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Research on Market Positioning in the Course of Visual Communication "Online Advertising"

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Abstract:

Online advertising course is a course that is produced under the continuous development of computer science and technology. It is a course focusing on advertising design with the Internet as the media. The course guides students to face the rapid changes of visual communication design. This course includes students' research-based learning of curriculum orientation in design practice activities, market research learning, market positioning interactive learning and the classification of curriculum actual positioning. Curriculum market positioning is an indispensable part of online advertising of school visual communication specialty. This paper mainly discusses from the following aspects: the research on market positioning in the curriculum, how to identify the market in the curriculum, the division of market positioning in the subject, etc.

1. What Market is the Course for

What kind of market does the online advertising course of visual communication major face? First of all, we need to investigate how the goods promoted by online advertising can meet the needs of consumers, what the online advertising own product effects are, and whether they are safe and reasonable. Secondly, it analyzes the consumer groups targeted by online advertising who belong to what market, what class, occupation, age and their gender. These two bases for identifying the market can make online advertising push products directly to users like salesmen and salesmen.

Every commercial enterprise hopes that its products will be used more and more widely and its goal will be more and more accurate,. This can meet the needs of many people.When an enterprise wants to control its sales performance, it must first make a budget. Whether the budget is accurate or not depends on whether it recognizes the market. Only after identifying the market can we use targeted advertising search engine and CPS.

Figure 1. An ecological environment web page.

The content learned in the course of online advertising must be consistent with the recognized launch market, and meet the following conditions: first, the consumer group of advertising target must be confirmed to become the target market before launching advertising. And the return rate of advertising effect must be estimated. Second, the qualified market must have a certain launch value. The market personnel must have a certain scale. When launching online advertising, it is necessary to clarify where the allocated funds and investment focus. These are important parts of the market planning of the course "online advertising". [1] As shown in Figure 1, according to the market demand of self-made users, the landscape introduction page takes the image of the night scene on the shore as the endorsement of the advertising language "creativity moves life", so as to attract people who must be attracted. Active activity promotion and advertising have become the focus of social attention and the dissemination of public opinion. To locate the market target users, we must make statistical analysis on the data of accessing media. Such statistical analysis can be conducted through different types of website media, such as using different types of software. Another example is to use different types of software to access different media website channels, and also investigate different pages and different media services. By analyzing the preferences of users from different channels, advertisers can find the differences and similarities between many users. In this way, advertising provides advertisers with the idea of "knowing yourself and the enemy, we can be invincible". With these clear market positioning routes, the website has more basis for the visit statistics of target users. For example, enterprises can count the number of visits, number of people covered, browsing proportion, page speed feedback information, effective browsing time, per month according to the time.

To identify the market, we also need specific indicators. The target object of the research should be the "group target index", which can reflect the strength or weakness of the target group within the specific research scope (such as geographical region, demographic field, media audience, product consumers). [2] On the Internet, the needs of consumers can be presented in minutes and seconds. It directly expresses the market effect of online advertising courses that are the click through rate, purchase rate, praise rate and praise rate of the network.

2. Market Division of Curriculum Positioning

There are many ways to divide the market objectives in the course, and the following are common division methods:

First, the market of course positioning is divided according to the different economy of consumers. The target market of economic consumption of different grades is divided according to the different income economy of consumers. [3] The

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consumption mode they like is adopted for the high-end population, and the more popular publicity method is adopted for the majority of customers.

To divide the market orientation in the curriculum the second way is to divide according to different geographical locations. Because people live in different areas, they have different lives and habits to divide different categories of products. In this way, users in different geographical environments can get more detailed information about similar products. The transportation of diversion products will be fast and convenient. [4] Therefore, we should distinguish the product market and target users according to different regional forms. Sometimes the same product can extend many different target customers by refining the market. To confirm the advertising users in these areas the website will help to improve the positioning accuracy of the course of online advertising. After confirming the target users, the website carries out clear informatization of advertising products, and seizes the favorable opportunity of online advertising course to launch a strong offensive strategy. [5]

The third way is to divide according to different user qualities. Because of different levels of education, different jobs and different social strata, consumers have different economic conditions and incomes. [6] At the same time, they have different levels of demand for products, preference for products and aesthetic needs.These living habits bring more detailed analysis data to the online advertising . Among these groups, organizing community customer representatives or product spokesmen is the feedback leader to realize the positioning of online advertising. These endorsements will actively evaluate product information, feedback, participate in network activities and evaluate network services on the enterprise's website. These customers can promote the wider transmission market of external advertising, so that more users can love the advertising of the enterprise network.

The fourth way is to divide according to the purchase volume of users. This purchase volume mainly refers to the consumption speed, purchase frequency and click through rate of most consumers in online advertising products. Customers with high click through rate can be divided into key target groups. On the contrary, they are secondary users and consumers with little contact. As shown in Figure 2 dividing the customer's market, this division method is a step forward on the basis of extensive market research. Through the division of purchase volume, advertisers can determine whether the time of online advertising is long-term or short-term, and whether the cost of online advertising is more or less. In this way, the market positioning in the confirmed online advertising course will grasp the timeliness. [7]

Figure 2. Dividing the customer's market.

After the market is divided, the course reform action of online advertising for the market is adopted. The reform requires the course to teach how to make detailed planning for the customers in the target market. The core of the reform course is to select the media launched on the network and confirm whether these media meet the needs of investment. The next step in reform is to prepare specific plans. For example, the course teaches how to select the appropriate online media for goods, how to identify the target user group of the activity in the course of online advertising, and how to clarify the vital needs and behavior habits of the target users. According to the division of the market, we analyze how to determine the timeliness of network delivery. More specific analysis also needs to divide the gender, age and occupation of users, and adjust the content of online advertising course in real time. Through this division and positioning, online advertising course can more accurately target the consumer groups required by the market. It is easy to identify the users who have consumed in the course teaching. But for the undeveloped market, it is difficult to divide the scope of users. Therefore, the launch action must fully understand the needs of the product and conduct user analysis, including the appearance and color of the product. The research department of the enterprise completes the demand analysis, and then the research department pushes it to the market. [8]

Let's take Ma Yun's Taobao alliance as an example to learn how to divide the market. [9] The prosperity of Taobao is the most important model for the advertising Internet industry in recent years. Before Taobao became popular, baidu was the typical representative of mass customers who used online advertising more frequently. Of course, the click through rate is the result of the final purchase. Taobao passes the treasure of each Taobao merchant to customers through online advertising. At the same time, they continue to promote market demand, from JPEG pictures showing goods at the beginning to gradually adjust to convincing product videos and pictures. The video file cannot be too large, and GIF file is generally used.

The home page of Taobao store is composed of store header, promotion activities, store products and store footer. The store header mainly considers what to put in the main header, which is generally the logo and enterprise name of enterprise goods. Activity promotion is the focus of Taobao's replacement advertising. And it is often an advertisement with a large area on the page. It mainly expresses the theme, content, title, illustrations, products, etc. The atmosphere can be more active. Product classification should be neat first. The store should distinguish several categories. These categories are the order in which the pages are placed from top to bottom, the number of goods in each classified container, the primary and secondary of goods and the creation of classification grid. The end of the store page mainly reflects the customer service telephone number, contact address, commodity shopping process, etc. In terms of design, Taobao's page and footer should be consistent.

Compared with traditional art forms, the role of network market division technology is particularly prominent in the course art design of online advertising. Online advertising can be said to be the result of the joint action of subjective and objective. It is not only artistic design, but also technical design. It is worth affirming that the designers of each online advertising designs the creativity and visual communication of online advertising in line with the network environment, the objective requirements of customers and making full use of their own conditions. [10]

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3. Conclusions

The technical design of online advertising should serve the theme, which is the premise of technical application. It is not conducive to the expression of the theme of online advertising if we do not pay attention to the research of technology or pay too much attention to the performance of technology and break away from the needs of content and form. At the same time, an excellent online advertising course should pay attention to the scientificity of the artistic design of the online advertising course in the process of technical application. It is necessary to find and develop appropriate technologies for the expression of the content and form of online advertising course. Misuse of technology should be avoided. Finally, the design of online advertising course can not be separated from the technical environment of online advertising browsing. For example, people can't recognize the goods, and they will lose valuable visitors, if there are too many and too large pictures on the Internet pages.

Online advertising that its development is meticulous and rigorous is a systematic and complex technical project. In the course of online advertising, we need to follow its design process from overall conception to information design, and then from drawing layout sketch to interface design. Therefore, online advertising must be truly planned from the whole. And the design work must be carried out in a clear and clear way.

Online advertising design constructs a "online advertising" design combining virtual and real through Internet advertising feedback, Internet advertising competition and team Internet advertising. Through the online advertising design mode, "Internet advertising feedback" directly and stimulates the designer's "sense of gain", which can change from passive to active. Network advertising design is timely guided by the market "Internet advertising competition", so that the art design knowledge of colleges and universities can follow the needs of the market and cultivate talents;

The school takes "team Internet advertising" as the channel to cultivate college students' ability to start their own businesses and experience in forming teams. The design of "Internet advertising feedback" is to complete each design link through the needs of network Party A. The success of the case will obtain substantial returns. At the same time, the "sense of gain" will directly stimulate the designer's learning initiative. Designers can seamlessly meet the needs of social design and make themselves feel more existential through enterprise platform project bidding. To realize "market-oriented", we should clarify the market positioning in time and let the "elite designers" engage in market development and product innovation. The direct way to capture market orientation is to enter the market platform. The reform and design content is market-oriented. On the project bidding platform, designers can not only see their bidding works, but also appreciate the design works of front-line designers. And they also can see the gap between themselves and excellent designers. This sets a market-oriented goal for designers to pursue.

The art innovation principles learned by designers also slowly penetrate into the network design platform industry while the art design technology is changing. Then the cognitive scope of "team Internet advertising" needs to be gradually expanded on the big competitive platform of society. The team synchronized with the design can successfully complete the design task under the leadership of the designer. And they can also go to the art society platform more and better to become the talents necessary for the market. Internet advertising feedback, Internet advertising competition and

team Internet advertising can strengthen the innovation ability and independent entrepreneurship of big designers from three aspects. These three aspects can create online advertising art design, and establish the design suitable for art colleges and universities in China,for the reform of designers' entrepreneurial ability, existing design structure, design development direction and talent training objectives.

The market is a necessary window to test the ability of designers. Market competition has cruel crises such as elimination, unemployment and bankruptcy. The design of "Internet advertising competition" allows designers to train their hands-on ability and cultivate their mentality to deal with market competition before entering the market. The design of "Internet advertising competition" can not only meet the desire of designers eager to make profits, but also make uninterested designers have the passion to participate in learning and competition.

In addition to professional theory and practice, Internet advertising network advertising design also expands the experience of adapting to the changeable market competition. The design presents the knowledge of art theory, multi-directional software design, fighting the competition of Internet advertising in the market. Then the trained designers can have team spirit and can also obtain practical benefits through the respective Internet advertising mode channels of the network through the study of design. In the later stage of design and research, we will try the team model and combine Internet advertising.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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