# Research on Marketing Strategies of "Internet+" Enterprises

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**Abstract:** With the continuous development of Internet technology in China in recent years, the "Internet+" concept has played a pivotal role in corporate marketing strategies. To further propel sustainable corporate growth, enterprises must focus on marketing, continually adjust their management philosophies and strategies based on their own development situations and needs, and actively innovate their marketing tactics, thereby enhancing their market competitiveness and advantages.

*Keywords*: "Internet+"; Enterprise; Marketing strategy

## 1. Introduction

The continuous advancement of Internet technology holds significant importance in driving the development of various industries. It has not only drastically altered people's production and lifestyles but also profoundly impacted corporate marketing strategies and models. In the information age, enterprises face mounting challenges, manifested in the rapid evolution of the market environment, the increasingly individualized demands of consumers, and the diversification of marketing channels.

## 2. The Impact of "Internet+" on Corporate Marketing Strategies

### 2.1 The Profound Transformation of the Market Environment

With the application of the Internet across industries, geographical boundaries are gradually broken down. For enterprises, this means they are no longer confined to local markets but can reach consumers globally, thereby accelerating the process of globalization to a certain extent. However, this change also exposes enterprises to more intense market competition[1]. To better cope with this change, enterprises must possess stronger market insight to swiftly capture the dynamic shifts in the global market. Additionally, with the support of the Internet, the speed of information dissemination has significantly increased.

### 2.2 Shifts in Consumer Behavior and Emerging Trends

Due to the influence of the Internet, consumer shopping behaviors have undergone significant changes. Specifically, they are no longer limited to physical stores but choose to select products through online platforms, where they can compare prices and performance of various products before making a purchase decision. This shift has made consumers more rational in their shopping behaviors. Furthermore, many consumers now prioritize personalization and experientiality in their consumption. For instance, Starbucks' "I am Starbucks" program allows consumers to customize their coffee, effectively satisfying their individualized needs and enhancing their shopping experience[2].

### 2.3 Diversification of Marketing Channels

The development of the Internet has opened up numerous possibilities for corporate marketing. Social media platforms such as Facebook and Instagram provide effective avenues for enterprises to interact with consumers. E-commerce platforms like JD.com and Alibaba offer online sales channels for corporate products. Mobile applications facilitate better access to consumers. These marketing channels enable enterprises to precisely target consumers and provide products and services that meet their needs, thereby enhancing marketing effectiveness. For example, Nike utilizes mobile applications not only to sell products but also to share stories about sports or organize online events on the Internet platform, thereby fostering a strong emotional connection with consumers.
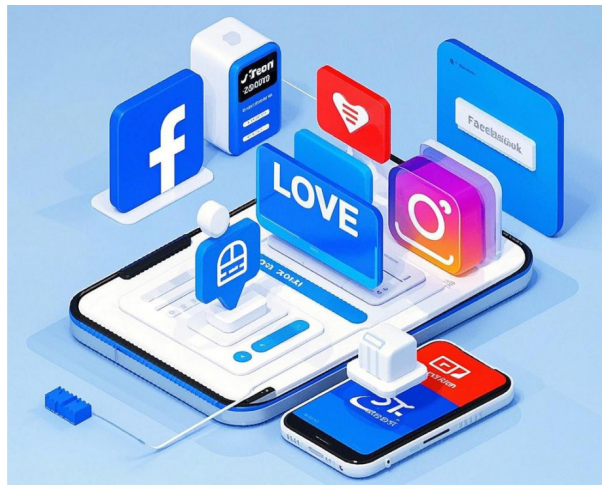
**Figure 1. Digital World: Social Media Icons at a Glance**

## 3. Innovative Paths for "Internet+" Corporate Marketing Strategies

### 3.1 Precision Marketing

In today's information age, consumers are exposed to a vast amount of information daily. For enterprises, attracting consumers' attention amidst this deluge of information poses a significant marketing challenge. The emergence and application of big data technology have provided effective solutions. Specifically, by deeply analyzing consumers' online behavior, including social media interactions, shopping habits, browsing history, etc., enterprises can create more accurate consumer personas and better grasp their needs, interests, and preferences. Amazon's recommendation system, for example, utilizes big data analysis to recommend products of interest to consumers based on their shopping history and browsing behavior, thereby enhancing conversion rates[3].

### 3.2 Content Marketing

To ensure the success of content marketing, firstly, the content must be of high quality. This requires enterprises to have a deep understanding of target consumers' needs and interests, enabling them to create content that resonates and provides value. For instance, an educational technology company publishing articles on online learning tips not only helps consumers solve practical problems but also showcases the company's expertise and care, significantly enhancing its brand reputation.

Furthermore, the dissemination of content should be prioritized. Enterprises can leverage multiple channels such as social media and email to precisely deliver content to target audiences. For example, analyzing consumers' social media behavior with big data can determine the most suitable platforms and times for content dissemination. However, content marketing is not a one-time endeavor but requires continuous optimization and development[4].

### 3.3 Social Media Marketing

In the current digital era, social media platforms have evolved from mere communication tools into avenues for enterprises to engage with consumers, exemplified by WeChat, Weibo, and others. The emergence and application of these platforms enable enterprises to effectively connect with consumers worldwide, fostering positive interactions. In concrete marketing efforts, enterprises can strategically plan and publish engaging content, such as real-life case studies, online events, and product stories, to stimulate consumer participation. These strategies not only showcase the unique features and advantages of products but also effectively convey the core values of the corporate brand, fostering an emotional connection between consumers and the brand[5]. For instance, Apple leverages social media to share how users leverage its products for learning and work, emphasizing the innovative value of its products.

Furthermore, social media's viral propagation characteristic allows user-generated content to continuously spread, creating a word-of-mouth effectg[6].

### 3.4 Omnichannel Marketing

In the current consumer market, the shopping behaviors of an increasing number of consumers have transcended traditional shopping patterns, with a growing emphasis on personalization. These consumers may discover products on social media, browse them on e-commerce platforms, and ultimately make purchases in physical stores. This shift poses

significant challenges for enterprises, primarily in how to construct a seamless omnichannel marketing system that genuinely meets consumers' shopping needs across different scenarios[7].

The crux of omnichannel marketing lies in "integration," which simply means breaking down the barriers between online and offline channels to achieve seamless multichannel connectivity. In terms of marketing, enterprises should effectively integrate various touchpoints, including online stores, physical stores, mobile applications, etc., to form a comprehensive shopping journey. Within this process, data integration and analysis are crucial. Enterprises need to leverage data analysis to gain a deep understanding of consumers' shopping habits, preferences, and needs, thereby providing precise product recommendations and services[8].

### 3.5 Technology Innovation as a Driving Force

With the continuous improvement of China's technological level in recent years, an increasing number of modern technologies, such as cloud computing, artificial intelligence (AI), and virtual reality (VR), have been widely applied in corporate marketing, offering new possibilities for enterprises to innovate their marketing strategies[9].

VR technology, with its unique immersive experience, has brought about significant changes in corporate marketing. As this technology deepens its application, it effectively breaks down traditional marketing barriers, allowing consumers to interact with products in a virtual environment, thereby further stimulating their shopping enthusiasm. For instance, IKEA, a furniture retail giant, has launched VR applications that enable consumers to preview the placement of furniture in their homes before making a purchase, even simulating different lighting and time-of-day effects. This type of shopping experience not only improves consumer satisfaction but also effectively stimulates their desire to purchase[10].
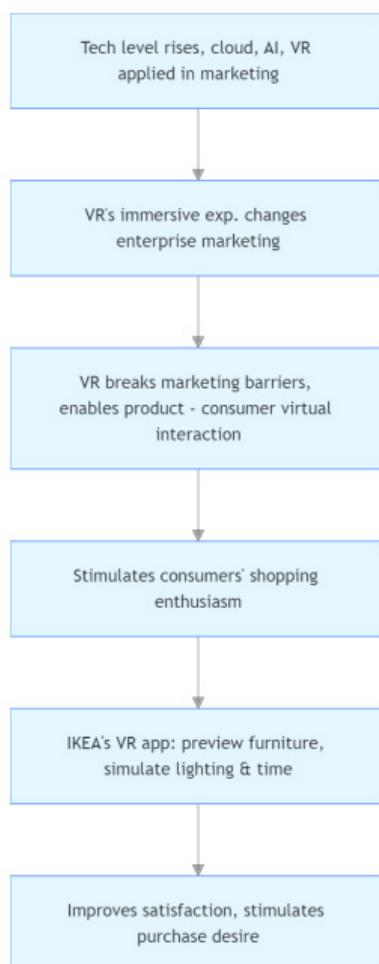


**Figure 2. The Application and Impact of VR in Enterprise Marketing Driven by Technological Innovation**

## 4. Conclusion

In summary, in today's era of "Internet+", corporate marketing strategies have undergone significant changes. To

better cope with the increasingly fierce market environment, enterprises should deeply recognize the importance of Internet technology and actively formulate reasonable marketing strategies by understanding its impact on such strategies.

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