Research on the Application of Digital Marketing in Business Operation

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Abstract. Digital marketing is a new marketing method in the era of mobile Internet through computers, mobile terminals and other media, using multimedia and traditional media to learn from each other. It is gradually popular with the development of the Internet, bringing a revolution in marketing methods. Based on the collection and sorting of relevant literature, this paper defines the concept of digital marketing, analyzes the differences between digital marketing and traditional marketing, analyzes the unique advantages of digital marketing, and summarizes five popular forms of digital marketing. This paper analyzes and summarizes the current situation and development space of digital marketing in the industry, and discusses the huge market development potential of digital marketing in the sales field in the future. On this basis, the analysis of the development status of digital marketing company, a summary on the problems existing in the digital marketing, analyzes the basic cause of the problem, put forward and demonstrates the company's digital marketing system construction countermeasures and Suggestions, in order to effectively improve the silver car digital marketing management, provide decision-making reference for other enterprises to implement digital marketing.

Keywords: Digital Marketing; Dealers; Business Operations.

1. Introduction

With the rapid development of the Chinese market, the content of marketing activities is also constantly enriched and developed, and many emerging marketing technologies and models are widely applied to the industry. Especially the development of computer technology, the comprehensive promotion of e-commerce business has taken a substantial step forward. Industry e-commerce mode began to replace part of the traditional marketing means, and was recognized by the majority of customer groups. Behind the change of this model, the value chain and the profit model of the industry in China have been constantly adjusted and continuously excavated, and the digital marketing of the whole value chain of commodities has also come into being. Start a large-scale application of automobile electronic commerce merchants for products and services marketing, part of the development has a long history, advanced digital means of manufacturers have developed relatively complete digital marketing management and implementation system, industry digital marketing era has been unknowingly walked into our life[1].

Digital marketing is a major revolution. As a new thing, but compared with traditional marketing methods, many enterprises will still feel at a loss when carrying out specific digital marketing activities. Therefore, found that the change of the digital marketing mode compared with the traditional mode, in view of the change, analyze the industry enterprises in the application of digital marketing is not enough, and formulate the corresponding countermeasure, to broaden the enterprise marketing empty asked, improve marketing ability, improve product dealer's core competitiveness and comprehensive service ability and so on all has the important practical significance[2].

In view of the above, this article will combine the characteristics of the soda industry and personal experience, in the form of digital marketing emerging service industry as the main research object, in analyzing the characteristics of the digital marketing theories, mode, advantages and disadvantages, on the basis of analysis of the industry, the application of digital marketing present situation and deficiency, and connecting with the work of China's digital marketing company, The paper determines the choice of digital marketing mode of Chinese company, and formulates the concrete

plan of implementing the construction of digital marketing system according to the relevant business situation, which has certain theoretical significance and important practical guiding significance [3].

2. Overview of Digital Marketing Theory

2.1 Digital Marketing Concepts

Bill Gates, the godfather of the world Internet, once said :" In the 21st century, either e-commerce or no business." This famous saying has become the best propaganda term for enterprises to carry out e-commerce. The term "digital marketing" comes from the era of mobile Internet. The term is actually a term of the Internet age, which refers to the new multimedia that uses digital tools to replace previous technologies for dissemination, sales and communication marketing activities. With the gradual promotion and dissemination of the technology of "digital marketing", it has been defined as the multimedia channel to promote the company's communication activities, and can be timely and effective communication with customers[4]. Digital marketing mainly relies on mobile Internet, communication technology and digital exchange to publicize their companies and products, and the use of today's rapidly developing Internet, in the most direct, the most effective, the most economical way to explore new markets and users. As a new way of marketing, digital marketing is the same as traditional marketing in essence, but it uses modern digital means[5].

2.2 Difference between Digital Marketing and Traditional Marketing

Digital marketing has a lot in common with traditional marketing, both of which revolve around marketing activities, but the differences between the two are also very clear. In the past, the marketing mode mainly relies on the "traditional and real" communication mode, while digital marketing relies on the "virtual" communication mode. In the previous marketing mode, brand communication relies more on traditional media means, but this traditional media communication has the problem of information asymmetry between the communicator and the audience, resulting in the traditional marketing is only a one-sided information dissemination, unable to achieve two-way interaction[6]. Digital marketing mainly relies on some kind of digital social media, and users themselves are the secondary communicators of the brand, which makes digital marketing become a very humanized propaganda, and the interaction effect is good. In a sense, the essential difference between digital marketing and traditional marketing models is not only in media and technology, but also in the impact on the development direction of future marketing. It can be asserted that digital marketing will make one-sided single "sales" to interactive "marketing" comprehensive development, and realize the qualitative change across, which will effectively promote the continuous promotion of the whole marketing level[7].

2.3 Theoretical Basis of Digital Marketing

Digital marketing is the use of modern digital technology, through the mutual communication of information and media to achieve a specific marketing objectives of a marketing method, it has outstanding advantages, distinctive characteristics, in a certain level of the collection of many different marketing methods of the advantages and strengths[8].

2.3.1 Direct Marketing Theory

The theory of direct complex marketing came into being in 1981 and gradually spread. This marketing method directly promotes the goods or services to the end customers without going through the intermediary dealer link, with fast information transmission speed and high accuracy, and reduces the indifferent influence of the intermediate link. The core of direct complex marketing theory is that it tells people that digital marketing has very good forward-looking, measurable and evaluable characteristics, relatively simple evaluation of traditional marketing methods, greatly improve the accuracy and effect of marketing decisions of marketing execution, and the final decision is more efficient.

2.3.2 Relationship Marketing Theory

Relationship marketing came into being in the 1990s, highlighting the influence of social relations on marketing and the importance of customer satisfaction construction. Relationship marketing requires enterprises in the process of marketing implementation, through high-quality products and services to make customers satisfied, to form loyalty and stickiness to the enterprise brand, so as to establish a good cooperative relationship with the brand. According to statistics from the academic circle, the marketing cost of developing a new consumer is four times that of an old user. The good cooperative relationship established in this way can bring potential future benefits to the enterprise, which is a marketing that benefits both the enterprise and the consumer. As an efficient medium, digital marketing can not only improve the visibility of enterprises, achieve business objectives, but also maintain good contact with customers[9]. Mobile Internet can make customers and enterprises directly communicate, so as to better provide customers with humanized services; From the customer's concern, as far as possible to reduce marketing costs, but also to improve the flexibility of marketing. According to the characteristics of customers' needs, relationship marketing adopts different marketing programs to meet their various needs, and provides customers with high quality, good quality, suitable for customers' personalized needs of products and services.

2.3.3 Soft Marketing Theory

Soft marketing theory is a different theory for large-scale production in the new economic era. It mainly hopes that enterprises respect the needs of customers in the promotion and publicity, so that customers can unknowingly accept the promotion activities of enterprises in the early trial. In traditional marketing, consumers always accept the guidance of enterprises, mainly in order to make customers can deeply remember, without considering the subjective acceptance of consumers, such publicity and marketing activities are not very effective. In the Internet era, consumers are expected to take the lead and decide what kind of products to choose. Therefore, enterprises must strive to change consumers from passive acceptance to active attraction to know about products and services. Therefore, enterprises should pay more attention to the communication with customers and understand the real needs of customers[10].

3. The Way of Digital Marketing and its Influence on Marketing

3.1 Main Ways of Digital Marketing

With the emergence and development of computer and Internet technology in China, digital media marketing has become one of the important marketing strategies for enterprises to carry out image publicity and strengthen word-of-mouth marketing, and quickly penetrated into other media forms. In this context, once social hot events appear, it will be in the role of many Internet users, with the help of digital means very media like a virus, spread rapidly and enlarge. As digital media impact on People's Daily lives more and more big, the enterprise if the huge influence of digital media platforms for effective development and utilization, will help the enterprise to improve its brand image effectively, improve the quality of products and the enterprise service of social recognition, continually expand the scale of sales, improve business profitability.

3.2 The Impact of Digital Marketing on the Industry

The current industry is a technology and knowledge intensive industry. With the continuous expansion of production scale and the continuous improvement of consumer demand, the industry competition is increasingly fierce[11]. The traditional marketing means are not only poor in effect, high in cost, but also difficult to adapt to the advent of the era of experiential consumption. Therefore, digital marketing is developing rapidly in the current industry. The development of digital marketing activities not only involves the vital interests of business owners, but also the extensive interests of consumers. From the current practice of marketing activities in the industry, the digital marketing means related to marketing, such as online advertising, marketing websites, search engines and Email,

have been widely used. At present, digital marketing is not only about what kind of channels, content and form to choose, but also about consumers' consumption experience, and strive to launch diversified and personalized activities for I. Based on the interactive marketing and application service functions, continuous deepening and innovation.

3.3 Application Status of Digital Marketing in the Industry

Different from traditional marketing methods, digital marketing has obvious practical characteristics. It is the main marketing mode choice and development trend of modern enterprises, and can bring positive economic and efficiency effects for enterprises. The application of digital marketing in the industry started early. Through the use of various forms of digital marketing means, it has greatly improved the brand image, enhanced the competitive strength and profitability of enterprises, and provided effective support for enterprise marketing activities. Digital system plays many roles in the application of product marketing industry, which mainly includes the following aspects:

3.3.1 Strengthen the Role of Experiential Marketing

Internet products are technology-intensive, in addition to professionals, ordinary customers are difficult to understand and master all the product information. As a result, most of the enterprises to be according to customer needs to provide personalized products and services, such as some dealers using electronic technology to develop the technology such as online experience, through the Internet, to provide product display and sales platform, open rich product information on the Internet, system refers to the interpretation of different technical parameters, remind the late notice. Some dealers provide consultation and remote diagnosis services for common problems online, providing one-stop service for customers. Digital media has realized the personalized communication between marketing enterprises and customers, through online display, dynamic video, smart phone MMS and other ways to push brand services and hot activities to customers in real time, improve the user's personalized experience and satisfaction in the process of purchase[12].

3.3.2 Provide Effective Marketing Effect Analysis

By building a digital platform, every marketing campaign can generate accurate, objective and comprehensive information data, including clicks, return on investment and other indicators. Through the collection and sorting of relevant data, the industry can help enterprises to analyze and measure the marketing effect, analyze the purchase needs and preferences of different customer groups, understand the purpose of customers' purchases, influencing factors and other market information, and use this information to carry out targeted marketing activities.

4. Countermeasures for Digital Marketing System Construction

The digital marketing system of merchants has different concepts at different times. At the same time, the digital marketing ability is not only restricted by the types and proportions of business items, but also affected by many factors, such as enterprise operation and management level and market conditions. Many insiders have also made different generalizations. In order to better guide the company to develop the construction of digital marketing system, this paper analyzes the construction of digital marketing system from different dimensions[13].

4.1 Construct Digital Marketing System from the Perspective of Open Source

As an enterprise, the company should attach importance to improving its profitability by constantly expanding new profit growth points and improving the integrated service system. However, as far as the current situation is concerned, it still mainly relies on the traditional main business to support its profitability[14]. At the level of business projects, the idea of open source is used to actively expand the emerging value-added business market around the product life cycle, and the digital marketing

work is organically combined with various business links to fully tap the digital marketing potential of each profit point[15].

4.2 Construct the Digital Marketing System from the Perspective of Reducing Expenditure

In the normal operation of dealers, the factors affecting profitability are not only limited by the "making money" project, but also with the continuous refinement of the host manufacturer's assessment of dealers, The assessment achievement rate of each task, customer satisfaction index, capital cost, human resource cost, land occupation, depreciation of site equipment and facilities of dealers and many other factors affect the final profitability of dealers. Dealers want to maximize profits, in addition to digging profit growth points, it is necessary to continuously reduce expenses and waste by strengthening management and improving the level of operation and management, complete factory assessment, and maximize the access to rebates, so as to achieve profit growth. Therefore, in the construction of the digital system, enterprises must consider how to improve the operation and management ability of enterprises through the digital system. This mode construction idea can be summed up as the "throttling" mode.

4.3 Construct the Digital Marketing System from the Perspective of the Whole Value Chain

According to the basis of the value chain theory research, the research from two dimensions of open source and throttling digital marketing system construction, we found that if a simple starting from one dimension to set up their own profit system, can realize optimization of digital marketing benefits and the largest corporate profits, because the current businesses in the market environment affected by many factors, The upstream supplier factor, the downstream customer factor, the middle market competition factor and the internal operation and management ability factor of the dealer all have an impact on the profit of the dealer. Throughout the current reality of dealers, most of them have prominent problems such as uneven business development, slow growth of emerging business contribution and poor operational management refinement. Analysis of its reasons, the main reason is that the distributors of digital marketing system construction, only from a single dimension of development, did not form the whole value chain construction idea. Therefore, this paper aims at the company's digital marketing construction, from the perspective of systematization and the whole value chain of dealers, to build a digital marketing system model.

5. Conclusion

The emergence of digital marketing undoubtedly provides a new opportunity to solve the dilemma of the development of Chinese enterprises. Digital marketing is profoundly affecting every industry, including all kinds of industries. Compared with traditional marketing mode, digital marketing is gradually being widely used by enterprises and consumers because of its many advantages. Therefore, while seeing the broad development prospects of digital marketing, we should deeply understand the existing problems of digital marketing, especially in combination with the actual situation of enterprises to carry out targeted research and analysis. In the current intense market competition environment, silver car to steady growth, strengthen the development of our size, must first to breakthrough marketing bottleneck, enhance and rely on modern marketing especially digital marketing technology, establish a comprehensive, three-dimensional and comprehensive digital marketing network system, cultivating a batch meets the needs of digital marketing personnel, In order to continuously expand the company's business rules, in the competition in an invincible position, to promote the healthy and sustainable development of the company. In this paper, the development and implementation of digital marketing are studied in combination with the actual situation of enterprises. However, with the continuous development of the industry and new network technology, the digital marketing work of enterprises should also keep pace with The Times, constantly enrich and optimize, in order to meet the needs of market competition.

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