

Construction of Interactive Integrated Communication Marketing System in Big Data Era

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Abstract: In the era of big data, the interactive communication and marketing framework integrated with massive data and information technology systems is becoming increasingly sophisticated. From the perspective of the overall architecture, to construct an interactive integrated communication marketing system, we must actively expand the big data communication marketing platform and do a good job of analyzing consumer consumption orientation. We need to fully optimize the interactive integrated communication marketing strategy, and do a good job of feedback of marketing results, so as to comprehensively improve marketing profits. Generally speaking, the core of integrated communication marketing is to take the consumer as the guide, make full use of various forms of communication, promote the organic combination of internal communication and external communication, optimize the marketing strategy management mechanism, and ensure long-term marketing effectiveness. This article will briefly discuss the construction plan of the interactive integrated communication marketing system in the era of big data, hoping to provide reference and reference for network marketing management.

1. Introduction

In the early 1990s, integrated communication marketing theory was born. In 1993, Don E. Schultz first explained related theories and concepts in his book "Integrated Communication Marketing", which he was also called "Father of Integrated Marketing Communication Theory." Don E. Schultz believes that integrated marketing communication is to use advertising marketing, brand marketing, promotion, direct communication with customers, and public relations activities as a channel to communicate corporate information, and stimulate consumer purchase desire from multiple perspectives. At the same time, from the perspective of consumers, we can use a variety of marketing methods to disseminate information. This article will briefly introduce the interactive integrated communication marketing system architecture in the era of big data. At the same time, this article will discuss the construction plan of interactive integrated communication marketing system in the era of big data from improving product awareness, building a network marketing security defense model, accurately positioning the product network target market, providing customers with a good network product virtual experience, and optimizing network marketing management strategies these five aspects.

2. Architecture of Interactive Integrated Communication Marketing in the Era of Big Data

From the macro level, there are two main branches of the interactive integrated communication marketing system in the era of big data: big data marketing information and its technical system, and interactive IMC plans. Among them, big data marketing information and its technical system are a combination of marketing information management platform, consumer analysis insight, and information and technology subdivision. In addition, the main supporting technology of the marketing information management platform is big data technology. The platform can automatically establish a



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marketing data warehouse, strengthen organic contacts with third-party data service providers and third-party technology service providers, and do a good job of marketing filter analysis. Production and economic links reached a whole. At the same time, the platform can fully extract and mine valuable data information, and quickly analyze the information, and finally achieve integrated management of production, procurement, human resources, technology, research and development and marketing. The interactive IMC plan went through three major steps in the process of formulation, activation and implementation: formulating IMC strategies, implementing marketing communications, and doing consumer analysis. In addition, the interactive IMC plan will subdivide module 1, module 2, module 3, module 4 and module N according to the big data marketing information and its technical system characteristics. In the process of formulating the IMC strategy, the IMC traditional media marketing plan, online marketing plan, self-media marketing plan, licensed email marketing plan, interactive TV marketing plan, electronic channel marketing plan, and other media tool marketing plan should be customized in turn. Generally in marketing communication work, IMC traditional media marketing solutions are mainly targeted at module 1, network marketing solutions and self-media marketing solutions are targeted at module 2, licensed email marketing programs and interactive television marketing solutions are targeted at module 3, electronic channel marketing solutions and Module N for other media tool marketing programs. Finally, we must do a good job of consumer feedback for different modules in turn [1].

Secondly, in the era of big data, the rapid development of new media technologies has significantly changed the traditional marketing communication environment (especially direct sales) and marketing communication models and marketing communication laws, making interactive integrated communication marketing activities interactive and measurable and precision characteristics. Moreover, the interactive integrated communication marketing activities in the era of big data can achieve two-way information dissemination, as well as interactive functions. The communication mode also has diversified characteristics. There are three main communication modes, which are 'point-to-multipoint' and 'multipoint-to-multipoint' and 'point-to-point'.

3. Construction Scheme of Interactive Integrated Communication Marketing System in the Era of Big Data

3.1 Increase Product Awareness

Based on the era of big data, to build an interactive integrated communication marketing system, we must make full use of network technology to transform the traditional marketing model and continuously increase product awareness. In online marketing, on the one hand, to get the attention of the viewers in the vast information network, you must have a clear and eye-catching brand. On the other hand, because consumers face many choices when browsing the web, so consumers cannot directly perceive product characteristics based on shopping experience, and consumers are more concerned about brands. Therefore, products with brand awareness are more likely to be recognized by consumers, because brand-name products, products from brand-name companies, or products distributed by well-known websites have been proven by many consumers to be authentic and reliable. Consumers no longer need to spend too much energy and time to compare choices in the shopping process. For example, online marketing of Haier series products and TCL products have achieved gratifying results. This also shows that to a large extent the product brand awareness in online marketing comes from the online market, which must be distinguished from the traditional market.

3.2 Building A Network Marketing Security Defense Model

To create a complete network marketing environment, to ensure the security of online transactions, and to prevent customer information from leaking, we must focus on building a network marketing security defense model, continuously improve the network prevention system, and correctly apply the construction thinking method so that the network topology information can reach the key rules. The effect of integration. Secondly, care should be taken to promote the sharing of service resources at

each node of the computer network. Each service resource can be automatically converted and mapped from high-level policy abstract information to low-level and operational layer policy information. Third, in the process of building a network marketing security defense model, attention should be paid to ensuring three prerequisites. First, for high-level strategies, not only to ensure that the semantics of the grammar are accurate, but also to ensure the correctness of the logic; second, to avoid any conflicts and incompatibilities in the selected high-level strategy; third, in all In the strategy, it should be ensured that network equipment functions and computer information processing capabilities can control the status of data transmission between regional networks [2]. In addition, in the process of building a network marketing security defense model, attention should be paid to saving labor and material costs, and strive to promote the upgrade of the network defense system.

3.3 Accurately Locate Product Network Target Market

In the context of the era of big data, products that consumers are willing to accept online marketing must first use the tool of the Internet. If the target is not online at all, this product is not suitable for online sales. Therefore, to build an interactive integrated communication marketing system in the era of big data, we must accurately target the product network target market. In comparison, those target consumer groups with a large number of users who are online are in line with fashionable and personalized products, which are more suitable for online sales. Fashion products such as mobile phones and trinkets are mainly consumed by young people. The favor of the group [3]. At the same time, because online users have certain requirements for technology in the early stage, it is easier to locate the user group of products related to technology or computers and networks, and these products are likely to attract the recognition and attention of online users. At present, the companies that sell the most online are information technology companies. It should be noted that the online market is a market where network users are the main target. Products that are suitable for online sales or can take advantage of online marketing are generally products that cover a larger market range and have a larger market capacity. If the target market of the product is relatively narrow, although online marketing can also be implemented, the marketing effectiveness is not good and the advantages of online marketing cannot be fully utilized.

3.4 Provide Customers with A Good Network Product Virtual Experience

To build an interactive integrated communication marketing system in the era of big data and improve marketing profits, we must fully leverage big data technology and modern marketing models to provide customers with a good product virtual experience. From the basic definition, virtual experience is a type of virtual experience obtained in a virtual environment [4]. The experience obtained by consumers in the online environment can be collectively referred to as virtual experience. Taking online shopping as an example, virtual experience is similar to consumers shopping in traditional stores. As a result of the scenes of the overall facilities and layout of the merchandise, salespersons and stores, a holistic feeling formed during the shopping process. In the display of online virtual goods, the virtual experience should refer to the overall experience related to the virtual goods and the entire virtual display environment generated in the network environment. It also contains a lot of content, including both the experience of the virtual goods themselves and the Virtual display environment experience. Moreover, it includes both the experience of people-to-people communication and the interactive experience between people and computers. In addition, users have five forms of virtual experience in a network environment: first, sensory experience. This type of experience includes a variety of sensory experiences, that is, sensory stimuli brought about by sight, hearing, taste, smell and touch. In the display of online virtual goods, big data technology can be used to provide consumers with visual, auditory and tactile experiences. For taste and smell, hardware auxiliary devices that can emit specific odors, such as a USB scent diffuser, can realize users. After the interaction is triggered, the scent of the food is emitted. The user smells the scent by smelling, and then thinks of the deliciousness of the food. This is a unique sensory experience. Second, emotional experience. This experience aims to inspire people's inner feelings, thereby creating a unique

emotional feeling. Product display in the network environment can provide more diverse and flexible emotional experiences, such as adding some story stories or interactive games to trigger the emotional resonance of users with similar experiences. Third, think about experience. Experiential activities not only stay at the level of behavioral activities, but their practicality also includes the inner thought activities of the experience. In the network environment of the big data era, virtual product display is more convenient to provide thinking experiences, such as designing interactive links that require consumers to think and learn, not only have a deeper understanding of products and brands, but also enrich themselves Areas of knowledge. Fourth, the mobile experience. All interactive designs in the virtual display are designed to allow users to better communicate with products and participate in virtual display activities. Fifth, connected experience. From a broad perspective, connected experience includes the four levels of sense, emotion, action, and thinking mentioned above. Moreover, the connected experience goes beyond personal feelings, personality, and humanity, enabling consumers to connect themselves with others or groups, and even establish a broader connection with the entire social system, creating unique feelings.

3.5 Optimize Network Marketing Management Strategies

To improve the interactive integrated communication marketing system in the era of big data, we must focus on optimizing the network marketing management strategy and do the following four tasks:

First, expand the big data communication and marketing platform. At present, there are two major data sources for big data communication and marketing platforms. One is to use the big data technology to mine and collect data by itself to build a marketing data management system. The other is to directly use data values provided by third-party mass data service providers. Because big data communication marketing platforms need to manage and deploy a large amount of data information, to ensure the normal operation of the platform, they must actively expand the platform space memory.

Second, do a good job of analyzing consumer consumption orientation. To improve marketing profit and improve the interactive and integrated communication marketing system in the era of big data, we must accurately analyze consumer characteristics in terms of behavior habits, psychological awareness, attitude, and life based on marketing information, and develop a more comprehensive marketing service management mechanism based on the analysis results.

Third, comprehensively optimize the interactive integrated communication marketing strategy. In the era of big data, to optimize the interactive integrated communication marketing strategy, we must choose the most appropriate communication media according to the characteristics of the module. At the same time, make full use of communication, QQ, WeChat, Weibo, APP, blog, RSS, Email, social bookmarking, online advertising, interactive television, interactive broadcasting, forums and social networks, and various emerging media to disseminate marketing information. Third, we must integrate the advantages of various media resources to achieve the smooth development of interactive integrated marketing activities.

Fourth, do a good job of feedback of marketing results. In order to improve the interactive integrated communication marketing system in the era of big data, it is necessary to construct a feasible monitoring structure for consumer marketing communication. According to different media, we should construct a corresponding indicator system and monitor marketing information. Then, objectively evaluate and accurately feedback all the information. For example, monitoring the online rate, number of visits, visit time, repeat browsing rate, interaction time, and interaction frequency of mobile phone apps [5].

4. Conclusion

In summary, to build an interactive integrated communication marketing system in the era of big data, we must focus on transforming the traditional marketing model, giving play to the role of online marketing, using data network technology to strive to increase product awareness, and build a network marketing security defense model. At the same time, we need to accurately target the product network target market and provide customers with a good network product virtual experience. Make full use of

various forms of communication to promote the organic combination of internal and external communication. In addition, we must actively expand the memory of the big data marketing platform, do a good job of analyzing consumer consumption orientation and feedback of marketing results, and fully optimize online marketing management strategies.

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