

Study on the Relationship between Enterprise Marketing and Regional Marketing

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Abstract: according to objective analysis, regional marketing has similarities with enterprise marketing in many aspects. There are close connections between them, but there are some differences between them in practical application. The economy is developing and the objective environment is changing. Under this background, the relationship between the two is also constantly changing. Closely combined with the objective situation, this paper carries out corresponding research and analysis around the relationship and difference between the two, and specifically expounds the relationship between the two.

1. Introduction

1.1 Theory of Marketing

Modern marketing theory is constantly refining, developing and improving. Enterprise marketing mainly refers to the process in which individuals and other relevant market subjects exchange their products or related values through corresponding transaction behaviors, meet their own needs, and then realize mutual benefit. At present, the theory and practice related to marketing tend to be mature, and gradually develop into a systematic discipline closely related to other related disciplines.

One of the important contents of modern enterprise management is marketing, which has the dual characteristics of enterprise activities and social and economic activities. Its contents mainly include marketing related research, product related development activities, specific pricing activities, relevant publicity and promotion activities, after-sales service activities, etc.

1.2 Theory of Regional Marketing

Regional marketing theory has made great progress since 1920s. The so-called regional market importance refers to the market system formed by economic activities in a certain region. The formation of regional market is mainly affected by relevant regional environment[1]. Due to the differences of natural and cultural environment, regional market environment with different morphological characteristics will gradually form. Due to different functional standards, regional markets can be divided into domestic regional markets and transnational regional markets. Generally

speaking, the regional market has the possibility of crossing the regional scope, so its essence is a relatively liquid market that can be transformed from a region to an interregional market. At present, the development of China's regional economy is mainly based on transportation conditions, that is, the convenience of transportation conditions forms production factors and forms corresponding scale accumulation.

2. The Relationship between Regional Marketing and Enterprise Marketing

2.1 Relevant Contacts

Specifically, regional market economy marketing usually takes the region as the specific and implements relevant market economy activities; It is the characteristic of enterprise marketing to carry out relevant market economic activities around production factors. From this point of view, enterprise marketing has the characteristics of regional marketing subsystem in a sense, and the two are closely related: (1) the marketing activities of various enterprises in the region jointly constitute the regional marketing system. (2) The marketing of enterprises in the region is also affected by the regional marketing behavior.

2.2 Difference between Regional Marketing and Enterprise Marketing

2.2.1 Differences in Marketing Products

(1) In terms of specific marketing products, regional marketing has corresponding systematic characteristics. The specific product independence of the marketing of relevant enterprises in the region is obvious. Regional marketing products are divided into overall products and corresponding specific products. From the perspective of enterprise marketing, their main object is specific consumer goods.

(2) From the perspective of region, regional marketing has certain limitations, while enterprise marketing is relatively free.

(3) The specific products provided by regional marketing cannot be copied indiscriminately, while the products provided by enterprise marketing can be exactly the same. The natural difference of products is one of the important characteristics of regional marketing, and the modern assembly line machine production of enterprises can provide consumers with undifferentiated products[2].

(4) From the perspective of exclusivity, regional marketing products are not exclusive, and the exclusive characteristics are more obvious in enterprise marketing products. Generally speaking, regional marketing can realize multiple marketing due to the regional and systematic characteristics of products, and multiple consumers can consume at the same time. Enterprise marketing can only be owned by one consumer in most cases because its products are mostly tangible products.

(5) The process of regional marketing products is more complex than that of enterprise marketing products. The regional marketing objects have obvious systematic characteristics and are more prominent in difficulty and complexity. However, enterprise marketing is slightly better in these aspects, relatively lower in difficulty and not simpler in complexity.

2.2.2 Differences in Marketing Subjects

From the perspective of marketing subject, regional marketing is not a single individual, it can be either regional government or regional alliance. Its marketing activities do not specifically represent the

interests of a person, but need the cooperation of enterprises, government departments and even individuals in the region.

2.3 Differences in Marketing Pricing

In specific regional marketing activities, it is impossible for consumers to achieve the marketing relationship with the regional marketing subject in an instant, which usually takes a long time, so cash pricing cannot be realized, cash cannot be used as the only basis to evaluate the benefits of regional marketing, and the increase of added value formed by regional cultural effect cannot be measured by money[3].Enterprise marketing activities are commodity and cash exchange relations between enterprises and customers. The judgment of marketing revenue can be fully reflected at the moment of successful transaction.

3. Marketing Essence of Both

3.1 Competition is an Important Foundation

From the perspective of competition, marketing is a necessary marketing means to adapt to market competition and win market share. Its essence is that marketing objectively recognizes the dominant position of the buyer's market[4].Therefore, regional marketing and marketing should seriously consider the specific situation of competitors and demand their own competitive advantages in the formulation of marketing strategies.

3.2 Take Customer Needs as the Orientation of Marketing Activities

The starting point and ultimate goal of marketing activities is to meet customers' needs and related wishes to the greatest extent. Customers, as consumers, can promote the conversion of commodity use value into value[5]. When formulating marketing strategy, marketers must take customers as the center and mobilize consumers' consumption desire through specific marketing activities. From this point of view, the corresponding means and measures of marketing can better meet the wishes and needs of customers to implement consumption behavior.

4. 3 Making Good Use of Reasonable Promotion Means

Generally speaking, marketing activities are the process of transforming the use value of goods into commodity value as soon as possible. With the increasingly fierce market competition, enterprise marketers and regional marketers should use relevant marketing means to transmit the corresponding commodity information to consumers, meet and stimulate consumers' consumption desire and improve specific sales performance.

4.1 Maximizing Win-Win

Win win is the fundamental purpose of marketing activities. Enterprises and regional marketers should take into account the interests of consumers while making profits through marketing activities, so as to achieve long-term development. Blindly pursuing profit maximization and ignoring consumers' consumption experience will inevitably have adverse consequences. We see many examples.

5. Conclusion

Through the analysis, it is not difficult to see that doing well in regional marketing can promote the marketing activities of enterprises in the region, and realize the goal of profit maximization in the optimized allocation of resources; Enterprises in the region can also better promote the improvement of regional marketing benefits after obtaining corresponding profits from relevant marketing activities. There are both connections and differences between enterprise marketing and regional marketing.

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