

electronic commercial websites belong to this category, such as Taobao mall and the ordinary sellers. The third connection between them comes from the third-party profits produced by the increase of number of consumers and the raise of demands [5]. For instance, Renren has controlled the most users among the social websites for students, while the money has to be paid when the advertisements and the third software want to login.

If the enterprises can deeply understand the third connection between the free one and the pay one, they can occupy the survival opportunity in this time of internet digitalization. At last, one point must be emphasized: "free" is not mighty. In other words, "free" will not make the enterprises richer, so they have to creatively think about how to get the market share and the reputation from free, and then turn them into profits. So, this is the way of survive for the enterprises.

V. Conclusions

Through these analysis, we know the free trial has become a powerful marketing measure, and the free economic pattern has made an attempt in early 21th century. It is the direction of marketing in both recent years and the future. Faced with such situations, all enterprises in internet apparently try all means to create more perfect free product which are for consumers.

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