

Study on Agricultural Products Promotion Strategy of Three-party Linkage Model under the Background of Internet Plus

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Abstract. "Internet +" has become the background of economic and social development today. The rapid development of information technology has provided conditions for accelerating the construction of agricultural informatization. The promotion of internet platforms plays a more important role in the sales of agricultural products. This article focuses on the overall situation of the internet in rural areas, based on the province of Jiangsu, from the internet infrastructure, the number of Internet users, the introduction of network promotion preferential policies in several aspects of agricultural products; analyzed the status quo of agricultural products network promotion mode from the aspects of internet transaction security, single means of network promotion, offline distribution; based on the analysis of the basic background, advantages and disadvantages of the Internet marketing and sales of agricultural products today, this paper discusses the strategy of internet promotion of agricultural products based on the tripartite linkage model of "political school enterprises" and provides reference for agricultural product operators and researchers in related fields.

1. Introduction

In recent years, agricultural information technology project to gradually promote the promotion of agricultural products network has become the main sales channel. Taking Jiangsu Province as an example, the convenience provided by the Internet provides a new way for the promotion and marketing of agricultural products in the province. Internet marketing and marketing play an even more important role in the sales of agricultural products and increase the incomes of peasants while increasing the agricultural production efficiency. In the promotion of agricultural products has shown a number of successful examples of successful demonstration of the "Internet +" agricultural promotion strategy of science and advanced. In the era of "Internet +", the rapid development of Internet technology has brought new opportunities for development in various industries within a few short years and brought about some challenges as well. With a high level of agricultural informatization in Jiangsu Province, agricultural products promotion has many advantages such as superior technical environment under the background of "Internet Plus" era and full promotion of agricultural products. However, the shortage of professionals and the backward infrastructure of agricultural networks still hinder the marketing and promotion of agricultural products Internet. Looking to the future, if agricultural product enterprises need to achieve steady development, they need to keep up with the changes in the market economy and formulate promotion strategies in line with the demand of "Internet +" and make timely adjustments.

The construction of agricultural product promotion strategy system is a long-term task that is difficult to be realized within a short period of time. The government, colleges and universities, electricity suppliers and agricultural products enterprises should coordinate and cooperate to study the promotion strategies that are appropriate to the special effects of agricultural products and steadily improve the sales



effect of agricultural products. From Lianyungang City in 2017 "Internet +" modern agriculture development and implementation of the program that the government work report and the spirit of the party congress, developed a work plan related to e-commerce marketing of agricultural products in the context of "Internet +". In 2017, the city will build 10 demonstration villages for rural e-commerce, foster 10 agriculture-related e-commerce industrial parks, establish 1,000 village-level information service stations, train and increase 10,000 rural e-commerce practitioners and strive to achieve village-level rural electricity Business service sites completely covered; the city's agricultural products network marketing reached 3 billion yuan, an increase of 35%; scale implementation of agricultural technology of the Internet of Things Area accounted for more than 15%; agricultural information coverage of 60%.

2. The Basic Environment of Agricultural Product Internet Promotion

Internet infrastructure has been gradually improved. Focusing on the construction of Internet basic environment in Jiangsu Province, the Internet infrastructure has been optimized day by day and mainly reflected in several aspects.

The number of Internet users has increased significantly. China Business Intelligence Network data show that the number of Internet users in Jiangsu Province in the recent five years as shown in the following table:

Table 1 2012-2016 the number of Internet users in Jiangsu Province

Time(Year)	Internet users (million)	Year-on-year increase	Internet penetration
2012	3952	7.25%	50.3%
2013	4095	3.62%	51.2%
2014	4274	4.41%	53.8%
2015	4416	3.32%	58.3%
2016	4542	3.20%	61.5%

In just five years, the number of Internet users grew year by year to 39.52 million in 2012 and to 50.18 million by the end of 2016. The Internet penetration rate reached 61.5%, significantly higher than the national average. Data show that: Internet users continued to grow, the province's Internet industry has developed steadily.

The Internet is growing rapidly. In order to encourage agricultural product operators to actively participate in the network promotion, the government has introduced preferential policies to publicize the promotion network through such channels as news network, public service advertisements, newspapers and periodicals, and so on, so that practitioners' network promotion awareness will be raised.

3. Status Quo of Agricultural Product Network Promotion Mode

Agricultural information network construction lags behind. The government has invested a lot of money to optimize the network infrastructure, but due to the rapid update of network information technology and the lack of implementation, there is still much room for improvement in the construction of network infrastructure, which exists in Jiangsu province. The construction of agricultural products information network is lagging behind. Agricultural products enterprises cannot share information resources, which has greatly affected the promotion and marketing of agricultural products on the Internet.

Lack of network promotion personnel. In recent years, there has been an increase in the number of rural netizens and academic levels. However, the cultural qualifications of those directly involved in the production and operation of agricultural products are still low. Mainly reflected in the following aspects:

The lack of scientific network promotion concept guide. Network marketing is a new marketing model developed in recent years. In the process of Internet promotion, agricultural product operators are paying close attention to the sales situation, failing to pay attention to customer service and purchasing experience, lack of market analysis, lack of network promotion skills, blindness in network marketing and marketing, drastic changes in the marketing market for agricultural products When it is difficult to find a good solution in the short term.

A single means of network promotion. Each e-commerce platform is the most commonly used means of marketing and promoting agricultural products network and launches a series of network promotion

activities through e-commerce platform, such as Jiangsu Agricultural Products Trading Network. Lack of innovation in network marketing and promotion, a single means of promoting network marketing of agricultural products have an impact, resulting in a lack of motivation for network marketing.

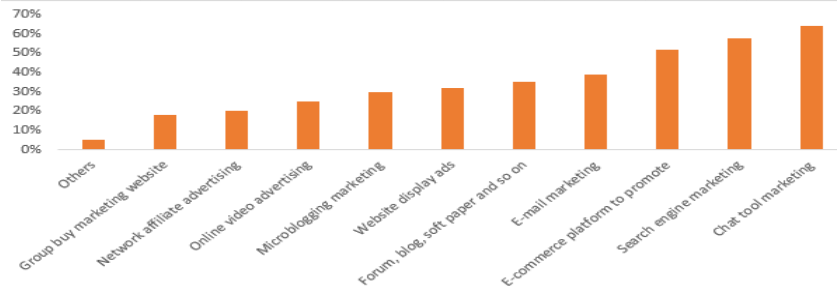


Figure 1 Usage rate of various marketing measures in China in 2016

It can be seen from the chart that the relatively high proportion of the network promotion methods use chat tools, search engines and e-commerce platforms, while the usage of other network promotion methods is relatively low. That the use of the network to promote a more single, and the distribution of innovative ways to promote the promotion and application of the development and application.

Internet transaction security issues outstanding. Cybersecurity is a key issue of Internet information technology and affects the stability of the network environment. For the promotion of agricultural products online marketing, security issues are more important. For agricultural products enterprises, the safety accidents will impact the efficiency of enterprises, frustrate the social image of enterprises, bring about a series of evil consequences, and even hinder the development of enterprises. For colleges and universities, the problems of network security affect the promotion effect, Influence, but also indirectly affect the employment of students; network security issues affect the property safety of agricultural products online consumers, information disclosure. From the perspective of "political school enterprises", all the security problems are the obstacles to eliminate in the network promotion, which must be given high priority by all parties.

4. Strategy of Agricultural Products Internet Promotion Based on the Three-way Linkage Model of "Political Schools and Enterprises"

A. The Connotation of the Three-party Linkage Model of "Political School Enterprise". A word introduction is "the government set up a stage, school singing". In order to reform vocational education, promote the employment of students in vocational colleges and promote regional economic and social development, the government has formulated policies on vocational education and industrial development. Under the government's strong support, coordination and guidance, both schools and enterprises make use of the service platform for school-enterprise cooperation to strengthen cooperation and train high-quality professionals so as to meet the needs of local economic and social development. The momentum of Internet marketing for agricultural products has been developing rapidly. E-commerce promotion platforms and agricultural product sales enterprises have joined in to form a "three-way cooperation and cooperation model for political schools and enterprises", which is to strengthen the integration of personnel training, scientific research and professional development, platform building and agricultural product promotion. Promote institutional personnel training, business development, agricultural product revenue, local economic and social development.

B. E-commerce and logistics personnel training. Most of the people who engage in Internet marketing of agricultural products are peasants. Due to the lack of understanding and computer knowledge, network knowledge and lack of relevant practical experience, the lack of specialized personnel has led to the promotion of agricultural products. In view of such large-scale e-commerce or Internet marketing professionals, the government should step up investment in funds and coordinate with vocational colleges and universities. On the basis of the existing e-commerce and other major programs, the enrollment scale

will further expand from enrollment in addition to cultivating the professional skills of students, while entrepreneurship education for students, training entrepreneurship and entrepreneurial spirit, the school should work with agricultural enterprises to create the conditions for convenience, as much as possible for students in the internship opportunities and training platform. It is imperative for the government to take the lead in engaging agricultural product enterprises and implementing the actual implementation of vocational colleges and universities and intensifying the training of specialized personnel in agricultural product logistics management. Through the talent service strategy, we break through the bottleneck of online marketing and distribution of agricultural products and provide word-of-mouth support for the promotion of agricultural products.

C. Joint construction of agricultural products trading platform. The government has carried out assistance work to agricultural products enterprises and self-employed individuals engaged in the marketing of agricultural products. Integrated trading platform to provide e-commerce platform stores, consumers from the trading platform entrance, you can link into the agricultural marketing enterprises and farmers to open Jingdong, Taobao and other trading platform online store. Agricultural product management companies and farmers package their distinctive agricultural products and promote multi-channel and multi-directional promotion with the help of agricultural products buy network, WeChat, Weibo, Jingdong and Taobao distribution platforms. Relying on government support work, the integrated platform for agricultural products to integrate the resources of local characteristics of agricultural products, offline advertising and Internet online messages to promote the combination of ways to promote offline sales and online sales to achieve more effective Promotion effect. "School Enterprise" tripartite joint efforts to build a university student love business base as a productive training base within the school, teachers and students from institutions responsible for the management and maintenance of agricultural products trading platform, microblogging interactive promotion. Gradually improve the level of students to maintain online sales platform to enrich students' practical experience and improve students' ability to master and apply Internet technologies.

D. "School Enterprise" tripartite joint agricultural product promotion planning activities. By the professional students involved in the management and maintenance of government-developed integrated platform for agricultural products, to promote the sale of specialty agricultural products for the purpose. Organized by the team of students on campus, planning and launch of agricultural products related packaging and advertising design contest, through the school banners, posting ads, seminars, set up awards and other preparatory and incentives, to encourage students to actively participate in the school, as much as possible the output of entries, design a variety of beautiful packaging, full of agricultural products to provide publicity.

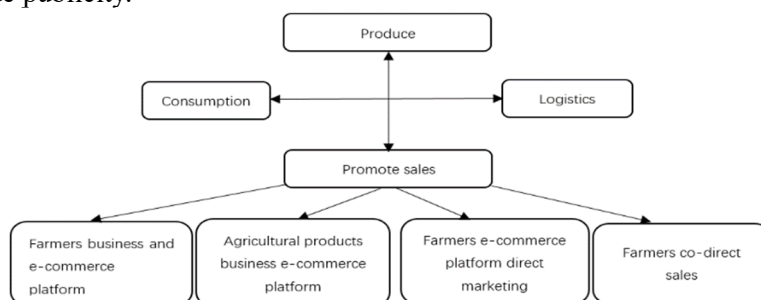


Figure 2 agricultural products promotion process and methods

Flexible use of network marketing platform, to achieve accurate sales. At present, WeChat marketing is more and more widely used in popularization and application. The use of service numbers, subscription numbers, circle of friends, micro-stores, etc. will push the information of agricultural products to be promoted to consumers and use Internet platform to complete online interactive transactions. Specific methods: WeChat public platform can achieve automatic reply, bulk push, one-on-one exchange, etc., push the novel, language witty, expressive, stimulate consumer interest in reading

out, so that promotion results are improved. Push the promotion information of agricultural products in WeChat circle of friends and promote the word-of-mouth with the help of friend relationships, so as to reduce the negative effect consumers have on the promotion of information.

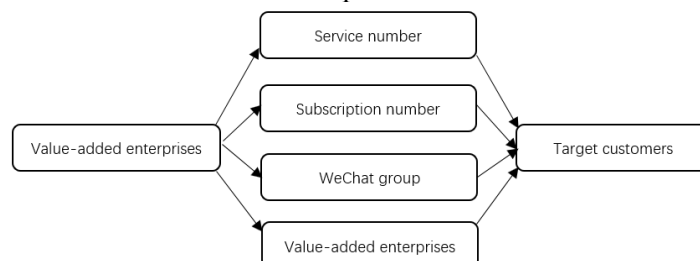


Figure 3 WeChat accurate promotion process

E. Agricultural products OTO promotion strategy. For consumers, agricultural products belong to the daily consumption of goods, agricultural operators to build Internet online marketing platform should be noted that agricultural products are not suitable for selection of pure e-commerce business model for online promotion, building and characteristics of agricultural products to adapt to O2O Marketing model is the inevitable choice of product attributes. Breaking down the traditional marketing model of agricultural products with short chain of marketing channels and highly diversified management entities, promoting highly integrated marketing resources of farmers through internet technology, building internet online marketing, offline production and distribution, and integrating the Internet with the offline real estate industry.

F. Construction of cross-platform online drainage system. In order to improve the marketing ability of the terminals for selling agricultural products, through a combination of unified network construction and decentralized registration, the platform for integrated marketing of agricultural products integrates scattered single farmers and small and micro-sized agricultural products management organizations into one. Through centralized promotion of resources, Online drainage promotion strategy. With online marketing platform for consumers to enter the consumption situation of the entrance, agricultural products online marketing platform to achieve precise drainage strategy, mainly through the daily concern of consumers WeChat, microblogging and other social networking sites and search engines and other channels.

Promote the transformation of agricultural O2O entities. Entity Transformation: Promote the online conversion of potential customers of online agricultural products to offline real consumers. With the convenience of online marketing system of Internet, the online and offline resources will be preliminarily realized, and consumers of certain agricultural products will be concentrated in a certain area to set up a logistics distribution point.

Create a life service situation. In order to improve the viscosity of the online marketing of agricultural products online to the target customer base, agro-products e-commerce enterprises should improve their service quality and classify the e-commerce services of agricultural products into several key business processes such as product browsing, order issuance and payment of goods, situation, optimize the electricity supplier business module of key agricultural products, and build a promotion model of agricultural electricity suppliers that can adapt to consumer life consumption situation.

5. Conclusion

To obtain the stable operation and healthy development of agricultural products and promote marketing, it is necessary to formulate a marketing strategy in line with the "Internet Plus." To explore the promotion strategy of agricultural products based on the tripartite linkage model of "political school enterprises", the government should accurately complete the role orientation in tripartite cooperation, communicate and guide both schools and enterprises, provide necessary support and guarantee, give full play to government functions and promote more deeply School-enterprise cooperation. Schools for the delivery

of agricultural products business qualified professionals in e-commerce, marketing and promotion of agricultural products into fresh blood links; enterprises for the school to provide practical training base for professionals to provide a realistic environment; work together to promote the work of agricultural products to provide a good Policy support, personnel training, commercial platform. The promotion of agricultural products research strategy, is a long-term exploration process, need continuous optimization and correction in practice.

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