

Breakthrough of Traditional Internet Marketing Thinking

Pellinen

School of marketing, Cambridge State University, California, 94203, America

Abstract: With the rapid development of the Internet, based on the Internet network business gradually increased the number of, in the fierce market competition, network business to marketing model and marketing innovation, became the important issues related to the development of electronic business networks. From the point of view of the marketing mode of the network business, in the marketing thinking, most network business has exceeded the traditional marketing thinking, from highlight the characteristics of products, survey to the actual needs of customers, according to specific customer groups and innovative marketing means to obtain the success. Obviously, in the Internet era, Internet marketing is only a breakthrough in traditional thinking, in order to ensure the positive effect of marketing. Therefore, we only based on the characteristics of the Internet, a serious study of the Internet marketing model and marketing tools, and actively do a good job of marketing innovation, in order to meet the needs of the reality of Internet marketing.

Keywords: Internet marketing; Traditional marketing; Thinking; Innovation

1. Introduction

In the current way of life, network marketing has been deeply implanted in our work and life. Contrasted with the traditional marketing, network marketing not only changed the way of selling products and sales channels, but also greatly improves the convenience of consumption, in the after-sales service quality and pre-market product information, than traditional marketing has a clear advantage. Based on this understanding, we should not only a careful analysis of the advantages of Internet marketing, but also recognizes the difference between Internet marketing and traditional marketing, from pay attention to update modern marketing concept, through the network to construct communication platform between the enterprise and the customer, and actively carry out after-sales service innovation strategy of thinking beyond the traditional marketing, improve the overall effect of the product sales.

2. Advantage of Internet Marketing

Network marketing is refers to enterprises to take advantage of the computer system, the online network and interaction of digital media market survey, sales promotion, etc. a series of business activities in order to achieve the goal of enterprise marketing a marketing methods. Once the network marketing was born, its momentum will not be blocked. Currently there are hundreds of millions of people without transfer in online shopping, etc.. With the rapid development of the network in recent years, network marketing has become an important way of marketing products, network business has also become a important carrier of online sales of goods, in marketing philos-

ophy and marketing and traditional marketing has a larger difference.

Combined with the actual experience of Internet marketing, Internet marketing advantage more performance in the following points: in the concept of marketing, Internet marketing is more advanced than the traditional marketing. Because of the Internet marketing to take a new way of thinking, so in the marketing concept, Internet marketing than traditional marketing is more advanced and effective, is very important to meet customer demand; in marketing, Internet marketing than traditional marketing more effective. Internet marketing take full range of product promotion means, reach the customers sitting at home can be a comprehensive understanding of the characteristics of the products, and traditional marketing compared in product introduction has more advantages; in marketing, Internet marketing than traditional marketing more obvious. Due to the adoption of the efficient method of payment and perfect goods of exchange a purchase agreement, Internet marketing in the marketing effect than traditional marketing to more obvious.

3. Internet Marketing in the Marketing Thinking and the Difference between Traditional Marketing

Through the comparison of Internet marketing and traditional marketing, Internet marketing and traditional marketing in the marketing of different thinking led to the two in the marketing effect of a certain gap. Combined with internet marketing and traditional marketing, Internet marketing in marketing thinking and traditional marketing differences mainly in the following aspects:

Internet marketing thinking pay more attention to the customer's consumption experience. In the network marketing, network business to customer as God, both in products and customer service, pay more attention to customer's consumption experience, aims to train customers to become fixed consumer groups, is more effective than traditional marketing in marketing; Internet marketing focus on analysis of customer demand and customer base of mining. In Internet marketing, almost every kind of product is produced according to the demand of customers, and many customized products have been welcomed by our customers. Based on the customer demand to take corresponding strategy marketing, Internet marketing and traditional marketing is the biggest difference; Internet marketing and traditional marketing in the product after-sales service attitude is different. Because of the network with this convenient communication channels, Internet marketing can communicate with customers in a timely manner after the product sales, and get the direct experience of customers, to improve service quality is very helpful. This is also the main difference with the traditional marketing.

4. Internet Marketing in Breaking the Traditional Marketing Thinking Process, should Pay Attention to Update the Concept of Modern Marketing

After the concepts, marketing strategy can help enterprises to understand its industry position in the market, enterprises only in the understanding of the enterprise engaged in the behavior, competitors which, the industry will be how the evolution and development of a series of problems, in order to put the land to develop a series of short-term, mid-term, long-term planning, in order to seek the development of breakthrough point and foothold. Based on this understanding, the Internet marketing only in the marketing concept for a comprehensive update, in order to meet the needs of marketing, to achieve the purpose of improving the effectiveness of marketing. To this end, the Internet marketing should start with the following aspects:

Focus on the introduction of modern marketing concept of customer first. In the Internet era, customer choice larger, in Internet marketing, and only pay attention to the concept of the supremacy of customers can effectively grasp the customer psychology, improve the marketing effect; to break through the traditional way of thinking, pay attention to customer group is established. In the network business, almost every business has a fixed customer base, the establishment of the customer group while spending a larger effort, but for future product marketing has the very big help; grasp the marketing principle, do a good job prospective customers development. In the marketing focus on the establishment of

customer groups, while actively developing prospective customers, has become the Internet marketing is the focal point and an important development direction, only pay attention to the use of this means, in order to improve the effect of Internet marketing.

5. Build the Communication Platform between the Enterprise and the Customer Through the Network

Customer satisfaction is the only standard for enterprises, promote technological innovation, strengthen enterprise management, build a communication platform between the enterprise and the customer, a real-time interactive communication network formation, the tens of thousands of customers, distributors, agents and as a resource of the enterprise, the use of modern technology and network, the establishment of customer files. From the success of the current Internet marketing point of view, a sound and effective communication platform is the key to ensure the effectiveness of Internet marketing. To this end, we should break the traditional marketing concept, pay attention to the construction of the exchange platform between enterprises and customers in Internet marketing.

The platform of communication between enterprises and customers will be built as an important basis for network marketing. In order to enhance the overall effect of Internet marketing, build communication platform between the enterprise and the customer is very important, only to realize this point, and actively promote the construction of the communication platform, in order to meet Internet marketing needs; increase of modern network technology, building the exchange platform, the enterprise and the customer. Between the enterprise and customer communication platform construction process, can increase corresponding modern means of network technology, improve and promote the development of the Internet marketing effectiveness of communication platform; to the customer information of file, improve the quality of customer information management. Based on the actual needs of the construction of enterprise and customer communication platform, should strengthen the collection of customer information, and customer information to classify and file processing, enhance the quality of enterprise and customer communication.

Combined with the actual experience of Internet marketing, Internet marketing advantage more performance in the following points: in the concept of marketing, Internet marketing is more advanced than the traditional marketing. Because of the Internet marketing to take a new way of thinking, so in the marketing concept, Internet marketing than traditional marketing is more advanced and effective, is very important to meet customer demand; in marketing, Internet marketing than traditional marketing more effective. Internet marketing take full range of product promotion means, reach the customers sitting at

home can be a comprehensive understanding of the characteristics of the products, and traditional marketing compared in product introduction has more advantages; in marketing, Internet marketing than traditional marketing more obvious. Due to the adoption of the efficient method of payment and perfect goods of exchange a purchase agreement, Internet marketing in the marketing effect than traditional marketing to more obvious.

6. Should Actively Implement the After-sales Service Innovation Strategy

After the concepts, marketing strategy can help enterprises to understand its industry position in the market, enterprises only in the understanding of the enterprise engaged in the behavior, competitors which, the industry will be how the evolution and development of a series of problems, in order to put the land to develop a series of short-term, mid-term, long-term planning, in order to seek the development of breakthrough point and foothold. Based on this understanding, the Internet marketing only in the marketing concept for a comprehensive update, in order to meet the needs of marketing, to achieve the purpose of improving the effectiveness of marketing. To this end, the Internet marketing should start with the following aspects:

After sales service is an important part of the enterprise and the seller. Increase the after-sales service to the user, the enhancement of product quality, market sales and after-sales service consciousness, improve market information database, the customer required commodity information database is established using time, quantity, price, size, etc.. Based on its own characteristics of Internet marketing, to break through the traditional marketing thinking, we should actively implement the service innovation strategy, the specific work should be done in the following aspects:

Establish a sound service system for products. For Internet marketing, perfect after-sale service system is an important guarantee to ensure the smooth flow of product sales channels and improve the sales performance. Based on this understanding, it is very necessary to actively establish a sound service system of the products, and clarify the responsibilities of the product after sales service. In order to ensure the efficient operation of the Internet marketing products after-sales service agencies, should according to the needs of the reality of the product after-sales service, clear responsibilities of after-sales service agencies, to ensure that the product after-sales service agencies can give full play to; improve the product after-sales service information, product after-sales

service specification. In the process of service innovation strategy implementation, only to strengthen the product after-sales service information collection and improvement, and the product after-sales service behavior norms, in order to improve the effect of after-sales service.

7. Conclusions

Through the analysis of this paper shows that Internet marketing as a new marketing mode, only from pay attention to update modern marketing concept, through the network to construct communication platform between the enterprise and the customer, and actively carry out after-sales service innovation strategy and other aspects, in order to break through the traditional marketing ideas and improve the overall effect of the product sales. with the rapid development of the Internet, based on the Internet network business gradually increased the number of, in the fierce market competition, network business to marketing model and marketing innovation, became the important issues related to the development of electronic business networks. From the point of view of the marketing mode of the network business, in the marketing thinking, most network business has exceeded the traditional marketing thinking, from highlight the characteristics of products, survey to the actual needs of customers, according to specific customer groups and innovative marketing means to obtain the success. Obviously, in the Internet era, Internet marketing is only a breakthrough in traditional thinking, in order to ensure the positive effect of marketing. Therefore, we only based on the characteristics of the Internet, a serious study of the Internet marketing model and marketing tools, and actively do a good job of marketing innovation, in order to meet the needs of the reality of Internet marketing.

References

- [1] Liang Dong, Yu Feng. Comparative analysis of Chinese and foreign Internet marketing mode and Its Countermeasures[J]. Industry and Technology Forum, 2013, (5): 44-47.
- [2] Zhou .Research on the development strategy of network marketing in China[J]. Modern commercial research, 2013, (11): 16-19.
- [3] Dong Yanan. The growing Chinese Internet[J]. Industry and Technology Forum, 2011, 7(11):67-89.
- [4] Lu Yu duo, Zhou Huibin. Electronic commerce will be applied [J]. Modern business research in marketing, 2012, (6): 17-20.
- [5] Liu Fei, Xu Cheng. Discussion on the development of China's network marketing model[J]. SAR economy, 2013, (8): 293-294.
- [6] Pan Hao. Innovative ideas of network marketing under the new situation[J]. Modern business research, 2013, 7(2): 45-78.