Analysis of New Marketing Strategies in the Era of Big Data

Yang Qingqing

Suzhou Jiedeman Cultural Communication Co., Ltd. Suzhou, Jiangsu

Abstract: In the new era, the development speed of big data technology is gradually accelerating, bringing certain opportunities for marketing activities. Developing and mining big data technology, building a digital and information-based marketing system, and innovating and optimizing marketing plans and strategies can further improve marketing efficiency and lay a solid foundation for the sustained and efficient development of the industry. Based on this, this article conducts in-depth analysis and research on new marketing strategies in the era of big data.

Keywords: Big Data Era; Marketing Management; New Ideas

1. Introduction

In recent years, with the gradual acceleration of socio-economic development and increasingly fierce market competition pressure, higher requirements have been put forward for the development of marketing activities. To ensure that marketing work can be carried out in depth and efficiently, and to improve marketing quality, relevant enterprises and organizations can migrate and apply big data technology, integrate and collect market information, deeply analyze market sales demand, carry out personalized, digital and modern marketing activities, continuously expand the scale of marketing, and provide broad development prospects for enterprises.

2. Opportunities for Marketing in the Era of Big Data

The promotion and popularization of big data technology not only changes and adjusts people's daily lives, but also brings huge opportunities for the development of enterprise marketing work. With the support and assistance of big data, enterprises can collect real-time, dynamic, and accurate information data generated by people's work and life, comprehensively take customers' behavior habits, ability levels, and sales needs into good consideration, use them as marketing reference, organize multi-level, multi-dimensional, and systematic marketing services, adjust and improve product marketing measures according to market demand and customer group needs, optimize and improve marketing positioning, not only further save marketing resources investment, but also strengthen enterprise marketing efficiency and enhance competitiveness in the market.

3. New Marketing Strategies in the Era of Big Data

3.1 Thoroughly Analyze User Data and Accurately Define Consumer Groups

In the context of big data, in order to ensure the stable and orderly development of marketing work, enterprises can apply modern information technology and big data technology to construct marketing platforms, dynamically track the consumption and resource usage of users from different channels and platforms, and thus form and construct complete and sound user consumption habits, restore and display user consumption preferences and real consumption needs, and provide convenient conditions for the stable and efficient development of subsequent marketing work.

First and foremost, we can use the enterprise online marketing platform to collect and integrate the information of marketing activities in real time, conduct in-depth analysis and identification to judge the development of marketing activities. For example, we can use Alipay, WeChat and other platforms to study the marketing status of users in different activities, accurately restore and display user consumption, and use user interaction information, user behavior data to grasp user consumption habits, preferences and needs, and organize targeted and dynamic marketing activities.

The second is to integrate online marketing

platforms with areas such as customer relationship management, e-commerce interaction platforms, and membership management, and extract and develop user data. For example, connecting e-commerce platforms, drawing comprehensive and complete user consumption images based on consumers' consumption trajectories and shopping records on e-commerce platforms and online interactive platforms, exploring customer information comprehensively and systematically, and forming evaluation reports and basis with certain reference value and use value.

3.2 Communicate and Interact with Customers to Improve the Quality of Marketing Services

In the context of big data, enterprises can leverage the evaluation and analysis functions of big data to organize and implement targeted and systematic marketing based on users' consumption needs and situations at different nodes and time periods, thereby improving the efficiency of customer information conversion and utilization.

One is to cleverly and flexibly utilize various channels and platforms, including online communication and interaction, offline exhibition visits, feedback on opinions and information, media advertising promotion and placement, and other modes, adjust and improve marketing plans and marketing plans, adjust and optimize the output and investment ratio of market products, so that the marketing effect can be improvedcomprehensively.

The second is to analyze and study customers' consumption situations and needs at different nodes and environments, automate management and detection of marketing plans, monitor business data in real-time and dynamically, continuously optimize and innovate enterprise marketing service strategies, and provide high-quality marketing services. For example, enterprises can combine users' information and product acquisition needs to prompt and guide users who have not awakened, and use intelligent services, menu based services, and other forms to provide services and assistance to customers, gradually improving customer loyalty and satisfaction with enterprise products, making customers the main body of enterprise product marketing, and cooperating with enterprises to participate in product marketing activities.

3.3 Develop a New Marketing Platform to Ensure Marketing Efficiency

Under the background of big data, the publicdemand for information extraction, development, integration, and collection is being increased constantly. In order to further meet the public demand for product acquisition, enterprises must develop new network marketing platforms, create diversified network marketing channels, and provide diverse and diversified marketing services and support to the public.

One is that enterprises can standardize and use the functions of new mediareasonably, utilize social and intelligent media platforms to promote their products, enhance product awareness and appeal. For example, scientific and rational use of new media platforms such as Weibo, WeChat, Tiktok, etc.,which can release product related information, and widely promote the product sales.

The second is to develop and apply new intelligent and digital technologies, organize and implement intelligent, efficient, and in-depth marketing service activities. For example, developing wearable devices, collecting and integrating consumers' daily activity trajectories and directions, and using the collected data as a basis to develop and design targeted apps, online platforms, etc., using enterprise exclusive and personalized platforms to provide consumers with personalized and diversified marketing services.

Users can collect and integrate product related information through various modes such as registering accounts, browsing information, searching information, analyzing information, etc., and clearly grasp the advantages and characteristics of the product. This can not only save marketing costs and resource consumption, but also enhance customer trust and dependence, provide more high-quality customers for enterprises, and provide assistance for sustainable and high-quality development of enterprises.

3.4 Cultivate Professional Marketing Talents and Build a Professional Marketing Team

Talents are the fundamental guarantee for promoting innovation and reform in marketing, and also the driving force for further

development of enterprises. In the era of big data, in the process of organizing and implementing marketing, on the one hand, enterprises need to actively hire and bring in marketing talents, enrich the reserve of marketing human resources, and enhance the ability and level of the enterprise's marketing team. On the other hand, it is necessary to cultivate and guide existing marketing workers in enterprises, guiding them to learn big data technology, information technology, and other technologies to ensure that they can carry out online and offline marketing activities in a standardized, reasonable, deep, and efficient manner.

4. Conclusion

In summary, under the background of big data, innovating and reforming enterprise marketing measures can improve the overall quality of marketing, assist in the digitalization, intelligence, and informatization of marketing, and require special attention. Enterprises need to clearly grasp the value and role of marketing, develop and refine big data technology, build a "big data+marketing" construction and development system, innovate and optimize marketing strategies and plans, and help expand and implement marketing activities.

References:

[1] Sheng Jie. Innovation of Enterprise Marketing Strategy Based on the Background of Big Data Era [J] Modern Marketing (Volume 1), 2023, (09): 158-160

[2] Wang Yiqiang. Research on the Curriculum System of Marketing Major in Colleges and Universities in the Era of Big Data [J] Industry and Technology Forum, 2022, 21 (14): 247-248

[3] Zhang Jie&Hu Jiani, Research on the Transformation of International Trade and International Marketing Strategies in the Context of Big Data Era [J] Marketing Industry, 2020, (42): 34-35