

# Research on the Development Model of Network Precision Marketing Based on Big Data

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**Abstract:** With the emergence of new technology, network marketing is also changing. In the future, network marketing will develop in the direction of personalization, precision and aggregation. Accurate network marketing is a marketing method that collects, samples and analyzes users' network behavior data by means of modern information technology, calculates the potential consumption trend of target users, and accurately puts advertising information. These huge, diverse, complex and rapidly changing information assets require enterprises to use new technologies to deal with them, so as to bring value-added and accurate data basis to enterprise marketing. This paper puts forward the concepts of precision marketing and big data, and analyzes the characteristics of precision marketing under the background of big data. Then, it discusses how to apply big data to precision marketing and implementation strategies, and makes an analysis of the application part. It is found that by using big data, enterprises can know the consumption data of consumers more accurately, their marketing is more targeted, their marketing results are more remarkable, and their benign and steady development will be more guaranteed. In order to provide reference for the marketing of enterprises.

**Keywords:** Big data, Enterprise, Precision marketing.

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## 1. Introduction

The biggest feature of network marketing is relying on the Internet, which is the way of network marketing that came into being with the technology of Internet [1]. So with the emergence of new technology, network marketing is also changing. In the future, network marketing will develop in the direction of personalization, precision and aggregation [2]. Accurate network marketing is a marketing method that collects, samples and analyzes users' network behavior data by means of modern information technology, calculates the potential consumption trend of target users, and accurately puts advertising information [3]. Through big data analysis, we can carry out accurate marketing more effectively [4]. However, there are some problems in traditional marketing methods, which can't give full play to the advantages of network marketing. The value of big data can be applied to network marketing. For enterprises, big data can be deeply mined to extract useful user information to achieve the most direct and accurate marketing [5]. Enterprises can better understand consumers' consumption needs by using big data analysis, and then carry out precise marketing.

We are in an era when consumers have enough choices, and at the same time, when enterprises have the ability to understand consumers and contact them directly through the processing of big data, enterprises should establish a marketing plan with satisfying consumers' needs as the core [6]. Big data precision marketing, also known as data-driven marketing, is a way to promote consumers' participation in consumption and a one-to-one marketing model. Mining consumers through enterprise big data and analyzing consumers. According to the analysis results, formulate relevant marketing measures of the enterprise [7]. Precision marketing in the era of big data has truly implemented the

basic principles of consumer orientation, and can promote products to target audiences more accurately, which has become a sharp weapon for enterprises to increase profits [8]. Big data has become another driving force for enterprise precision marketing. However, the advent of the era of big data does not mean that this marketing revolution will follow. This paper discusses the core idea and main characteristics of big data. At the same time, based on big data, the development model of network precision marketing is studied.

## 2. Problems Existing in Traditional Network Marketing

Traditional network marketing has made outstanding contributions in promoting consumption and promoting the overall economic development of society. However, with the continuous development of the times, more and more problems have been exposed in the traditional network marketing, which has been difficult to meet the needs of the development of the times [9]. Nowadays, many enterprises fail to keep pace with the times in their network marketing activities, and still adopt the traditional network marketing mode. Usually, it is the managers who make their own marketing strategies through their past experience. Most enterprises simply can't grasp the relevant opinions put forward by customers, and some enterprises can't make a scientific analysis of them even if they collect the corresponding data, so that they can't improve the network marketing strategy. At the same time, even though some enterprises have carried out consumer information research, the accuracy of the research results can't be guaranteed by relying on human data analysis. The marketing activities waste a lot of manpower and material resources, but the actual efficiency is often unsatisfactory. Table 1 is the Internet advertising classification table.

**Table 1.** Internet advertising classification table

| Dividing angle      | Classification  |
|---------------------|---|
| Form of expression  | Web ads, search engine ads, email ads, software ads             |
| Purpose of delivery | Information communication, brand advertising and sales guidance |
| Release form        | Fixed location ads, context sensitive ads, pop-up ads           |
| Presentation mode   | Text link ads, keyword ads, email ads, corporate websites       |

Traditional methods are blind and subjective, and lack of good data support. As a result, its network marketing plan is not practical, resulting in low income from network marketing [10]. In the process of implementing marketing by using the network, due to the lack of related technology and awareness of demand analysis, enterprises can't accurately analyze the actual needs of customers. Therefore, enterprises can only guarantee their marketing effect by pushing a large amount of marketing content to customers. In this way, sending some useless information to many users, or even getting customers' contact information through some illegal behaviors, and pushing a lot of information to them will only increase customers' resentment and seriously affect the pushing effect of advertisements.

### **3. The Promotion of Big Data Precision Marketing to Traditional Network Marketing**

#### **3.1. Improve the Accuracy of Network Marketing**

Effective market segmentation through big data, aiming at personalized and differentiated target market demand, designing, producing and providing personalized products and services, and adapting to accurate positioning and communication, can realize the ideal economic benefits of enterprises. In the traditional network marketing mode, marketing relies on managers to formulate marketing strategies based on their own experience, which is highly blind and subjective. With the help of modern information technology, precision marketing of big data searches, screens, collects, collates and analyzes customer behavior data and descriptive data in large-scale and unstructured big data. In this way, enterprises can fully and accurately understand and master consumers' needs, truly grasp their needs, fully consider consumers' consumption habits and psychology, and improve and enhance the adaptability of products. For example, the web pages visited by consumers on the Internet, the information they pay attention to and their personal registration information can be recorded accurately. Merchants can screen out potential consumers from these data, and carry out targeted product push, pricing and marketing communication. In this kind of environment, enterprises can combine the market development trend and consumers' consumption trend to formulate a practical and scientific network marketing plan.

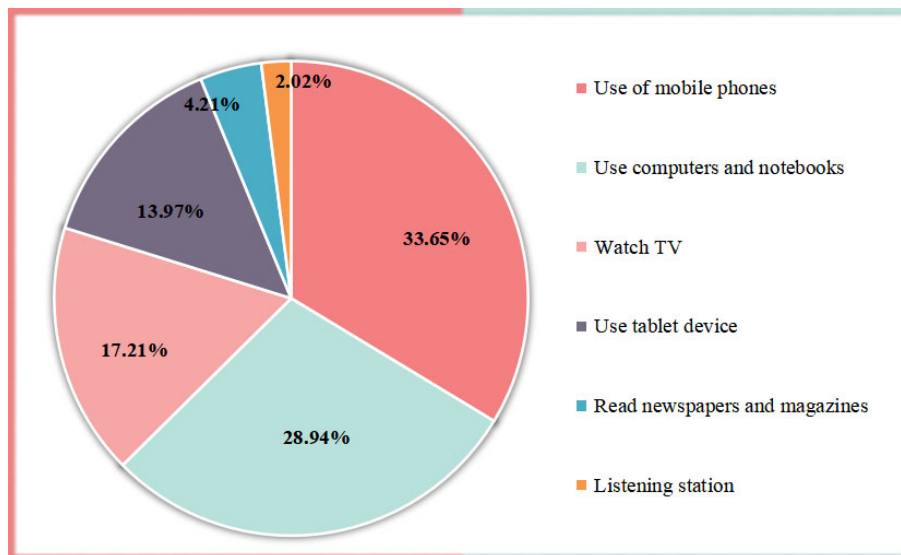
#### **3.2. Improve the Customer Service Level of Network Marketing**

Under the modern environment, enterprises should try their best to grasp the personalized characteristics of customers and design personalized services for them. And analyze the

personalized service of customers, and try to take corresponding measures, not only to meet the needs of customers, but also to meet the requirements of enterprises and gradually meet the satisfaction of customers. At the same time, big data precision marketing can help enterprises comprehensively, scientifically and accurately grasp the interests and hobbies of marketing objects. For example, the shopping website will find out the products that users may like according to their browsing records and purchasing records, and push the pages, which virtually increases the user experience and effectively carries out online marketing. In this environment, marketing can comprehensively consider customers' interests and push content according to customers' interests, which can avoid customers' boredom with marketing information. Customers can get all kinds of information they need, and the service experience is better, so the marketing satisfaction can be effectively improved. Enterprises can effectively retain old customers by establishing an accurate customer service system; Achieve customer loyalty through customer satisfaction; Take the old customers as the core to attract new customers and achieve the chain reaction of customers.

### **4. Network Marketing Strategy Based on Big Data Precision Marketing**

Precision marketing is based on data collection and data analysis. Enterprises need to use diversified and flexible information channels to concentrate the data scattered in internal systems and external data. These data are sorted, converted and collected into a centralized database, which serves as the data research basis for the implementation of precise marketing strategy and the mining of customer needs. In traditional network marketing, enterprises usually use extensive network advertising, which can't bring corresponding economic benefits to enterprises. Therefore, it is necessary to make full use of big data to strengthen the accuracy of online marketing advertising. In order to further improve the effect of online marketing, modern enterprises need to improve the degree of personalization of online marketing services, which requires enterprises to rely on big data to effectively collect the personalized information of customers, so as to design personalized services for each customer according to these information. Enterprises can use big data to comprehensively analyze the feature labels of products, and lock possible user groups according to different feature labels of products; Or enterprises can first use big data to analyze user needs and user characteristics, and then find out the products that can match their own product characteristics, so as to push product marketing information to customers. Analysis of the proportion of mobile Internet users' contact time with media is shown in Figure 1.



**Figure 1.** Proportion of time spent by mobile Internet users contacting media

First, with the help of big data system, in-depth analysis of customer information, accurately push advertisements to customers. Enterprises can push advertisements to customers according to their situation. This is because consumption scenarios can have a great impact on customers' shopping mood, thus bringing great help to customers' purchasing behavior. When we want to know a piece of information or buy something, we will search it, and all websites will provide corresponding search advertising services. By cooperating with them, enterprises can put commodity information to users who may be interested, so as to achieve accurate push. This kind of network marketing method has strong accuracy and pertinence.

Secondly, in the traditional network marketing, enterprises usually take the forms of pop-up advertisements, spot advertisements and floating advertisements to forcibly attract customers' attention, which has aroused strong dissatisfaction from customers. Through big data, we can gain insight into the market competition environment and industry development trend, and know the strengths and weaknesses of competitors, which can provide reference for enterprises to formulate differentiation strategies. Through the accurate measurement and analysis of consumers' consumption behavior by modern information technology, the corresponding data system is established, the customer is selected through data analysis, the target market is determined, and the accuracy and effectiveness of the positioning are distinguished through market test and verification. The ultimate goal of using big data for user insight and deep analysis and mining is to maximize the marketing effect.

Finally, on the basis of massive big data, enterprises should take customer demand as the starting point, accurately design and develop products, and establish unique and valuable selling points of products, so as to appeal to customers. For user relationship management, big data can establish a long-term and deep relationship with users, so that users can take the initiative to participate in enterprise marketing, so that they have a sense of participation. At the same time, enterprises can establish customer feedback mechanism. The establishment of customer feedback mechanism has two main functions: on the one hand, enterprises can use customer feedback mechanism to collect customers' opinions on products and product marketing extensively, and adjust

product marketing according to customers' opinions to make its positioning more accurate. On the other hand, enterprises can also summarize the reasons of positioning failure through customer feedback, and provide the basis for accurate positioning of products in the future.

## 5. Conclusions

With the increasing dependence of modern people on the Internet, the influence of big data marketing on people will inevitably grow. Big data precision marketing can have a positive impact on the traditional network marketing, which can make the network marketing decision more scientific; Can improve the accuracy of network marketing; Enable customers to get better service. At present, network marketing relies more and more on various technologies, and enterprises will also face subversion and changes from outside and inside. Network marketing is also slowly changing from the era of traffic purchase to the era of crowd purchase. Driven by the resources and technologies of big data, network marketing is more accurate and effective. Big data precision marketing has the characteristics of strong target, low cost and high return. Based on the modern background, this paper studies the development model of precision marketing of big data network. The types of products to be provided by enterprises are determined through the service demands of the public. Big data network marketing can also target people more accurately, thus greatly reducing the marketing cost of enterprises and increasing the sales rate and economic income of enterprises; Lay the foundation for the development of precise marketing of enterprises and inject fresh blood. However, in the era of big data, the implementation of precise marketing strategy by enterprises needs a process of continuous improvement and improvement. In this process of change, enterprises need to recognize the changes of competitors, consumers and other environmental factors, keep pace with the times, find the right direction in the "torrent" and form their own competitive advantage.

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