

Research on marketing countermeasures of the automobile industry based on "Internet+"

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Abstract

Due to the Internet's rapid expansion in recent years, people from many walks of life have jumped on the wave, combining their unique advantages with those of each business to create their own online platforms and engage in online marketing. "Online attraction, offline service" has gained widespread traction due to China's inventive growth in the automobile sector, the provision of automotive services, and the incorporation of the Internet. This essay examines the traits of "Internet +" automobile marketing and suggests creative solutions in response to the issues facing "Internet +" automotive marketing today.

Keywords

Internet+, automotive industry, marketing.

1. Introduction

The old service model is being updated and improved regularly in order to achieve integration with "Internet +" because it is no longer able to meet the expectations of people in the electronic information age. The term "Internet +" refers to a new economic model that combines the Internet with established sectors. When the Internet and traditional sectors are integrated, new development opportunities are created through scientific and technological advancements, as well as by fully using information and the advantages of the Internet. The automotive industry is facing many opportunities and challenges in the Internet+ era. By integrating "Internet + automotive services" and fusing offline and online marketing strategies, as well as by utilizing big data analysis and precision marketing tools on the Internet, the industry can increase its market coverage and pinpoint consumer positioning. The car sector must simultaneously prioritize creative design and brand building. Consequently, the automotive industry's marketing strategy can benefit from the theoretical and practical experience that comes with the diverse thinking and exploration of automotive marketing in the Internet+ era.

2. The concept of "Internet +" marketing

Marketing, simply put, is all activities of a commercial nature that lead to the transfer of exchangeable goods from producers to consumers. "Internet +" is a new form of economic activity, which relies on information technology to combine the characteristics of the Internet with the development of traditional industries. The term "Internet +" marketing describes the use of the Internet to sell a marketing strategy and promote products. Businesses can use a variety of online platforms and tools, including social media, email marketing, search engine optimization, and more, to reach out to prospective consumers, build brand awareness, and increase sales through "Internet+" marketing. "Internet +" marketing has gained significant traction in the business world due to the growth and popularity of the Internet, and it is now a crucial tool for businesses to advertise their goods and services.

3. Advantages of "Internet +" marketing

(1) Low cost

Information sharing and product promotion via the Internet can lower some process costs. The features of "Internet +" marketing can lower the loss caused by sales through multiple channels, achieve sales without a store, avoid paying high shop rent, and save labor, water, and electricity costs. In comparison to traditional media, the cost of market research, information distribution, ad development, and publication on the Internet is also significantly lower.

(2) Continuity

The long-term viability of "Internet+" marketing is demonstrated by its longevity. Once published, effective marketing language, promotional photos, or promotional information on official websites or information platforms can remain online and continue to be used for marketing and promotion for a considerable amount of time.

(3) Detailed data

Businesses can provide thorough information on their products through websites, mobile apps, and other platforms, helping consumers have a better grasp of them and get rid of some of their unfavorable feelings.

(4) Identification

Through increased user awareness of the brand, the Internet can help businesses project a more positive picture of their brand, enhancing both its strength and competitiveness.

(5) Immediacy

Customers can access a lot of information on the Internet, and compared to traditional media, it can be conveyed with far more accuracy and volume. The network's immediateness allows businesses to respond to market demand. Network marketing features include the ability to promptly update product information, modify prices, and make changes and corrections to marketing strategy and promotional tactics. Consumers and corporate contacts can be made using mobile devices and instantaneous network feedback.

(6) Intertemporal

Conventional transactions must be completed in person at the trading venue and are subject to time and location restrictions. In contrast, information can be exchanged over the Internet without regard to time or space, giving businesses using the Internet greater time and space to conduct marketing activities that are uninterrupted around the clock and enable them to offer worldwide marketing services.

(7) Targeted Advertising

Conventional marketing is limited to a qualitative approach. However, "Internet+" marketing surpasses this constraint by employing accurate market placement and many online technological tools to fulfill quantifiable needs.

(8) Highly interactive

Users can always view the evaluation of other users of the product, you can view the specific location of the merchant and contact information, and the enterprise can also be at any time and place to communicate with the user to solve the user's problem.

As Table 1 illustrates, there are significant differences between the old marketing model and the "Internet+" marketing model. The "Internet+" marketing strategy is more suited for the current electronic information age.

Table 1: Traditional Marketing vs. Internet+ Marketing

	Traditional Marketing	"Internet +" marketing
vantages	① Easier for customers to accept	① Low marketing costs

	② Customers can feel the products more intuitively	② You can feel the product in all aspects through pictures and videos
		③ Can quickly improve brand image
		④ Fast information transfer and easy shopping
		⑥ Enterprises can quickly understand market demand
drawbacks	① Slow delivery of products	① Network technology and security issues have yet to be improved
	② In the sales process also do not pay attention to the establishment of corporate and product brand image	② Inadequate relevant systems
	③ Single and ineffective means of dissemination	③ Some customers are not very good at using electronic products

4. Problems of the "Internet +" marketing model of the automobile industry

4.1. Incomplete knowledge of "Internet +" marketing

On the one hand, the automotive industry belongs to the traditional manufacturing industry, while the Internet belongs to the emerging service industry, this division of the industry, affects the automotive industry's marketing thinking, resulting in a lack of understanding of the "Internet +" marketing, the "Internet +" marketing management This has led to insufficient awareness of "Internet +" marketing and insufficient attention to "Internet +" marketing management. This also means that it is difficult to effectively develop automotive marketing under the Internet mode. On the other hand, some companies believe that the use of the Internet for automotive sales, just for consumers to practice a simple introduction and description, with a few pictures is product promotion, ultimately resulting in automotive marketing is just simple propaganda on the network platform, the lack of practical significance.

4.2. Inadequate sales channels

The automotive sector in China uses "Internet +" to promote its products, but as a result, marketing efforts are delayed, the existing sales channel management mechanism is unreliable and flawed, and most of the companies only employ one management technique, which indicates that the system maintenance system architecture is insufficiently robust. Furthermore, the lack of financial support from the enterprise management for the basic technology department led to the development of specific network marketing channels amidst significant obstacles, which ultimately caused the network construction and marketing model to fail.

4.3. Lack of "Internet+" automotive marketing talent

Internet marketing professionals play an important role in the construction and operation of each online platform shop, using the Internet to gain the advantage of traffic, as well as empowering offline regional points of sale and franchises. They are responsible for coordinating and progressively advancing the implementation of the entire online marketing strategy, ensuring that all aspects of the work can be carried out smoothly and achieve the desired results. With their rich experience and expertise, they can effectively deal with various challenges and take appropriate measures to solve problems, thus promoting the success of the enterprise's online marketing activities. However, most of the current automotive companies do not pay enough attention to this area of talent, and the lack of a set of perfect "Internet +

automotive marketing" talent training systems, there is a huge gap in automotive network sales talent.

5. Internet+" Automotive Marketing Innovation Strategy

5.1. Expanding the "Internet +" automotive sales channels

To expand the "Internet +" auto sales channels, we can take a series of specific measures. Firstly, establish a comprehensive online auto sales platform, including auto display, online consultation, transaction services, and other functions, to provide consumers with a convenient car-buying experience. Second, strengthen cooperation with internet platforms and diversify sales channels through resource integration of partners. In addition, we use big data analysis and artificial intelligence technology to accurately push personalized automotive products and services and improve sales conversion rates. At the same time, it strengthens cooperation with logistics partners to achieve efficient distribution and after-sales service and improve customer satisfaction. Through the implementation of the above measures, marketing effectiveness, and customer experience will be enhanced.

5.2. Focus on automotive network sales personnel training

Enterprises can increase cooperation with universities, car companies can be based on the current needs of the industry, and colleges and universities to put forward the corresponding talent training syllabus, but also be appropriate to open up some positions, so that school students can experience the workflow of the enterprise, to facilitate the development of teaching activities in colleges and universities. In addition to the enterprise's need to work hard, people in related fields should also improve their ability to self-market, cultivate innovative thinking, study the self-marketing style of some anchors and network V, learn useful experience, and show their charm through the Internet platform.

If you follow the "checklist" your paper will conform to the requirements of the publisher and facilitate a problem-free publication process.

5.3. Improving the precision and accuracy of marketing

The Internet era is also the era of mass proliferation of information, and a person may brush up on dozens or even hundreds of messages every day. Once an automotive marketing strategy does not do a good job of customer screening and lacks precision, then it may cause customer resentment, treat marketing information as spam, and ultimately lead to customer loss. So in the context of the Internet, the accuracy of the marketing strategy is also very important.

User profiling is a good way to improve the accuracy of your strategy. No matter what they do, marketers must be clear about who their users are, their age, social status, spending power, and so on are all aspects that can be portrayed, the more detailed the portrayal, the higher the differentiation of the user, and the more targeted the marketing strategy.

If this can be done well, then the user will feel that your marketing strategy is specially tailored for him, which will play a driving role in improving user goodwill and increasing sales.

5.4. Promotion of automotive cultural marketing

A product has its soul when it has its own culture. Particularly in this fast-paced age of advancement, people frequently have divergent passions for various ideas, emotions, and other concepts.

As a result, the car industry ought to create a unique brand culture of its own. This may be done by utilizing consumer dynamics and consumer behavior to create an ideological notion that will be reflected in the design of the company's products. Additionally, the car industry's uniformity can be eradicated with the help of this unique design. Furthermore, the promotion of

automobile culture is crucial for brand growth, celebrity dissemination, and customer attractiveness.

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