

FMCG Development of E-commerce Marketing Strategy

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Abstract. FMCG (Fast Moving Consumer Goods) enterprises are rather unfamiliar with the use of e-commerce in China. The article points out the necessity of integrating e-commerce for FMCG enterprises, starting with the analysis of four factors of developing e-commerce. With the analysis of advantages and deficiencies of FMCG enterprises developing e-commerce, the article discusses objective requirement for FMCG enterprises and proposes the countermeasures based on the present situation of FMCG industry.

Keywords: FMCG, e-commerce, strateg.

1. Introduction

FMCG industry from the composition, the food and beverage accounted for the main FMCG industry position, and their greatest potential in the core consumer groups and consumer groups focused on 15 ~ 30-year-old young consumers, this group also happens to be the main force of the internet. Thus we can see, FMCG and the Internet is a natural point of integration. This combination is what the young Internet users increasingly large. Select Network Marketing FMCG, there is hope to seize the high hundreds of millions of potential consumers.

China Internet Network Information Center (CNNIC) 19 released the latest report, as of the end of December 2010, the number of Internet users reached 457 million, the scale of up to 303 million mobile phone users. While 48.6% subscriber growth of online shopping is the fastest growing application of the user, indicating that more economic activity into the Internet, era. The Internet is an irresistible tendency to impact on the dominance of traditional media. As a higher degree of market fast moving consumer goods industry, is bound to the platform through the Internet marketing to launch a new round of war. FMCG stress is a fast-food culture, which is characterized by a one-time, perceptual, surface technology, and convenient.

Develop food E-commerce combined with traditional sales focusing on high-end convenience food, in the major cities step by step. Investigation showed that domestic e-commerce service enterprises are mainly distributed in the Yangtze River Delta, Pearl River Delta area, as well as Beijing and other economy-developed area. Yangtze River Delta gained market share of 33.52%, Pearl River Delta occupies market share of 32.04%, Beijing holds 8.86%.

Thus, in e-commerce on FMCG brands reflect the concept of clicking the mouse does not want users to buy products, but to allow more users to form a brand and consumer recognition. Therefore, how to make the product popular, how to fashion for the more refined and diverse consumer marketing strategy put forward, which is a network marketing FMCG way.

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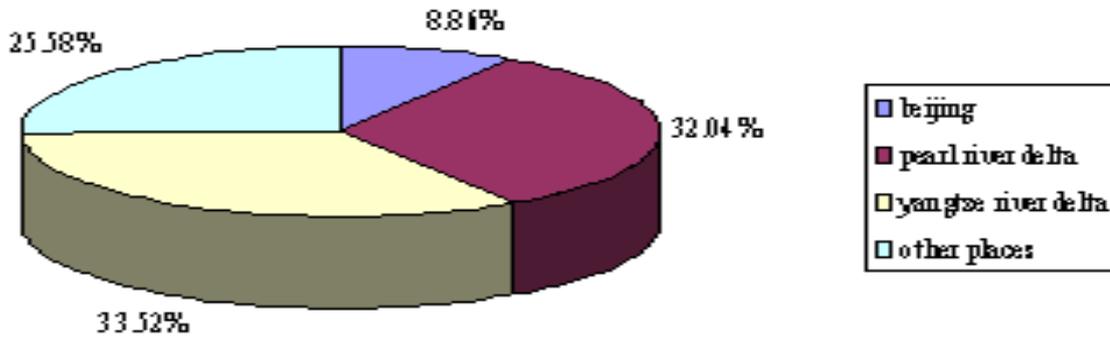


Fig. 1: Regional distribution of e-commerce service enterprises, 2010

2. E-commerce Success Factors

2.1. Platform edge

E-commerce is not only a media, but also a country with the integration and interaction, participation, multi-functional platform. At present, many FMCG brand of online marketing, but still confined to the advertising stage, the platform application awareness is not enough. One step ahead of a small number of brand marketing idea to open a theme promote the site, allowing users to vote for new packaging and brand building forums to keep abreast of customer aspirations. Advantage of the network platform through integrated applications, enterprise marketing risk is reduced to a minimum. Can be seen, the premise of successful use of platform, is to choose the network with leading-edge partners.

2.2. Creative quality

Unlike any traditional advertising activities, and a simple online advertising, online marketing activities require good to give consumers a full range of vision, hearing and participation experience, and then have to share the results. Therefore, the best Internet marketing ideas are open, interactive, many to many ideas. In this marketing model, Internet users no longer regarded as mere recipients of brand messages, but network marketing activities of the participants and communicators. This model stresses the dialogue between the brand and the audience, the interactive communication between users, in particular, pays attention to the impact of the Internet community.

2.3. Participate in value

E-commerce to create a good network marketing activities must be found in the value of a good point. It is not necessarily the product itself committed to the interests of consumers, but it is certainly participating in the network marketing activities, consumer value, or is able to trigger the excitement of consumers clicking on ads.

2.4. High efficiency:

E-shops save the time of journey and waiting for processing for consumers, and consumers wait delivery person home only. Meanwhile, e-commerce can integrate ordering, selling and payment. Food manufacturers throughout the region are also connected as a whole through related links, in order to meet the demands of consumers together. Moreover, as the network information is open highly, food manufacturers can obtain related information of opponents easily. It will increase competition among food manufacturers, break out price war, and start the market elimination mechanisms.

3. FMCG Should Pay Attention to the Problem of E-Commerce

3.1. Credit Problems on the trading platform

In general, the network has a good faith trading platform record system. If the business transaction in the process of the behavior of credit loss, the system will be recorded the behavior. The record opens to other companies and customer inquiries. This will seriously affect future transactions. Compared with the traditional network environment, the environment, the difference is one of the fast dissemination of information, wide range. Some bad business transaction records will quickly spread to the serious impact on corporate image. Therefore, enterprises must maintain good e-commerce credit record.

3.2. Web services and the timeliness of customer service

FMCG companies in the construction site to the attention of the website's service. First, the site is reflected in all service user to browse and use the site's regular columns and feature set, including: FAQ (Frequently Asked Questions), user help, site map, Site Search, multi-functional shopping cart, etc.; Second, contact information (such as telephone, e-mail) must be more effective, so that customers feel the company's great size, and management clear, normal. Finally, FMCG companies need to add a statement concerning privacy protection, to ensure that the user registration information in this site is safe. Customer e-mail address will not be sending spam object. At the same time, also note that network marketing companies the timeliness of customer service. Some enterprises in carrying out the Internet service often overlooked issues in a timely manner. If the enterprise customer service forum, some of the issues raised by customers are often not timely answer. They will weaken the enthusiasm of customer focus, and the corporate image damage.

3.3. Select the location of e-commerce ad

Network access to the different customer groups and the type of site are not the same page section. FMCG companies in the Internet ad delivery based on product characteristics to pay attention to select the appropriate placement. In general, FMCG ads related sites in the food industry for food, health professional section. Such targeted advertising, the effect is obvious.

3.4. Network platform should pay attention to the problems of communication

First issue is the use of public platforms for promotional products designed to focus on content. Customers are common platform to exchange information and content-based, they do not want to be the impact of advertising, which requires companies to promote, through some other means to promote their products in disguise. Experience through the use of products such as communication and other ways to disguise to carry out business promotion. Another problem is that the public should pay attention to the exchange platform for public opinion. There will be some common communication platform for various reasons, customers or competitors disparage their products. Enterprises which should be some way by ~ call is directed to these. Such as enterprise platforms found in the public enterprise product information in the article demeaning to the back immediately, to eliminate adverse effects.

3.5. Network Security

The characteristics of the Internet open to the FMCG business opportunities but also to bring the network security issues. The challenge is network security vulnerabilities, software vulnerabilities and hacker attacks in three aspects. When carrying out network marketing companies to focus on network security to prevent and repair the system and software vulnerabilities, installing hardware and software firewalls, the maximum degree of data security.

4. FMCG Implementation Strategies of E-Commerce

4.1. An enterprise support strategy

Entrepreneurs to change their thinking, fully aware of the importance of the enterprise network marketing. Network marketing is a part of their overall strategy, enterprises should give strategic support.

First of all, FMCG companies to set up a network marketing department, the department on the overall Internet marketing strategy planning and implementation. Second. Enterprises in the financial and personnel

support to in order to promote the appropriate network marketing strategy. Third, we must focus on network marketing related to the introduction and training, improve the business-related talent pool.

4.2. Improve the function of corporate web site

Web site e-commerce functions mainly in eight areas: brand image, information dissemination, display products or services, customer service, customer communications, on-line sales, improve management and efficiency and competition. At present, most FMCG companies in the web-enabled applications, or stay in the main brand, information dissemination and product display areas other site features has not been fully developed and utilized. E-commerce companies need to raise awareness and actively developing several other features.

4.3. Conduct B2B e-commerce trading platform business

Enterprise funds and personnel due to constraints, is difficult to self-built e-commerce transactions and maintain a comprehensive web site. On-line business trading platform built by Internet e-commerce businesses are trading platform. It mainly provides information publishing and selling, on-line negotiations and network on-line trading services. Enterprises can lower the cost of joining an on-line trading platform, publishing supply and demand information, while with other firms to carry out online transactions.

4.4. Use auction site for direct sales to customers

In addition to on-line trading platform for enterprises conducting business on business can also be carried out through its own direct sales network to the customer site activities. However, there is direct visibility corporate Web site is not high, inadequate flow, ordering system security. These restricted the application of network marketing companies. Enterprises can set up shop on auction sites selling products, so to increase sales.

4.5. Using search engine marketing company

Famous market research firm Forrester Research findings show: More than 80% of Internet users through the search engine to find sites bow 1. Enterprises can use the search engine technology to enable enterprises to promote the site's top-ranking search results, so that enterprises can gain more business opportunities.

Use of search engine Promotion Company's core technology is the use of search engine optimization. FMCG search engines use to promote the company's core technology is the use of search engine optimization That is, the search for the characteristics of various search engines, so that site construction and the basic elements of web design search engine search for the principles (that is search engine friendly) to get the search engine included in the top-ranking search results. Specifically, Is the business in the construction site, pay attention to the relevant key words on Web pages and content areas such as search engines considerations. In addition, some search engines also offer paid to corporate website through the search results page that display practices, such as Baidu search engine Baidu PPC. FMCG enterprises in network marketing promotional activities to focus on search engine promotion and optimization.

4.6. Use of public communication platform for promotional products

Network communication platform is the public forum, blog and chat rooms. Exchange platform for enterprises to promote the use of public enterprises, establish a corporate image. For example, published in a number of industry forums in the enterprise product information to attract customer attention.

4.7. Establish CIS, and implement brand strategy

To some extent network economy is attention economy. Food enterprises can only fight the first and second would mean the loss of competitiveness in the attention competition. One of the purpose of establishing CIS and implementing brand strategy is to receive public attention. Brand strategy has two meanings. The first is enterprise brand, such as Nestle, Coca-cola. The second is distributor brand, such as W-MART. China also has some well-known brand such as Maotai and Wahaha. However, most food enterprises have not formed their own brand. Therefore, food enterprises must have their own domestic

brand and E - shop domain name brand in order to lay the foundation for achieving advantage in the future food E-commerce competition.

5. Conclusion

With the rapid popularization of the Internet in China, e-commerce marketing, online advertising has been more than just a simple to use, and more are advertised on the basis of FMCG companies have the capability to provide a collection of the accuracy and creative The launch of space, which is expected FMCG industry marketing platform.

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