

Marketing Innovation of Logistics Enterprise under the "Internet +" era

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Abstract. With the rise of the Internet, especially the popularity of mobile Internet, internet technology is changing quickly, so logistics enterprises are facing increasingly fierce market competition. The way that logistics enterprises put themselves in the internet thinking, which is used to guide the marketing work of enterprises, in order to adapt to market changes to meet consumer demand, becomes the subject faced with all logistics enterprises. Based on the analysis of the influence of "Internet +" on the logistics enterprises, this paper analyzes the marketing model of the existing logistics enterprises, and finally proposes that the logistics enterprises should innovate their marketing under the influence of "Internet +".

1. Introduction

With the growing popularity of the Internet, especially the rapid development of the mobile Internet, it not only has been deepened into the production and business activities, but also deepened into the daily lives of ordinary people. The rise of the new Internet technology has increasingly changed the business model and people's way of life. Benefiting from the development of the internet industry, logistics enterprises are faced with a rare opportunity for development, how to seize market opportunities, and how to stand out in the fierce market competition, become the common topics of all logistics enterprises. In particular, logistics enterprises should promote enterprise marketing model reform with the innovative internet thinking, in order to win a position in the fierce market competition.

2. The influence of "Internet +" on the logistics enterprises

"Internet +" refers to the new form of Internet development under the conditions of innovation, specifically as "Internet + traditional industries", based on communication, network, and other technologies, to integrate the internet with traditional industries deeply, to create a new form of development.

The arrival of "Internet +" is the product of development of society, economy and technology to a certain degree, which is of great importance to the management of logistics enterprises. First of all, the management system of logistics enterprises established on the basis of internet and communications technology can help enterprises to achieve a high degree of control of the logistics to ensure direct contact with upstream and downstream customers to avoid the occurrence of supply and raw materials shortage, to promote a virtuous circle of enterprises, which can create more economic benefits for enterprises. Second, in the course of business, corporates need efficient and convenient services of logistics enterprises, so that other corporates can focus on the development of core businesses, enabling corporates to grow healthily. It indicates that the arrival of "Internet +" era can bring more opportunities for the development of logistics enterprises.

"Internet + logistics enterprises" is neither a simple logistics information technology upgrade, nor a simple interoperability, but a comprehensive reform on the existing logistics enterprises operating mode and management concept with the internet thinking. From the logistics business perspective, this is another reform for logistics enterprises to transform from traditional logistics to integrated logistics after entering the supply chain management logistics, which will lead the future development of the logistics industry. It has been pointed out that the "Internet + logistics enterprises" should refer to logistics enterprises carry out effective penetration and integration between the Internet industry and traditional transport industry to form the new format and new model of "reasonable allocation of online resources, efficient and high-quality operation of offline" in virtue of the mobile Internet, cloud computing, large data, Internet of things and other advanced technologies and ideas.

The impacts of "Internet +" on logistics enterprises are embodied in online shopping, large data and Internet of things and so on.

2.1 Online shopping

Not only the communications and network technology make contributions to the rapid development of online shopping, but also inseparable from the close cooperation of logistics enterprises. At present, logistics has increasingly become the bottleneck and constraint of the continued development of online shopping. In recent years, from the development of internet to mobile internet, the proportion of mobile shopping increased year by year. Our government has recognized that online shopping can drive the upgrade and transformation of traditional retail, logistics, express delivery, transportation, manufacturing and other industries as the entry point of "Internet +". The Ministry of Commerce further clarifies the deployment of deep integration, upgrade and transformation between online shopping and other industries in its published "Internet +" Circulation" Action Plan "

2.2 Large data

The application of large data can be docked with the logistics information, with data collection and sorting of each logistics node, transformed into valuable information through the analysis and processing of the data center. Logistics enterprises can thus determine which logistics business development is faster, with higher profits, can that they can adjust their business at any time to ensure the business profitability and efficiency. In addition, through data mining and analysis, logistics enterprises can consolidate the relationship with customers with the rational use of analytical results supported by the data center, to cultivate customer stickiness, and to avoid customer churn.

2.3 Internet of things

"Internet +" that is, on the Internet platform, with the change and development of technology in the future, the product of further development of Internet technology must be the Internet of things. For the logistics enterprises, in the application of logistics information technology, with the growing popularity of handheld devices and continual maturity of applications of mobile internet, the internal operation of logistics enterprises can achieve information synchronization, making enterprises more synergistic and efficient in logistics packaging, sorting, transit, handling, transportation, storage, circulation and distribution.

3. Marketing analysis of existing logistics enterprises

The marketing model that logistics enterprises adopt is related to the development scale, business type, and the capital status of logistics enterprises. In real life, according to the choice of different target market, there are the following categories for logistics enterprises.

3.1 Full coverage mode

Large logistics companies are using this model in general, that is, the enterprise regards all the logistics system as a large market, all of the logistics needs as its target customers. What's more, all of its logistics business and marketing programs are for all potential customers, through the development of uniform prices, to build a relatively centralized logistics network. Enterprises promote a single mode of marketing services into the entire logistics market, but the disadvantages of this logistics model is that it is unable to meet the customer's differentiated needs, lacking of a fixed professional customer base and core competitiveness. In order to seize the logistics market share, enterprises tend to attract and maintain large customers by taking a low price strategy, to set off a price war within the industry. A few years ago, in response to e-commerce logistics and express service market competition, many logistics companies have adopted a price war, to seize market shares.

3.2 Professional mode

Logistics enterprises selecting this marketing model tend to locate one or some market segments, and they can provide more professional services compared with the ordinary logistics businesses, even with value-added logistics services, and enterprises often use professional marketing strategies. For example, they will give low prices to the corporates that need more logistics services. At the same time, they provide logistics services within the provisions, such as electronic orders, regular pickup, monthly payment and other services. This special logistics service is targeted to meet the needs of fixed customer groups, which is a common logistics model for China's logistics enterprises. This model is more suitable for small and medium-sized logistics enterprises.

3.3 Centralized mode

Logistics companies adopting this marketing model tend to select the approach with centralized customers or market in general. Logistics companies generally only choose one or a few market segments (customers), with centralized marketing, and the implementation of sophisticated logistics services. Now, some logistics companies have chosen this marketing model, focusing on corporate resources to provide centralized services for target customers or target markets. This marketing model can not only reduce the logistics company's operating costs, to avoid the expansion of scale, but also to reduce operational investment, enhance business efficiency and improve logistics service quality. At present, more successful domestic logistics enterprises such as SF Logistics is the case, when other logistics are expanding their scale, and squeeze market share in the way of price war, SF logistics is not involved, positioning its target market in the high-end market such as IT market, business mail market, giving full play to high quality, safety, fastness and other advantages, to provide corporates with good logistics services, so that it wins the trust of customers. Also, SF logistics bring enterprises with better brand and economic benefits by virtue of a stable customer base.

4. Marketing reform of logistics enterprise under the "Internet +" era

4.1 logistics enterprises to establish a "Internet +" new marketing thinking

Internet, especially the development of mobile Internet brings lots of opportunities for logistics enterprises. Logistics companies, whether willing or unwilling, must be involved. Otherwise it will be eliminated in the market competition. Therefore, in order to seek innovation in marketing, logistics enterprises must pay attention to the role of the interwork on logistics. The biggest advantage of internet marketing is to provide corporates with fast, accurate and efficient information collection and processing systems. Logistics companies can get a more accurate understanding of customer needs, with the transformation from the extensive management to fine management, from disorder management to orderly management, to provide strong technical supports for scientific

decision-making of logistics enterprises. Therefore, based on the "Internet +", logistics enterprises should explore new marketing models for corporates, to seek better sustainable development for corporates.

4.2 Achieve the precise marketing with the help of large data

With the "Internet +" put forward, inspired by cloud thinking, intelligent logistics began to break through the border of efficiency, in the large data age, to achieve precise marketing has become a reality for logistics enterprises through large data. Logistics enterprises have more opportunities to communicate directly with the target groups, and even can do one-on-one personal communication. All kinds of mobile social platforms, such as logistics APP, We-chat public number, as well as the establishment of enterprise e-commerce platform, changed the original model of the information management system of logistics enterprises, increasing the tangible value of the logistics enterprises, and enhancing the intangible value of corporates. The social media regarding information technology as the support provide platform and tools for sales and promotions of logistics enterprises. With the help of the Internet cloud platform, large data, logistics enterprises can predict the logistics needs, and optimize the marketing planning, so they can forecast the size, location and selection of logistics routes created by the demands of logistics orders more accurately, to guide logistics companies for inventory prepared and business strategies optimized, thus to achieve precise marketing for target customers.

5. Summary

Mobile Internet, cloud computing, Internet of things, large data and other new information technology are changing China's logistics industry. To achieve efficient and rapid development, logistics enterprises must actively embrace the "Internet +" to change the existing marketing model, and promote the upgrading and transformation of logistics enterprise marketing models.

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