

Information Construction of Brand Marketing System in the Internet Era

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Abstract. Brand marketing is an important marketing strategy. Through marketing, it enables customers to recognize the brand and products of the enterprise, which can greatly improve the brand awareness of the enterprise. At the same time, it improves the customer's concern and demand for products, so as to achieve good and sustainable profit growth for the enterprise. In order to gain a good competitive advantage, an enterprise must build a high-grade marketing concept. In marketing, the marketing network is not the bigger the better, but to make full use of brand symbols, so as to build an invisible marketing network in the hearts of the public and deliver products to the hearts of consumers. Through brand marketing, consumers are willing to pay for products, and to recognize enterprises and brands. In today's Internet era, enterprises should pay more attention to the information construction of brand marketing system, and integrate Internet thinking into brand marketing strategy, so as to further improve the marketing effect.

Keywords: Internet Era, Brand Marketing System, Information Construction

Preface: In today's society, with the development and popularization of Internet, people's life style and consumption habits have changed a lot. In terms of brand marketing, it has also been greatly affected. In the era of Internet, the market competition becomes more intense. In order to survive and develop better, enterprises must pay attention to the information construction of brand marketing system. First of all, we should fully realize the influence of Internet on brand marketing, and understand the change and influence of Internet environment and Internet thinking on brand influence. Then we should make clear the change of brand marketing under the Internet, grasp the position of assets in the enterprise competition, stabilize the role of marketing mode in the enterprise competition, and analyze the differences of marketing competitive advantages at home and abroad. Finally, the paper studies the strategies of constructing information brand marketing system in the Internet era, such as logistics information, business process information, and information flat sharing and so on.

1. The influence of Internet on brand marketing

(1) Internet environment changes brand marketing

At present, the Internet has been widely used in our society. In the past, brand marketing mainly



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focused on creating atmosphere [1]. In the age of Internet, brand marketing should embody the characteristics of innovation. The seller should transform the way of thinking and provide products, services and descriptions from the perspective of customers. For example, in the original apple mobile advertising, a lot of beautiful pictures were used to let the audience appreciate high-pixel and high-quality pictures. At the same time, the pictures were equipped with “shooting with iPhone 6”. People would be interested in the mobile phone after seeing the advertisement, so as to promote the transfer of potential customers to real customers. In the topic development, based on the buyer's needs, the buyer and the seller can realize the thinking collision and viewpoint exchange. In the age of Internet, one of the biggest characteristics of brand marketing is that it can feedback the buyer's opinions in time, which can be fed back by potential buyer or house seller. For example, in shopping platform outlets, there are user evaluation sections. If there are many bad reviews, the potential buyer will transfer to other similar brands. The seller can also upgrade the product according to the buyer's evaluation. However, in traditional brand marketing, due to the lack of feedback channels, the authenticity and rapidity are not strong, the seller is easy to exaggerate the advantages of products and hide the disadvantages of products[2]. Thus, the Internet environment has a great impact on brand marketing.

(2) Internet thinking influences brand marketing

Internet thinking is a kind of unique thinking produced in the Internet era. The three essences of the modern Internet era are “interaction”, “connection” and “network”. Li Yanhong, the founder of Baidu, was the first one to put forward the concept of Internet thinking in China. For human entrepreneurs, they should have Internet thinking and not be engaged in Internet work in time. However, in terms of thinking mode, they should also think from the perspective of the Internet. Internet thinking is based on Internet +, big data, cloud computing and other advanced technologies to re-examine the enterprise value chain, products, users, market, and the whole business ecosystem. In enterprise brand marketing, Internet thinking is mainly to promote the brand by using precise search, cloud computing, big data and other technologies, so as to improve the user's brand awareness and brand loyalty. With the rapid development and popularization of Internet technology, as well as the in-depth development of social change, enterprises should make use of Internet thinking, innovate business models, take customers as the guide, take Internet features as the basis, and rethink the operation mode, profit mode, marketing mode and value mode of enterprises. In the Internet thinking, it emphasizes the user first, and interactive participation is the main feature of the Internet era. In the R & D, design, manufacturing, sales and other links of brand products, the buyer and the seller can participate together. Users determine the improvement and upgrading of enterprise products, so that users' needs can be better met[3].

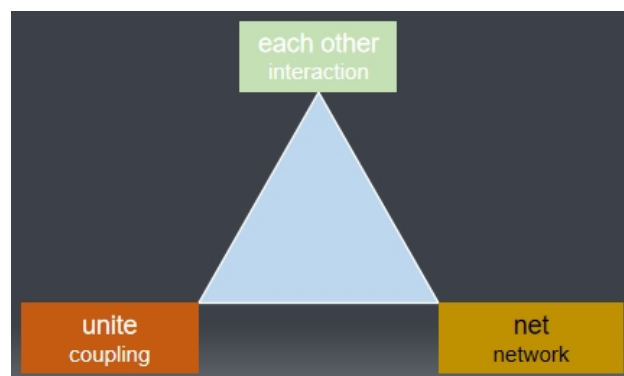


Figure 1 Three qualities of the Internet age

2. The change of brand marketing in the age of Internet

(1) The position of assets in enterprise competition

Assets play an important role in enterprises. In the past industrialization era, enterprises take the

increase and decrease of fixed assets cost as the embodiment of competitive advantage[4]. In the competition, it mainly compares fixed assets, advanced equipment, number and scale of factory buildings, etc. Through large-scale industrial production and asset flow, it can reduce costs, obtain more profits and occupy a more powerful position in the market competition. But in the Internet age, this way of controlling cost through mass production has been difficult to achieve obvious results. Increasing fixed assets does not necessarily lead to more sales and greater profits[5]. In the Internet era, accurate and fast service is the main embodiment of the competitive advantage of enterprises. With the increasing wealth of people's material living conditions, people's personalized needs have been more strongly reflected, and the degree of pickiness for brand goods is also higher and higher. Therefore, in brand marketing, enterprises should pay more attention to finding the most suitable type of consumers, that is, through the fastest speed and the most appropriate price of products, it is put into the front-end sales. Therefore, assets in the Internet era of enterprise competition, the status has declined, replaced by accurate and fast product services[6]. Enterprises should strengthen the use of the Internet, rationalize and strengthen the supply chain management of enterprises, so as to improve the efficiency of circulation links and promote brand marketing(See figure 1).

(2) The effect of marketing mode on enterprise competition

In the past industrialization era, through the continuous establishment and improvement of independent marketing channels, and through the hierarchical marketing management, the enterprise makes products flow between the production and the end of sales. In the process of flow, it realizes product proliferation. Each enterprise generally has a relatively fixed marketing mode, including more logistics links and levels[7]. When the information communication is not smooth, it can meet the needs of consumers. But there are too many marketing links, which lead to the increase of enterprise cost. But in the age of Internet, people's material living standard has been greatly improved, and the consumer market has also changed greatly, basically becoming a buyer's market. Therefore, enterprises should meet the individual needs of consumers in brand marketing. Therefore, enterprises can not still adhere to the fixed marketing mode, but should adapt to the needs of the final consumers, so as to establish a more appropriate marketing mode and marketing channels. For example, in a clothing enterprise, there was only one shirt factory at first, and now it has gradually developed into a group enterprise with more than ten shirt factories[8]. The marketing network covers the whole country, with multiple brands and products, and it is relatively strong in manufacturing and marketing. In the development of the enterprise, it fully reflects the change of marketing mode in the Internet era. According to the market development in different periods and the characteristics of different regions, it applies the most appropriate marketing mode.

(3) The difference of marketing competitive advantage at home and abroad

At present, because the competitive advantage of enterprises has changed from assets to information, enterprises have a large scale of assets, which can no longer be the main means to obtain competitive advantage. It should be recognized that the main advantage of Chinese enterprises at present is to have a better understanding of the Chinese market and the situation of Chinese consumers, as well as an inherent marketing channel, which can only be obtained after a long period of development and accumulation. For example, when P & G first entered the Chinese market, it first conducted Market Research for several years, and then began to invest in the Chinese market on a large scale. However, at the same time, there are some deficiencies, such as the low maturity of information technology application, the lack of management standardization and so on. For example, Nike, a famous brand in the world, can see its business management characteristics according to its business model. The number of employees in its headquarters is not large, but it can control and manage the production plants and marketing networks all over the world. What Nike implements is standardized management. The opening of the factory often brings standardized management ideas and management measures. At the same time, we make full use of information technology means, and build a complete set of information network based on the Internet, so as to systematically control the production and marketing. In this process, it reflects the construction of virtual operation on the information network, and also shows the role of information technology in the innovation of enterprise

business model, which promotes the further optimization of enterprise capital structure and operation process.

3. Constructing information brand marketing system in the Internet Era

(1) Logistics informatization

Logistics is an important part of enterprise marketing and brand building, and plays an important role in the whole marketing supply chain. In the enterprise brand marketing, the distribution of consumers has the characteristics of extensive and decentralized. At the same time, there are great changes in consumer demand; so many enterprises need to cover the national marketing network. And in order to ensure the effectiveness of sales, we must build a large number of distribution points nationwide, or do a good job of inventory reserve in each distribution level, but this will cause product backlog and capital occupation. Based on this, in the Internet era, enterprises should follow the principles of stock sharing and threatening pain in the construction of brand marketing system. In the whole supply chain, all information can be quickly and accurately fed back to the headquarters through the Internet, so as to effectively reduce the level of logistics links. In addition, it can reduce the necessary inventory of each logistics link, and the inventory of each marketing level can be transferred to each other, thus realizing the basic requirements of logistics informatization. In the Internet era, enterprises should meet the requirements of accuracy and rapidity for the information construction of brand marketing system. Enterprises must carry out efficient internal resource integration in order to make rapid response to the market, so as to improve the reliability of customer sales service commitment and achieve better brand marketing effect[9].

(2) Business Process Informatization

Many enterprises have invested a lot of time, money and energy in the construction of marketing channels, and they are also familiar with the construction of distribution channels. Because the marketing management is not in place, it has caused a drag on the enterprise. The main reasons for the inadequate marketing management are the slow return of marketing information, the lack of management and standardization. Based on this, in the information construction of brand marketing in the Internet era, we should actively apply information technology, give full play to the characteristics of the Internet, realize flat management, so as to speed up information exchange and improve the accuracy and sharing of information exchange. In each marketing chain, each level and node can drink the corresponding system for business management. Inventory information, sales information, etc., can also be transmitted to the headquarters at any time by using the Internet. Therefore, as long as the information exchange and analysis system is established in the headquarters, it can understand the various levels and business situations in the marketing chain, as well as the inventory and sales situation. People can adjust the marketing strategy flexibly according to the market demand, so as to improve the efficiency and effect of brand marketing. At the same time, the enterprise can also timely understand the feedback of sales agencies and consumers, analyze the personalized needs of consumers, so as to timely adjust the production strategy of the enterprise and provide the products needed by consumers and the market[10].

(3) Information flat sharing

In the past, the enterprise marketing has more distribution levels and distribution mitigation, and the sales mode is more diverse, which greatly improves the difficulty of information collection. But if we adopt the way of layer by layer summary, the cycle is long, the delivery is slow, and it is easy to make mistakes, so we can't solve the problem of original data collection. Through the application of information technology, enterprises can use bar code technology to run through each logistics link, so that it is easier to track and manage all commodity items, so as to understand the status, quantity and location of each commodity. Through the use of the Internet, we can know the operation situation of the sales terminal at any time, master the distribution situation of the distribution center and the sales order processing situation. In the age of Internet, information flat sharing has changed the way of reporting information layer by layer. By means of centralized processing of sales data and distribution of sales terminals, the sales outlets distributed by enterprises in different places are put on the same

level. Use information technology to select the data needed for recycling, and summarize and analyze it at the logical business level of the enterprise. Therefore, enterprises can obtain the first-hand information data, so as to make more reasonable decisions. In addition, flat sharing of information can also promote the improvement of flat management, reduce the level of management, achieve cost reduction, and then improve the profit space of enterprises, and truly play the advantages and role of brand marketing.

4. Conclusion

With the promotion and popularization of the Internet, today's society has entered the Internet era. Under this background, every field has been greatly influenced. In enterprise marketing, the construction of brand marketing system is an important work, which is directly related to the cost and profit of the enterprise, thus affecting the operation and development of the enterprise. In the Internet era, we should actively promote the informatization construction of brand marketing system, and actively apply information technology in logistics, business process and information sharing, so as to provide greater support and guarantee for enterprise marketing.

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