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Promotion Research of the E-Commerce Site in Small and Medium-Sized Enterprises

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Abstract

This paper first presents the e-commerce website development status of small and medium-sized enterprises (SMEs); and then studies the ways to promote e-commerce websites in the information age using various research methods. Moreover, it points out the problems in e-commerce websites promotion in SMEs, and puts forward ways and thoughts to settle the problems.

Key words: SMEs; E-commerce; Website promotion

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INTRODUCTION

So far, the application of electronic commerce in SMEs of our country has made great progress, including two kinds of electronic commerce model—B2B and B2C. However, a successful e-commerce site cannot live without consistent active promotion of enterprise. That companies actively promote the e-commerce sites can be good to keep the products of enterprise highly exposure to the consumers and subconsciously increase credibility of consumers for the goods, be helpful to improve enterprise's reputation so as to improve occupied share of enterprise in the market and do good to attract new consumers who are interested in this kind of goods and directly increase sales profit of the companies. Therefore, SMEs must attach importance to the promotion of e-commerce sites.

1. PROBLEMS IN E-COMMERCE SITES' PROMOTION IN SMES

After SMEs realized the benefits of e-commerce sites' promotion, they set out to build their own e-commerce sites and constantly improve its functions. However many problems were founded in the process of e-commerce sites' promotion.

1.1 The Matter Concerned E-Commerce Sites' Promotion Is not Enough Attention

Small and medium-sized e-commerce sites experienced so constantly improvement that website functions become more comprehensive and more perfect and the publication and release of information more timely and accurately, and therefore certain attention is paid on it. However, many SMEs are satisfied with existing state and short-sighted, without considering the long-term development of enterprise. The enterprise did not put the promotion of e-commerce sites on the agenda, whose direct consequence is that e-commerce sites of enterprise will be buried in many small and medium-sized e-commerce sites and consumer's initial resources of establishing e-commerce sites are even wasted at first. So, SMEs need to keep high enthusiasm in the process of e-commerce website sites' promotion.

1.2 The Ways of Promoting E-Commerce Sites by SMEs Are not Comprehensive

E-commerce sites have such advantages as numerous Internet users, network of geographical un limited boundaries, fast transmitted speed, low cost, but a lot of e-commerce sites can't effectively make full use of the network's advantages, still continue to focus on the traditional way of promotion and neglect the use of so many ways of network promotion as micro blog, BBS, search engines, E-mail, etc. Only do we make and fulfill comprehensive plan can the brand promote credibility of consumers more effectively and rapidly, so they can bring good benefits for the enterprise more quickly.

1.3 The Website Information Do not Update in Time, Causing Some Problems in Promotion

A successful e-commerce website's promotion must match with the information flow of company website. As the official website by which enterprise release information, if information do not update in time, consumers will psychologically feel cheated and doubt capability of enterprise. on the contrary, if the information on the e-commerce sites updates timely, consumers can not only understand the change of the enterprise's brand or the progress of favorable activity earlier and attract consumers' attention better, but also can win the advantage if having more time for the enterprise. So updating websites' information by SMEs is convenient to promote e-commerce website promotion.

1.4 Promotion Work Is not Lasting

When companies which lack money do early investment promotion and then get latter small harvest, it is easy for them to enjoy the promotion achievement, and neglect the lasting e-commerce website promotion. Those were lead to by the shortsighted enterprises. Enterprises cannot be dejected for little loses and be arrogant for little profit. In order to keep long-term gains and steady growth, enterprises should pay out lasting efforts.

1.5 SME E-Commerce Website Promotion Has no Breakthrough

While the turnover of Small and medium enterprises is increasing in the latter promotion period it cannot inspire Small and medium enterprises use earnings benefits for to increase e-commerce website promotion. Small and medium enterprises are easily filled with their present condition which lead to that they always use the previous the promotion routes and have no innovation and breakthroughs. As the saying goes, when you are sailing against the current, you will either go ahead or keep falling. In the fierce competition, the promotion of small and medium enterprises do not seek breakthrough for e-commerce sites promotion is a kind of backwards.

2. PROGRAM OF SME E-COMMERCE WEBSITE PROMOTION

In order to achieve the brand awareness, companies would certainly take a lot of ways to promote their own brand. As Small and medium enterprises who own e-commerce site and have a huge potential network resource, they not only should use traditional promotion patterns, but also should have a variety of ways to promote the network mode, which is improvement and innovation under the traditional mode so as to achieve a two-pronged best results.

2.1 Micro Blogging Marketing

As a platform for public publish information, micro

blogging only requires free registration and publish the latest information on business then they can get the attention of consumers, so the first micro blogging marketing advantage is low cost. As long as companies release new, creative and special message, they will attract more consumers. Micro blogging can fast release information, benefit wide audience and have strong interaction, so fans can always communicate with bloggers which can close the distance between businesses and consumers.

2.2 Promotion by E-mail

Email promotion mainly to send emails as the method to promote e-commerce sites. The common methods include electronic publications, member communication and so on. Most SMEs will adopt the electronic publications and communications as the free way for website promotion. In this method, the membership registration information, such as into the taboo website, if they want to go shopping, we must set up your own account. Through the user's registration information we can know the target customer's Email address. Then filling in the list of enterprises, they can send product advertising and promotion information according to the Email list at fixed period.

2.3 BBS Community Promotion

BBS is a place where people speak in free, in general BBS has its own theme, because they have a common attention of topic, So the BBS is relative authority. If the enterprise can build them BBS circle, it will be great promotion to the enterprise brand.

2.4 The Way of promotion in Micro Letter Platform or Micro Letter Sending Mobile Phone Information

Mobile phone users in China is huge, the users spend a lot of energy in mobile phone, we often see even on the bus, a lot of passengers were low head looking at their mobile phone, We can say that they are the phone freak, they tend to lie on mobile phones every once in a while. The computers micro letter helps enterprises to save the expenditure of the SMS. So it will be a good choice for enterprises to use micro letter to send mobile phone information to increase the methods of publicity.

2.5 The Method of Network Resources Cooperative Extension

E-commerce website promotion always uses the external resources. When websites have certain traffic, the site itself also has the resources of network marketing, and this kind of website can be cooperation in resources. The website can exchange website link and advertisement to achieve the purpose of promoting each other. The simplest way for site resources cooperation is to exchange links. Providing your website link on the net site can greatly increase the rate of searching to search engine. For most small and medium-sized websites, this kind of method is

simple and effective. It is becoming one of the commonly used methods of website promotion.

2.6 Search Engine Promotion

Search engine, which is convenient for users to query the practical information that they are interested in, is the most common service mode in network. Common methods for search engine promotion include: login classification catalogues, search engine optimization, keywords advertising, keywords competitive ranking and web content localization advertisement, etc. Generally, keywords advertising, keywords competitive ranking and web content localization advertisement are highly cost so that they are suitable for e-commerce sites of cash-rich enterprise. For SMEs websites, we need to consider the actual situation of enterprises and marketing budget. They can utilize search engine optimization and login classified catalogue methods for free. In order to save cost, they can optimize the web design to make their website be found more easily by the search engines which requires high innovation and uniqueness. Also, they can login in some free access entrance provided by some large search engines which will offer well effect.

2.7 Viral Marketing

Viral marketing is not carried out in the manner of spreading virus but taking advantage of user's reputation to propaganda networks to let the information spread like virus. It spread to millions of Internet users like a snowball so as to achieve the goal of promotion. Viral marketing essentially provide users with valuable services which is free of charge and add some certain generalized information at the same time. It is a marketing idea and strategy without fixed pattern and is suitable for all kinds of enterprises and web sites if it is used properly. This method can usually obtain a significant effect in a low price.

3 PROBLEMS THAT SMES SHOULD PAY ATTENTION TO DURING THE PROCESS OF E-COMMERCE SITES PROMOTION

E-commerce website promotion is a huge project related to all aspects of an enterprise. Compared with large enterprises, SMEs are weak in personnel, financial and material resources and information technology, so during the process of e-commerce sites promotion, some problems they should pay attention to.

3.1 Changing Ideas, Strengthen the Correct Understanding on the Popularization of E-Commerce Sites

In the era of knowledge-driven economy, SMEs need to fully realize the necessity, feasibility and urgency of promoting e-commerce sites and seizing the network virtual market. They also have to jump out of two

myths about the cognitive process of e-commerce sites promotion, starting from the improvement of basic website function module and content methodically and down to practical. They should realize the importance of the e-commerce website in reality and improve the power of execution in popularizing e-commerce sites.

3.2 Take the Strategy of "Long-Term Planning, Implement Step by Step, Steady Development"

E-commerce sites involved in multiple aspects like the promotion of information construction of enterprise website. Due to their business and resource constraints, the process of promotion for e-commerce sites will not happen overnight. E-commerce sites of SMEs promotion must combine the current goal with the long term, "think big and start small". According to their own characteristics, to find out the breakthrough point and seize the key promotion methods. They must think how to improve awareness of enterprise brand all the time and walk a way of a long-term planning and steady development of e-commerce website promotion step by step. SMEs, especially the level of information is low and starts lately. They should follow the promotion strategy on the issue of e-commerce site promotion.

3.3 Fully and Effectively Express the Role of Network to Provide Platform for the E-Commerce Website Promotion

The network marketing model in the process of e-commerce sites promotion in application of e-commerce brought rare opportunities of development for small and medium enterprises. They provide low cost and professional e-commerce website promotion way for SMEs, It is advantageous to the SMEs to improve efficiency and expand the market. Now it has become the main mode for SMEs to promote the application of e-commerce sites. And e-commerce sites are the most direct and effective way for SMEs to carry out business activities and get the order. The most significance of E-commerce sites is to highlight the brand's management of enterprise. They give consumers a information platform of the most detailed, the most trusted and most intuitive understanding of the enterprise's brand. The enterprises must attach importance to the effective use of network in the process of promoting e-commerce sites.

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