

Analysis of Small and Medium Sized Enterprise Mobile Internet Marketing Mode

Copeland

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

Abstract: With the continuous development and progress of social economy, the continuous innovation and reform of science and technology, the rapid development of the mobile Internet industry. More and more enterprises begin to pay more attention to the mobile internet marketing, especially in the marketing process of WeChat and the wide application of two-dimensional code technology. Mobile internet marketing model success breaking the drawbacks of the traditional marketing model, rich and effective SME Promotion means, in order to attract more consumer attention, for small and medium-sized enterprises to create more economic benefits, enhance their competitiveness in the market, the stability of small and medium-sized enterprises to promote sustainable development. This article will further analysis and Discussion on the mobile internet marketing mode of small and medium sized enterprises.

Keywords: Small and medium-sized enterprises; Mobile internet marketing; Model research and analysis

1. Introduction

At present, we are in an age of the Internet, the development of small and medium enterprises to advance with the times, to keep up with the pace of the times. With the passage of time, more and more people began to recognize the importance of mobile Internet for life, are inseparable from the consumption of mobile Internet, mobile Internet created big data technology, every minute of every day, people are from the Internet gets its information data. Therefore, small and medium-sized enterprise to want to open up the market, enhance their core competitiveness, we must make full use of the marketing mode of mobile Internet, expand their business scale, the maximum to meet customer needs, thereby creating a more economic benefits, promote enterprise stable steady and sustainable development.

2. Mobile Internet Marketing, the Main Advantage of SMEs

With the continuous development of mobile Internet technology, people's lives have been separated from the Internet platform, almost everyone has a variety of mobile smart devices, including the most common mobile phones, computers and so on. According to authoritative department survey shows that the current Internet users in China has more than 800 million of the Internet, whether it is urban or rural, 4G network coverage continues to spread to every corner of the country. The public constantly not through the Internet platform to obtain information and services that they want, the small and

medium-sized enterprises to fully realize the potential of the Internet market, future advertising market as a whole will be mobile advertising dominated, consumers constantly not in use of mobile social networking, mobile payments and mobile shopping and other intelligent software. The advantage of the mobile Internet is that it's personalized, functional and mobile portability, etc.. Every mobile Internet users can at any time, any place to operate mobile devices, so as to obtain business product information, and then directly use the mobile payment software for online consumer. SME can effectively carry out mobile internet marketing activities, successful in attracting consumers eyes, using the lowest cost to improve the promotion of the efficiency of enterprise products, strengthen exchanges and communication with the customers, give customers the best online services, to maximize meet customer demand, so as to effectively promote the enterprise healthy development.

3. Small and Medium Enterprises in the Mobile Internet Marketing Model has the Main Problems

3.1. The small and medium-sized enterprise for Internet marketing attention

enough mobile internet marketing as a new marketing model, many companies failed to fully understand its advantages and to try new things maintain a wait-and-see attitude. Especially small and medium-sized pharmaceutical enterprises by the influence of the traditional marketing idea, is generally believed that Internet marketing to

put more of the cost, and information on the number of drug is large, need to spend more time and energy to compiled information, Internet marketing model can not give customers the best face to face service. Drug students production and distribution companies must be under the guidance of professional pharmacists in hospitals and pharmacies to carry out sales, resulting in small and medium enterprises interested in the Internet marketing model is low.

3.2. Small and medium-sized enterprises lack of professional practical talents of Internet Marketing

Mobile internet marketing model in China's development time is short, the concept of small and medium enterprises for it is more vague, so the enterprise has not been able to train a large number of mobile Internet professionals. With the passage of time, small and medium-sized pharmaceutical enterprises also began to recognize the importance of Internet sales of drugs, the relevant departments of the state has officially confirmed the legitimacy of the Internet drugs transaction, more and more pharmaceutical companies into the Internet marketing model building to. Through the business model, enterprise line Leger line products trading, for consumers to bring more convenient services experience, create more economic benefits and social benefits. However, small and medium-sized pharmaceutical enterprises or lack of relevant professional mobile internet marketing talent, not willing to pre invest too much money to train or the introduction of professional marketing talents, simply recruiting some degree of culture is not high, for Internet marketing little understanding of the sales staff, enterprise Internet marketing activities carry out quality and the effect is bad, can not bring a positive and effective role in promoting.

3.3. Failed to establish a comprehensive evaluation system of mobile internet marketing effectiveness

To promote the continuous innovation and development of small and medium enterprises Internet marketing, we must establish a perfect evaluation system of mobile Internet, so as to reflect the true level of marketing. However, at present, the research on the evaluation of the Internet marketing effectiveness is not deep enough in our country, and the small and medium-sized enterprises lack the relevant professional guidance. As transmission has long been the pharmaceutical industry is the poorly understood, traditional medicine enterprise marketing exist the same strategy, creative and put the same drawbacks, pharmaceutical companies rely too much on in traditional media advertising, ignoring the Internet marketing communication effect, resulting in small and medium-sized pharmaceutical enterprises in the marketing means single and limited.

4. Innovation and Improvement Measures for the Mobile Internet Marketing Model of Small and Medium Sized Enterprises

Based on the background of mobile Internet, the future mobile internet marketing is bound to become an important way of marketing companies in various industries and SMEs to want to stand out in the competition and incentive of the market, we must seize the opportunity, make full use of mobile internet marketing, to build a complete Internet marketing mode, and constantly improve the enterprise's influence and create more economic benefits.

4.1. Clear the connotation of the modern mobile Internet Marketing

Small and medium sized enterprises, especially pharmaceutical enterprises to dare to break the traditional marketing idea, to the current of understanding is a mobile Internet era, consumers have long life and the Internet closely linked together, pharmaceutical enterprises to respond to national call, under the policy guidance, vigorously develop Internet marketing, it is necessary to maintain the traditional marketing communications, but also strengthen network interactive marketing communication. To give a better customer service experience in the Internet platform, not online personal door asked the relevant product information, the realization of the target consumers and pharmaceutical enterprises of zero distance contact.

4.2. To develop mobile internet marketing talents

As mobile internet marketing in China's development history is short, small and medium enterprises seriously lack of professional Internet marketing professionals. Therefore, small and medium-sized enterprises must invest the funds for the construction of Internet marketing talent team, will continue to cultivate professional Internet marketing talent, so as to fully understand the theoretical knowledge of Internet marketing mode, and in the marketing mode and dare to innovate. Small and medium-sized enterprises to organize regular Internet marketing personnel to carry out professional education and training, enrich their marketing means and methods, for the long-term development of the enterprise culture of more practical internet marketing talent.

4.3. Strengthening the Internet integrated marketing of small and medium sized enterprises

Small and medium enterprises should start from the actual situation of enterprises, formulate a scientific and reasonable Internet marketing strategy, to effectively the advanced Internet marketing concept throughout the enterprise's marketing communication process. For example, pharmaceutical companies should continue to strengthen

their own product information and brand information linkage spread, to the traditional media marketing and Internet marketing effective combination, to achieve a close linkage between them. The spread of traditional media is to create a good image for the pharmaceutical companies, the exposure of the brand for the enterprise. And Internet marketing is to strengthen the exchange of pharmaceutical companies and consumer interaction. Pharmaceutical enterprises can according to their own economic development, in accordance with the needs of enterprise marketing, the establishment of different modes of marketing. For example, in order to attract more target consumers, can strengthen the propaganda of the major community sites; to improve the influence and reputation of the enterprise, it is necessary to do a good job in the brand promotion of large-scale search website.

5. Conclusions

To sum up, the small and medium-sized enterprises want to in the market economy long-term occupy a place, it is necessary to continuously upgrade their core competitiveness, firmly grasp the mobile Internet era has brought opportunities for development, rational use of the Internet technology to launch the marketing of the enterprise, to achieve precision marketing in enterprises in the market. Mobile Internet market space is huge, small and me-

dium enterprises should fully understand the role of the mobile Internet, and actively innovate to build a mobile internet marketing model, and constantly create more economic benefits for enterprises.

References

- [1] Zeng Rui, Wang Yingyan. Research on the transformation of e-commerce model for small and medium enterprises in Yiwu [J]. mobile commerce Journal of Handan Polytechnic College.2013 ,3(1):9-23.
- [2] Left. Small and medium-sized enterprise mobile internet marketing problems and Countermeasures Research [J]. Journal of Changsha University of Science and Technology (SOCIAL SCIENCE EDITION).2014 ,9(4):89-103.
- [3] Ho's estate, Rui Tingxian, Lv Guangjin, Yu Weiguang. The development status and Countermeasures of mobile internet marketing for small and medium sized enterprises [J]. computer knowledge and technology.2015,7 (19):99-110.
- [4] Ji Yongwei. Review research on the problems and Countermeasures of the [J]. enterprise has the small and medium-sized enterprise mobile internet marketing.2013,7 (16):57-75.
- [5] China Internet Network Information Center (CNNIC). The thirtieth China Internet development situation statistical report [R].2012.
- [6] Wang Xiaojun. Study on the transformation of China mobile enterprise customer channel for the whole business operation [D]. Beijing University of Posts and Telecommunications, 2014.