Research on the construction of digital marketing grid for enterprises

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Abstract. At present, enterprises are facing many challenges in the process of Internet marketing, including the problems of marketing effect is not obvious and product delivery is slow. To address these challenges, this article proposes a refined grid marketing approach. The digital marketing grid divides the market into small areas and combines precise user profiles and personalized marketing strategies to achieve precise positioning and personalized services for different user groups. This paper first analyzes the problems existing in current Internet marketing, and then introduces the basic principles and implementation steps of refined grid marketing, including market division, user profile establishment, personalized content push, etc. Finally, this article verifies the effectiveness of digital marketing grids through case analysis and provides prospects for their future development.

Keywords: Marketing Grid , Internet Marketing, Marketing Network, Grid Marketing

1. Introduction

With the rapid development and popularization of the Internet, Internet marketing has become an important means for enterprises to obtain customers, sell products and provide services. However, although Internet marketing has broad market prospects and potential, enterprises are facing a series of challenges and problems in the process of implementing Internet marketing. Among them, the lack of obvious marketing effect and the lack of timely provision of services are one of the most prominent problems.

With increasing competition and diversification of consumer behaviors, companies are finding that traditional advertising and marketing methods are no longer sufficiently effective. In the age of the internet, consumers have more choices and information, and are more focused on personalized and customized services and the timeliness of experiences that are quickly available. As a result, companies need to target customers with greater precision and personalization, and build products and services that can be quickly delivered in line with their needs and preferences.

In order to solve the problems of inconspicuous marketing effect and untimely provision of services, this paper proposes a method of refined grid marketing. Refined grid marketing realizes accurate positioning and rapid service for different user groups by dividing the market into small regions, building the rapid service capability of the marketing grid, and combining

accurate user portraits and personalized marketing strategies. This paper will discuss the theoretical basis, methods, implementation steps and case studies of refined grid marketing, and provide effective solutions and enlightenment for solving the current problems in enterprise Internet marketing.

The proposal of refined grid marketing not only helps to improve the marketing effect and customer satisfaction of enterprises, but also helps to promote the sustainable development and competitiveness of enterprises. Through the research and discussion in this paper, we will deeply understand the principles and implementation methods of refined grid marketing, and provide new ideas and methods for enterprises to practice marketing in the Internet era.

2. Problems with traditional Internet marketing

The rapid emergence of new technologies, new products, and new applications are profoundly affecting customers' living habits and consumption concepts. Especially after the epidemic, the global economic form and market environment have undergone tremendous changes, and the marketing model of enterprises is undergoing an unprecedented transformation. Customer needs are changing with each passing day, and the pursuit of personalized customization and efficiency and convenience has become the mainstream trend of consumption[1]. This requires enterprises to pay more attention to the quality of marketing services, emphasizing the diversification and timeliness of marketing service supply.

1. Lack of marketing effect: Many enterprises find that there is a huge gap between the cost and resources invested and the actual marketing effect when conducting Internet marketing. Problems such as declining click-through rates and low conversion rates lead to unsatisfactory marketing results, affecting the profitability and market share of enterprises.

2. Information overload and ad saturation: There are a lot of advertisements and information on the Internet, and consumers are often bothered by information overload and have a numb feeling to ads, resulting in a decrease in the click-through rate and conversion rate of ads. Advertising saturation also makes it difficult for companies to capture the attention of their target customers through traditional advertising methods.

3. Lack of personalized and customized services: Traditional advertising and promotion methods often take a one-size-fits-all approach and cannot meet the personalized needs of consumers[2]. Consumers expect a more personalized and customized service experience, and businesses often struggle to keep up with this demand, resulting in customer churn and market share loss.

4. Increased pressure on immediate services: During the pandemic, people are no longer in and out of physical stores as they used to, but are more willing to shop online to avoid crowds. However, with the high use of online shopping, consumers' demand for efficiency and timeliness has also increased. They hope to get the purchased goods as soon as possible, so the service models such as "1 hour speed", "2 hours errands" and "unmanned retail" have been widely recognized and loved. In this case, traditional marketing methods are no longer suitable, and enterprises need to find new marketing strategies and methods to meet the challenges of competition.

To sum up, the marketing effect is not obvious, and the inability to provide timely services has become the main problem in the current Internet marketing. The existence of these problems not only affects the marketing effectiveness and profitability of enterprises, but also challenges the market position and competitiveness of enterprises. Therefore, finding effective solutions to improve the effectiveness and efficiency of Internet marketing has become an important problem for enterprises to solve.

3. The theoretical basis of the digital marketing grid

As a new type of marketing strategy, the theoretical basis of refined grid marketing mainly includes the following aspects:

1. Market Segmentation Theory: Market segmentation theory holds that the market is made up of consumers with similar needs and behavioral characteristics, and that different consumer groups may have different preferences and needs for the same product or service [3]. Refined grid marketing draws on the theory of market segmentation and divides the market into small areas to meet the individual needs of different consumer groups.

2. User Portrait Theory: User portrait theory emphasizes the collection and analysis of user behavior, interests, preferences and other data to establish an accurate portrait of users, so as to achieve accurate positioning and personalized services for users[4]. Refined grid marketing relies on the theory of user portraits, and provides users with personalized marketing content and services by establishing accurate user portraits.

3. Personalized Marketing Theory: Personalized marketing theory emphasizes the development of personalized marketing strategies for different user groups to improve marketing effectiveness and customer satisfaction. Refined grid marketing is based on the theory of personalized marketing, by dividing the market into small regions and combining accurate user portraits to provide personalized marketing content and services for different user groups[5].

4. Data-Driven Marketing Theory: Data-driven marketing theory believes that by collecting and analyzing big data, we can gain more accurate insights into user needs and behaviors, so as to formulate more effective marketing strategies[6]. Refined grid marketing makes full use of the theory of data-driven marketing, establishes accurate portraits of users through data analysis and mining, and provides users with personalized marketing services.

To sum up, the theoretical basis of refined grid marketing includes market segmentation theory, user portrait theory, personalized marketing theory and data-driven marketing theory. These theories provide theoretical support and guidance for the implementation of refined grid marketing, which is helpful to improve the marketing effect and customer satisfaction of enterprises.

4. Digital marketing grid approach and implementation steps

The implementation of granular grid marketing includes the following key steps:

1. Market Segmentation: First, divide the target market into small regions, which can be divided according to factors such as geographical location, consumption habits, and demographic

characteristics. Through market segmentation, it is possible to understand the needs and behavioral characteristics of consumers in different regions more accurately.

2. User portrait establishment: On the basis of market segmentation, collect and analyze consumer data in various small regions, including behavior data, preference data, interest data, etc. Through data analysis and mining, we can establish accurate user portraits and gain an in-depth understanding of the needs and behavioral characteristics of different user groups.

3. Personalized content push: Formulate personalized marketing strategies and content according to the established user portraits, and push personalized marketing information and services for different user groups. Content can be pushed in a variety of forms, including email, social media, mobile apps, etc., to ensure timely and effective delivery of information.

4. Real-time optimization and adjustment: Refined grid marketing is a dynamic process that requires constant real-time optimization and adjustment. By monitoring and analyzing marketing effectiveness and user feedback, timely adjust marketing strategies and content to ensure the effectiveness and efficiency of marketing campaigns.

5. Cross-departmental collaboration and integration: Refined grid marketing involves the cooperation and coordination of multiple departments and positions, including marketing, data analysis, IT technology, etc. It is necessary to establish a good communication and collaboration mechanism between various departments to jointly promote the implementation and implementation of refined grid marketing.

Through the above steps, enterprises can achieve accurate positioning and personalized services for different regions and user groups, improve marketing effectiveness and customer satisfaction, and promote the sustainable development and competitiveness of enterprises.

5. Case analysis and verification

In order to verify the effectiveness of the digital marketing grid, China Telecom has piloted a provincial company to build a unified national digital marketing system covering all online channels and offline stores of the enterprise, realizing cross-regional and cross-professional digital marketing, promoting the deep integration of marketing services and business scenarios, and achieving accurate access to a large number of customers. It is hoped that the marketing effect and customer satisfaction can be improved through refined grid marketing.

Case Background:

As a basic communication service provider, China Telecom plays an indispensable role in digital construction. According to the characteristics of telecom product business, actively and actively explore a feasible digital development path of marketing services, build a reasonable marketing service model, and improve the level and efficiency of channel marketing services, which will determine whether the enterprise will develop sustainably and high-quality in the future. How to make good use of digital thinking and technology to comprehensively upgrade and optimize the existing marketing service system has become a key issue for China Telecom.

Case Data & Performance:

Through the implementation of refined grid marketing, the online retail company has achieved the following remarkable results:

1. Increase in new customer acquisition rate: Through accurate market segmentation and personalized marketing strategies, the new customer acquisition rate has increased significantly. New customer sign-ups and purchases increased by more than 30% in specific regions and user groups.

2. Significant improvement in marketing effect: Compared with traditional advertising promotion, the marketing effect of refined grid marketing has been significantly improved. There has been a significant increase in click-through rates and conversion rates, and product sales and order volumes have increased significantly.

3.Improved delivery efficiency of products and services: Compared with traditional product delivery and service delivery methods, the marketing grid can quickly assign customer orders to the localized operation team to achieve end-to-end service organization, which greatly improves the delivery efficiency of enterprises.

4. Increased user satisfaction: User satisfaction has been significantly improved due to personalized marketing services and customized product recommendations. User loyalty and repurchase rates have also increased significantly.

Through the above case analysis data, we can verify the effectiveness and value of refined grid marketing in practical applications. This method not only helps enterprises solve the problems of insignificant marketing effect and timely service, but also improves customer satisfaction and loyalty, and promotes the sustainable development and competitiveness of enterprises.

6.   Results and discussion

Through the case study of refined grid marketing, the following conclusions and discussions can be drawn:

1. The effectiveness of refined grid marketing: The case analysis shows that refined grid marketing can effectively solve the problems of difficulty in acquiring new customers and insignificant marketing effect, and significantly improve marketing effect and customer satisfaction. Through market segmentation and personalized services, companies are able to better meet the needs of different user groups and increase user engagement and purchase intentions.

2. Data-driven marketing strategy: Refined grid marketing relies on data analysis and mining, and realizes accurate positioning and personalized services for users by establishing user portraits and personalized content push. Data-driven marketing strategies can provide more accurate insights into user needs and behaviors, so as to develop more effective marketing strategies.

3. Cross-departmental collaboration and integration: Refined grid marketing involves the cooperation and coordination of multiple departments and positions, including marketing, data analysis, IT technology, etc. Cross-departmental collaboration and integration is the key to the implementation of refined grid marketing, and it is necessary to establish a good communication

and collaboration mechanism to jointly promote the implementation and implementation of marketing activities.

4. Continuous optimization and adjustment: Refined grid marketing is a dynamic process that requires continuous real-time optimization and adjustment. By monitoring and analyzing marketing effectiveness and user feedback, timely adjust marketing strategies and content to maintain the effectiveness and efficiency of marketing campaigns.

To sum up, refined grid marketing, as a new type of marketing strategy, has strong implementation feasibility and effectiveness. Through the implementation of refined grid marketing, enterprises can better meet the needs of users, improve marketing effectiveness and customer satisfaction, and promote the sustainable development and competitiveness of enterprises.

Future Prospects:

With the continuous development and popularization of Internet technology, refined grid marketing will continue to play an important role. In the future, we can further explore and study the application of refined grid marketing in different industries and scenarios, and expand its application field and depth. At the same time, it can also be combined with new technologies such as artificial intelligence and big data to further improve the intelligence and personalization level of refined grid marketing to adapt to changing market demand and consumer behavior.

7. Conclusion

As an emerging marketing strategy, refined grid marketing has shown significant advantages and potential in solving the current problems in enterprise Internet marketing. Through key steps such as market segmentation, user portrait establishment, and personalized content push, refined grid marketing can achieve accurate positioning and personalized services for different user groups, and improve marketing effectiveness and customer satisfaction.

In the future, with the continuous development and popularization of Internet technology, refined grid marketing will continue to play an important role. We expect that refined grid marketing can be applied in more industries and scenarios, and continuously improve and improve its theories and methods, so as to bring more reliable and effective solutions to enterprise Internet marketing.

To sum up, refined grid marketing is an important strategy and method in the current enterprise Internet marketing, and is expected to become the mainstream trend of Internet marketing in the future. Through continuous in-depth research and practice, we believe that refined grid marketing will bring new opportunities and challenges to the development and competitiveness of enterprises.

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