Research on the Application of Big Data in Marketing Management

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Abstract: In the context of the new economy, there are increasingly more development opportunities for enterprises, while the industry competition and market challenges they face are gradually intensifying. In order to achieve high-quality sustainable development, enterprises should fully recognize that marketing management is aimed at profitability. In order to pursue sustainable development and competitiveness, optimizing the allocation of various resources in the enterprise is an effective means. Therefore, continuously improving the level of marketing management is crucial. Big data technology is a representative product of the digital age, and its application in enterprise marketing management can help companies adjust their marketing strategies in a timely and effective manner, achieve precision marketing, and improve marketing effectiveness. This article first analyzes the advantages of applying big data in marketing management, and then proposes the direction of big data application in enterprise marketing management, aiming to promote the dual improvement of enterprise brand influence and economic benefits through big data marketing.

Keywords: Big Data; Marketing Management; Application

The competition between industries and in the market ultimately boils down to the competition of the comprehensive strength of enterprises. There are many factors that affect the comprehensive strength of enterprises, and marketing management is one of the key elements. Once a company formulates the wrong marketing strategy, it will face unpredictable and diverse losses. With the rapid development of computer technology and information technology, big data technology has become increasingly mature, and its integration with various fields of society has become deeper, greatly promoting the transformation and upgrading of industries in various fields. Based on this, enterprise marketing management should also try to combine big data technology, use big data to find market opportunities, speculate consumer preferences, and identify customers' purchasing interests, effectively improve the accuracy of marketing, achieve precision marketing, and bring ideal economic benefits to enterprises.

1. The Advantages of Applying Big Data in Marketing Management

On one hand, it helps to improve the precision of enterprise marketing. The precision of enterprise marketing is related to the ultimate effect of marketing and directly affects the economic benefits of the enterprise. In the past, in marketing management, staff often relied on market experience and insufficient and diverse sales data as references, which easily led to inaccurate marketing strategies and serious economic losses. The effective application of big data in enterprise marketing management can comprehensively and deeply collect and analyze consumer purchase data, obtain more accurate information with sufficient data support, and formulate marketing strategies based on this. It can greatly improve the marketing efficiency and accuracy of enterprises, maximize marketing effectiveness, and achieve ideal economic benefits.

On the other hand, it helps to identify customers' purchasing interests. In the digital age, the online shopping community is growing in size and generating more and more purchasing data. For enterprises, effectively utilizing this data can better infer consumer preferences, identify customers' purchasing interests, and develop more targeted marketing plans and strategies. Big data marketing can achieve the above goals, such as using big data technology to clarify the differentiated

preferences of different consumers, and then accurately advertise different products to customers with different preferences, thereby attracting customers' attention and purchasing interest.

2. The Application Path of Big Data in Marketing Management

2.1 Exploring Applications in Market Opportunities

In the context of the new economy, the development opportunities for enterprises have increased, but there will be many competing enterprises for the same opportunity. In this situation, whoever can quickly identify opportunities and make precise and effective marketing will win in this competition, occupy a larger market space, and achieve higher economic benefits. Therefore, enterprises should apply big data to explore market opportunities. In short, enterprises need to use big data to collect data and information on consumers browsing and purchasing related products online, and then combine cloud computing and other technologies to analyze the collected data. Based on the results, they can understand the consumption direction of most consumers in the current market, view it as a development opportunity, and develop targeted marketing plans around it. This can not only achieve precise marketing, but also expand the scope of business development, open up new fields, and conduct new product research and development.

2.2 Assessing the Application of Consumer Preferences

Products of the same type but with different functions often have different sales figures. Through in-depth analysis of this phenomenon, it was found that the sales of products with fewer functions of the same type may not necessarily be lower than those with more functions. The reason for this is that even if a product has many functions, most of them do not meet consumer needs, or when consumers do not need them at all, their purchasing desire will not be significantly higher than another product that meets their own needs but has fewer functions.

Given this situation, enterprises should understand that assessing consumer preferences and identifying their purchasing interests are

prerequisites for improving marketing effectiveness. The application of big data in enterprise marketing management can start from multiple dimensions, comprehensively analyze consumers' explicit and even implicit preferences, and then develop related products based on consumer preferences to improve product sales. Taking automobile manufacturing enterprises as an example, using big data technology to analyze the consumption preferences of most women, it is found that most women pay attention to the "appearance" of products. Therefore, for female consumers, enterprises should consider more in car interior and exterior design during research and development, while ensuring car performance and highlighting its aesthetics.

2.3 Application of Product Pricing Strategy

Analysis of product prices in the market reveals that the same product may have different pricing, and consumers often choose products with no differences but lower prices. It can be seen that reasonable pricing is the key to improving marketing effectiveness. In the past, companies often adopted manual pricing, which made it difficult to achieve time-consuming and labor-intensive manual pricing as the number of goods increased, and complex pricing variables could not be handled correctly. Big data can accurately analyze the factors affecting the transaction efficiency of each customer group, and based on the data analysis results, develop targeted prices for the corresponding customer group. In this regard, enterprises should apply big data to product pricing strategies and replace manual pricing with technology, which can improve pricing efficiency and ensure the rationality of pricing.

2.4 Reasonable use of big data technology

The application value of big data technology in enterprise marketing management is undeniable, but if the technology is not applied properly, it will have a counterproductive effect. Therefore, it is recommended that enterprises should not blindly follow the trend and directly learn from the technological application experience of other successful enterprises. Instead, they should stand from the perspective of innovation and practical needs, deeply apply big data technology to their corresponding consumer groups, and analyze their consumption needs and behaviors. On the other hand, it is

recommended that companies ensure privacy and security. Big data technology can be used for consumer demand and behavior analysis, but there must be a "degree" and not "cross boundary" mining of consumer privacy information.

3. Conclusion

In summary, research on the application of big data in marketing management has found that the effective application of big data technology can help improve the accuracy of enterprise marketing, identify customers' purchasing interests, and enhance the precision of marketing plans and strategies. Enterprises should comprehensively integrate big data into market opportunity exploration, consumer preference analysis, product pricing, and other work, and use big data to further strengthen the effectiveness of enterprise marketing management and assist enterprise development.

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