

sales through a seamless online and offline shopping experience. 3. Enhance customer relationships. Businesses can build closer connections with customers through social media and mobile apps. Starbucks' mobile app not only enhances the user experience, but also enhances customer brand loyalty. 4. Innovative products and services. In the process of transformation, enterprises can meet the market demand through innovation. Amazon's "Amazon Fresh" service has successfully expanded its market to meet consumers' demand for fresh food.

Modern marketing transformation faces both challenges and opportunities. Businesses need to respond flexibly, innovate continuously and actively embrace change in order to achieve sustainable development. By making the best use of technology and data, building good customer relationships, and constantly innovating products and services, businesses can succeed in the modern marketing world. In the future, enterprises should continue to pay attention to market dynamics and adjust strategies in a timely manner to remain invincible in the competition.

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THE MANAGEMENT OF NETWORK MARKETING UNDER THE BACKGROUND OF INTERNET+: A CASE STUDY OF TCL GROUP

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In the contemporary digital age, characterized by the dominance of the Internet+, the landscape of marketing has undergone a profound transformation. Network marketing has emerged as a vital tool for enterprises to thrive and gain a competitive edge. This paper examines the management of network marketing within this context, using TCL Group as a case study.

The Internet+ era has brought about numerous changes in the business environment [1]. It has enabled businesses to reach a wider audience at a lower cost and with greater precision. Network marketing, as a result, has

become indispensable for companies aiming to expand their market share and enhance brand visibility.

TCL Group, a prominent player in the electronics industry, has actively embraced network marketing. Their strategies encompass various approaches. Social media marketing has been a key aspect, where they engage with consumers on platforms like Weibo and WeChat, sharing product updates and hosting interactive activities to boost brand awareness [2]. E-commerce platform marketing is another crucial avenue, with official stores on major platforms facilitating product sales and promotion.

Content marketing has also played a significant role. TCL creates high-quality videos and pictures that provide product evaluations, usage instructions, and brand stories, captivating the interest of consumers and encouraging sharing [3]. Moreover, their utilization of big data analytics for precise marketing and personalized recommendations has been a notable strength.

However, TCL Group also faces certain challenges. Intense competition from both domestic and international brands requires them to constantly innovate and differentiate [4]. The integration and optimization of multiple network marketing

channels pose a significant task, as ensuring seamless coordination and efficient resource allocation is crucial. Meeting the rapidly evolving and increasingly diverse consumer demands is another hurdle, demanding agility and a deep understanding of the market.

To further enhance their network marketing management, TCL Group could focus on strengthening data-driven decision-making. This involves investing in advanced analytics tools and skilled personnel to extract valuable insights from the vast amounts of data available [5]. Additionally, they should strive to create more immersive and engaging user experiences. This could include enhancing the design and functionality of their online platforms and providing personalized customer service.

In conclusion, the Internet+ era offers both opportunities and challenges for network marketing [6]. TCL Group's experiences provide valuable lessons for other enterprises. By continuously adapting and innovating their strategies, companies can leverage network marketing to drive growth and success in the highly competitive digital marketplace.

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MODERN MARKETING TRANSFORMATION OF XIAOMI NEW ENERGY VEHICLES

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As the global attention to environmental protection and sustainable development continues to increase, the new energy vehicle market is rising rapidly. Xiaomi, as a company with extensive influence in the field of science and technology, has entered the new energy vehicle market strongly, facing many opportunities and challenges. In the context of modern marketing transformation, it is of great significance to study the development of millet new energy vehicles.

From the first technology conference to the official listing of Xiaomi Car SU7, the marketing of Xiaomi car on social media has blossomed in the past three months. The entire publicity position covered all social platforms and intensively promoted the listing of Xiaomi SU7. Many netizens actively participated in the discussion and shared their expectations and views on Xiaomi cars, further expanding the influence of the brand.

At the same time, Xiaomi automobile adopted the "hunger marketing" strategy [1], which caused the phenomenon of short supply in the market by controlling the production and supply of products, so as to stimulate consumers' desire to buy. Xiaomi Auto will adopt a limited supply strategy in the early stage of product release, hoping to achieve consumers scrambling to buy, and further create a market atmosphere in short supply.

So, in the process of modern marketing transformation, what are the opportunities and challenges? [2].

Now let me talk about the opportunities in the transformation of modern marketing. First of all, as a technology giant, Xiaomi has a strong brand advantage and the ability to transform technical strength. The high brand