

Big Data-based "Internet +" Marketing Service Strategy and Implementation of Power Supply Companies

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Abstract

With the rapid development of information technology, the era of cloud computing processing has come. By using cloud computing technology, people can simplify the information processing process of Internet marketing services for power supply companies and improve work efficiency. Normally, when we process the Internet marketing service information of the power supply company through the computer, we will store the Internet marketing service information of the computing power supply company and related materials on the computer or hard disk. This organization method has certain risks. Once the hard disk is damaged, the power supply company Internet marketing service information will be lost. Based on this, cloud computing technology came into being to replace traditional power supply companies' Internet marketing service information processing and improve the stability of power supply companies' Internet marketing service information. In addition, with the acceleration of information transmission, all walks of life are faced with huge Internet marketing service information processing work for power supply companies. To improve the efficiency of Internet marketing service information processing for power supply companies, it is necessary to rationally use cloud computing methods and continuously improve cloud computing. Increase the efficiency of Internet marketing service information processing for power supply companies.

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1. Introduction

When users use the computer to process the Internet marketing service information of power supply companies, they need to make full use of the advantages of cloud computing technology to improve computing efficiency, enhance the security of power supply companies' Internet marketing services, improve the accuracy of power supply companies' Internet marketing services and ensure the Internet of power supply companies Marketing service information processing was successfully completed. Therefore, to improve the user experience of cloud computing technology, technical

personnel should continuously increase information security, invest in the research and development and establishment of information encryption technology, enhance information transmission security, reduce information leakage and improve user satisfaction. In addition, the full use of cloud computing technology in the Internet marketing service information processing of power supply companies can reduce processing costs, improve the information processing capabilities of power supply companies' Internet marketing services and ensure computer operating efficiency. At the same time, the use of cloud computing technology, To ensure the

efficient development of the Internet marketing service information processing work for computer power supply companies in our country. Combining security technology with cloud computing technology can also improve the security of Internet marketing services for power supply companies and effectively avoid the loss of Internet marketing services for power supply companies. Enhance the efficiency of Internet marketing service information processing for power supply companies^[1].

2. Overview of big data processing technology

2.1. Model construction

In the process of using cloud computing technology to process computer data, it is necessary to construct a relatively complete cloud computing model first. When constructing the model in detail, advanced virtualization technology can be used to provide users with personalized services. In the computer network, cloud computing mainly uses network robots to sample data and extract question semantics from it. Based on this, the establishment of a virtual model for multi-source data processing is completed. Using technologies such as virtual resource architecture and data mining, application resources are searched from the Internet and after analysis and processing, they are dynamically allocated, which can significantly increase the data processing speed. Since the construction of a model is the key to realizing cloud computing to process data, it is necessary to ensure that the model constructed is stable and reliable. Based on this premise, the computer data in the virtual database can be used as samples when the model is constructed and the construction of the data time series model can be completed by relying on the ontology semantic technology^[2]. The power supply system is in the figure below.



Figure 1. Power supply system.

2.2. Data processing

After the model is built, the data samples of each transmission node in the computer network can be obtained with the help of ontology semantic technology, so as to complete the construction of the physical platform and then use cloud computing technology to process the relevant data to obtain data output Vector features. At this time, the data information resource layer can be quantified by the information resource search module and the data input interface can be determined accordingly and finally it can be connected to the cloud^[3]. If there is no user participation in the construction of the physical platform, you can directly capture the data with ontology semantic features according to the internal information of the cloud computing virtual model and the model automatically completes data analysis and reconstruction to ensure practical applications. The power supply management system is in the figure below.

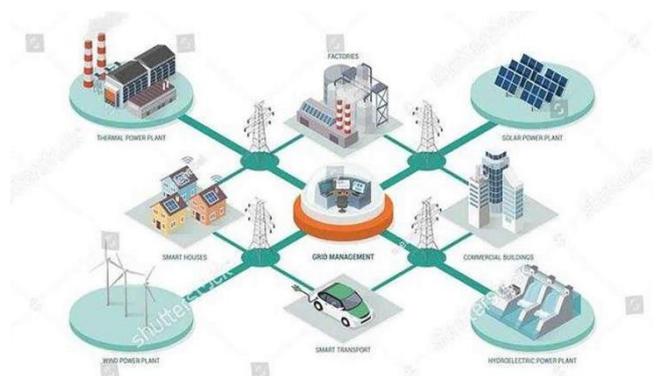


Figure 2. Power supply management system.

2.3. Data transmission

In order to make the cloud computing virtual model maintain high stability in computer data processing, it is necessary to first query the device characteristics of the client component in the frame design and use the method of critical path index to judge the effectiveness of data processing. At the same time, in order to reduce the utilization of local resources as much as possible, distributed data stream parallel computing can be used. In this computing method, the data stream needs to establish a channel with the help of TCP during the execution of the data stream and then obtain the cloud, wireless network and client Within the model. Through the cloud computing virtual model, in addition to analyzing and reconstructing computer data, it can also integrate and dynamically allocate data, which can improve data computing capabilities and meet the needs of users^[4]. The power control system is in the figure below.



Figure 3. Power control system.

3. Internet marketing strategies of power supply companies

3.1. Power supply companies must develop scientific marketing strategies

If power supply companies want to truly improve the quality of power marketing services, they must formulate scientific and reasonable marketing strategies. First of all, electric power marketing work must change the marketing concept, establish a customer-centric marketing concept, continuously

optimize customer service methods and formulate corresponding marketing strategies around customer needs. Secondly, power supply companies should pay attention to the strategic significance of power marketing strategies, so that they have long-term guidance, gradually penetrate high-quality services into each link of power marketing work in stages and use institutional methods to restrict and standardize power marketing high-quality services jobs. The power supply system is in the figure below.

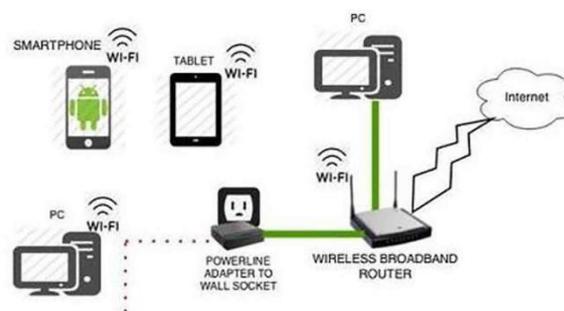


Figure 4. Power supply system.

3.2. Power supply companies should establish a long-term communication mechanism

For power supply companies to explore high-quality power marketing service work models, they must establish a long-term customer communication mechanism. First of all, the power supply company must upgrade the existing customer communication service platform, use big data processing technology to manage the corresponding customer information, in-depth analysis of the individual needs of customers, to provide users with more high-quality power service products and also The preference can be increased appropriately to stabilize the user group of power supply companies. Secondly, the power marketing department must pay attention to improving the customer feedback mechanism, timely record the power supply problems reported by customers and focus on strengthening the contact with other departments, so that customer problems can be resolved quickly and effectively and in communication In the process, marketers should pay

attention to their own attitudes and constantly improve customers' goodwill and trust in power supply companies^[5]. The power wireless system is in the figure below.



Figure 5. Power wireless system.

3.3. Power supply companies must continuously improve the professional capabilities of power sales personnel

In the process of exploring the optimized service mode of power marketing, power supply companies must also pay attention to the role of power marketing personnel, continuously improve the business level and professional capabilities of power marketing personnel and form an excellent power marketing team. Regular training can be conducted for electric power sales personnel to strengthen the marketing concept of high-quality services and truly implement the measures of high-quality services in power marketing into daily work. The power router system is in the figure below.



Figure 6. Power router system.

4. Development of internet marketing services for power supply enterprises

4.1. Macro control aspect

For the relevant data collected and counted in a specific time period, big data technology can implement unified processing to accurately control the future trends presented by the above-mentioned data. For example, after collecting and processing the number of power supply companies in my country with the help of big data technology, it can be found that the number of power supply companies in my country has been increasing year after year and tending to stabilize. This shows that, as a whole, my country's power supply companies have shown a good momentum of development and can play a better guiding role in the development of the national economy. In addition, the rational application of big data technology by power supply companies can also improve their own informatization and promote their own risks to be effectively controlled. Based on the era of big data, many practical results have shown that external resources have become a more practical and directly usable tool. For example, many banks in my country have conducted a survey to use big data technology to calculate the current status of credit cards issued by their banks in order to predict the default and overdue conditions of credit cards early. The main reference for this prediction is the current consumption situation of credit card holders, such as researching the products purchased by the above-mentioned personnel and the way of travel. It can be seen that big data technology can show a more comprehensive picture and Internet marketers can take advantage of this advantage to introduce diversified data into it for calculation and ultimately strengthen the power supply company or government's risk awareness purpose^[6].

4.2. Internet marketing data information

In the actual operation of Internet marketing, Internet marketers often feel at a loss when faced with some complex and large amounts of data and the correct processing of these data is precisely an important part of the work of Internet marketers.

Therefore, it is very important to use an information system to replace the more difficult tasks in manual operations. Internet marketers can use big data technology to deal with the above data. For example, in the management process of power supply companies, in order to avoid excessive backlog or even expiration of the goods they produce, they often distinguish products according to production conditions and production dates. In this link, traditional statistical methods will be used. Brings lower work efficiency. On the contrary, with the help of big data technology, this link can be completed efficiently. Only by scanning the barcode of the product, the backlog of goods can be accurately classified and processed quickly. In addition, the rational use of big data technology in the production and management links of power supply companies can effectively reduce the production costs of products, as well as accurate calculation and processing of any data appearing in this link, in order to help power supply companies in the formal production. Before, you can get the precise data you need. For example, before production, a power supply company can know the production cost and the amount of capital required through big data technology, so as to help the power supply company rationally plan the use of funds.

4.3. Ensure data security

Big data secure storage technology belongs to the scope of big data technology. It mainly refers to the protection of various data by means of secure keys to prevent data leakage or theft by internal staff. In this technology, safe storage methods are mainly divided into data encryption, key separation, etc. Among them, the most commonly used method of data storage and use by power supply companies is to use the method of separating the two. When using data, only when the key of the data is opened can all the data be presented to the user, but once the data is stored or In the state of custody, the data will be disguised or protected by the key and fake data. At the same time, as long as you stay away from the

network of Internet marketers, the data will automatically activate this protection method to ensure data security. In addition, big data technology also plays a strong role in security protection during data transmission or collection. In the actual collection and transmission process of data, it shows its own diversity and variability. With the help of big data technology, these data are reasonably classified and integrated, so that data encryption can be completed when the data is stored.

5. Conclusion

Using the price control mechanism of supply and demand, the entire electricity market is divided into different price markets. This method is mainly aimed at those high energy consumption customers, who can make full use of prices to adjust their industrial structure and improve energy utilization. The adjustment of the existing power supply policy mainly manifests itself in other places: certain preferential electricity prices are implemented for high energy-consuming users, peak-period prices and seasonal prices are set to ensure the stability of power supply in the entire power-using area; relative power consumption in residential areas. In smaller power-using areas, time-based power prices and fixed prices during periods of power stability can be implemented to encourage residents to use power scientifically and use price levers to control the entire power market; for high-energy appliances such as air conditioners and refrigerators, it can also be implemented. Preferential electricity prices for different periods of time; according to relevant classification standards, different electricity prices are implemented for customers of different power consumption characteristics. The future Internet service marketing system of power supply companies must first be transformed to the Internet service marketing system of market power supply companies. According to market demand, formulate corresponding Internet service marketing strategies for power supply companies and Internet service marketing agencies for power supply companies and

transform the power management system into an Internet service marketing system for power supply companies. Transform the system of Internet service marketing agencies for power supply companies into mining and forecasting market demand, business development, service-oriented, research and development of new technologies and new products and electricity price adjustments and improve all aspects of Internet service marketing for power supply companies. Gradually establish a customer-centric management system.

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