, enterprises can dynamically collect various information, grasp consumer demand preferences in a timely manner, and guide consumers' consumption concepts during the communication with them, so as to ensure that the company's marketing strategy respond effectively to the thinking of their target consumer groups. Enterprises can innovate and launch experiential marketing programs, optimize product marketing plans, regularly update the list of consumer needs, and actively provide consumers with certain experience scenarios before organizing marketing activities, so that consumers can evaluate the company's products and help enterprises understand whether these products match the actual needs of consumers. After understanding the needs of the consumer market, enterprises need to stimulate consumers' desire to buy, and they can also provide consumers with opportunities to experience their products so as to improve product stickiness.

4.2. Innovation in the Value of Enterprises Goods and Services

In the era of mobile Internet, due to the absence of regional competition, enterprises of the same type are all selling and promoting on the Internet. Consumers tend to have more objective value measurement and more targeted judgement taking reference of network information when browsing and selecting goods on the Internet platform. As the market competition becomes fiercer, consumers pay more attention to consumer experience, and the market goods is being updated at higher speed. This means that enterprises need to pay more attention to increasing the added value of goods, enriching their own marketing methods, innovating product marketing strategies, collecting market information, and understanding the dynamics of major competitors in the industry. In the market competition, the sales volume of goods is related to the quality of the goods themselves, and consumers can also refer to the information, payment methods, and after-sales service plans obtained from consultation to consider whether to buy. Therefore, when shaping the product, enterprises should first grasp the consumption psychology of consumers, enhance the sociality of goods and services, and maintain patience when consumers ask questions, and improve the quality of after-sales service of goods.

4.3. Expansion of Internet Marketing Channels

After entering the mobile Internet era, most enterprises have realized the obvious changes in the market and sales environment, so they make continuous efforts in innovating marketing channels and promoting self-transformation. For example, some enterprises cooperate with third-party professional e-commerce platforms to launch official Internet marketing platforms, and some expand their brand influence through the construction of official websites. For example, Haier Group, a well-known home appliance company in China, has actively built official sales platforms on third-party e-commerce platforms such as Tmall, JD.com, and Suning.com. With the advent of mobile Internet live streaming, Mrs. Dong Mingzhu of "Gree Group" tried live streaming marketing her own at the very beginning, and achieved a great success, setting a record of 30 million yuan in sales in one day. It can be seen that more and more enterprises need to increase online consumption channels to attract target consumer

groups to understand their enterprise dynamics and product information. Business leaders should recognize that Internet marketing can help promote the stable development of enterprises, they need to actively adapt to the development opportunities of the times, use Internet technology to create brand websites with their own characteristics, and can also march into a third-party professional e-commerce platform to enrich product sales paths, form an Internet marketing network with diversified characteristics, and bring convenience for consumer groups to purchase products.

4.4. Innovation of Products Promotion Means

The conventional enterprise marketing emphasizes advantages in product function, quality, price, etc., and consumers pay more attention to the value of goods and the experience of use when collecting information and making judgement. Such a marketing mode tends to stimulate consumers' enthusiasm for buying and to improve consumer brand satisfaction through the commodities. After entering the era of mobile Internet, the concepts of marketing have been innovated, and the ideas of selling commodity have been continuously expanded. In this context, enterprises can also regard consumers as external promoters of goods, strengthen consumers' awareness of independent sharing, and encourage them to continuously improve the sociality of brand communication. Enterprises need to pay attention to improving their service quality when promoting products, which can be done in the following two ways: first, improving the characteristics of goods and services, attracting the attention of consumers in the target market, and expose the goods to more traffic; second, increasing the proportion of consumers' self-directed publicity, strengthening the awareness of word-of-mouth marketing, and encouraging consumers to promote products in the social circle, so as to tap more potential consumers. With the support of information technology, the Internet platform can present many products, and since this publicity channel is targeted, the efficiency of product promotion can be greatly improved. Enterprises need to reduce costs as much as possible when developing markets and promoting products in target markets, help consumers grasp product information and be familiar with product features and complete purchases and payments on online platforms in a short period of time. For businesses and consumers, this is a virtuous circle,

where goods flow faster, and enterprises can achieve more economic benefits.

5. CONCLUSION

In general, in a new era when mobile Internet technology gets more and more popular, enterprises should keep up with the trend and actively grasp new market opportunities. In recent years, the marketing work has encountered some challenges, and it is necessary to change the sales concept of marketing personnel, improve the application effect of marketing strategies, and analyze the internal and external environment of enterprises according to the marketing characteristics of mobile Internet platforms, so as to purposefully promote the transformation of marketing direction and improve the marketing effect of enterprises. Enterprises need to make innovations in their marketing strategies, enrich Internet marketing channels, determine personalized marketing plans based on industry characteristics, and comprehensively improve the quality of marketing by use of information technology tools, so as to contribute to the long-term development of enterprises.

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