

INTERNET MARKETING THEORIES AND TOOLS APPLICATION

Editors-in-Chief:
Zhong Peijun, Zhou Xuan, Tan Yan



Internet Marketing Theories and Tools Application

Editorial Board

《互联网营销理论与工具运用》

编委会

Editors-in-Chief: Zhong Peijun, Zhou Xuan, Tan Yan

主编: 钟培军、周旋、谭焱

Deputy Editors-in-Chief: Li Mengxiao, Liang Siyi

副主编: 李梦晓、梁思旖

Co-editors: Gong Xiaomei, Huang Ying

参编: 龚小梅、黄莹

Internet Marketing Theories and Tools Application

Written By : Zhong Peijun (钟培军) / Zhou Xuan (周旋) / Tan Yan (谭焱)

National Library of Thailand Cataloging in Publication Data

Zhong, Peijun.

Internet Marketing Theories and Tools Application.—Bangkok : Mandarin Group, 2026.

420 p.

1. Internet Marketing. I. Zhou, Xuan, jt.auth. II. Tan, Yan, jt.auth. III. Title.

658.872

ISBN 978-616-94891-4-6

@ได้รับการอนุญาตจัดพิมพ์จากเจ้าของลิขสิทธิ์ตามกฎหมายสงวนลิขสิทธิ์ตามพระราชบัญญัติลิขสิทธิ์ (ฉบับเพิ่มเติม) พ.ศ. 2558
ห้ามลอกเลียนแบบไม่ว่าส่วนใดส่วนหนึ่งของหนังสือเล่มนี้ มิเช่นนั้นจะถือว่าละเมิดลิขสิทธิ์และมีความผิดทางอาญา

Copyright © 2026 Mandarin Group Co., Ltd. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form without prior written permission.

Publish By  Mandarin Education Publishing

Mandarin Group Co., Ltd.

1001 Soi Kheha romklao 64 Klong song ton noon Lad Krabang Bangkok 10520

Writer	Zhong Peijun (钟培军) / Zhou Xuan (周旋) / Tan Yan (谭焱)
Editor	FU HE NAN (符和南)
Proof	Sayumporn Poomkornsarn
Art	Mandarin Education Team
Marketing	Saranya Anochasuwan

Preface

Based on the requirements of the Teaching Standards for E-commerce Majors and the National Occupational Skills Standards for Internet Marketing Professionals (2021), *Internet Marketing Theories and Tools Application* focuses on the cultivation of students' professional abilities, learning abilities, innovation abilities, and occupational qualities, and adheres to the teaching philosophy of integrating theory with practice, aiming to cultivate high-quality comprehensive technical personnel with the ability to apply Internet marketing theories and tools.

The textbook has a complete structure, taking the job duties of various Internet marketing-related positions as the carrier and the complete workflow as the main line. It guides students to explore theoretical knowledge and practical tasks through company cases. The textbook is set with six projects based on their different features and the hierarchical relationship between them. It is characterized by practical content, rich examples and resources, thorough explanations, and easy-to-understand language. These projects include Understanding Internet Marketing, Internet Marketing Market Research, Video Marketing, Live Streaming Marketing, Social Media Marketing, and Email Direct Marketing. Each project is followed by project testing and vocational training, for cultivation of students' comprehensive professional qualities and simultaneous implementation of quality education and vocational education to achieve the goal of developing core professional literacy. It is practical, contemporary, ideological, scientific, and normative.

1. Based on Internet marketing projects, typical work tasks are set around the requirements of job positions such as e-commerce sales representatives, live streaming sales consultants, and marketing strategy managers.

2. The textbook is compiled with appropriate materials and is organized reasonably. Each project has modules such as job tasks, case introduction, knowledge express, task demonstration, and project summary. Lesson activities, task reflection and exercises, case studies, and practical training are incorporated for heuristic teaching. The textbook is structured in an action-oriented teaching mode, integrating project, case, and task-driven teaching approaches, which reflects the teaching philosophy of teach-learn-practice integration. The textbook offers detailed content and abundant resources, facilitating student learning through the convenience of scanning QR codes.

3. The textbook comes with rich teaching resources, including course standards, courseware, lesson plans, videos, project testing, exercises, and papers.

4. By studying this textbook, students can master the basic theories and tools of Internet marketing in the new era, and can independently plan and implement Internet marketing projects. It provides sustainable support for students to gain knowledge and skills.

This textbook can be used as a textbook for vocational colleges' majors in e-commerce, online marketing and live streaming, mobile commerce, marketing, chain operation and management, business administration, and also as a reference book for professionals engaged in e-commerce-related professions.

During the compilation of this textbook, the compilers received strong support and assistance from frontline business operations personnel and professional teachers in colleges and universities, for which we express our gratitude. However, given the compilers' limitations, there may be inevitable shortcomings in the book. Therefore, we earnestly request readers to provide their valuable feedback and suggestions.

By compilers
December 2023

前言

《互联网营销理论与工具运用》依据《电子商务专业教学标准》《互联网营销师国家职业技能标准（2021年版）》中的相关要求，注重对学生专业能力、学习能力、创新能力和职业素质的培养，坚持理论与实践结合的教学理念，旨在培养具备互联网营销理论与工具运用能力的高素质综合技术技能人才。

本教材体例结构完整，以互联网营销相关岗位的工作任务为载体，以完整的工作流程为主线，通过企业案例引导学生进行理论知识的学习与实践任务的探究演练。按工作项目的不同与层次关系，全书设置六个项目，内容实用，实例、资源丰富，讲解透彻，语言通俗易懂，包括：认识互联网营销、互联网营销市场调研、互联网视频营销、互联网直播营销、互联网社交媒体营销、互联网电子邮件营销等项目，在项目后设置项目检测与职业技能训练，培养学生综合职业素养，将素质教育与职业技能教育同步开展，达成培养专业核心素养的目标，具有较强的实用性、时代性、思想性、科学性、规范性。

1.根据互联网营销项目，设置典型工作任务，围绕电子商务行业商品销售代表、直播销售顾问、营销策略管理人员等就业岗位的要求。

2.全书合理选材和编排。各项目设有岗位工作任务、案例导入、知识速递、任务演练、项目小结等模块，利用课中活动任务思考与练习、案例与实训等开展启发性教学，教材采用项目教学、案例教学、任务驱动教学的行动导向教学模式编排，体现“教学做”合一的教学理念，教材内容详尽、资源丰富，扫描二维码，便于学生学习。

3.全书配套丰富的教学资源，含课程标准、课件、教案、视频、项目检测、习题、试卷等资源。

4.通过本书学习，学生可以掌握新时代互联网络营销的基本理论与工具运用的知识与技能，更能独立进行互联网营销项目的策划、实施的能力，可持续为学生提供知识与技能的支持。

本教材可作为职业院校电子商务、网络营销与直播、移动商务、市场营销、连锁经营与管理、工商管理等专业教材，也可作为从事电子商务相关职业人员的参考用书。

本教材的编写过程中，编者得到了很多一线企业运营人员、院校专业老师的大力支持和帮助，在此一并表示感谢。由于编者水平所限，书中难免有不当之处，恳请读者不吝赐教并提出宝贵意见。

编者

2023年12月

Contents

Project 1 Overview of Internet Marketing.....	1
Task 1 Understanding Internet Marketing.....	3
Task 2 Positions in Internet Marketing and Required Skills.....	8
Task 3 Main Types of Internet Marketing.....	14
 Project 2 Internet Marketing Market Research.....	 37
Task 1 Steps of Internet Marketing Market Research.....	39
Task 2 Common Online Market Research Tools.....	46
Task 3 Implementing Online Market Research.....	52
 Project 3 Video Marketing.....	 93
Task 1 Understanding Video Marketing.....	95
Task 2 Editing Marketing Videos Using CapCut.....	101
Task 3 Refining Marketing Videos Using CapCut.....	115
 Project 4 Live Streaming Marketing.....	 155
Task 1 Understanding Live Streaming Marketing Platforms.....	158
Task 2 Utilizing TikTok Live for Marketing.....	165
Task 3 Utilizing Taobao Live for Marketing.....	180
 Project 5 Social Media Marketing.....	 232
Task 1 Conducting Marketing on Weibo.....	234
Task 2 Conducting Marketing on WeChat.....	248
Task 3 Conducting Marketing on Xiaohongshu.....	272
 Project 6 Email Direct Marketing.....	 342
Task 1 Understanding Email Direct Marketing.....	344
Task 2 Conducting Email Direct Marketing.....	354
Task 3 Optimizing Email Direct Marketing Effectiveness.....	366
 References.....	 409

目录

项目一 互联网营销概述.....	20
任务一 认识互联网营销.....	22
任务二 认识互联网营销岗位及技能要求.....	26
任务三 认识互联网营销主要类型.....	31
项目二 互联网营销市场调研.....	65
任务一 认识互联网营销市场调研步骤.....	67
任务二 认识常见的线上市场调研工具.....	74
任务三 实施线上市场调研.....	80
项目三 互联网视频营销.....	124
任务一 认识互联网视频营销.....	126
任务二 利用剪映剪辑营销视频.....	132
任务三 利用剪映包装营销视频.....	146
项目四 互联网直播营销.....	196
任务一 认识互联网直播平台.....	199
任务二 利用抖音直播开展营销.....	205
任务三 利用淘宝直播开展营销.....	217
项目五 社交媒体营销.....	289
任务一 利用微博展开营销.....	291
任务二 利用微信开展微信营销.....	304
任务三 利用小红书开展小红书营销.....	327
项目六 电子邮件营销.....	375
任务一 认识电子邮件营销.....	377
任务二 开展电子邮件营销.....	386
任务三 优化电子邮件营销效果.....	400
参考文献.....	410

Project 1 Overview of Internet Marketing

The rapid development and widespread use of the Internet have sparked a profound transformation impacting humanity globally. Many companies have recognized the business opportunities inherent in this transformation, altering their marketing strategies to prioritize user experience and leveraging the Internet to pursue higher marketing goals. Internet marketing has gradually become an essential marketing method for enterprises, opening up broader markets and enabling them to gain more traffic and sales. So, what exactly is Internet marketing? What are its characteristics? What is the current situation of Internet marketing? This project will guide you to explore the basic knowledge of Internet marketing.

Learning Objectives

[For Knowledge]

- (1) Understand the concept and characteristics of Internet marketing.
- (2) Learn about the current situation of Internet marketing.
- (3) Familiarize yourself with the positions and corresponding skill requirements in Internet marketing.
- (4) Understand the main types of Internet marketing.

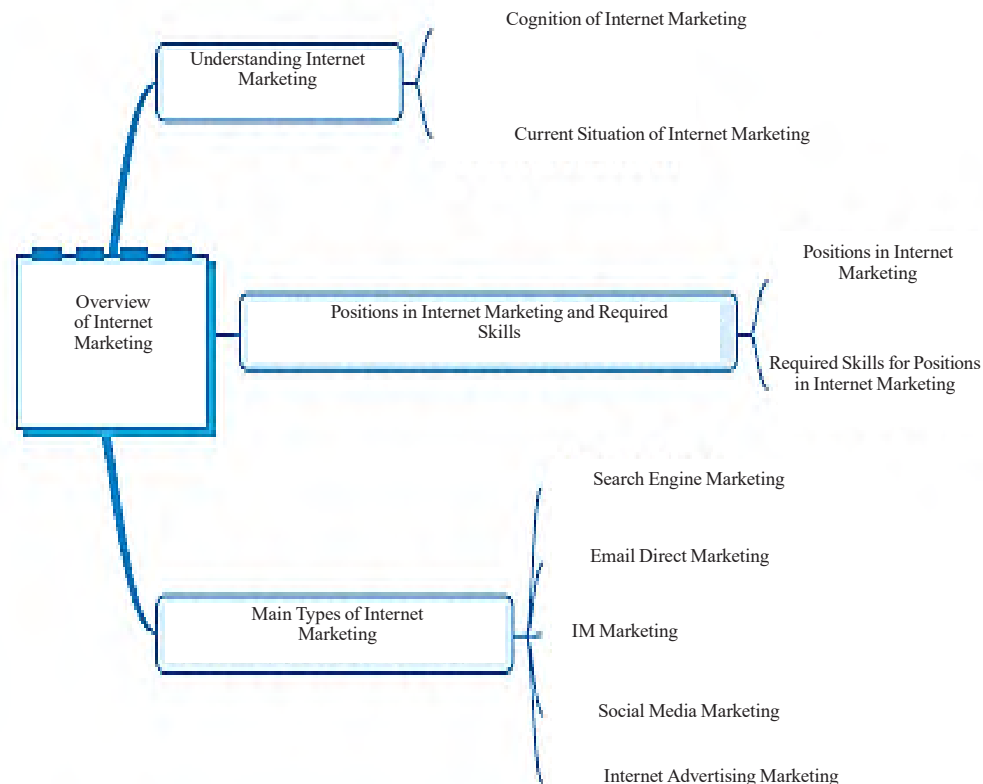
[For Skills]

- (1) Identify the positions in Internet marketing and outline the corresponding skills for these positions.
- (2) Summarize the main types of Internet marketing and grasp the application scenarios and characteristics of different marketing types.

[For Literacy]

- (1) Possess Internet marketing thinking and promote Chinese excellent traditional culture through Internet marketing channels to strengthen cultural confidence.
- (2) Cultivate innovation spirit and develop professional qualities such as retrieving network resources, cooperating and sharing, and innovative practice.

Mind Map



Self-Study Exploration

Please conduct data queries and pre-learning on the main content of this project, engage in independent thinking and exploration, and complete Table 1-1-1.

Table 1-1-1 Self-Study Exploration

Content	Stages		
	Experiential Cognition	Data Conclusion	Self-summary
Internet Marketing Cases			
Characteristics of Internet marketing			
Current Situation of Internet marketing			
Positions in Internet Marketing and Required Skills			
Common Types of Internet Marketing			
Mainstream Tools for Internet Marketing			

Task 1 Understanding Internet Marketing

[Case Study]

Guangxi Enhances the International Influence of “Jasmine Capital of the World” and Promotes the Global Recognition of Jasmine Industry

“Hengxian Jasmine” and “Hengxian Jasmine Tea” have successively obtained protected geographical indications, with “Hengxian Jasmine Tea” being approved as a geographical indication certification trademark and included in the first batch of protected items under the China-EU Geographical Indications Agreement.

According to the 2022 evaluation of China’s brand value, the comprehensive brand value of “Hengxian Jasmine” and “Hengxian Jasmine Tea” has reached 21.814 billion yuan, once again ranking as the most valuable agricultural product brand in Guangxi. Leveraging the “Internet Plus” strategy in the digital age, Hengzhou City has significantly increased the visibility of “Hengzhou’s Jasmine Flower Industry”, continuously promoting the development of the jasmine flower industry towards scale, standardization, internationalization, and branding.

During the 4th World Jasmine Conference and 2022 China (Hengzhou) Jasmine Festival, Hengzhou Jasmine once again leveraged the China-ASEAN Expo platform to meet with domestic and foreign merchants, making “Hengzhou’s Jasmine Flower Industry” the focus of attention. During the exhibition, in physical stores and various live streaming rooms, online platform streamers recommended Hengzhou’s specialty products such as potted jasmine, jasmine tea, and Jasmine Liu Bao tea to netizens through live streaming, allowing online consumers to have a more intuitive understanding of the products’ characteristics.

(Sourced from: chinanews.com, Hengzhou City Hengzhou Town posts)

[Reflection on the Case]

Based on the case study, consider and answer the following questions:

- (1) What benefits can Internet marketing bring to enterprises?
- (2) What are the development trends of Internet marketing?

[Knowledge Express]

I. Cognition of Internet Marketing

According to the 50th Statistical Report on China’s Internet Development released by the China Internet Network Information Center (CNNIC), as of June 2022, China had 1,051 million netizens. This shows that the Internet has become a huge traffic portal, gathering millions of consumers.

With the rapid development of the Internet economy, Internet marketing has shown a thriving trend. Its applications have penetrated various industries, becoming a primary channel for businesses to analyze target consumers, promote products or services, and build brands. So, what exactly is Internet marketing?

- (I) Concept of Internet Marketing

Internet marketing, also known as online marketing, is a new type of marketing strategy that is based on the Internet. It is oriented towards online marketing, where marketing professionals use professional tools to achieve marketing goals.

Internet marketing is an extension and development of traditional marketing in the context of the Internet. Its essence remains marketing, with marketing goals achieved through Internet means. It serves as an essential complement to the existing marketing systems of businesses.

(II) Characteristics of Internet marketing

Internet marketing is a marketing channel or means rather than the purpose of marketing. Compared to traditional marketing, it has unique advantages. Currently, the characteristics of Internet marketing are primarily reflected in the following five aspects:

1. Economical operation costs

The maturation of the Internet has led to a gradual reduction in the operation costs of Internet marketing. Compared to traditional marketing, it offers more pronounced economical advantages. It has changed traditional marketing management modes, lowering the management costs of related business departments through integration, thereby saving sales costs.

2. Wide market coverage

The Internet is not bound by time and space, facilitating the convenient transmission of information, allowing consumers to order products anytime and anywhere through the Internet.

3. Rich media resources

In contrast to traditional marketing channels, the Internet can convey information in various forms, such as text, audio, images, and videos. This enables products to be presented more vividly and three-dimensionally, deepening consumers' understanding of the products.

4. Powerful marketing functions

The Internet, as a powerful marketing tool, provides almost comprehensive functionalities. In terms of channels, promotions, transactions, interactions and after-sales services, it fulfills most marketing needs.

5. Personalized marketing experience

In Internet marketing, companies can publish relevant information on the Internet, allowing consumers to selectively explore information based on their interests or needs. This enables them to choose products and purchasing methods that suit their preferences. Additionally, through Internet marketing, companies can personalize design and marketing based on consumers' user personas, achieving the goal of targeted marketing. Internet marketing is a full-process marketing mode encompassing pre-sales product introduction, in-sales transactions, and after-sales services, offering consumers a personalized marketing experience.

II. Current Situation of Internet Marketing

With the rapid development of Internet marketing, many companies have started to prioritize it, which has already captured a significant market share. The methods of Internet marketing are continuously evolving, and concurrently, various marketing websites are rapidly increasing.

(I) Growing Emphasis on Internet Marketing by Companies

With the rapid development of the digital economy and the widespread use of the Internet, more and more companies are utilizing the Internet for product promotion and sales activities. They aim to understand the factors influencing consumers' decisions on purchasing products, sell products and services, and enhance their

market competitiveness.

(II) Transition from Single Mode to Diverse Mode in Marketing

Internet marketing has evolved from its initial single mode to a diverse mode. For instance, marketing through platforms such as Weibo, WeChat, TikTok, live streaming, etc., has begun to flourish.

(III) Broadened Consumer Choice through Internet Marketing

Internet marketing has expanded consumer choices significantly. Consumers now have a wider range to explore and purchase products aligned with their interests and hobbies.

(IV) Urgent Need for Internet Marketing Talents

Companies engaged in Internet marketing require a variety of talents, especially those with a new information mindset and a compound knowledge structure.

The continued development of the Internet indicates that the Internet marketing system will inevitably be fully developed. Companies need to seize opportunities and fully utilize the advantages of Internet marketing to gain benefits maximally.

Consider

- (1) Based on your own situation, talk about the problems you know about Internet marketing.
- (2) Based on your personal online shopping experience, how do you think Internet marketing will evolve in the future?
- (3) How do you think Internet marketing thinking should be used to tell good brand stories and promote excellent traditional Chinese culture?

[Task Practice]

I. Practice Objective

To complete the practice in this task, you need to explore Internet marketing, using the provided background information and your acquired knowledge.

Background

Consider a fresh produce business in Guigang City that mainly deals with locally sourced agricultural products, including seasonal fruits and vegetables. After years of development, the business has established multiple chain stores in the area and has been steadily growing.

However, with the rapid development of the Internet and changes in consumer habits, traditional offline marketing methods employed by the business have been significantly impacted and can no longer meet the shopping needs of consumers. Therefore, the business decided to go online, opening flagship stores on e-commerce platforms such as Taobao and JD.com, and launched official accounts on social media platforms like WeChat and Weibo. Through Internet marketing channels, the business has expanded the market for its products, not only consolidating the local consumer base but also reaching customers in other regions, thereby reducing losses caused by inventory backlog.

II. Practice Content

- (I) Exploring the Characteristics of Internet Marketing

Based on the analysis of the practice background, discuss the characteristics of Internet marketing in practical applications and organize, summarize, and record them.

Step 1: In groups, discuss the reasons why the business in the scenario chose Internet marketing and record them in Table 1-1-2.

Step 2: Discuss the meaning of Internet marketing and record it in Table 1-1-2.

Step 3: Discuss the characteristics and advantages of Internet marketing, and record them in Table 1-1-2.

Table 1-1-2 Exploration of Characteristics of Internet Marketing

Content	Results
The reasons why the business chose Internet marketing	
Understanding the meaning of Internet marketing and explaining which Internet marketing methods the business adopted	
Understanding the characteristics and advantages of Internet marketing, and analyzing the benefits that the business obtained through Internet marketing	

(II) Exploring the Current Situation of Internet Marketing

Based on the definition and characteristics of Internet marketing, and through online research of relevant materials, discuss the current situation and development trends of Internet marketing and organize, summarize, and record them.

Step 1: In groups, discuss the current situation of Internet marketing and record it in Table 1-1-3.

Step 2: Discuss the development trends of Internet marketing and record them in Table 1-1-3.

Table 1-1-3 Exploration of Current Situation and Development Trends of Internet Marketing

Content	Results
Based on the above scenario, analyze the current situation of Internet marketing for agricultural products	
Analyze the development trends of Internet marketing for agricultural products	

III. Practice Evaluation

After the practice is over, conduct a tripartite evaluation based on the performance during the practice, and complete Table 1-1-4.

Table 1-1-4 Evaluation on Exploration of Internet Marketing

Activity Title	Exploration of Internet Marketing			
Practice Method	Collaboration in groups			
Practice Content	Evaluation Criteria	Teacher Evaluation	Group Evaluation	Self-Evaluation
Exploring the characteristics of Internet marketing (35 points)	Able to interpret the activity background (5 points)			
	Able to discuss the reasons why the business chose Internet marketing based on the activity background (10 points)			
	Able to summarize the meaning of Internet marketing (10 points)			

	Able to outline the characteristics and advantages of Internet marketing (10 points)			
Exploring the current situation and development trends of Internet marketing (45 points)	Able to search for relevant content using keywords based on the practice objective (5 points)			
	Able to summarize the current situation of Internet marketing (20 points)			
	Able to summarize the development trends of Internet marketing (20 points)			
Personal development (20 points)	Possess teamwork spirit, innovative and practical abilities, and awareness of contributing to rural revitalization and inheriting excellent Chinese traditional culture (20 points)			
Total				
Comprehensive Score (out of 100 points, with self-evaluation accounting for 20%, group evaluation for 20%, and teacher evaluation for 60%)				
Main Issues Identified				
Methods for Addressing Identified Issues				

Task 2 Positions in Internet Marketing and Required Skills

[Case Study]

A live streaming event that exceeded expectations through team collaboration

At around 4 a.m. one day in April 2022, while most of the residents of Shijiazhuang were still asleep, the 4,000m² live streaming base of XYZ Group was brightly lit and bustling.

“Get ready! 3, 2, 1, go!” In the live streaming room, with the command of trader Mr. Jia, a really big live sales event planned for beauty & makeup streamers officially began. From 4 a.m. until noon, this live streaming event for promoting cosmetics lasted for 8 hours, with a total transaction amount exceeding 200,000 yuan, far surpassing the target set by the streamer. This success was attributed to the full-service and close collaboration of the entire team. Previously, when this streamer completed a live stream independently, the total transaction amount averaged only over 50,000 yuan.

At the live scene, in addition to the sales streamer appearing under bright lights, there were other 10 more staff in different positions working behind the scenes, including traders, field directors, assistant streamers, product selectors, content operators, and traffic operators. To help the streamer conduct this live stream successfully, the team started planning five days in advance.

First, they communicated with the streamer to determine the theme, time, duration, main products to be promoted, and total transaction amount target; then, they wrote the script for the event, formulated the plan, made teaser videos, helped the streamer select and organize products, and conducted trial live streams. After the live stream, the team also conducted a summary for the streamer to help him or her improve skills. Therefore, behind this complete and successful live sales event, there is a professional team that provides comprehensive and end-to-end services. Every member of the Internet marketing team, including the sales streamer, performs their duties and cooperates with each other during the live streaming.

Currently, XYZ Group has established a professional Internet marketing team consisting of more than 30 people. The team comprises 8 types of positions. Mr. Jia, as one of the traders, is the chief commander of a live sales event. He is familiar with the job duties for each position in the team and possesses comprehensive coordination abilities such as personnel allocation and pace control throughout the event.

(Sourced from: Official Baijiahao account of Xiaoxiang Morning Herald)

[Reflection on the Case]

Based on the case study, consider and answer the following questions:

- (1) What positions are involved in Internet Marketing?
- (2) What professional skills should a qualified Internet marketer possess?

[Knowledge Express]

I. Introduction to Positions in Internet Marketing

Currently, companies allocate Internet marketing personnel to work in departments such as the technical department, marketing department, and operations department. The specific positions of Internet marketing personnel may vary depending on regional economic development, industry, and enterprise scale.

Main positions in Internet marketing include Marketing Specialist, Web Editor, Data Analyst, Product Selector, Live Streaming Sales Representative, Video Creator and Promoter, and Platform Administrator. Information about Product Selector, Live Streaming Sales Representative, Video Creator and Promoter, and Platform Administrator is introduced as follows.

1. Product Selector

The role of a product selector involves selecting product categories or individual products suitable for brand promotion and sales based on criteria such as packaging, price, composition, profit, target audience, influence, and the after-sales capabilities of the producing company. They are involved in product selection, refining selling points, business negotiations, implementation of live streaming processes, and management.

2. Live Streaming Sales Representative

Live streaming sales representatives promote and advertise brands, products, and services through various live streaming platforms.

3. Video Creator and Promoter

Video creators and promoters conduct promotions through creative videos for subsequent product sales and enhancing user engagement. They use short videos to drive traffic to live streams or embed product information in short videos to facilitate product sales.

4. Platform Administrator

Platform administrators oversee Internet marketing platforms, handling tasks such as account management and data monitoring. Based on data analysis, they offer guidance to personnel involved in product sales.

Each of these positions requires strong coordination skills and plays a crucial role in actual work scenarios.

Consider

Based on your experience with internet marketing, discuss the internet marketing positions you are familiar with.

Certification

In the National Vocational Skills Standards for Internet Marketers (2021), three job categories - Product Selector, Live Streaming Sales Representative, and Video Creator and Promoter - are divided into five levels: Level 5/Entry-level Worker, Level 4/Intermediate Worker, Level 3/Senior Worker, Level 2/Technician, and Level 1/Senior Technician. Platform Administrators are categorized into three levels: Level 5/Entry-level Worker, Level 4/Intermediate Worker, and Level 3/Senior Worker.

II. Required Skills for Positions in Internet Marketing

As skilled professionals required in the Internet era, Internet marketing talents should not only possess qualities such as dedication and service to the people but also have certain job skills and professional abilities. For specific job responsibilities and skill requirements, please refer to Table 1-2-1.

Table 1-2-1 Job Responsibilities and Required Skills for Internet Marketing Personnel

Positions	Job Responsibilities	Required Skills
Product Selector	(1) Developing potential hit categories and products, and expanding and maintaining resources for them. (2) Participating in product marketing and operations from the selection stage, and optimizing the product line based on operational data and user feedback. (3) Negotiating business contract terms, products, promotions, prices, and channels. (4) Collecting sales data of top-selling products online and offline, and continuously optimizing the product structure and increasing sales through effective data analysis.	(1) Possessing market insight, vision, and marketing thinking, capable of selecting potential products on platforms according to market demand, and creating popular items. (2) Having strong communication and negotiation skills, able to secure more benefits for the company, responsible for analyzing the sales, specifications, styles, colors, and other attributes of selected products, and providing new ideas for selection. (3) Proficient in data analysis, and capable of analyzing product sales data.
Live Streaming Sales Representative	(1) Participating in product selection and content planning, independently conducting live streaming events, and guiding consumers to purchase products. (2) Cooperating with the Internet marketing team to evoke fans' emotions during live streaming, increase fan engagement, and create live streaming IPs. (3) On-screen filming short videos and preparing other promotional materials according to the company's Internet marketing requirements. (4) Recording and providing feedback on problems arising from product reasons during live streaming, and working with the marketing team to solve these problems.	(1) Completing live marketing activities in accordance with relevant laws and regulations and platform rules and requirements. (2) Having excellent language expression and improvisational skills to create a good atmosphere in the live streaming room. (3) Possessing teamwork skills to collaborate on marketing activities and solve related problems. (4) Having the ability for continuous learning to understand the selling points and attributes of various marketing products.
Video Creator and Promoter	(1) Collecting and integrating corporate product video materials based on target consumer personas, and completing the selection of topics for short videos and promotional content. (2) Completing video packaging, editing, synthesis, and production based on video marketing purposes and content positioning. (3) Utilizing the advantages of different platforms to launch video marketing content, effectively driving traffic to the platform, and guiding users to follow. (4) Building a matrix based on the characteristics of different platforms, continuously outputting high-quality content during user activity peaks, and enhancing the depth of brand and product information display and dissemination.	(1) Possessing strong communication skills and having a clear understanding of the company's marketing goals. (2) Possessing innovative thinking, able to design marketing activities with unique features by combining user perspectives and hot topics. (3) Having the ability to learn independently and continuously master new network technologies and video creation tools. (4) Possessing good aesthetic sense, able to create visually appealing and impactful video content according to marketing needs.
Platform Administrator	(1) Using various online resources to promote the company's brands and products. (2) Being responsible for the optimization and promotion of various Internet marketing platforms, as well as the daily maintenance and account management of the platform. (3) Collecting, categorizing and organizing member information from various Internet platforms. (4) Regularly tracking and evaluating the promotion effects of the platform, monitoring relevant data, promptly proposing suggestions for improvement, providing feasible solutions, and implementing them.	(1) Possessing mathematical mindset, sensitive to data, and able to use corresponding data analysis tools to analyze the marketing data of the platform. (2) Having strong communication skills and teamwork spirit to guide work optimization for corresponding positions based on data monitoring and analysis results. (3) Having good problem analysis and solving skills to propose reasonable optimization suggestions and solutions based on the promotion effects and existing issues.

Certification

(1) Internet marketers need to have strong learning, understanding, analysis, calculation, and judgment abilities, as well as a certain sense of space, normal color vision, normal language expression, flexible fingers and arms, and physical coordination.

(2) Professional ethics that Internet marketers need to abide by include:

- a. Observing discipline and laws, being honest and trustworthy;
- b. Fulfilling duties conscientiously, daring to innovate;
- c. Studying business diligently, cooperating with teams;
- d. Strictly controlling quality, and providing service enthusiastically.

[Task Practice]

I. Practice Objective

To complete the practice in this task, you need to explore Internet marketing positions and their skill requirements, using the provided background information and your acquired knowledge.

Background

In a live streaming room of a certain food company in Guilin City, Guangxi, the live streaming team is promoting local specialties such as persimmons and citrus fruits as “Famous, Special, and High-quality” agricultural products through platforms like TikTok and WeChat Channels. Within two hours of the live streaming, the room has attracted nearly a million users to come online, follow, browse, and place orders. Meanwhile, in the deep processing workshop for agricultural products of the food company, over 300 workers are busy with orderly packaging, loading, and shipping.

Apart from the live streamer, the live streaming team includes platform operators for TikTok and WeChat Channels, responsible for promoting products and brands on the respective platforms. E-commerce platform customer service personnel handle various group-buying transactions from customers, and live streaming planners plan the live streaming events. Every live streaming event can be effectively executed through the collaborative efforts of each role in the live streaming team.

II. Practice Content

(I) Exploring Common Positions in Internet Marketing

Based on the analysis of the practice background, discuss the positions involved in Internet marketing in practical applications, and summarize them accordingly.

Step 1: Discuss the categories of Internet marketing positions in the food company mentioned in the above scenario in groups and record them in Table 1-2-2. (Additional rows can be added to the table as needed.)

Step 2: Collect common positions corresponding to the categories identified in Step 1 and record them in Table 1-2-2.

Step 3: Discuss the job responsibilities of the positions identified in Step 2 and record them in Table 1-2-2.

Each group can search for position information on different recruitment websites with the keyword “Internet marketing” and sort out the information accordingly.

Table 1-2-2 Positions Involved in Internet Marketing

Position Category	Common Positions	Job Responsibilities

(II) Exploring Skills Required for Internet Marketing Positions

Discuss the skills required for Internet marketing positions in groups and record the results in Table 1-2-3.

Table 1-2-3 Skills Required for Internet Marketing Positions

Job Title	Required Skills		
	Education	Skills	Work Experience
Product Selector			
Live Streaming Sales Representative			
Video Creator and Promoter			
New Media Marketer			
Platform Administrator			
Data Analyst			
...			

(III) Exploring Core Positions in Internet Marketing

Based on the results of the above exploration, please carefully consider and summarize: What are the core positions in Internet marketing? Explain the reasons, and fill in the results below.

III. Practice Evaluation

After completing the practice, conduct a tripartite evaluation based on performance during the practice and fill in Table 1-2-4.

Table 1-2-4 Evaluation on Exploration of Positions in Internet Marketing and Required Skills

Activity Title	Exploration of Positions in Internet Marketing and Required Skills			
Practice Method	Collaboration in groups			
Practice Content	Evaluation Criteria	Teacher Evaluation	Group Evaluation	Self-Evaluation
Exploring common positions in Internet marketing (40 points)	Able to interpret the activity background (10 points)			
	Understanding the types of positions involved in Internet marketing (15 points)			
	Familiarizing with the job responsibilities of Internet marketing positions (15 points)			
Exploring skills required for Internet marketing (20 points)	Able to outline the skill requirements for Internet marketing positions (20 points)			
Exploring core positions in Internet marketing (20 points)	Understanding the core positions in Internet marketing (20 points)			
Personal development (20 points)	Possessing teamwork, law-abiding, honest, and trustworthy awareness; strict control of quality, enthusiastic service attitude, and other professional ethics (20 points)			
Total				
Comprehensive Score (out of 100 points, with self-evaluation accounting for 20%, group evaluation for 20%, and teacher evaluation for 60%)				
Main Issues Identified				
Methods for Addressing Identified Issues				

Task 3 Main Types of Internet Marketing

[Case Study]

Multi-channel Internet Marketing by a Snack Company

With the rapid development of the digital economy and artificial intelligence, an increasing number of snack companies are actively expanding into new channels such as e-commerce and live streaming. Since 2016, a certain snack company has actively conducted multi-channel Internet marketing in response to the ever-changing market environment, in conjunction with brand and product differentiation strategies.

The snack company gradually guided its distributors on how to achieve digital transformation and used digital marketing methods to promote new products, reinforcing the brand's youthful image. In response to the trend of young consumers preferring online consumption, the snack company created a multi-channel, diversified online communication system. In addition to setting up flagship stores on common e-commerce platforms, the snack company also launched its own e-commerce platforms such as the corporate club app, store mini-program, and store app, while also establishing mini stores on popular social media platforms. Offline, the snack company expanded into vending machines and themed stores, establishing its own direct sales channels.

In addition to TVC advertisements (television commercials) and event marketing, the snack company, from the perspective of consumers, attempted various methods such as cross-border marketing and creating themed stores to communicate with young people. It is evident that to reach young consumer groups, the snack company has made significant changes in channel communication.

In the 2020 fiscal year, the revenue generated by the snack company's B2C (business-to-consumer) model increased by over 70%, forming a mutually beneficial and complementary virtuous cycle with traditional channels. Emerging channels have become an important driver of the company's medium- to long-term performance growth.

(Sourced from: Successful Internet Marketing Cases and Their Analysis in the Past Two Years on
Wangquan Buluo)

[Reflection on the Case]

Based on the case, consider and answer the following questions:

- (1) What Internet marketing tools did the snack company mentioned in the case use?
- (2) What other mainstream tools are used in Internet marketing?

[Knowledge Express]

Main types of Internet marketing include Search Engine Marketing, Email Direct Marketing, Instant Messaging Marketing, Social Media Marketing, and Internet Advertising Marketing. Different marketing tools are used for different marketing types.

I. Search Engine Marketing

Search Engine Marketing (SEM) utilizes search engines to achieve marketing goals and is a form of Internet marketing based on search engines. SEM includes both paid and free promotions. Free promotions are favored by many small and medium-sized enterprises, while paid promotions require businesses to purchase advertising space on search result pages for more effective advertising. Common SEM tools include Baidu, Shenma, Sogou Search, and 360 Search.

II. Email Direct Marketing

Email Direct Marketing (EDM), an early form of Internet marketing, involves sending relevant information to target customers via email for promotional purposes. This method allows us to send electronic advertisements and information about products, sales, market research, and marketing campaigns to target customers. Common EDM tools include Rushmail Email Marketing Platform, Mailcattle, and Alibaba Cloud.

III. IM Marketing

IM Marketing, also known as Instant Messaging Marketing, involves promoting products and brands through instant tools. It can be done through online communication with potential customers or by disseminating product information, promotional information, and corporate publicity information through communication tools. It is an Internet marketing method that utilizes IM as an interactive medium to achieve target customer exploration and conversion. Common IM Marketing tools include QQ, WeChat, DingTalk, and AliTM.

IV. Social Media Marketing

Social Media Marketing is a form of promotion where companies, individuals, or organizations use social media platforms to advertise products and promote brands to potential customers, achieving marketing or sales goals. It's characterized by a large user base and high flexibility. Common social media marketing tools include forums, WeChat, Weibo, etc. Marketing content is typically disseminated through these platforms' accounts in various formats, including QR codes, audio clips, videos, live streams, and images. Based on the format of the marketing content, social media marketing tools can be classified into two categories: graphic and text-based marketing tools, and audio-visual marketing tools.

(I) Graphic Marketing Tools

According to different marketing media, graphic marketing tools are divided into new media marketing tools, We Media marketing tools, and other graphic marketing tools.

1. New media marketing tools

New media marketing refers to the use of new media platforms to publish soft articles, images, and other content for marketing purposes. Common new media marketing tools include WeChat Official Accounts, Weibo, Xiaohongshu, etc.

2. We Media marketing tools

We Media marketing involves companies, individuals, or organizations cooperating with We Media platforms, by targeting their potential audience, to disseminate information about the image of the company, individual or organization, product advantages, event content, and other relevant details using text, images,

and other advertising methods, thereby encouraging the target audience to actively follow and forward this information to achieve marketing goals. Common We Media marketing platforms include Baijiahao, Toutiao, Jianshu, Sohu, etc.

In addition, graphic marketing can also be carried out through online forums and blogs.

(II) Audio and Video Marketing Tools

1. Video marketing

(1) Short video marketing

Short video marketing involves companies or individuals taking content as the core and creativity as the orientation, and using carefully designed short videos to achieve marketing goals such as product sales and brand publicity. With the popularity of mobile Internet, short videos have not only greatly changed consumers' lifestyles but also opened up new marketing channels for enterprises or businesses across different industries. Short videos have the dual advantages of video and the Internet, being not only appealing, diverse in form and content, innovative in creativity, but also strong in interactivity, fast in dissemination, and low in cost.

Commonly used tools for short video marketing include Tencent Video, Youku, as well as short video platforms such as TikTok, Kwai, and Wesee.

(2) Live streaming marketing

Live streaming marketing is a marketing activity conducted on live streaming platforms to expand brand influence and sell products. Live streaming marketing has the advantages of low costs and intuitive effects, and allows interaction with customers in real time. Currently, mainstream live streaming platforms include three categories: the first category is the live streaming module introduced by traditional e-commerce platforms, such as JD.com and Taobao; the second category is the live streaming function developed by short video platforms, such as TikTok, Kwai, and Xiaohongshu; the third category is the live streaming function of various information, gaming, and social media platforms, such as Yizhibo, Huya Live, and WeChat Live.

Consider

(1) Besides the video marketing tools we've already talked about, do you know any other ones?

(2) In our daily lives, through which channels can we conduct live streaming marketing?

(3) How can video marketing tools be leveraged to effectively spread China's voice, tell China's stories, and present a trustworthy, adorable, and respectable image of China?

2. Audio marketing

Audio marketing is an emerging Internet marketing model in which businesses or individuals operate their brands and promote their products through audio programs. The dissemination of audio is not constrained by scenes, thus facilitating convenient delivery of information to customers at any time. Compared with other new media marketing methods, the advantage of audio marketing lies in its ability to clearly present the brand image through sound, making the brand more humanizing and personalize. This, in turn, deepens customers' understanding and memory of the brand, and enhancing their sense of brand identity. Currently, commonly used audio marketing tools include Ximalaya FM, Lizhi FM, Qingting FM, etc.

Apart from the two previously mentioned types of social media marketing tools, there exist App marketing tools, QR code marketing tools, and image marketing tools as well. Among them, commonly used image marketing tools include Chuangkit, Meitu Xiuxiu, etc.

V. Internet Advertising Marketing

(I) H5 Marketing

H5 marketing involves utilizing H5 pages to present H5 advertisements that incorporate elements such as text, images, videos, and animations as a means to visually showcase marketing content to customers. Currently, the most commonly used H5 marketing tools include Eqxiu, Xiumi, and iH5. For instance, Eqxiu is a digital marketing software that specializes in the creative design of intelligent content. It primarily offers online creation of H5 scenes, poster templates, landing pages, forms, interactive content, electronic brochures, and special effect videos.

(II) Ad Placement Marketing

Ad placement marketing involves businesses placing advertisements of their products on major online media platforms to target specific groups, thus promoting and advertising their products. Commonly used ad placement tools include Ocean Engine and Tencent Advertising. Ocean Engine, for example, is a one-stop marketing service platform under TikTok, offering various advertisement placement methods such as graphics, short videos, medium-to-long videos, and live streams.

Tencent Advertising's ad placement channels include WeChat, QQ, Tencent Video, Tencent Music, Tencent News, and others.

[Task Practice]

I. Practice Objective

The practice in this task requires an exploration of Internet marketing types and mainstream tools based on the provided background information and what you have learned.

Background

During the Double Eleven Shopping Carnival of 2020, a beverage brand, emphasizing health, low calorie, and women's favorites, surpassed internationally renowned brands that usually dominate the sales charts. It simultaneously secured the top positions in the beverage category on both Tmall and JD.com. and its new product, Summer Grape Flavored Soda Water, sold out twice.

The success of this brand lies in targeted Internet marketing. Initially, it followed the standard marketing via platforms including Weibo, WeChat, TikTok and Xiaohongshu. It gained 19,000 likes on Xiaohongshu for a content piece where a well-known influencer conducted a content evaluation related to the keywords "sugar content" and "weight gain", directly targeting the core users and addressing their pain points. Furthermore, the brand constantly partnered with Internet celebrities for product sales through live streaming, successfully selling out products on multiple occasions.

II. Practice Content

(I) Exploring Main Types of Internet Marketing

Based on the analysis of the background information, discuss the main types of Internet marketing and summarize the results.

Step 1: Work in groups to discuss the objectives of the beverage brand's Internet marketing as described in the scenario. Record the results in Table 1-3-1.

Step 2: Discuss the main types of Internet marketing and record the results in Table 1-3-1.

Table 1-3-1 Internet Marketing Types

Content	Results
Analyzing the brand's Internet marketing goals	
Analyzing the types of Internet marketing adopted by the brand	

(II) Exploring Mainstream Tools for Internet Marketing

Based on the analysis of the background information, discuss the mainstream tools for Internet marketing and summarize the results.

Step 1: Work in groups to discuss the mainstream tools for Internet marketing and record the results in Table 1-3-2.

Step 2: Analyze the Internet marketing tools used by the brand based on the activity background and record the results in Table 1-3-2.

Step 3: Discuss the characteristics and usage scenarios of mainstream tools for Internet marketing and record the results in Table 1-3-2.

Table 1-3-2 Mainstream Tools for Internet Marketing and Their Characteristics

Content	Results
Mainstream tools for Internet marketing	
The Internet marketing tools adopted by the brand	
The characteristics and usage scenarios of mainstream tools for Internet marketing	

III. Practice Evaluation

After completing the practice, conduct a tripartite evaluation based on the performance during the practice, and fill in Table 1-3-3.

Table 1-3-3 Evaluation on Exploration of Internet Marketing Types

Activity Title	Exploration of Internet Marketing Types			
Practice Method	Collaboration in groups			
Practice Content	Evaluation Criteria	Teacher Evaluation	Group Evaluation	Self-Evaluation
Exploring the types of Internet marketing (35 points)	Able to interpret the activity background (10 points)			
	Able to analyze the brand's Internet marketing goals in the given case (15 points)			
	Able to summarize the types of Internet marketing (10 points)			
Exploring the mainstream tools for Internet marketing (45 points)	Mastering the mainstream tools of Internet marketing (15 points)			

	Able to analyze the Internet marketing tools used by the brand in the given case (15 points)			
	Master the characteristics and usage scenarios of mainstream Internet marketing tools (15 points)			
Personal development (20 points)	Possessing teamwork spirit, able to effectively spread China's voice, tell Chinese stories, and uphold a well-regulated business environment in Internet operations (20 points)			
Total				
Comprehensive Score (out of 100 points, with self-evaluation accounting for 20%, group evaluation for 20%, and teacher evaluation for 60%)				
Main Issues Identified				
Methods for Addressing Identified Issues				

Vocational Skills Training

Background

A vocational school graduate named Zhang went for an interview at an Internet marketing company. During the interview, the interviewer asked Zhang to share his insights on several topics: the current situation and development trends of Internet marketing, the main positions and skill requirements involved in local Internet marketing companies, and the mainstream tools these companies commonly use.

Please help Zhang summarize the characteristics, current situation, and development trends of Internet marketing, gather information on the positions and skill requirements involved in Internet marketing, and outline the mainstream tools for Internet marketing.

Steps

(1) Through online search and field visits, gather information on the characteristics, current situation, and development trends of Internet marketing.

(2) Utilize online search to gather information on the positions and skill requirements involved in Internet marketing, and compile this data into a market analysis report.

(3) Based on the collected data, outline the mainstream tools for Internet marketing.

Project testing

Please scan the QR code for the project test.



Project 1 Test Questions

项目一 互联网营销概述

互联网的迅速发展和普及,在全球范围内掀起一场影响人类的深刻变革。众多企业看到了其中的商机,纷纷改变营销思路,开始注重用户体验,利用互联网向更高的营销目标发起冲击。互联网营销现已逐步成为企业的重要营销方式,为企业打开了更广阔的市场,使企业获得更多的流量和销售额。那么什么是互联网营销?它具有什么特点?互联网营销的现状是什么?本项目将带领大家了解互联网营销基础知识。

学习目标

【知识目标】

- (1) 认识互联网营销的概念及特点。
- (2) 了解互联网营销的现状。
- (3) 熟悉互联网营销的人才岗位及对应的技能要求。
- (4) 了解互联网营销的主要类型。

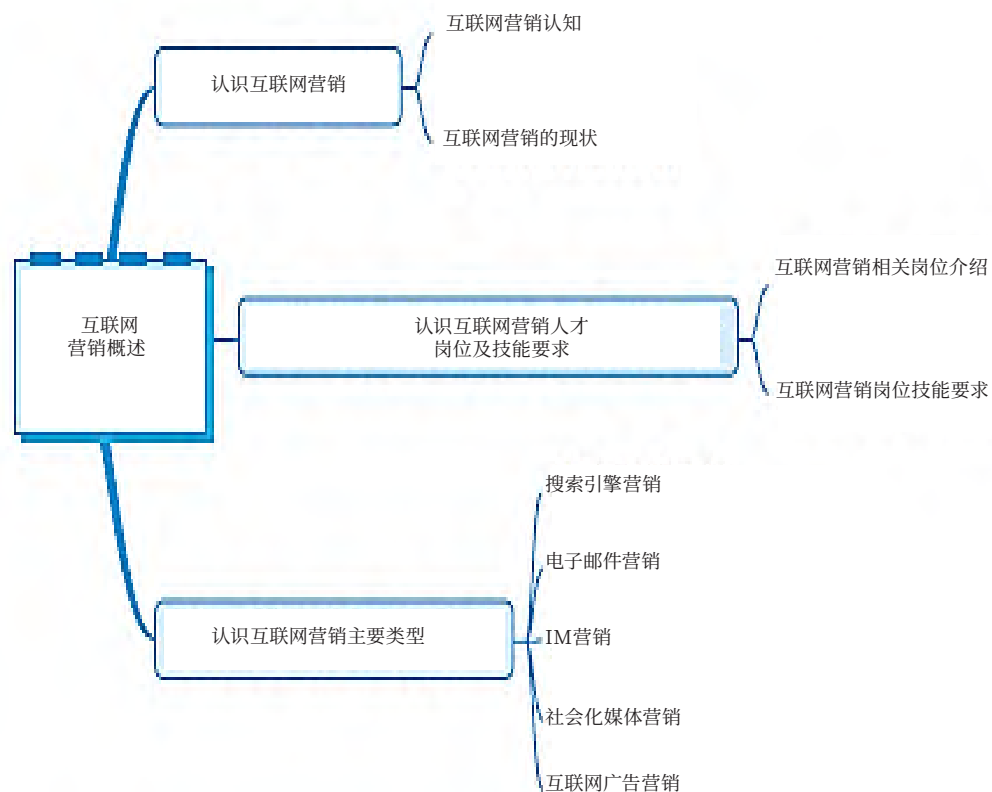
【技能目标】

- (1) 能够梳理出互联网营销所涉及的人才岗位,并整理出相应的技能。
- (2) 能够整理出互联网营销的主要类型,并掌握不同营销类型的应用场景及特点。

【素养目标】

- (1) 具备互联网营销思维,能够通过互联网营销渠道宣传中华优秀传统文化,坚定文化自信。
- (2) 培养创新精神,培养检索网络资源与合作分享、创新实践的职业素养。

思维导图



自学探究

请同学们对本项目即将学习的主要内容进行资料查询和课前学习, 进行自主思考与理解探究, 完成表1-1-1。

表1-1-1 自学探究

探究内容	探究阶段		
	经验认知	资料结论	自我总结
互联网营销案例			
互联网营销的特点			
互联网营销的现状			
互联网营销的相关岗位及技能要求			
互联网营销的常见类型			
互联网营销的主流工具			

任务一 认识互联网营销

【引导案例】

广西提升“世界茉莉花都”国际影响力,推动
茉莉花产业享誉全球市场

“横县茉莉花”“横县茉莉花茶”先后获地理标志产品保护,“横县茉莉花茶”获批地理标志证明商标,入选首批中欧地理标志协定保护名录。

据2022中国品牌价值评价信息,“横县茉莉花”“横县茉莉花茶”综合品牌价值达218.14亿元,再度蝉联广西最具价值农产品品牌。借助“互联网+”,数字时代赋强能,横州市把“好一朵横州茉莉花”这张新名片打出了更高的知名度,持续推动茉莉花产业向着规模化、标准化、国际化、品牌化的方向发展。

2022年第四届世界茉莉花大会、中国(横州)茉莉花文化节活动期间,横州茉莉花再度借力中国—东盟博览会平台与海内外客商相会,让“好一朵横州茉莉花”成为焦点。展会期间,在实体店、各种直播间,网络平台主播以直播带货的形式向网友推荐茉莉盆栽、茉莉花茶、茉莉六堡茶等横州特色产品,让网上消费者更直观地了解产品的特点。

(资料来源:中国新闻网、横州市横州镇发布)

【案例思考】

结合案例,思考并回答以下问题:

- (1) 互联网营销能为企业带来什么好处?
- (2) 互联网营销的发展趋势如何?

【知识速递】

一、互联网营销认知

中国互联网络信息中心(CNNIC)发布的第50次《中国互联网络发展状况统计报告》显示,截至2022年6月,我国网民规模为10.51亿。由此可见,互联网已成为一个巨大的流量端口,汇聚了千千万万的消费者。

随着互联网经济的快速发展,互联网营销呈现出蓬勃发展的态势,其应用已经深入各行各业,成为企业分析目标消费者、推广产品或服务、打造品牌的主要渠道。那么什么是互联网营销呢?

（一）互联网营销的概念

互联网营销也称为网络营销，就是在互联网的基础上，以线上营销为导向，由营销人员利用专业的互联网营销工具来实现营销目标的一种新型的市场营销方式。

互联网营销是传统市场营销在互联网的延伸和发展，其实质依然是市场营销，通过互联网手段实现营销目标，是企业现有营销体系的重要补充。

（二）互联网营销的特点

互联网营销是一种营销渠道或手段而不是营销的目的。与传统市场营销相比，它具有独特的优势。目前，互联网营销的特点主要体现在以下五个方面：

1.运营成本的经济性

互联网发展日益成熟，互联网营销的运营成本也在逐渐降低，与传统的营销相比，其经济性更有明显的优势。互联网营销改变了传统的营销管理模式，通过整合其他相关业务部门，可以降低相关业务的管理成本，节省销售成本。

2.市场覆盖面广

互联网不受时间和空间的限制，可以便捷地进行信息传递，吸引消费者通过互联网随时随地订购产品。

3.传播媒介资源丰富

相较于传统营销渠道，互联网可以传递多种形式的信息，如文字、声音、图像、视频，可以让产品更加形象、立体地呈现，能够进一步加深消费者对产品的了解。

4.营销功能强大

互联网作为一种功能强大的营销工具，它所提供的功能几乎是全方位的，无论是渠道、促销、交易，还是互动、售后服务，都满足了营销的大部分需求。

5.个性化的营销体验

在互联网营销中，企业可以将相关信息发布在互联网上，消费者根据个人兴趣或需求选择性地了解相关信息，从而选择适合自己的产品及购买方式。此外，通过互联网营销，企业可以根据消费者的用户画像进行个性化设计、营销，从而达到精准营销的目的。互联网营销是一种包括售前商品介绍、售中交易、售后服务的全流程营销模式，可以为消费者提供个性化的营销体验。

二、互联网营销的现状

随着互联网营销的快速发展，许多企业开始重视互联网营销，互联网营销已经占据了很大的市场份额。互联网营销的方式在不断地丰富，同时，各类营销网站也在迅速增加。

（一）企业越来越重视互联网营销的应用

随着数字经济的迅猛发展，互联网的普遍应用，越来越多企业通过互联网进行产品宣传与销售活动，了解影响消费者购买产品的因素，销售企业产品和服务，提升企业的市场竞争力。

（二）营销模式由单一模式向多元模式发展

互联网营销已经从发展之初的单一营销模式发展为多元营销模式。例如，通过微博、微信、抖音、直播等进行营销的模式开始蓬勃发展。

（三）互联网营销让消费者有更大的选择空间

互联网营销可以让消费者有更大的选择空间。消费者可以根据自己的兴趣、爱好大范围搜索和购买想要的产品。

（四）互联网营销人才急需补充

企业开展互联网营销，需要各种人才，尤其是具有新信息观念和新型知识结构的复合型人才。

随着互联网的发展，互联网营销体系必然会更加完善。企业需要及时抓住机会，充分利用互联网营销的优势，最大程度地从中获益。

想一想

- （1）结合自身的实际情况，谈谈你知道的互联网营销存在的问题。
- （2）根据个人的互联网购物体验，你觉得未来的互联网营销会如何发展？
- （3）你认为应该如何运用互联网营销思维讲好品牌故事，弘扬中华优秀传统文化？

【任务演练】

一、演练目标

本任务的演练活动要求根据提供的活动背景，结合所学知识，完成对互联网营销认知的探究。

活动背景

贵港市某生鲜企业主要经营当地的农产品，包括当地的应季水果、蔬菜等，经过多年的发展已经在当地开了多家连锁店，且一直经营良好，稳步发展。

然而，随着互联网的快速发展，人们的消费习惯发生了变化，该企业所采取的传统线下营销方式受到了严重影响，已无法满足消费者的购物需求。于是该企业选择转战互联网，在淘宝、京东等电商平台开设旗舰店，并开通了微信公众号、微博等社交媒体账号，通过互联网营销渠道为企业的产品打开了市场，不仅稳固了当地消费者市场，而且将产品销售到外地，减少了因库存积压而造成的损失。

二、演练内容

（一）探究互联网营销的特点

根据对活动背景的分析，讨论互联网营销在实际应用中的特点，并梳理、总结和记录。

步骤1：以小组为单位，讨论活动背景中的企业选择互联网营销的原因，记录于表1-1-2。

步骤2：讨论互联网营销的含义，记录于表1-1-2。

步骤3: 讨论互联网营销的特点和优势, 并将讨论结果记录于表1-1-2。

表1-1-2 互联网营销特点的探究

探究内容	探究结果
企业选择互联网营销的原因	
理解互联网营销的含义并说明企业选用哪些互联网营销方式	
理解互联网营销的特点和优势, 企业通过互联网营销可获得哪些效益	

(二) 探究互联网营销的现状与发展趋势

根据互联网营销的含义及特点, 并通过网络搜索相关资料, 讨论互联网营销的现状与发展趋势, 并梳理、总结和记录。

步骤1: 以小组为单位, 讨论互联网营销的现状, 记录于表1-1-3。

步骤2: 讨论互联网营销的发展趋势, 记录于表1-1-3。

表1-1-3 互联网营销的现状与发展趋势的探究

探究内容	探究结果
结合上述活动背景, 分析农产品互联网营销的现状	
分析农产品互联网营销的发展趋势	

三、演练评价

完成演练活动后, 根据活动过程中的表现进行三方评价, 并填写表1-1-4。

表1-1-4 互联网营销认知探索评价表

活动名称	互联网营销认知探究			
完成方式	小组协作完成			
演练内容	评价点	教师评价	小组评价	自我评价
探究互联网营销的特点 (35 分)	能够进行活动背景解读与梳理 (5 分)			
	能够根据活动背景探讨企业选择互联网营销的原因 (10 分)			
	能够总结出互联网营销的含义 (10 分)			
	能够概括出互联网营销的特点和优势 (10 分)			
探究互联网营销的现状与发展趋势 (45 分)	能够根据演练目标, 通过互联网搜索相关内容的 关键词 (5 分)			
	能够总结概括出互联网营销的现状 (20 分)			
	能够总结并整理出互联网营销的发展趋势 (20 分)			
素质养成 (20 分)	具有团队协作意识、创新实践精神, 以及助力乡村振兴、传承中华优秀传统文化的意识。(20 分)			
合计				
综合得分 (满分 100 分, 其中自我评价占 20%, 小组评价占 20%, 教师评价占 60%)				
存在的主要问题				
解决问题的方法				

任务二 认识互联网营销岗位及技能要求

【引导案例】

一场通过团队合作超额完成任务的直播活动

2022年4月的某一天凌晨4时许,当石家庄大部分市民还在睡梦中时,××集团占地4000m²的直播基地里,已是灯火通明,热闹非凡。

“各就各位,3、2、1,开播!”直播间里,随着操盘手贾某的一声令下,为美妆类主播策划的一场百万宠粉直播销售活动正式开始。从凌晨4时到中午12时,这场主销化妆品的直播活动持续了8个小时,成交总额突破20万元,远远超过了主播预先设定的目标。这离不开整个团队的全程服务和密切协作。而之前该主播独立完成一场直播活动,成交总额平均只有5万余元。

在直播现场,除了销售主播出现在明亮的灯光下外,幕后还有操盘手、场控人员、助播人员、选品人员、内容运营人员、投流运营人员等10余个不同岗位的工作人员。为了帮助主播开展好这场直播活动,该团队提前5天就开始着手策划。

首先是与主播沟通,确定此次直播销售活动的主题、时间、时长、主销产品、成交总额目标等;然后是进行活动脚本的撰写、策划方案的制订,拍摄预热视频,帮助主播选品、组品、试播等。直播活动结束后,团队还会为主播进行复盘总结,帮助主播提升技能。所以,这一场完整且成功的直播销售活动,其背后有一个专业团队,去完成一次综合性、全链条服务,包括销售主播在内的互联网营销团队的每一位成员,在直播过程中各司其职,配合协作。

目前,××集团成立了一个由30余人组成的专业互联网营销团队。该团队涉及8类岗位,而贾某作为其中的操盘手,是一场直播销售活动的总指挥,既要熟知互联网营销团队各个岗位的工作,又要具备对整场活动中人员的调配、节奏的把控等全面统筹能力。

(资料来源:潇湘晨报官方百家号)

【案例思考】

结合案例,思考并回答以下问题:

- (1) 互联网营销所涉及的岗位有哪些?
- (2) 一个合格的互联网营销人员应该具备哪些职业技能?

【知识速递】

一、互联网营销相关岗位介绍

目前, 在企业中互联网营销人员主要参与的部门有技术部、市场部、运营部等, 根据地区经济发展, 行业、企业规模的不同, 互联网营销人员的岗位也有所不同。

互联网营销所涉及的岗位有市场营销员、网络编辑、数据分析员、选品员、直播销售员、视频创推员、平台管理员等。以下主要介绍选品员、直播销售员、视频创推员、平台管理员。

1. 选品员

选品员的工作就是根据产品的包装、价格、成分、利润、受众群体、影响力及生产企业的售后能力等, 精选出适合品牌方和直播销售员进行销售的品类或者单品。选品员参与产品选择、产品卖点提炼、商务谈判、直播流程设计的实施、管理。

2. 直播销售员

直播销售员是通过各类直播平台对品牌、产品、服务等进行宣传、推广的人员。

3. 视频创推员

视频创推员是通过视频的创作及推广, 为后续的产品销售充分预热, 并进一步开展用户互动工作的人员。视频创推员通过短视频为直播带来流量, 或者在短视频中植入产品信息, 完成产品销售。

4. 平台管理员

平台管理员是对互联网营销平台进行后台管理, 包括账号管理、数据监控, 并通过数据分析指导参与产品销售过程的人员。

以上岗位人员在实际工作中需要具备很强的协调能力, 每一个工作岗位都发挥着重要的作用。

想一想

结合自己所遇到的互联网营销场景, 说说你熟悉的互联网营销岗位有哪些。

考证提要

在《互联网营销师国家职业技能标准(2021年版)》中, 选品员、直播销售员、视频创推员三个工种设五个等级, 分别为: 五级/初级工、四级/中级工、三级/高级工、二级/技师、一级/高级技师。平台管理员设三个等级, 分别为: 五级/初级工、四级/中级工、三级/高级工。

二、互联网营销岗位技能要求

互联网营销人才作为网络时代所需的技能人才, 不仅要具备敬业奉献、服务人民的优良品质, 还要具备一定的岗位能力和职业技能, 其具体的工作内容和技能要求见表1-2-1。

表1-2-1 互联网营销人员的工作内容和技能要求

岗位名称	工作内容	技能要求
------	------	------

选品员	(1) 负责开发有成为爆款潜力的品类、产品,并对其进行资源拓展及维护 (2) 从选品开始,参与产品的营销以及运营,并根据运营数据及用户反馈,优化产品线 (3) 商务合同条款、产品、促销、价格、渠道的沟通谈判 (4) 搜集线上线下热销产品销售数据,并结合数据的有效分析,不断优化产品结构,提升销售额	(1) 具有市场敏锐度、眼光、营销思维,能够依据市场需求在平台上选出具有潜力的产品,打造爆款 (2) 具有较强的沟通能力、谈判能力,能够为企业争取更多的利益,负责对所选产品的销量、规格、样式、颜色等进行分析,为选品提供新思路 (3) 具有良好的数据分析能力,能够对产品销售数据进行分析
直播销售员	(1) 参与产品的选品及内容策划,能独立完成直播营销活动,吸引消费者购买产品 (2) 配合互联网营销团队,在直播期间调动粉丝情绪,增加粉丝活跃度,打造直播 IP (3) 根据企业互联网营销要求,出镜录制相关短视频等宣传素材 (4) 记录、反馈在直播过程中因产品原因所产生的问题,并配合营销团队共同解决	(1) 遵守相关法律法规,能够根据相关平台规则要求,完成直播营销活动 (2) 具有良好的语言表达能力和临场发挥能力,能够营造直播间良好氛围 (3) 具备团队合作的能力,能够协作完成营销活动,并解决相关问题 (4) 具备持续学习能力,了解各类营销产品的卖点和属性
视频创推员	(1) 根据目标人群画像,搜集、整合企业产品的视频素材,开发短视频、推文等推广内容选题 (2) 依据视频营销目的和内容定位,完成视频的剪辑、制作、包装等 (3) 利用平台优势进行视频营销内容投放,有效积累平台流量,引导用户关注 (4) 根据不同平台的特性,搭建矩阵,在用户活跃高峰期持续输出优质内容,提升品牌 and 产品信息展示和传达的深度	(1) 具有较强的沟通能力,清楚企业的营销目的 (2) 具备创新意识,能结合用户思维和视角,并通过热点设计出具有特色的营销活动 (3) 具备自主学习的能力,能够不断地学习掌握新的网络技术和视频创作工具 (4) 具备良好的审美能力,能够根据营销需求,制作出美观、具有视觉冲击力的视频内容
平台管理员	(1) 利用各种网络资源对企业品牌、产品进行宣传推广 (2) 负责各类互联网营销平台的优化和推广,以及平台的日常维护和账号管理 (3) 搜集各类互联网平台上的会员资料并分类整理 (4) 定期对平台推广效果进行跟踪评估、数据监控,并及时提出改进建议,给出可行的方案并实施	(1) 具备一定的数学思维,对数据比较敏感,能够运用相应的数据分析工具,完成平台营销数据分析 (2) 具备较强的沟通能力和团队合作精神,能够根据数据监控的分析结果指导相应岗位的工作优化 (3) 具备良好的问题分析及解决能力,能够根据平台推广效果及存在问题,提出合理的优化意见和解决方案

考证提要

(1) 互联网营销师需要具有较强的学习、理解、分析、计算及判断能力,具有一定的空间感,色觉正常,语言表达正常,手指、手臂灵活,形体动作协调性好。

(2) 互联网营销师需要遵守的职业守则包括:

①遵纪守法,诚实守信;②恪尽职守,勇于创新;③钻研业务,团队协作;④严控质量,服务热情。

【任务演练】

一、演练目标

本任务的演练活动要求根据提供的活动背景,结合所学知识,完成对互联网营销岗位及技能要求的探究。

活动背景

广西桂林市某食品公司网络直播间,直播团队通过抖音、视频号推介当地的柿饼、柑橘等“名、特、

优”农产品。开播2小时，直播间吸引了近百万名用户上线关注、浏览、下单。而在该食品公司的农产品深加工车间内，300余名工人正在包装、装车、发货，现场忙而有序。

该直播团队除了直播间主播外，还有抖音、视频号等平台运营人员通过相应平台进行产品及品牌的宣传与营销，电商平台客服人员处理客户的各种团购业务，以及直播策划人员对直播活动进行策划等。每场直播活动正是通过直播团队各个岗位人员的共同协作才能有效地开展。

二、演练内容

（一）探究互联网营销的常见岗位

根据对活动背景的分析，讨论互联网营销在实际应用中涉及的岗位，并根据讨论结果进行梳理总结。

步骤1：以小组为单位，讨论活动背景中某食品公司的互联网营销岗位类别，记录于表1-2-2。（可按需增加表格行数）

步骤2：搜集步骤1中岗位类别所对应的常见岗位，记录于表1-2-2。

步骤3：讨论步骤2中岗位的职责，记录于表1-2-2。

各小组可以分别在不同的招聘网站上，以“互联网营销”为关键词进行岗位搜索，将相关岗位信息进行分类整理。

表1-2-2 互联网营销涉及的岗位

岗位类别	常见岗位	岗位职责

（二）探究互联网营销岗位的技能要求

以小组为单位，讨论互联网营销岗位的技能要求，将讨论结果记录于表1-2-3。

表1-2-3 互联网营销岗位技能要求

岗位名称	技能要求		
	学历	技能	工作经验
选品员			
直播销售员			
视频创推员			

新媒体营销员			
平台管理员			
数据分析员			
.....			

(三) 探究互联网营销的核心岗位

根据上述探究的结果, 请同学们认真思考并总结: 互联网营销的核心岗位有哪些? 说明原因, 并将结果填写在下列横线上。

三、演练评价

完成任务演练后, 根据演练过程中的表现进行三方评价, 并填写表1-2-4。

表1-2-4 互联网营销岗位及技能要求探究评价表

活动名称	互联网营销岗位及技能要求探究			
完成方式	小组协作完成			
演练内容	评价点	教师评价	小组评价	自我评价
探究互联网营销的常见岗位 (40 分)	能够进行活动背景解读与梳理。(10 分)			
	了解互联网营销中所涉及的岗位类别。(15 分)			
	熟悉互联网营销岗位的职责。(15 分)			
探究互联网营销岗位的技能要求 (20 分)	能够梳理出互联网营销岗位的技能要求。(20 分)			
探究互联网营销的核心岗位 (20 分)	了解互联网营销的核心岗位。(20 分)			
素质养成 (20 分)	具有团队协作意识、遵纪守法意识、诚实守信意识、严控质量, 服务热情的工作态度及职业道德。(20 分)			
合计				
综合得分 (满分 100 分, 其中自我评价占 20%, 小组评价占 20%, 教师评价占 60%)				
存在的主要问题				
解决问题的方法				

任务三 认识互联网营销主要类型

【引导案例】

某零食公司进行多渠道互联网营销

2016年起,某零食公司开始针对多变的市场环境,配合品牌及新品差异化策略,进行多渠道互联网营销。

该零食公司逐步引导经销商进行数字化转型,采用数字营销方法推广新品,强化品牌的年轻化形象。面对年轻人消费网络化的趋势,该零食公司打造了多渠道、多元化的在线沟通体系。除了在常见电商平台开设旗舰店外,该零食公司还推出了公司俱乐部APP、店铺小程序、店铺APP等自有电商平台,同时在热门社交平台开设平台小店。线下,该零食公司拓展了自动贩卖机和主题门店,自建销售直营渠道。

除了TVC广告(电视广告片)、事件营销之外,该零食公司从消费者视角出发,尝试通过跨界营销、打造主题店等多种玩法与年轻人沟通。可见,为触达年轻消费群体,该零食公司在渠道传播上作出了很大的改变。

2020财年,该零食公司B2C(企业直接面向消费者提供产品或服务)模式所得收益增长超过70%,与传统渠道形成互补互惠的良性循环,新兴渠道已经成为该公司中长期业绩成长的重要驱动力。

(资料来源:网圈部落《近两年成功的网络营销案例及分析》)

【案例思考】

结合案例,思考并回答以下问题:

- (1) 上述案例中的零食公司都采用了哪些互联网营销工具?
- (2) 互联网营销还会用到哪些主流工具?

【知识速递】

常见的互联网营销类型主要有搜索引擎营销、电子邮件营销、IM营销、社会化媒体营销、互联网广告营销等,不同的营销类型所采用的主流营销工具也不同。

一、搜索引擎营销

搜索引擎营销(Search Engine Marketing,简称SEM),就是利用搜索引擎来实现营销目标,是一种基于搜索引擎的互联网营销。搜索引擎营销分为付费推广和免费推广两种。免费推广受到众多

中小企业欢迎, 付费推广则需要企业购买搜索结果页面上的广告位, 其广告效果更好。目前常用的搜索引擎营销工具有百度、神马、搜狗搜索、360搜索等。

二、电子邮件营销

电子邮件营销(E-mail Direct Marketing, 简称EDM), 是使用电子邮件向目标客户发送相关信息, 进而进行营销推广, 是出现比较早的一种互联网营销方式。通常可以向目标客户发送电子广告、产品信息、销售信息、市场调查、市场推广活动等。常用的电子邮件营销工具有Rushmail邮件营销平台、Mailcattle、阿里云等。

三、IM营销

IM (Instant messaging) 营销, 又称即时通信营销, 是指通过即时工具进行产品推广、品牌宣传的一种方式。IM营销既可以通过网络在线交流, 与潜在客户进行在线联系, 也可以通过通信工具发布产品信息、促销信息、企业宣传信息等。它是通过IM作为信息交互载体, 以实现目标客户挖掘和转化的互联网营销方式。目前常用的IM营销工具有QQ、微信、钉钉、阿里等。

四、社会化媒体营销

社会化媒体营销也称为社会媒体营销或社交媒体营销, 是企业或个人、机构借助社交媒体平台向潜在客户推广产品、宣传品牌, 从而达成营销或销售的目的, 具有流量基数大、自由度大的特点。目前常用的社交媒体营销工具有论坛、微信、微博等。一般是通过这些平台的账号发布和传播营销内容, 包括二维码、音频、视频、直播、图片等。根据营销内容形式的不同, 社会化媒体营销工具可分为图文营销工具和音视频营销工具。

(一) 图文营销工具

根据营销媒介的不同, 图文营销工具又分为新媒体营销工具、自媒体营销工具和其他图文营销工具。

1. 新媒体营销工具

新媒体营销就是利用新媒体平台发布软文、图片等内容进行营销的模式。常用的新媒体营销工具有微信公众号、微博、小红书等。

2. 自媒体营销工具

自媒体营销就是企业、个人或机构与自媒体平台合作, 通过对目标人群的精准定位, 利用文字、图片等多种宣传手段传播企业、个人或机构品牌形象、产品优势、活动内容等信息, 促使目标人群主动关注信息并转发从而实现营销目的。常见的自媒体营销平台有百家号、今日头条、简书、搜狐等。

此外, 还可以通过网络论坛、博客开展图文营销。

(二) 音视频营销工具

1. 视频营销

(1) 短视频营销。

短视频营销是指企业或个人以内容为核心,以创意为导向,利用精心策划的短小精悍的视频,实现产品销售与品牌宣传等营销目的。随着移动互联网的普及,短视频既让消费者的生活方式发生了巨大的变化,也为各行各业的企业或商家开辟了全新的营销渠道。短视频兼具视频和互联网两大优势,不仅感染力强、形式内容多样、创意新颖,而且互动性强、传播速度快、成本低廉。

进行短视频营销时,常用的工具包括腾讯视频、优酷等网络视频平台,以及抖音、快手、微视等短视频平台。

(2) 直播营销。

直播营销是以直播平台为载体开展营销活动,以达到扩大品牌影响力和销售产品的目的。直播营销成本低、效果直观,可以与客户实时互动。目前主流的直播平台主要有三类:第一类是传统电商平台引入的直播模块,如京东、淘宝的直播;第二类是短视频娱乐平台开通的直播功能,如抖音、快手、小红书的直播;第三类是各种信息、游戏、社交类平台的直播功能,如一直播、虎牙直播、微信直播。

想一想

(1) 除了上述视频营销工具,你还知道哪些视频营销工具?

(2) 日常生活中我们还可以通过哪些渠道进行直播营销?

(3) 你认为如何利用视频营销工具来传播好中国声音,讲好中国故事,展现可信、可爱、可敬的中国形象?

2. 音频营销

音频营销是企业或个人通过音频节目运营品牌、推广产品,是一种新兴的互联网营销模式。音频的传播不受场景限制,能时刻向客户传递信息。与其他的新媒体营销方式相比,音频营销的优势在于声音能够清晰地呈现品牌形象,使品牌更加拟人化和个性化,从而促进客户对品牌的了解和记忆,提升对品牌的认同感。目前比较常用的音频营销工具有喜马拉雅FM、荔枝FM、蜻蜓FM等。

除了上述两种社会化媒体营销的营销工具,还有APP营销工具、二维码营销工具及图片营销工具。其中常用的图片营销工具有创客贴、美图秀秀等。

五、互联网广告营销

(一) H5营销

H5营销是指利用H5页面呈现已融入文字、图片、视频、动画等的H5广告,将营销内容直观展现给客户的营销手段。目前使用最多的H5营销工具有易企秀、秀米、iH5等。比如易企秀是一款基于智能内容创意设计的数字化营销软件,主要提供H5创景、海报模板、营销长页、表单、互动、电子画册模板和特效视频等内容在线制作。