

# Research on Financing of Environment-friendly and Cleanable E-commerce Marketing Equipment

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## Abstract

"Internet plus" breaks the traditional trading mode of marketing and changes from face-to-face to point-to-point. From visiting marketing to demand search marketing to virtual store marketing. Therefore, Internet marketing is subverting the traditional marketing, showing the characteristics of open information, diversified transaction methods, express delivery and cost saving. Environmental protection equipment is mostly industrial products. How to use Internet technology to reshape the marketing channel model of industrial products of environmental protection companies is a problem that environmental protection equipment enterprises need to focus on. This paper discusses how to change the marketing thinking and channel mode of traditional industrial products by using the concept of "internet plus". At present, national expressways are developing rapidly. Setting up advertising facilities on both sides of the expressway has become an advertising point with wide audience and scarce resources, which has brought great economic and social benefits to many advertising operators and advertising users. Therefore, the financing of expressway billboards can not only improve the economic level of transportation, but also improve the traffic environment.

## Keywords

Expressway; Commerce marketing equipment; Financing.

## 1. Introduction

With the continuous development of Internet technology, the thinking mode of "internet plus" has been deeply rooted in people's hearts. All walks of life have begun to change the so-called Internet mode from the earliest e-commerce, and then the rapid rise of e-commerce in bike-sharing, P2P finance and Tik Tok is quietly changing our work and life. The so-called Internet model, it is a way to re-establish, integrate and reform traditional industries, behaviors and thinking on the premise of the continuous development of high technologies such as the Internet, big data, cloud computing and artificial intelligence. Compared with traditional marketing, Internet marketing has the characteristics of fast communication, high pertinence, diverse means of expression, strong interactivity and low cost. It has gradually become an important marketing channel for all walks of life. As a new industrial product, the current marketing mode of environmental protection equipment mainly adopts traditional offline marketing. Under the prevailing Internet environment, this marketing model has shown many disadvantages, such as high labor cost, low turnover rate, high travel expenses and untimely communication. Therefore, it is the general trend for environmental protection equipment products to take the e-commerce marketing path. By giving full play to the advantages of Internet e-commerce and developing online marketing mode, many advantages of the Internet are stimulated, and the marketing is faster and more intuitive. Compared with FMCG Internet e-commerce, the Internet marketing channel of environmental protection equipment is still in its infancy. At present, there are great differences between environmental protection equipment marketing and traditional consumer goods marketing. Environmental protection equipment marketing has the following characteristics: the project sales amount is large, and customers

are very cautious when choosing suppliers; The customer base is single and scattered, and relying on the simple traditional marketing mode, it is often necessary to invest a lot of manpower and financial resources. Environmental protection equipment enterprises open internet marketing channels, It will expand the promotion scope of products to the greatest extent and save a lot of marketing costs.

## **2. Marketing Status of Environmental Protection Equipment Enterprises under the Background of "Internet Plus"**

Under the background of Internet e-commerce, the marketing of environmental protection equipment in China is in a bottleneck period. Due to the increasing cost of human resources and the decreasing market share of traditional channels, the traditional marketing model of environmental protection equipment has been greatly impacted. With the continuous improvement of China's overall labor cost, environmental protection equipment enterprises are in the traditional marketing mode. The labor cost is gradually increasing, but the sales volume and economic benefits are not large. Therefore, it is the general trend to take the "internet plus" e-commerce marketing channel, and it is also the marketing demand of modern enterprises. Compared with the traditional retail industry, the internet electronic marketing channels of environmental protection equipment enterprises are still in the initial stage. There is still a considerable gap between scale and e-commerce, which cannot be compared with mature retail Internet marketing.

## **3. Environmental Protection Equipment Production Enterprises to Expand the Way of Internet Marketing Model**

In view of the above problems and difficulties, combined with the author's years of marketing experience, it is considered that the internet marketing mode of environmental protection equipment enterprises can be expanded from the following directions.

(A) to strengthen the concept of internet marketing, positioning it as the development strategy of enterprises

Because of the backward concept, the relevant marketing managers of environmental protection equipment production enterprises should actively change their concepts and establish the awareness of Internet marketing. Some new ideas will bring good development opportunities, and at the same time, we must face new challenges bravely. Just as e-shopping mall has been built to achieve more convenient, more efficient, more economical and better service, It will also bring some new safety and technical problems. In addition to strengthening consciousness, environmental protection equipment enterprises should change their ideas about Internet marketing in action. First of all, it is necessary to train the company's management and marketing personnel on internet marketing knowledge, and make the marketing personnel fully understand this model through face-to-face teaching; Secondly, Companies need to take Internet marketing as one of the main sales channels in the future, write it into the company's development strategy, formulate specific development goals, and make good use of the Internet as an efficient tool. E-shopping malls can be established on a large platform. Once the shopping malls are established, the advantages of the Internet can be revealed.

(B) With the mature experience of the retail industry, open up a new model of Internet marketing for environmental protection equipment

In order to speed up the realization of the Internet marketing model of environmental protection equipment, the retail Internet marketing model can not be completely copied, but its successful experience can be used for reference for scientific model analysis, and then a

model suitable for Internet marketing of environmental protection equipment can be established to carry out marketing work. Deeply integrate "internet plus" technology to provide users with more cost-effective environmental protection equipment. The Internet is a double-edged sword, which can spread rapidly through the Internet, but it is often difficult to make a deal. Therefore, it is necessary to adopt other marketing modes such as exhibitions and technology recommendation meetings and combine marketing schemes to make up for the shortcomings of Internet marketing and give full play to the maximum effect.

(C) Establish a good Internet marketing environment to ensure transaction security

In order to fully guarantee the safety of internet marketing of environmental protection equipment, it is necessary to establish a good environment of external law and internal law. First, it is necessary to build a secure network environment through administrative power. This requires the state functional departments to exercise administrative functions and help enterprises establish a good external environment. At the same time, environmental protection market research institutions should also invest their energy. Conduct a comprehensive survey of Internet marketing, and on the basis of the survey, issue targeted laws and regulations to restrict, supervise and control the Internet marketing behavior of environmental protection equipment. Second, environmental protection equipment enterprises should strengthen the construction of their own Internet marketing system to achieve self-restraint and self-regulation. After setting the internet marketing access conditions, ensuring the security of the trading platform and the design process, environmental protection equipment enterprises need to increase investment in people and property and improve them at the same time. Third, establish perfect error prevention measures to comprehensively improve the security of network marketing and reduce the incidence of risks. When environmental protection equipment enterprises launch internet marketing, it is also necessary to achieve refined, standardized and streamlined management, and comprehensively improve its own management level, so as to ensure the security of Internet marketing.

(D) Establish a team of Internet marketing professionals and provide technical support in all aspects

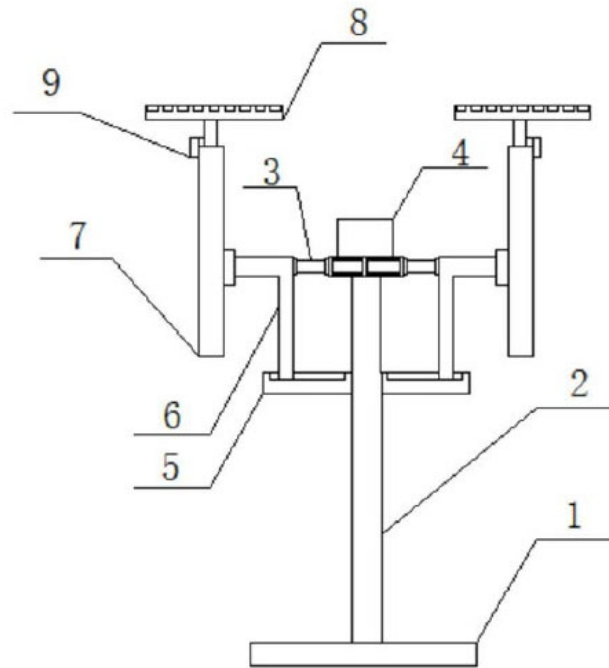
Whether it is an environmental protection equipment enterprise or an enterprise of other nature, the construction of talent team is the top priority of enterprise development. Especially at the moment when Internet marketing personnel are extremely scarce, it is necessary to take various measures to strengthen the construction of relevant Internet professional marketing personnel. First of all, environmental protection equipment enterprises should improve the employment mechanism of marketing personnel. Not only do basic interviews, but also actively seek internet marketing talents with certain professional skills through various channels, such as headhunters and professional recruitment websites. Secondly, the existing marketing personnel will be trained in different categories, and the internet marketing personnel will be selected from them to strengthen their operation skills and adapt them to the needs of the market. Again, through the company's human resources management, the relevant performance appraisal system and welfare system are constructed to stimulate the motivation to enhance their own Internet marketing professional skills.

## **4. Can Clean the E-commerce Marketing Equipment Design Example**

### **4.1. Brief Introduction of Cleanable E-commerce Marketing Equipment**

The equipment is innovative on the basis of the traditional billboard, and solves a series of problems such as the fixed position of the traditional billboard, the inability to adjust the angle to facilitate viewing, and the easy defacement and difficult cleaning of the display screen exposed for a long time. Through the arrangement of the double-headed telescopic rod and the clamping plate slot, the function of laterally moving the position of the display screen for

viewing is realized. At the same time, the cleaning function of the display screen is realized through the setting of the telescopic cleaning plate, and the power required by the telescopic cleaning plate when working comes from the electric energy stored in the storage battery by the solar panel, so that the cleanable e-commerce marketing equipment is designed. The manufacture of this equipment is not only environment-friendly and energy-saving, but also brings convenience to customers. It can increase the comfort of customers watching advertisements and bring unprecedented advertising experience. The most important thing is that this equipment has broad market prospects.



**Figure 1.** Overall architecture design of equipment

In the drawing: 1- base, 2- support rod, 3- double telescopic rod, 4- storage battery, 5- slot board, 6-L-shaped card board, 7- display screen, 8- solar panel, 9- telescopic cleaning board and 10- cleaning brush.

#### 4.2. Status Quo of Highway Billboard Operation

(1) The quality of billboards is worrying

Advertisers pay too much attention to the beauty and innovation of billboard design, but ignore the quality problems of billboards, which leads to some billboards being difficult to withstand the wind and rain, resulting in a series of potential safety hazards such as breakage and breakage.

(2) Unreasonable placement of billboards

According to incomplete statistics, there are 400 billboards every 200km on the expressway, and their placement is not standardized, which will cause strong visual impact on drivers, thus objectively affecting the safety of drivers.

(3) The billboard management mode is not standardized

At present, the management mode of billboards still adopts the traditional way, which involves signing contracts, renewing contracts, agreeing license terms and other related management work to advertisers in written form. In the process of advertiser management, the traditional management mode is relatively inefficient, and it is difficult to form effective management for advertisers in time. And in the process of managing billboards, some managers can only make field visits by driving. Because of the speed limit of expressways, it is difficult for managers to

judge whether the appearance and quality of billboards along expressways are up to standard. At the same time, the efficiency of this management method is too low.

### **4.3. Enterprise Growth and Financing Decisions**

#### **4.3.1 financing channels and methods**

In the process of modern highway billboard management, related enterprises need to innovate the capital cost effectively and strengthen the construction of financing channels. With the continuous development of China's social market system, the corresponding financial institutions and capital markets are constantly changing, which have become the key financing methods for enterprises, and also have an important impact on the integration costs of enterprises. We can obtain the required funds through direct investment, issuing bonds, bank loans and trust financing. At present, China's financing is mainly supplemented by direct financing, mainly through loans from some commercial banks and short-term financing of bonds.

#### **4.3.2 Financing Planning and Enterprise Growth Management**

Considering from the direction of enterprise development, if there is no increase in investment and operation, there will be no need for financing. The financing of enterprises needs to be implemented in many ways, and it is consistent with the financial risks and other related control measures of the development plan of enterprises. There are long-term and short-term financing plans. Long-term financing planning means that under the guidance of enterprise strategy, combined with the future profit and value-added goals, investment demand pull, financial resource availability and financial risk consideration, etc., the financing needs, financing opportunities and financing methods in the medium and long term (such as 3~5 years) in the future are predicted and planned. In addition, short-term financing refers to the increasing demand of business and investment in the next one to two years. For the external financing of enterprises, it is necessary to make corresponding estimation and planning analysis. Whether it is long-term planning or short-term, it is necessary to analyze the external financing demand of enterprises according to the growth forecast report of enterprises, which is an important content of enterprise development and financing.

#### **4.3.3 enterprise financing decision-making**

Equity refinancing refers to the realization of real financing in the securities market through the distribution and issuance of equity after an enterprise goes public. Share allotment is the act of quantitatively issuing shares to the original ordinary shareholders, the proportion of shares they hold and the allocation of funds, so as to realize financing. Additional issuance refers to the issuance of shares by listed companies to designated investors.

### **4.4. Based on the Highway E-commerce Marketing Equipment Financing Thinking**

#### **4.4.1 characteristics of financing of expressway e-commerce marketing equipment**

Billboards on both sides of the expressway and on the upper and lower overpass bridges can bring stable cash flow to the advertising operators. According to the distinction of billboard resources, advertising leasing, advertising publishing and other forms can be selected for operation, and some parts can be packaged to advertising media providers in batches or on a certain road section to realize sales advantages. Combined with the analysis of advertising business model, the main characteristics of highway billboard financing are as follows: first, the cash flow of advertising business income is relatively stable, which can support the long-term financing of enterprises; Second, the advertising fee income is generally paid every year and every six months. The financial management of the enterprise is simple, the advertiser's customers are stable, and it can be diversified under the pressure of debt repayment that the enterprise can bear; Third, the e-commerce marketing equipment is based on the technical

innovation of the traditional billboard, with safe and reliable quality, and can be automatically cleaned through the telescopic cleaning version, thus preventing the fouling and aging of the billboard, not subjectively affecting the safety of drivers due to wind and rain, thus increasing the trust degree of enterprises and having lower investment risks.

#### 4.4.2 Enterprise financing decision-making evaluation

Construction projects based on advertising operation enterprises have started one after another, but due to lack of funds, the overall construction of enterprises cannot be improved. Therefore, it is necessary to broaden the financing channels reasonably and strengthen the use of funds effectively. In order to fully tap the benefits of billboard assets and reduce the disadvantages of short-term financing, this paper discusses the asset securitization business that conforms to the actual operation.

## 5. Conclusions

In a word, under the current internet marketing background, through the internet marketing mode, environmental protection equipment enterprises can realize "zero distance" technical and business communication with users, and at the same time, they can help enterprises collect customers' personalized needs and suggestions. Only by increasing research and development of various digital diagnostic modules, enterprises can know the needs of customers in time and make order-based production. In order to improve the company's profits, internet marketing is not only a new marketing model in the information age, but also represents the development direction. However, in the process of exploring the use of Internet marketing, we will encounter various difficulties. Environmental protection equipment enterprises should recognize the status quo, seek the best solutions, enhance the core competitiveness of enterprises and meet customer needs. It is hoped that through the transformation of traditional marketing channels, the new Internet marketing model can improve the sales and profits of environmental protection equipment enterprises. Enterprises can use the proceeds of advertising franchise to carry out asset-backed bill financing business. The specific financing scale is determined by basic funds and predictable cash flow, and is not affected by the net assets of enterprises. It will lead to another upper limit of financing scale when using billboards to carry out asset securitization business, but it can realize long-term low interest rate financing with a term of (3+3+3).

The project financing of expressway e-commerce marketing equipment should be based on a comprehensive analysis of the project investment risks. According to its own actual situation, combined with the advantages of the equipment, such as automatic cleaning of billboards and solar power generation, we can seize the trump card of stable cash income in the billboard industry, make full use of the capital market and actively explore suitable direct financing channels. Thereby realizing the lowest financing cost and maximizing the investment benefit.

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