

# *Research on Enterprise Marketing Strategy Innovation*

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**Abstract:** Marketing strategy is the cornerstone of all marketing efforts of an enterprise. Marketing should formulate a company's market positioning strategy, explore potential market demands, cultivate an innovation-oriented corporate culture and values, and improve the dynamic ability of marketing at the strategic level. Consumer psychology and behavior are closely related to the marketing of enterprises. Construct a marketing concept system, integrate marketing resources, transform marketing models, and establish a three-dimensional marketing system.

## **1. Introduction**

In the rapidly changing market environment, the product life cycle of enterprises is constantly shortened, and customer needs are increasingly diversified, and corporate marketing activities are faced with greater challenges. Marketing is a variety of activities that an enterprise takes to gain a competitive advantage, and it is also an important means for an enterprise to face a complex environment and gain a competitive advantage in the market [1]. To measure the success or failure of marketing, it is necessary to base on the scientific prediction and correct judgment of the development prospects of the enterprise [2-4]. Marketing should be based on the long-term development of the enterprise, harmonious and win-win with the society, and internalize social responsibility into the mission of the enterprise and run through the enterprise management. Enterprise marketing strategy innovation is related to the survival, development and expansion of enterprises.

## **2. The Main Problems of Enterprise Marketing**

### **2.1. Marketing Concept Behind**

The marketing activities of any enterprise are carried out under the guidance of specific marketing concepts, and whether the marketing concepts are correct or not determines the success or failure of the enterprise's marketing activities [5]. In the practice of corporate marketing, companies that pursue the product-oriented concept believe that as long as the product is of good quality, multi-functional and distinctive, customers will buy it. Therefore, when developing products, they subjectively improve product quality and increase product functions, but do not pay attention to promotion after products are produced. Enterprises that pursue the sales-oriented concept believe that consumers have a buying inertia or resistance mentality. As long as they spend a lot of efforts on promotion, consumers will buy the company's products. They do not consider the needs of consumers when developing products. After the products are produced, it just blindly concentrates its efforts on vigorously

promoting products, and even uses deceptive means to induce consumers to buy products. The product-oriented concept and the sales-oriented concept do not put the needs of consumers in the first place, and do not correctly handle the interest relationship between enterprises and consumers.

## **2.2. Not Paying Attention to Selecting Target Market**

Due to the heterogeneity of consumer demand and the resource constraints of enterprises, it is impossible for enterprises of any scale to meet the different needs of consumers [6], but only to meet the needs of one or several specific types of consumers. Which type of consumers to serve is to choose the target market. Enterprises do not pay attention to the selection of target markets. After deciding to enter an industry and produce a certain product, they regard the overall market as a large target market. Without subdivision, the products produced cannot meet the special needs of consumers. Difficulty gaining a foothold in the market.

## **2.3. Does Not Pay Attention to the Market Positioning of the Product**

Once an enterprise of any size has selected a target market, it is necessary to position its products in the target market. Because, there may already be competitors in the selected target market, and there will be later competitors entering the target market. Market positioning means that an enterprise creates a clear personality or image for its products that is different from competitors' products and meets the needs of target consumers, and vividly transmits this personality or image to target consumers, so that the company's products occupy a favorable position in the hearts of target consumers [7]. If the market positioning is correct, consumers will be able to put the company's products in the front in their minds, squeeze out the competitors' products, and become the first choice for consumers. However, some companies attach great importance to the selection of target markets, but do not pay attention to the market position of products in the target market, and do not make good use of market positioning strategies. As a result, their products have no personality, and they have not left a deep impression in the minds of target consumers, so they are not competitive.

## **2.4. There are Deviations in the Use of Promotion Methods**

For the same target market, many companies provide similar products with similar quality, performance, style, packaging, roughly the same price, and no difference in sales channels, but the sales situation is quite different [8-10]. Some products sell well, while others are unsalable. The reason is mainly due to the use of four promotional methods: advertising, business promotion, personal selling and public relations. The correct use of various promotional methods can promote products to be understood, preferred and purchased by consumers, and expand sales share. The shortcomings of small and medium-sized enterprises' promotion methods are mainly reflected in: when using advertising, they do not correctly determine the point of advertising requirements; when using business promotion, they do not choose and use business promotion tools well; when using personal selling, they do not pay attention to the concept of salesperson sales. Investigate and correct; when using public relations, public relations communication is not used well.

## **3. Enterprise Marketing Strategy Innovation Path**

### **3.1. Clarify Market Segmentation Goals and Establish New Marketing Concepts**

Under the condition of market economy, the survival and development of an enterprise directly determine the success or failure of the enterprise, and marketing plays a direct role in the survival and

development of the enterprise. In the practice of traditional marketing and network marketing, it is an important symbol of the vitality of an enterprise to establish a challenging incentive system to help marketers closely combine personal development with the development of the enterprise. Modern enterprise marketing requires the enterprise's marketing activities to achieve the ultimate goal of sustainable development of human society. Only by actively fulfilling social responsibilities and creating and presenting a good image that is beneficial to the development of the public and society, can an enterprise have stronger competitiveness. The market demand of a product is the market capacity of a certain period of time and a certain area, which is expressed as the total market purchasing power of the product, and is determined by factors such as the scale of consumers and their purchasing tendency. The competition between enterprises is not only the competition of the products themselves, but also the competition of the additional benefits that the products can provide. Enterprises produce products in order to meet the needs of consumers and have clear marketing goals. The price of a product is not the synthesis of the production cost and profit of the enterprise, but the consumer's identification of the value of the product, or the value that the product can bring to the consumer. Marketing is a supply strategy. The focus of corporate marketing is to give full play to the overall marketing power. From the perspective of consumers' feelings, emotions, actions, etc., a series of short-term goals are designed under medium and long-term goals, so that consumers can easily purchase and use. Discover the new needs of consumers, rebuild marketing concepts, design marketing behaviors, and increase consumer loyalty.

In today's diversified and personalized consumer demand, marketing is an effective way to create a famous brand and update the relationship with consumers' value chain. It is a manifestation of commodity development to a higher level and a higher level of market competition. Marketing involves all aspects of society, including politics, economy, population, resources, culture, as well as competitors, middlemen, prices, and more. Price is an important means of commodity marketing. The design and price of products should be based on market demand. Appropriate marketing strategies should be adopted in the cultural environment and social environment of the enterprise. demand, and realize the social value of the enterprise. Focusing on the results of marketing activities, on the premise of achieving marketing goals, and on the basis of grasping the overall situation of the market, carry out marketing activities and use marketing tools to keep the entire marketing activities in an orderly state. Marketing activities cannot exist independently of the marketing environment. Consumers can directly participate in product design and develop their own brands, so that consumers can understand the company's situation during the process of participating in product design and continuously innovate products.

### **3.2. Correct Use of Strong Avoidance Positioning Strategy**

The strategy of avoiding strong positioning means that an enterprise avoids direct competition with the strongest or stronger enterprises, and positions its products in another market area, so that its products are comparable to the strongest in certain characteristics or attributes. Or stronger opponents have a more significant difference.

(1) Investigate to understand what features or attributes the competitor's product has, what the personality or image the competitor has created for its own product, and the actual position of the competitor's product in the minds of target consumers.

(2) Investigate what features or attributes the target consumers expect the product to have, which features or attributes of the product are most valued, and the evaluation criteria for the product's features or attributes.

(3) Compare the products provided by competitors with the products demanded by consumers, and find out the features or attributes that are demanded by target consumers but not possessed by

competitors' products; find out the characteristics or attributes that are demanded by target consumers and already possessed by competitors' products Features or attributes; look for features or attributes that are required by target consumers and that competitors' products do not have all of.

(4) Analyze and compare the strengths and weaknesses of the company and its competitors in terms of management, technology development, procurement, production, marketing, and finance. Then, according to the strengths of the enterprise, it is decided what kind of products with characteristics or attributes the enterprise should and can produce.

(5) Before product development, create a personality or image for the company's products that is different from competitors' products and meets the needs of target consumers. The personality or image of a product can be expressed through the product entity itself, such as shape, composition, structure, performance, color, etc; it can be expressed from consumers' psychological feelings about the product, such as luxury, simplicity, fashion, elegance, solemnity, etc.; It can be expressed in terms of price, quality, etc.

(6) Before or after the product enters the market, the personality or image of the product is conveyed to the target consumers through a series of advertising campaigns according to the way the target consumers obtain the product information.

### **3.3. Convert the Marketing Model and Create a Three-Dimensional Marketing System**

There are laws to follow in marketing. Consumer psychology and behavior are closely related to corporate marketing, and the two influence and interact with each other. Understanding the laws of marketing requires companies to know how big the market is, how much the growth rate of the market is, the changes in market trends, and the market share of competitors. The continuous changes in the market environment make the traditional marketing model unable to meet the requirements of the new situation. Enterprises need to constantly adjust the marketing model according to the development and changes of themselves and the market competition situation. Enterprises must fully satisfy the needs of customers as the center, market-centered and consumer-oriented, and adopt effective marketing strategies to occupy the market.

With the improvement of labor productivity, the market turns to a buyer's market, and the level of consumer demand increases and develops in the direction of diversification. Marketing must also be integrated and coordinated with other elements of the business. Marketing variables not only influence each other, but also relate to each other's non-marketing variables. With the development of information technology, both in space and time, it has brought a severe challenge to the traditional marketing model. It is necessary to deepen the understanding of the essence of marketing, and strengthen the guidance of marketing theory to enterprise marketing practice. Only by adapting to the psychological needs, purchasing motives and consumption habits of consumers can we increase the market share of products and achieve marketing goals. The operation level and application degree of enterprise marketing are also restricted by the economy, culture, social environment and marketing concept. The competition among enterprises is not only the competition of the products themselves, but also the competition of the additional benefits that the products can provide. In the market competition of enterprises, the consumers of products are dynamic, and the loyalty of consumers is changing, and their loyalty will be transferred to other enterprises. Marketing is a catalyst for economic development. The activity process and regularity of enterprise marketing is the process and objective regularity of marketing activities carried out by enterprises to meet the actual and potential needs of consumers with products, pricing and promotion as the main content.

In the era of knowledge marketing, enterprises pay more attention to the dissemination of new consumption methods, emphasize the cultural content of enterprise products, integrate cultural connotation with consumers' needs, create demand or update demand, and gain a competitive

advantage. Market demand is the total amount of a product that is likely to be purchased by a particular group of consumers within a particular geographic area. Marketing is centered on meeting consumer needs. It is necessary to formulate and select a marketing strategy that is conducive to the matching of the enterprise and the external environment with the global market as the vision. In the commodity economy society, all factors in the marketing system are bound to be interrelated. In marketing communication activities, through the process of two-way communication between various factors, a win-win or multi-win result is achieved. Before the enterprise enters the market or in the marketing process, it is necessary to conduct a comprehensive and systematic analysis of the marketing environment in which it is located, and to master the characteristics of the market environment. If an enterprise wants to gain the loyalty of consumers, it must make consumers think that the value of the product they get is greater than the monetary value actually paid, and they feel that the value of their purchase behavior has been realized. The marketing of an enterprise is influenced by the corporate culture, which reflects the humanistic level, atmosphere and external image of the enterprise.

Enterprise marketing style is formed during the long-term precipitation of enterprise development and has its own characteristics. The profound revelation of the essence of modern marketing can provide a theoretical basis for modern enterprises to construct marketing concepts. Marketing should induce consumer psychology, adapt to the process of consumer psychology, and promote the realization of consumer behavior. Marketers can use research to identify consumer needs, inform marketing strategies and segment markets, and evaluate the effectiveness of marketing plans and promotions. Based on quality, we must establish a corporate image and a distinct corporate management philosophy, focus on consumer demand, and use various ways to express the corporate management philosophy to serve the survival and development of the company.

#### 4. Conclusions

The main problems of enterprise marketing are expounded and analyzed in detail, and improvement methods and measures are proposed for the main problems of enterprise marketing, and new paths of enterprise marketing strategies are constructed. The implementation of these marketing strategies in several enterprises has proved that marketing the concept system has been rebuilt, marketing resources have been fully integrated, and the maximum value-added of market advantages has been realized.

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