



Research on the Construction and Implementation Path of Enterprise Precision Marketing Strategy System in the Big Data Era — Based on Consumer Behavior Analysis

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Abstract: With the rapid development of big data technology, enterprise marketing activities are shifting from the traditional extensive model to more targeted and interactive precision marketing. Taking consumer behavior analysis as the core, this paper explores the construction logic and implementation path of enterprise precision marketing strategy system under the background of big data. Through theoretical combing and case analysis, this paper constructs a closed-loop marketing system of "Data Perception - Behavior Identification - Strategy Output - Feedback Optimization", and puts forward corresponding suggestions on organizational guarantee and technical support.

Keywords: big data; precision marketing; consumer behavior; marketing strategy; data-driven

1. Introduction

Driven by the rapid development of the Internet and mobile technologies, the types of data available to enterprises have become increasingly abundant, and consumer behavior has shown highly digital, real-time and personalized characteristics. However, at present, many enterprises still have problems such as data silos, fragmented strategies and improper technology application in the process of precision marketing implementation, leading to the marketing effect falling short of expectations.

2. Characteristics and Analysis Mechanism of Consumer Behavior in the Big Data Era

2.1 Sources and Types of Consumer Behavior Data

In the big data era, the sources of consumer behavior data show diversified characteristics, covering the entire online and offline interactive tracks of consumers, and providing sufficient data support for behavior analysis[1]. Consumer behavior data comes from a wide range of sources, including various interactive data in online scenarios and behavior records in offline consumption scenarios, forming an all-round data collection network. The corresponding types of behavior data are rich and diverse, which can be clearly divided according to consumption links and behavior attributes. Different types of data reflect consumers' demand preferences, decision-making logic and behavior habits from different dimensions.

2.2 Digital Characteristics and Influencing Factors of Consumer Behavior

Consumer behavior in the big data era presents distinct digital characteristics, which have undergone fundamental changes compared with traditional consumption behavior, and are simultaneously affected by a combination of various factors. The digital characteristics are mainly reflected in the onlineization, scenarization, personalization and instantaneity of behavior. Consumers' behaviors such as demand expression, information acquisition and consumption decision-making are highly dependent on digital channels, and their behavior tracks can be accurately recorded and traced.

2.3 Common Technologies and Models for Consumer Behavior Analysis

The development of big data technology has promoted the continuous improvement of the consumer behavior analysis system, forming a set of common technologies and models that provide scientific support for enterprises to interpret consumer behavior accurately[2]. Common analysis technologies focus on data processing and in-depth mining, which can realize the cleaning, integration and analysis of massive consumer behavior data, quickly extract core features and in-depth correlations from the data, and break away from the limitations of traditional analysis methods. The corresponding analysis models focus on the summary of consumer behavior laws and trend prediction.

3. Construction Logic of Enterprise Precision Marketing Strategy System

3.1 Core Concepts and Development Stages of Precision Marketing

Its core concept emphasizes the in-depth analysis based on consumer behavior data, accurate identification of target consumer groups, targeted delivery of marketing information, realization of efficient allocation of marketing resources, and consideration of both marketing effects and consumer experience. Precision marketing has experienced different stages of development, gradually evolving from primary precise positioning to advanced personalized interaction.

3.2 Principles of Strategy Design Based on Consumer Behavior

The core principles revolve around consumer behavior data and demands. The primary principle is precision, which relies on the results of consumer behavior analysis to accurately locate target groups and demand pain points and avoid the waste of marketing resources[3]. Secondly, the personalization principle requires designing differentiated marketing content and forms combined with consumers' behavioral preferences and demand differences to meet the personalized needs of different consumers. Thirdly, the coordination principle ensures that marketing strategies are coordinated and adapted to consumers' behavior tracks and demand changes, realizing full-scenario and whole-process marketing coverage. Finally, the sustainability principle focuses on consumer experience and long-term relationship maintenance, improves consumer stickiness through precise strategies, achieves the dual goals of short-term conversion and long-term retention, and promotes the sustainable development of enterprise marketing.

3.3 Construction Model of Precision Marketing Strategy System

Centering on consumer behavior analysis and demand satisfaction, it forms an all-round and multi-level model system. Based on consumer behavior data and taking demand mining as the core, the model covers several key links such as target group positioning, marketing content design, channel selection and scenario adaptation. All links are connected and coordinated to form a complete marketing closed loop. The core logic of the model is to clarify demands through consumer behavior analysis, design targeted strategies based on demands, deliver marketing information through appropriate channels and scenarios, and then optimize strategies through behavior feedback to achieve continuous iteration.

4. Implementation Path and Optimization Mechanism of Precision Marketing

4.1 Data Infrastructure and Technology Application Path

The construction of data infrastructure focuses on data collection, storage and processing. It is necessary to build a sound data collection channel to realize the all-round coverage and accurate collection of consumer behavior data, and at the same time construct a safe and reliable storage and processing system to ensure the security and availability of data. The technology application path focuses on the implementation of big data technology, applying analysis technology, modeling technology, personalized push technology and other technologies to the whole marketing process, realizing accurate analysis of consumer behavior, personalized generation of marketing content, intelligent matching of channels, and promoting the automation and intelligence of the marketing process. Data infrastructure and technology application support each other: the infrastructure provides data guarantee for technology application, and technology application taps data value to ensure the efficient implementation of precision marketing strategies.

4.2 Organizational Structure and Process Reengineering Strategy

Through the adjustment of organizational structure and process reengineering, it can adapt to the systematic needs of precision marketing. In terms of organizational structure, it is necessary to break the traditional departmental barriers, build a consumer-centric cross-departmental collaborative structure, clarify the responsibilities of each department in precision marketing, and realize the efficient integration and coordination of data, technology, marketing and other resources. Process reengineering focuses on the optimization of the whole marketing process, simplifies redundant links, constructs a closed-loop process from consumer behavior analysis, strategy design, implementation to effect feedback, and improves the efficiency and flexibility of the process.

4.3 Marketing Effect Evaluation and Feedback Optimization Mechanism

The marketing effect evaluation and feedback optimization mechanism is the key to ensuring the continuous improvement of precision marketing strategies and enhancing marketing efficiency[4]. Constructing a scientific evaluation system and an efficient feedback optimization process can realize the dynamic iteration of marketing strategies. Effect evaluation centers on marketing goals, focusing on core dimensions such as conversion efficiency, consumer stickiness and resource utilization rate. Through systematic evaluation methods, it accurately measures the implementation effect of precision marketing

strategies and identifies the advantages and deficiencies in the strategies. The feedback optimization mechanism is based on the evaluation results, collects consumer behavior feedback and market feedback in a timely manner, analyzes the problems existing in the strategy implementation process, and adjusts strategy details, optimizes model parameters and improves implementation paths in a targeted manner.

5. Conclusion

The wide application of big data has brought unprecedented reform opportunities for enterprise marketing. Through in-depth mining and scientific analysis of consumer behavior data, enterprises can achieve more accurate market positioning and personalized marketing services. This paper constructs a precision marketing strategy system based on consumer behavior analysis, and puts forward a complete implementation path from data collection, behavior identification, strategy output to effect feedback.

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