

# A Comparative Study of Big Data Marketing and Traditional Marketing in the Age of Internet

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**Abstract.** The Internet age is constantly developing and being perfected, and the marketing strategy of the big data of the industrial and commercial enterprises in the Internet age is also constantly developing and flourishing. We can think of Internet applications as providing businesses with the possibility of real-time marketing strategy development. This paper introduces the Data Collection Strategy and enterprise marketing strategy. Facing the traditional marketing method, the new marketing method difference and the novel characteristic are excavated gradually. In today's marketing methods are very complex times, if the industrial and commercial enterprises do not forge ahead, it will be eliminated by the Times.

**Keywords:** Internet, Industrial and Commercial Enterprises, Marketing

## 1. Introduction

When people use the Internet and social media, a lot of application data is generated. The types of application data are varied. Compared to the data generated by previous Internet technologies, today's data types are very complex. The data includes text, images, audio and video. Many businesses do not pay attention to the production of these data. Nor do they understand the main implications of big data<sup>[1-2]</sup>.

They also don't realize the importance of marketing their data. One of America's great scientists believes that advanced technology has made big data marketing strategies possible. This kind of marketing strategy will expose the unlimited value of the enterprise<sup>[3]</sup>.

## 2. A brief talk on the marketing data collection strategy of enterprises

The business enterprise should establish the suitable marketing data collection system. This kind of system may help the enterprise to make the appropriate marketing strategy. This will enable the enterprise to get more profit.



### *2.1. Collection of user characteristics and analysis of behavior data*

Every user of the network in the process of Internet surfing will have a corresponding network surfing trace. These traces will generate some information about the characteristics of the user. This information includes the user's name, gender, and occupation. The business enterprise should collect these characteristic data in time and analyze the behavior data of the user in detail. They are of great help to the marketing strategy of the enterprise.

### *2.2. Look for reliable means of access or means of access*

The collection of characteristic data can be obtained from the inside or outside of an enterprise. The internal characteristic information of enterprise includes transaction information and user information<sup>[4]</sup>. The external information of the enterprise includes social media and various network platforms. Some enterprises believe that the collection of internal data is reliable. Others believe that the collection of external data is reliable. In fact, they're both right. Data collection should be based on the actual situation.

## **3. On the traditional marketing strategy of industrial and commercial enterprises**

The traditional marketing strategy is single in form. But it comes in many varieties.

### *3.1. Customer profile analysis*

Through the feature data, the traditional marketing strategy can analyze the main characteristics of customers. These features include User Habits and preferences. The accurate positioning of customers can enable enterprises to better serve their customers. This characteristic is also the importance of enterprise's characteristic analysis.

### *3.2. An analysis of the consumer's propensity to consume*

According to the characteristic analysis, we may also determine the customer's concrete consumption tendency<sup>[5]</sup>. Both Taobao and Jd.com have used this analysis of consumer trends. Through the prediction of customers' consumption tendency, business enterprises can provide different personalized services according to the needs of different users.

### *3.3. Loyalty analysis*

The main object of loyalty analysis is the customer. Some customers prefer a brand product. We think he's loyal to the brand. According to this algorithm, business enterprises can find their own brand loyal users accordingly. Based on their spending habits,. The Enterprise provides marketing strategy accordingly.

### *3.4. Analysis of potential customers*

A potential customer is someone who wants to buy a product. He was called a potential customer of the company that made the product. In fact, there are many potential customers for every business.

## **4. On the difference between big data marketing and traditional marketing**

Traditional Marketing data-driven refers to the use of simple data statistical methods and statistical experience to carry out marketing activities. Big Data Marketing Advocates Marketing Strategies that utilize complex algorithms and analytics techniques. The data type of traditional marketing is single. We can think of it as a regular structured data type. The data types of big data marketing are complex. It includes structured data, semi structured data, and Unstructured data. In the use of data volume, the data utilization rate of traditional marketing is very small. Big Data Marketing has a high data usage rate. Traditional marketing takes a long time<sup>[6]</sup>. Real-time change of plans is impossible. Big Data Marketing has a short life cycle and can change strategies in real time (see Table 1).

**Table 1.** The difference between traditional marketing and big data marketing

Contrast Index	Traditional Marketing	Big Data Marketing
Data driven	Rely on experience	Rely on Algorithms
Data type	Simple	Complex
Data volume	Small	Large
Real time marketing	Long period	Short period
The use of information	Coarseness	Fine
Personalized marketing	Nonstandard	Standard
Accuracy	Not bad	Good

Traditional marketing typically includes most manual and electronic equipment operations. It's not very automated. Big Data marketing according to the data algorithm and different levels of automation to achieve semi-automatic or fully automatic marketing strategy. In addition, the degree of individuation of traditional marketing is not high. It doesn't provide a personalized user experience. It also fails to predict the effects of actual activities and to analyze the importance of data protection. Compared to traditional marketing, big data marketing is very advanced.

### 5. The main advantages of big data marketing in the age of Internet

Compared with the traditional marketing strategy, big data marketing has a very wide range of development advantages and advantages in use.

#### 5.1. It allows for more detailed analysis of customer characteristics

Traditional feature analysis is crude due to the lack of necessary data. The characteristic analysis of traditional marketing strategy is inaccurate. The new data marketing strategy solves this problem very well. It upgrades the internal signature analysis function. According to the different dimensions of different degrees of customer characteristics analysis.

#### 5.2. The establishment of personalized service

Network users leave their own characteristic information in the process of network search. Enterprises can use this information to predict the user's personality needs and characteristics. Using data marketing analytics technology, IT can build personalized services for different customers. A good user experience is the primary goal of big data marketing.

#### 5.3. Market forecast and product improvement

According to the different characteristic analysis, the business enterprise may forecast the different product market situation. According to different market requirements and the actual situation, data marketing will collate and realize the various functions of the enterprise. Moreover, according to

different market requirements, data marketing can carry on the perfect product improvement to help the product obtain the corresponding market control.

## 6. Conclusion

The traditional marketing strategy of industrial and commercial enterprises is indeed a relatively high-quality marketing means. However, in order to adapt to the rapid progress of today's enterprises, big data marketing strategy is the main marketing tool we must explore. Only in this way, enterprises can constantly update and develop.

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