

# The Problems and Countermeasures of the Development of Network Marketing of Small and Medium-sized Enterprises in China

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**Abstract:** Network marketing is to represent the general trend, is the focus of future development of the whole enterprise marketing work. Small and medium-sized enterprises as a key component in the development of economy, the use of network marketing is irreversible. This paper starts from the network marketing environment analysis, lists the small and medium-sized enterprise engaged in network marketing problems, and gives relevant suggestions.

**Keywords:** network marketing; small and medium-sized enterprises; science and technology

## 1. Introduction

With the development of science and technology, the network has already come into thousands of households, efficient use of network platform for product marketing is not a new thing, but being concerned by more and more companies. Marketing battlefield many enterprises have changed from traditional competition in the market, moved to the network platform. Small and medium-sized enterprises as the economy the most active molecules, but also the entire market competition for the most part of the fierce, the use of network marketing is the basic requirement of the times.

## 2. China's Overall Network Marketing Environment

### 2.1. Companies Use the Breadth and Depth of Network Marketing to Promote

Our entire network started late, in the specific application there are still a lot of room for improvement. The network marketing in China market, the main products are still concentrated in a few products books, software, communication products, computer and its accessories limited, this is a big gap between the demand and the. Although there are a lot of product sales in the network is the existence of some difficulties, such as women try not provide service, which requires us to enterprises think of ways to solve this problem.

### 2.2. The Relevant Laws and Regulations is not Perfect

Network marketing is a marketing, but because of the whole space and traditional transactions are different, which causes the network marketing and traditional marketing in many ways are different. The traditional marketing, we have established a relatively perfect system of laws and regulations, but the face of the network marketing environment, there will be no adaptability in many ways. To make special network marketing of laws and regulations, it also requires a longer time to complete, so at this stage of the network marketing due to the lack of necessary laws and regulations restricting, thus there are certain risks.

### 2.3. The Security of Network Information Becomes the Key of the Development of Network Marketing

Network marketing in the information exchange and storage will be a lot of on the network, so the network information security is the enterprise of their own information security important protection field. The higher the open computer system in China, this makes a lot of bad network attacks are difficult to be fundamentally stop hackers, harm is also very difficult to be eliminated. China's real economy, due to cover the entire social credit system is not perfect, security makes the marketing and trading in the network are difficult to guarantee.

### 2.4. Consumers Familiar with the Network Marketing also Need a Process

According to relevant data taobao.com statistics, the main groups of Internet consumption in China concentrated income provinces of the southeast coastal areas, the income is relatively stable, the education level higher,

more familiar with the network, consumption demand presents the trend of personalized, high quality requirements for their products. In other parts of China's network consumption level remains to be improved. The consumption on the network, the consumer to the product performance can often judged by visual, this ability to the consumers have higher requirements, so consumers in many commodity purchase still need through traditional face-to-face business channel.

### **3. Problems in the Network Marketing of our Country Small and Medium-sized Enterprise Using**

The network marketing of our country in recent years, the fast development of the society, the width and depth of the influence continues to expand, but compared with developed countries, the gap is still relatively large. China's large enterprises in the network marketing to do relative to the small and medium-sized enterprise is relatively good, small and medium-sized enterprises in the network marketing, there are still a lot to be solved the problem.

#### **3.1. Small and Medium Enterprises Network Marketing Mode is not Flexible**

Many small and medium-sized enterprises in China have their own business web site, but many sites only enterprise introduction, no network marketing business related. Such a "portal" website will make the watch company web page to many customers, and are interested in can connect with the company by telephone, no interest and go. This makes the company's overall marketing is passive, not active marketing function. Therefore, in the web design company, should pay attention to add an interactive link, lets the customer be able to fully understand the enterprise, at the same time, the enterprise also can know who visit the company's Web site, best can provide clients the opportunity to exchange. There are quite a number of enterprise website, leave the information and introduction are several years ago such information, browse the company's Web site customers, not only increase the company's favor, but will leave a bad impression, so the company to the network marketing model innovation, increase its flexibility.

#### **3.2. Small and Medium-sized Enterprises to Develop the Network Marketing Degree of Attention to be Improved**

Attitude decides everything. Many small and medium-sized enterprises that are most of his energy are struggling to cope with the fierce market competition of the entity, therefore many enterprises for the network of market and competition, no energy and time to. This is actually a lot of network marketing for small and medium enterprises pay insufficient attention to perfor-

mance. We all know that the future network is an integral part of our life, work, entertainment and consumption platform, network is an important platform to change our society and life, the enterprise wants to develop in the future competition, gain an advantage position in the market, small and medium-sized enterprises want to grow into large enterprises, network platform is not indispensable, is to adhere to the development of.

#### **3.3. Network Marketing Staff Lack the Professional Talent**

The development of network marketing in China is not long, the number of personnel engaged in this industry, professional talent is more the lack of. As small and medium-sized enterprises, often at a disadvantage and large enterprises in the talent competition, so for the specialized personnel supply network sales, SMEs are often difficult to find suitable talent. There is no professional talents to the development of network marketing work, which set a high threshold for network marketing and development of small and medium enterprises.

### **4. Related Recommending Network Marketing Development of Small and Medium-sized Enterprises**

Sales network platform with low cost, large enterprises and small and medium-sized enterprises with little difference in the network marketing advantages, to promote small and medium enterprises should static next hearts will develop their own network marketing.

#### **4.1. Comprehensive Utilization of Various Cyber source, the Establishment of Enterprise Network Marketing Platform**

Enterprises should establish a network marketing platform, to a detailed plan to develop according to their own actual conditions. The first enterprise network marketing, not only the enterprise sales over the Internet, but to the entire enterprise online, make enterprise can fully show themselves in the network, let the enterprise all to establish a general network marketing concept. The second is the network marketing is not only selling products, but consumers have a complete production process. Enterprises through the network so that consumers can obtain the corresponding service process in the shopping process, to allow consumers to experience the benefits of network consumption. Finally, is the enterprise is able to build a huge database, for consumers to have a analysis in the enterprise sales network marketing platform, let the enterprise to be able to understand the real needs of consumers.

#### **4.2. To Improve the Independent Network Marketing Platform Construction**

Due to the small and medium-sized enterprise in the cost control tend to be stricter than large enterprises, so the establishment of a sales network platform, its cost is often difficult to control, but the effect is not necessarily good. As small and medium-sized enterprises can be divided into two steps to establish own sales network platform. The first is based on Taobao and other well-known third party network sales platform, to accumulate credit rating and popularity. Secondly, when the shop to a certain stage of development, to build their network marketing platform. Although the high cost, but can be the future own sales network platform is in their hands, not heteronomy.

#### **4.3. Use the Network to Improve Follow-up Services Platform, Promote the Enterprise Overall Image**

The sales network of sales are placed in the virtual network environment, this can cost a certain province, but also makes the enterprise can't give consumers a sense of security. Consumer to consumer network the most worried about is the after sale service and repair problems.

Enterprises can set up shop in the whole customer service, provide customer service. At the same time in order to enhance the competitiveness of small and medium-sized enterprises, to accelerate the speed and level of after sale service, this time we can make good use of the network marketing platform, the speed and the efficiency of information transfer to speed up the follow-up services, and ultimately improve the overall competitiveness of small and medium sized enterprises.

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