

Research on Network Marketing Innovation of Agricultural Special Products under the Background of Media Convergence

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Abstract: - The implementation of the Rural Revitalization Strategy is the general starting point for the work of "agriculture, rural areas and farmers" in the new era. With the wide application of technologies such as "big data" and "cloud computing", the media convergence consumption scene has become a new trend leading the new consumption era, and the "Internet plus agriculture" mode has been developing. The cloud market has vigorously promoted the promotion of special agricultural products and become a new development mode driving the integration of rural industries and economic and social development. The research on the marketing practice of special agricultural products under the media convergence background has important contemporary significance.

Keywords: *Media Convergence, rural vitalization, special agricultural products, marketing Innovation*

I. INTRODUCTION

Under the background of China's economy changing from high-speed growth to high-quality growth, agricultural development is also bound to undergo the transformation from traditional agriculture to modern agriculture, which is manifested in the transformation from pursuing development speed to pursuing development quality, from pursuing quantity satisfaction to pursuing quality and safety, from pursuing products to pursuing quality and services, and from pursuing large-scale development to pursuing green ecological development. The key to realize the above transformation is to promote the connection between a large number of decentralized small farmers and modern agriculture^[1].

In order to promote the deep integration of small-scale farming and modern agriculture, we should accelerate the innovation of agricultural product supply chain. China has put forward the "Rural Revitalization Strategy" and listed it as one of the seven strategies that need to be implemented to build a well-off society in an all-round way. It is the general starting point for doing a good job in China's "rural, agricultural and peasant" work in the new era. Under the background of the Rural Revitalization Strategy, it is of great practical significance to explore how to promote the marketing innovation of agricultural products with the help of the advantages of financial media promotion for the development and expansion of rural industries, the revitalization of rural industries and the prosperity of farmers.

II. MARKETING INNOVATION BASED ON SPECIAL AGRICULTURAL PRODUCTS

1. Traditional categories looking for new markets

The traditional categories of special agricultural products actively seek new markets. The so-called new markets, including new people, new regions, new channels and new formulations, promote the growth of sales of special agricultural products by expanding new market forms or platforms. For example, as the most

commonly used payment tool at present, Alipay is used very frequently by consumers. At the same time, consumers actively participate in many activities and games initiated by Alipay, and application game programs such as "ant forest", "ant Manor" and "Baba farm" are popular among users. Taking Alipay Baba farm in July, 2021 as an example, users accumulated fertilizer by browsing the designated interface, purchasing designated goods, feeding chickens in ant manor and other forms to participate in the public welfare activity of "planting trees and fruits to help farmers increase their income". Alipay app and Taobao app share the rules of the game and implant the activity of "helping farmers increase their income and being grateful for you" on the basis of a strong number of users, At the same time, it promised that "the sales income of helping farmers belongs to fruit farmers, and the platform will not charge any fees"^[2].

Shaanxi Yijun Apple was launched with the theme of "mountain fruit has its own brand", Hubei Zigui summer orange was promoted with the theme of "more young people bring technology home", Xinjiang Balikun honey was promoted with the theme of "they grow your Hami melon", Yunnan Honghe red rice brown rice was launched with the theme of "you make the natural red rice go out of the plateau", and Sichuan Shimian loquat cream was launched with the theme of "you guarantee the income of fruit farmers", At the same time, the whole process of planting and harvest of special agricultural products is visually presented and traced to users with soft text, pictures and "small support video" short videos, so as to deeply tap users' consumption demand and consumption potential and effectively help the sales of special agricultural products. As a result, traditional agricultural products have made great achievements in expanding and opening up new markets. With the help of financial media promotion, the industrial chain has achieved innovation, and the regional economy has continued to grow.

2. New category of traditional market expansion

The traditional market takes the initiative to fit and expand new categories. The so-called expansion of new categories includes new needs, new ideas, new combinations and new uses. As mentioned above, the planting of the Baba farm platform to help farmers increase their income under the name of public welfare on Alipay will certainly improve users' confidence and determination in purchasing. On the one hand, users need to purchase these daily necessities from time to time, and the purchase frequency is not low. On the other hand, when purchasing such special agricultural products, they also participate in public welfare undertakings, help farmers with their own practical actions, and promote national rural revitalization projects, Consolidate the user's purchase decision. The so-called expansion of new categories is to create new needs of users, innovate consumption ideas, and achieve the purpose of promotion and promotion through clever marketing mix^[3].

3. New categories drive new markets

New categories of special agricultural products can drive new markets, that is, train new people with new products, so as to form a new category market. The cloud market includes e-commerce agricultural assistance forms such as webcast, pinduoduo, jucost-effective, fresh home, fresh hourly, and preferred home. Among them, webcast is the most active part of domestic online retailing. With the bottleneck in the growth of online retail platform user traffic, the use of webcast to promote the development of online marketing has attracted more and more attention from the industry.

The development of characteristic agriculture can complement and coordinate with mass agriculture according to the characteristics of resource endowment, and make a scientific layout and reasonable

planning in a new way, so as to fully meet the emerging new needs of the market and promote the stable development of agriculture. In 2020, Kwai will hold the activity of "100 County heads, live broadcasting and assistance"; This time, ByteDance jointly launched the topic activity of "Tiktok has good goods, and the county magistrate comes to live broadcast" on its Tiktok, today's headlines, watermelon video and other platforms; Global network reported that many movie stars brought special agricultural products to the live broadcasting room, and Kwai e-commerce continued to empower and help farmers. To sum up, the issue of "agriculture, rural areas and farmers" is a fundamental issue related to the national economy and the people's livelihood. We should give priority to the development of agriculture and rural areas, accelerate the modernization of agriculture and rural areas, integrate into the cloud market marketing strategy, adhere to innovation and practical work, and comprehensively promote rural revitalization.

4. New consumption ideas promote the rapid development of cloud market

The rise of local brands is the most distinctive feature of new consumption in recent years. A number of old brands are rejuvenated with the help of the traditional market, and a number of new brands inject fresh elements into the national trend with the playing method of the Internet. Whether new or old, local brands are common. Behind this is the growth of new consumer groups represented by the post-90s and post-00s. They are no longer simply superstitious about international brands. They have a high degree of confidence in national culture, returning commodities to their essence, and making the consumption of local brands fashionable.

Behind this is the growth of a new generation of entrepreneurs under the tide of the Internet and digitalization. They have the patience and tenacity to go deep into the field of segmentation. They are good at using Internet thinking and digital tools to redefine the consumption scene and transform the traditional manufacturing industry. At the same time, they also make the aesthetic and experience of products to the extreme. Behind this is the tide of consumption upgrading and industrial upgrading. From the demand for food, clothing and warmth in the era of shortage economy to the pursuit of quality, personalized and fashionable consumption, the upgrading of consumption demand will promote the real upgrading of the industry. The national trend will be an important element to leverage this industrial upgrading. Local brand elements and awareness of domestic products are playing an increasingly important role in the new consumption ideology. The cultural and creative industry of "Taobao in the Forbidden City" is a typical example. Under the background of rural revitalization, the "cluster city" marketing strategy of agricultural products should comply with the national trend vane, integrate the national trend elements into the product packaging design, brand connotation, customized services and other links, and promote the sales of agricultural products in the cloud market with new consumption ideas and intentions^[4].

III. INNOVATION OF AGRICULTURAL PRODUCT SUPPLY CHAIN MODEL BASED ON COMMUNITY MARKETING

What are the circles closest to consumers? Online live broadcast, business district economy, APP push... Social economy is also an important circle. The development of community e-commerce conforms to the e-commerce supply chain model of consumption upgrading and consumption grading. The innovation of e-commerce supply chain model of agricultural products based on community economy plays an important role in promoting.

1. Community Supported Agriculture

Community Supported Agriculture is a production mode in which operators and consumers cooperate in farm operation. Consumers prepay the amount of products, and the farm supplies them with safe "special" agricultural and sideline products on schedule, so as to realize the risk sharing and benefit sharing between producers and consumers. With the rapid development of industrialization and urbanization, the income level of residents has been continuously improved. At the same time, environmental pollution and food safety have also been brought about.

The supply chain model of agricultural products with the characteristics of community economy originated from the Community Supported Agriculture (CSA) model that appeared in the 1960s, and earlier appeared in Germany, Switzerland, Japan, the United States and other countries. In the United States, most of the ways of community support agriculture are initiated by farmers to attract consumers' participation. Most CSA farms do not require consumers to participate in the production process of agricultural products; A small number of farms have consumers' equity participation, and consumers can directly participate in farm labor and management. In Europe, Germany established a collective farm to provide agricultural products to its members in 1986, and the UK established the "box scheme", which provides booking services by small organic farms to provide packaged agricultural products to consumers. In recent years, the model of Community Supported Agriculture in China has entered a rapid development stage. There are four main modes of community support for agricultural development in China: one is the "land parcel" mode; Second, participation mode; Third, the producer community direct selling model; Fourth, distribution by share.

2. Innovation of community e-commerce supply chain model for agricultural special products

Different from the products operated by wechat, e-commerce of interest communities operates customer groups, that is, they first operate the customer groups of agricultural products, and then provide them with high-quality agricultural products according to their needs. The agricultural product community e-commerce model based on interest communities has the following characteristics: first, the essence of agricultural product Du Qun e-commerce is trust, and customers have stronger relationship connection and trust relationship. At the same time, it relies on social platforms to continuously precipitate social relations. Second, high-quality professional products and services are the basis for the development of e-commerce in the agricultural product community, and rely on high-quality commodities to form a flow of people. Third, realize the flow value by providing agricultural products and services that match the needs of members of the interest community^[5].

As a representative of the community e-commerce platform, "Youhao" is committed to creating high-quality family life. Its business model has the following characteristics:

First, high-quality agricultural products are the core of maintaining community trust. Trust is always the basis for group sharing, and high-quality agricultural products with good east and West become the bond of maintaining trust within the community. There are good things that guarantee the quality of the agricultural products they sell with strict quality control standards.

Secondly, the community e-commerce model of s2b2c. S is the supply chain platform, B is the business that directly serves customers, and C is the final customer. In the s2b2c model with good things, s is the e-commerce platform of the good things community, B is the "selector" community system with good things, and C is the customer in each community. There is a good thing platform that will help "selectors" create a

differentiated community marketing model, promote the interaction among members in the community and trigger the purchase behavior of community members through community operation elements such as graphics, videos, notes, and lists.

Third, perfect logistics distribution service is the guarantee of high-quality service. Logistics links have a very important impact on customers' final shopping experience. Good things invest a lot of resources to build a professional warehouse distribution team, cooperate with well-known logistics service providers, and carry out scientific management in the transportation, packaging, storage and distribution of agricultural products, so as to ensure the timeliness and efficiency of commodity distribution.

IV. NETWORK MARKETING INNOVATION OF AGRICULTURAL SPECIAL PRODUCTS

Under the circulation mode of e-commerce, the information flow of agricultural products has changed from "one-way delay, linear transmission and passive acceptance" to "two-way instant, mesh connection and push-pull interaction". Producers can interact directly with consumers, and consumers can also communicate horizontally. Therefore, e-commerce of agricultural products has the opportunity and conditions to practice many innovative sales methods.

1. Classic Case

Oranges give you a spirit of entrepreneurship. They are also handed over to you to make Chu orange products content. The first step is to tell everyone the story of Chu Cheng's arrival in Beijing; The second step is that many people feel very encouraged after eating this orange; The third step is that Chu Shijian swept Beijing; Step 4: carry on the activity of "passing on the orange".

Through the uniqueness of cherry products, select good products: first, try to choose cherries with high altitude, so that the temperature difference between day and night is large and the sugar content is high; The second is to select. The fruit that can be selected into this brand must meet the four requirements - high, selected, ripe and fresh. Through the strong promotion of the Internet, the kiss of red lips has been a success. Golden Fuji highlights its products through three points: over 50 years of planting and the adoption of new technologies; Golden Fuji, you haven't eaten it; Years and years make great things[6].

Three squirrels-a brand of agricultural products and food born for the Internet. First of all, the nut products are easy to preserve, so that the three squirrels do not need to invest too much energy in logistics. Secondly, the bagged nuts of the three squirrels are mainly aimed at office people. Finally, the three squirrels have a dedicated team responsible for customer experience management.

Luozhenyu's logic thinking pays tribute to the oldest Internet product. The platform of logic thinking once launched the "special offer of true love" and sold moon cakes, just because Luo Zhenyu boasted when he was doing the program. What is true love? How to find true love? How to prove true love? In fact, it's easy to say that the one who is willing to pay for you is true love.

For the specialized whole process cold chain transportation, from the current domestic cold chain transportation situation, the specialized whole process cold chain transportation is far from being formed, and the cost of cold chain transportation is high, which is difficult for many small enterprises to bear.

Shanghai has made some attempts and explorations in the cold chain transportation of e-commerce for agricultural products, basically realizing the cold chain transportation from "fresh food warehouse to regional warehouse", but the cold chain transportation from warehouse to consumer's home has not been realized, and the zoning temperature control of the cold chain is not perfect, so it can not be transported together with other supplies, which also increases the logistics transportation cost, and has become a stumbling block to the development of e-commerce for agricultural products at present.

2. Analysis on the development of network marketing of agricultural products

Stable and perfect product supply chain: create a "high-value fresh and cold chain"; Create a "high quality fresh food supply chain". In order to promote the commercialization of agricultural products, it is necessary to have a series of agricultural product standards as support. The standards mainly include the production, purchase, classification and transportation of agricultural products.

To ensure a certain profit for e-commerce of agricultural products, we must find ways to reduce the loss of agricultural products. The operation mode and positioning are quite difficult. As an organic product, the source control cost is very high; To do pure B2C, logistics cost is a big problem; For a specific group of white-collar rich people, it is difficult to pass the trust problem.

3. The development ways of agricultural product network marketing

Branding: at present, most agricultural products are still in the primary stage of regional brands, such as Luochuan apple, West Lake Longjing, etc., and there are very few real market brands. Therefore, we must deeply develop the connotation of agricultural products, build agricultural products into unique and personalized brands, enhance brand added value, make products stand out among many homogeneous products, avoid the misunderstanding of low price competition, and take the lead in occupying the market with the help of branding.

Communitization: a certain cost needs to be invested in the construction of community terminals, and the integration of terminal construction and channels still needs a certain time. In addition, the management and details of community terminals need to be gradually improved.

O2O: e-commerce of agricultural products can combine online and offline channels, and use social tools such as microblog and wechat as communication means to carry out online marketing. At the same time, big data can be used to accurately position customer groups, significantly reduce marketing costs, achieve efficient marketing communication, and explore a correct profit model.

V. CONCLUSION

We need to rationally develop e-commerce of agricultural products. The problem to be clarified in e-commerce of agricultural products: what agricultural products are sold? How to sell products? On which platform do you sell products? Who will sell the product? To what extent? Entrepreneurs who have just entered the agricultural products industry must pay attention to the following four points: they must first determine the main products, select the most representative characteristic products among the numerous categories of agricultural products, and give priority to launching them as key products. In terms of publicity, we must make great efforts to create a good sales atmosphere and tell excellent product stories so that the products can be quickly spread. Specific implementation measures should be introduced, including

talent selection, industrial chain construction, e-commerce data analysis and backward production transformation, etc. It is necessary to establish both periodic goals and long-term goals, form executable development plans and guide practical development.

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