

三只松鼠网络营销策略研究

摘 要

21世纪是经济飞速发展,注重人才与科技的新时代,企业已经不能依靠广告独当一面,更重要的是打造一个属于自己的品牌。所以,我国企业要想长远发展,一个科学合理的品牌战略决策是其着眼点。同时,当代互联网技术融入到我们生活的方方面面,企业们的各项竞争中也新增了网络宣传竞争,过去,我国企业主要依靠广告获取知名度,增加销量和营业额,当代,企业通过打造品牌获得更强的竞争力。我国新型互联网企业更是将网络宣传和营销视为其生存发展的敲门砖,所以笔者在下文中通过对三只松鼠的营销方式进行介绍,找到其中各种问题的根源所在,并给予一些行之有效的处理对策,希望能够给有关领域带来一定的参考作用。

关键词: 三只松鼠; 网络营销; SWOT

Abstract

With the rapid development of e-commerce and the rapid expansion of its scale, the mode is constantly innovating and the division of labor is continuously refined. It has been decomposed into several new interconnected and interdependent new businesses, such as e-commerce environment, e-commerce transaction and e-commerce service. E-commerce is changing from the initial business model to the ecologicalization, accelerating the promotion of the transition from traditional economic activities to the Internet era. Taobao came into being in the background of the rapid development of electronic commerce. Network communication and network marketing has become the key to the construction and development of the Internet business, how to make the brand network marketing talent shows itself in numerous network information, how can the network marketing do ring in a short time, how to make the reality of the brand extends to the network, a series of problems to deal with a lot of hot network communication of enterprise construction and development. This paper studies the three squirrel network communication and network marketing as an example, the analysis of the current network spread three squirrels of success, the paper points out the existing problems and put forward the specific countermeasures, hope that through this study, can hope to contribute to research in related fields.

Keywords: Three squirrels; network marketing; SWOT

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/755044300142011224>

