

# 电子商务对企业市场营销的影响和对策研究

## 摘 要

随着互联网技术的快速发展，传统的商贸活动发生了较大的改变。在这样的背景环境下，企业需要对传统的营销模式进行改变，发展电商背景下的营销模式。本文从完善企业营销策略的角度，研究了百达官方旗舰店在速卖通平台上的营销策略问题，本文主要采用研究方法有文献研究法和演绎法。研究过程中，首先对 STP 战略、营销组合策略及网络营销相关理论做了概述，继而简要介绍了百达官方旗舰店概况及其所面对的营销环境，并对其进行了 SWOT 分析，最后结合公司营销实际问题，主要包括站内营销及站外营销两大方面，提出了 STP 战略选择和 4P 营销组合策略，以期对其他电商企业营销策略的完善提供借鉴与参考。

**关键词：**电子商务；在线交易；营销策略；对策分析

## **ABSTRACT**

With the rapid development of Internet technology, great changes have taken place in traditional business activities. In this context, enterprises need to change the traditional marketing model and develop the marketing model in the context of e-commerce. From the perspective of improving the marketing strategy of enterprises, this paper studies the marketing strategy of Baida Official Flagship Store on the express platform. This paper mainly adopts the methods of literature research and deduction. In the process of research, firstly, the STP strategy, marketing mix strategy and network marketing theory are summarized, then the general situation of Baida official flagship store and its marketing environment are briefly introduced, and the SWOT analysis is carried out. Finally, combined with the actual marketing problems of the company, including two aspects of in-station marketing and out-of-station marketing, the STP strategy selection and 4P marketing mix strategy are put forward. In order to provide reference for other e-commerce enterprises to improve their marketing strategies.

**Keywords:**E-commerce; Online Transaction; Marketing Strategy; Countermeasure Analysis

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