

## Abstract

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With the vigorous development of China's Internet, the rising number of Internet users, the Internet has become a fast access, publish and transfer information important channel, the Internet has become an important part in our life. Internet shopping is one of the main development direction of the Internet in recent years. The raise of Internet shopping has brought not only great convenience and benefits to the people's life, but also a new Internet economy. At the same time ,it has broken the pattern of the original industry and made more pressure on traditional companies. Despite all of above said , the fastest growing internet shopping is C2C market. Taobao, the fastest growing and most successful C2C e-commerce sites, beat eBay in a short time by the free strategy. Then it becomes a domestic C2C e-commerce model of typical.

The continuous development of Internet technology and improvement has led to a rapid of e-business applications ,domestic enterprises are experiencing unprecedented changes in the marketing environment . As marketers, it must be fully aware of the tremendous changes in marketing environment , and the correct, comprehensive and innovative marketing strategies to master in order to fast-changing Internet environment win. C2C e-commerce is not the mainstream of today's e-commerce , but it's remarkable performance in recent years and represents an important development direction of e-commerce must be of sufficient concern to us .C2C e-commerce site with as a result of the virtual platform ,and consumer behavior arbitrary, real-time transactions ,consumer demand for personalized, strong word-of-mouth spread of the impact of characteristics such as the promotion of appropriate marketing strategies , on the C2C website development and brand building is important significance. Taobao is C2C e-commerce site, the fastest growing and most successful example. which rely on the Alibaba Group ,and constantly improve our Web site operators the ability to provide local characteristics of e-commerce platform, services the purpose of continuous improvement and

development .In marketing strategy, Taobao take the form of flexible and diverse brand marketing strategy, experiential marketing strategy, advertising marketing strategy to convey the brand message ,but did not establish the overall marketing system ,marketing strategy so that it can not be used in practice and support each other in a joint to achieve optimal marketing .therefore, the marketing mix strategy Taobao research, you can make it to the C2C e-commerce market has a clearer understanding of the marketing practice for Taobao to provide guidance, and theoretical research related to the role played forward.

This article does a preliminary study and research on the network marketing strategy of Taobao by taking a comparative analysis way. By strategic analysis tools , I analyzed successful experience of Taobao ,with the focus on the macroeconomic environment ,Finally, combining with Taobao's development status and marketing situation, as well as Taobao's development process, through the SWOT analysis comprehensive analysis of Taobao's internal strengths, weaknesses, opportunities and threats, etc. Put forward Taobao marketing strategy innovation improvement measures . With a view to further consolidate the competitive position of the advantages of Taobao and the development of China's C2C e-commerce. I suggested the appropriate marketing strategies and profitable way for reference.

Key words: C2C e-commerce Taobao network marketing strategy innovation