

DE 公司电视线上营销策略研究

摘要

伴随着电子商务快速发展，诸如小米等互联网公司骤然崛起，企业互联网转型之路看上去像是一片坦途。然而由于渠道、购物方式等多种因素不同，线上消费者有着与传统消费者似是而非行为模式，传统企业积累多年线下营销经验收效甚微。因此通过对线上消费者行为进行分析，寻找满足线上消费者需求方式方法，对提高企业营销策略有效性就更为关键。在电视行业，网络销售规模也不断提高。而近年来，DE 公司线上电视业务却发展缓慢。在这样背景下，本文利用消费者行为学理论，从分析线上电视消费者行为入手，对 DE 公司线上电视业务经营策略进行研究和探讨，分析找出其业务存在主要问题，为 DE 公司线上电视业务提出经营策略。以求帮助DE 公司吸引更多消费者进行购买，扩大线上业务规模，提升市场份额。本文通过定量研究与定性研究方法，结合数据分析，将线上电视消费者根据行为和特征进行合理化细分，找出细分市场。分析消费者对电视产品诉求，挖掘用户痛点。并从营销维度分析吸引消费者方法，提升用户流量。最终从产品定义和营销策略两个维度形成合理化建议。最后，本文结合对未来市场环境发展分析，对未来电视销售营销模式进行展望，提出了全渠道融合发展以及人人创客营销理念。

关键词：线上业务，消费者行为分析，产品定义，经营策略系

ABSTRACT

With the rapid development of e-commerce and the sudden rise of Internet companies, the transformation of enterprise Internet seems to be a smooth road. However, due to the differences of channels, shopping methods and other factors, online consumers have paradoxical behavior patterns with traditional consumers, and traditional enterprises have accumulated years of offline marketing experience with little effect. Therefore, through the analysis of online consumer behavior, to find ways and means to meet online consumer demand, it is more critical to improve the effectiveness of enterprise marketing strategy. In the television industry, the scale of network sales is also increasing. In recent years, CH's online TV business has developed slowly. In this context, this paper uses the theory of consumer behavior, starting with the analysis of online TV consumer behavior, to study and discuss the operation strategy of online TV business of DECompany, to find out the main problems of its business, and to put forward the operation strategy for the online TV business of DECompany. In order to help DECompany attract more consumers to buy, expand the scale of online business, and enhance market share.

Keywords: Online Business, Consumer Behavior Analysis, Product Definition, Business Strategy

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：

<https://d.book118.com/117014151132006055>

