Exploration of Online Marketing Strategies for Young Entrepreneurs Under the Background of Big Data Accuracy

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Abstract: This paper mainly studies the development and breakthrough of young entrepreneurs in multi-sensory marketing strategies in online marketing. Based on the background of big data, the combination of online marketing and sensory marketing was studied and discussed by using qualitative research, focus groups, literature research, measurement research and other methods, and concluded that online sensory marketing is indeed a hot topic at present, which has been valued by young entrepreneurs and brands. Some progress has been made, but deeper extended studies can be conducted.

Keywords: Online Marketing; Sensory Marketing; Youth Entrepreneurship; Big Data; E-Commerce

1. Innovative Strategies of Online Marketing in Youth Entrepreneurship

(1) On the innovation of online marketing in the senses

In the new media environment, more and more consumers choose online shopping, people's catalyst habits and needs are becoming more and more diversified, as young entrepreneurs, in order to stand in the gradually saturated market, need to strive to meet the changing demand, so the network marketing methods of various enterprises need to be constantly updated. the innovation of this paper lies in the marketing method based on network marketing, focusing on the attempts of online marketing on people's senses [1-3].

How various senses interact with each other and what sensory information customers rely on in different environments requires continuous research and exploration. At present, it can be seen from research that in order to be closer to offline business, more and

more companies are using technology to create multi-sensory experiences online, and many e-commerce platforms, including young enterprises, are also focusing on optimizing the authenticity of product content and upgrading the visual and auditory experience. In addition, young entrepreneurs of brands should also pay attention to pushing Web 3.0 forward, using technology to evoke all senses such as touch, smell and taste. A brand may not be able to integrate all sensory elements into one, but brands can use one or two senses to stimulate customers' emotions, enhance their desire to buy, and integrate as many elements as possible to promote synergy [4-6].

(2) Research results of network marketing under the background of big data

After research, we can gain insight that with the continuous improvement of digitalization and the mature application of AI technology, enterprises can already establish real-time data monitoring and content creative production capabilities, and can amplify the ability to induce consumers to make impulsive purchases through real-time touchpoint settings. Therefore, young entrepreneurs also need to establish a set of medium-sized marketing methods that emphasize real-time, intelligent, data-based and content-based [7-9]. 2023 may represent a turning point, with consumers becoming more embraced to Web 3.0 and businesses better able to use it for marketing and immersive customer experiences.

2. Internet Sensory Marketing Theory

(1) the concept of network marketing

Network marketing is a kind of planning, implementation and operation management activities that rely on the traditional marketing environment and combine the Internet to develop it, so as to provide people with

valuable information and services, which is to be able to achieve customer value and corporate marketing objectives. With the gradual integration of the Internet and business applications, network marketing has gradually appeared in the public's life.

(2) Sensory marketing concept

The definition of sensory marketing was proposed by Martin Linstrom, a well-known brand marketing expert, in April 2011 in "Sensory Branding". Krishna et al., a leader in foreign research on sensory marketing, also define sensory marketing as "marketing that attracts consumers' senses and affects their perception, judgment and behavior. " It refers to the marketing model of experiential scenario sales through the use of the five senses of human vision, hearing, taste, touch and smell, so as to achieve the purpose of product marketing and brand marketing.

(3) Research and application related to online sensory marketing

Krishna published the book "Custom Sense: How the5Senses Influence Buying Behavior", in which he combed through various literature related to sensory marketing, and based on this, he proposed a number of scientifically sound and feasible management strategies on how to improve marketing. Krishna said that the company needs to adopt a sensory transformation strategy in the marketing process, and a good brand image is easy to leave a sensory imprint in the minds of customers.

In academia, there are many research conclusions about how sensory information affects people's cognition and perception. There are many studies on taste and vision in the five senses, and after referring to the relevant literature on various sensory marketing, it is found that the frequency of "color and food" is relatively high. Among the existing theoretical studies, Peck, along with Childers and Krishna, point out that sensory marketing is a rapidly growing field of research in recent years, focusing on how to scientifically understand "the relationship between sensory perception and consumer behavior. " Sensory marketing is essentially a competition for users' attention, through "color" to please, "taste" to seduce, "love" to touch, abstract marketing into touchable and perceptible tangible things.

Network sensory marketing aims to stimulate the five senses of consumers, the essence is to use so that can stimulate the consumer's sensory factors, compared with ordinary flat network marketing methods, more able to cause consumers' desire and impulse for their own needs, and use people's subconscious consciousness, in the psychological or emotional aspects of the trigger, promote the limbic system in the human brain to produce more dopamine, so that consumers become excited and happy, and even addicted to the brand products.

The use of sensory marketing based on online marketing is pushing the limits of space, for example, L'Oréal Group, a leader in the beauty industry, is using novel auditory technology to convey the impression of smells on the Internet through sound. In addition, South Korean beauty company AmorePacific has partnered with MIT to create a skin measurement device that allows users to monitor the skin's response to external stimuli, bringing the sense of touch into the digital age. Such methods help to create a stronger sense of experience for the brand, adopt unusual marketing methods and content, and create a more immersive consumption environment for online consumers, thereby deepening consumers' lasting memories of the brand and promoting the sustainable development of enterprises, which is worthy of reference and development for young entrepreneurs.

3. Internet Marketing Exploration Methods and Model Planning

(1) Qualitative research methods

Using qualitative research methods, through the observation and interviews of industry experts, relevant brands, and network users, we can understand the main situations of sensory marketing in online marketing, and obtain the corresponding required data, so as to provide support for the update and formulation of marketing strategies.

(2) Focus groups

Using the focus group method, through small-scale, qualitative and random participants, some relevant public information was screened and compared, and the user research data was used to communicate and discuss to understand the views and attitudes of the target audience on online sensory marketing.

(3) Literature research method

According to the literature research method,

according to the current theory and facts, according to the research needs of this paper, on the basis of a large number of literature review, the literature and theories related to network marketing and sensory marketing are analyzed and sorted, and the relevant content of their own research is summarized and analyzed, and new ideas are obtained to construct articles.

(4) Measurement research method

Using measurement research methods, scientific methods and tools, such as questionnaires, online statistics, user research, etc., to measure and evaluate the effect of online sensory marketing. By collecting sufficient consumer data, calculating and summarizing the basic characteristics of all commodity customers, and taking the results as the basis, the shopping habits, preferences and other basic information of the target group can be analyzed, so as to analyze the exclusive marketing methods of each product, gain insight into niche and precision marketing, and make the investigation and research of sensory marketing more convincing.

(5) Research on computational models

This paper also uses the major data computing systems and related calculation models of iMedia Consulting, and the application of iMedia business intelligence public opinion data monitoring system is the world's first real-time network-wide public opinion data monitoring and brand reputation monitoring and analysis system, including negative warning, public opinion monitoring and competitive product intelligence, corporate reputation, consumer reputation, etc., and performs network-wide scanning and data calculation in seconds.

4. Data Analysis Results for Online Marketing

(1) Data analysis of youth entrepreneurship network marketing based on the accurate background of big data

This article through the use of several methods introduced in the third chapter of the research, can know that the current competition between China's e-commerce is becoming more and more intense, with the change of marketing trends of multi-end brands and multiple platforms, consumers' personality habits and needs are becoming more diversified, causing arduous tasks and challenges to various e-commerce enterprises, consumer demand positioning needs to be more accurate, the requirements for brand services, product quality, marketing creativity are also more stringent, and the continuous birth of diversified and innovative marketing models has become particularly urgent.

Data shows that China's online retail sales in 2022 will be 137853 billion yuan. Among them, the online retail sales of physical goods were 119642 billion yuan, an increase of 6.2%, accounting for 27.2% of the total retail sales of consumer goods. These data were analyzed by iMedia Consulting's professionals, who believe that as the Internet has increasingly become an important channel for social commodity retail, the demand for the layout of e-commerce business by brand owners has increased, and e-commerce branding has become a trend, driving the development of the brand e-commerce service industry. So in order to create more distinctive brand characteristics, theoretical research shows that creating a variety of sense-oriented marketing is the key, this feeling of stimulating various senses can communicate with consumers more quickly.

For example, 80% of the information people receive comes from vision, and in 2017, scholars such as Wang Haizhong concluded through various aspects of exploration and research that multi-angle brand logos are more special than other shapes, and can make consumers with different needs get a personalized experience. Another example is Tiffany Blue, which has a fresh and elegant visual beauty, which was commercially registered by Tiffany and standardized through the Pantone Color System (PMS). Many consumers say that whether they see this color in offline trademarks or in any online advertising, they will naturally think of the Tiffany brand. This eye-catching, unique color gives people a visual impact, and can make consumers quickly generate value associations.

(2) The results of online marketing based on the accurate background of big data

Applied to the network sensory marketing, the core is to provide consumers with immersive experience, in the domestic market, live e-commerce, social e-commerce for sensory marketing has gradually strengthened the emphasis and use, better meet the needs of consumption diversification, content personalization, etc., more can make customers

emotionally resonate, so that brand owners obtain a unique traffic group, and then promote customers to make purchases, to achieve mobile sales has become a natural thing. Moreover, the company itself creates exclusive recognition and memory points, which also makes the brand influence more durable.

The results of the above analysis and research can show that the acceleration of the application of new technologies such as artificial intelligence, virtual reality, and big data has promoted the upgrading of consumer experience. the model of online marketing combined with sensory marketing provides new ways of display and user traffic for brand promotion, bringing a new round of growth opportunities for young entrepreneurs and other enterprises.

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