

Explore the Interaction between Marketing and Business Management

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Abstract: With the continuous development of the economy, the market competition is becoming more and more fierce. In order to gain an advantage in the fierce market competition and achieve sustainable development, enterprises must do a good job in operation and management, constantly open up new markets and increase market share. . Therefore, attaching importance to marketing and expanding the influence of enterprises should become the core development direction under the trend of business models in the new era. Based on this, this paper takes the lead in summarizing enterprise management models and marketing concepts, then analyzes the role of marketing in enterprise management and the basic concepts of marketing strategies, and finally analyzes how to complete marketing work from the perspective of the Internet.

1. Introduction

The main purpose of enterprise management is to promote the healthy and benign development of the enterprise, gradually optimize the enterprise structure, ensure the economic benefits of the enterprise, and promote the operation of the enterprise according to the correct development direction. Marketing is an important part of enterprise management, and it is the main means to achieve the purpose of broadening the sales channels, increasing the sales scope, and expanding the sales crowd Consistent[1]. In addition, marketing also lays a certain foundation for the improvement of corporate reputation, builds a sales chain for the company, ensures the company's income, stabilizes the lifeline of the company, and makes the development of the company more efficient and healthy. Deeply analyze the role of marketing management, clarify the significance and value of this research, and then conduct a detailed analysis of the current situation of marketing and optimization strategies of marketing, understand and master the main problems of marketing and propose solutions in a targeted manner Strategy[2]. This helps to achieve the optimization of marketing management, ensure the full play of the role of marketing management and the full reflection of the value of marketing management, reduce the factors that hinder the development of enterprises, and promote the development of enterprises. Today, most companies are marketing Influenced by many factors, so that in the face of many difficulties and difficulties, restrictions hinder enterprises For their own future development, in order to break through the difficult situation, enterprises should improve their marketing management. Management level, innovation and transformation of marketing management methods, in order to make enterprises in the leading position It will bring objective benefits to the enterprise[3].

2. Concepts Related to Marketing and Business Management

2.1 Marketing

Marketing is also known as marketing, marketing or marketing. The market is a category of commodity economy and a form of economic connection with commodity exchange as the content. For enterprises, the market is the starting point and destination of marketing activities. Marketing is summed up as the process of making customers form the cognitive process of enterprise management and enterprise products through marketing[4]. Therefore, in order to gain an advantage in the competition of enterprises of the same type, enterprise management must build a high-quality marketing concept. First, enterprise management and marketing, the full range of business management and marketing work, should add in-depth research on scientific operation models on the basis of traditional marketing concepts, so as to promote the rapid development of enterprise turnover. The marketing plan should be in line with the predicament faced by the enterprise at this stage, relying on cross-platform and using the derivative functions of big data to upgrade the business scope of the enterprise[5]. Therefore, the marketing process should rely on big data and focus on broadening consumers' recognition of the enterprise. Know to complete marketing, in order to promote enterprise development and sales growth. Second, Internet economy and marketing, to sort out the concept of marketing in the Internet era, we should use the current Internet platform for marketing to demonstrate the value of marketing work. Therefore, marketing should use the Internet platform to integrate data and establish the future development of the enterprise. The strategic plan of the construction plan and the platform should be completed simultaneously, implemented as soon as possible, and finally achieve the growth of the company's sales[6].

2.2 Enterprise Management Mode

Enterprise management mode is a series of management systems, regulations, procedures, structures and methods that have been gradually formed and basically fixed within a certain period of time in a long practice process. It is the embodiment of corporate culture. There are six most commonly used modes in enterprise management at this stage. One is the family management mode, which uses the cohesive function in enterprise management. However, this mode has certain drawbacks and is mostly used in the early stage of enterprise development. After the completion of the entrepreneurial period, this management mode is gradually not applied in management work. The second is the friendly management model. This management model still has corresponding drawbacks[7]. There is no relationship between upper and lower classes within the enterprise, so it is bound to be eliminated during the stable growth period of the enterprise. Third, the warm-hearted management model is different from human-oriented management. Enterprise managers and decision-makers pay too much attention to the application of warm-hearted means, and ultimately fail to complete the enterprise's superior management. Fourth, people-oriented management model, this model is a more scientific management model that achieves balance in management, supervision, control, monitoring and governance, so it has more application value than the above management models[8].

3. The Main Characteristics of Enterprise Marketing Management

The actual development status of the enterprise and the market environment have always been an important part of the enterprise's marketing, occupying an important position. This requires the enterprise to strengthen its understanding of the dynamic information of the market development in

order to establish a marketing construction goal that is consistent with the development of the gas field. Promote the innovation and development of enterprise marketing management. Enterprise marketing has the characteristics of independence and comprehensiveness. Independence means that enterprise marketing itself has an independent marketing model. The key to marketing should be based on the external market environment. In addition, the regularity is very obvious in marketing management. In the marketing of market economy, the competitiveness between enterprises and enterprises gradually increases, and they are easily affected by many external factors, so as to impact the marketing of enterprises. Increase enterprise risk, for this reason, enterprises should pay more attention to marketing management, in order to adapt to the diversified marketing competition. For this reason, uniqueness is reflected directly in the category of marketing activities in corporate marketing. In the process of implementing marketing, each department of the enterprise will comprehensively consider its own factors, in order to realize the close cooperation and mutual support of various departments in the enterprise, and lay a good starting foundation for the long-term development of the enterprise.

4. The Role of Marketing in Business Management

4.1 Improve the Quality of Enterprise Management

Marketing is to create higher value and obtain deeper benefits, and through certain means, expand the scope of business, expand the scope of influence, and bring certain economic value to customers, society, partners, etc. Simply put, it is the marketer, the market-based business activities carried out, and the sales behavior. As far as business management is concerned, marketing is an indispensable part of the business process, and its role cannot be underestimated. Marketing is to formulate a marketing plan according to the actual situation of the enterprise, the development direction of the enterprise, and the planning of the enterprise. Its ultimate purpose is to promote the further development of the enterprise and lay the foundation for the sustainable development of the enterprise.

4.2 Enhancing the Business Vitality Of Enterprises

The main purpose of marketing is to strengthen the features and highlights of products, strengthen consumers' impression of products, and guide them appropriately to enhance consumers' choice intentions for products, so as to expand the scope of consumption and consumer groups. At the same time, the market image of the product is built, the irreplaceability of the product is gradually strengthened, the influence of the product is enhanced, and the transaction volume of the product will be substantially increased. The market competitiveness of products continues to increase, and the comprehensive competitiveness of enterprises will also be significantly improved. For enterprises, the development foundation is more solid, and the restrictive factors of development planning are effectively reduced. In the aspect of enterprise management, with the deepening of marketing, we will have a more comprehensive understanding of market changes and market demands, and the focus of management and management content will also be adjusted accordingly. The overall flexibility Stronger nature, the effect of management is also effectively improved, and the limitations of enterprise management will be weakened accordingly. Being able to adapt to the rapidly changing and developing market environment has a substantial impetus for the optimization of the structure of the enterprise and the optimization of the overall operation of the enterprise.

5. Problems Existing in Enterprise Marketing Management

5.1 The Marketing Concept is too Backward

With the continuous development of the social economy, the role of marketing is becoming more and more important, which can create greater economic benefits for enterprises. According to the content of marketing, it can be seen that in order to achieve long-term development, enterprises need to do a good job in market research, understand the current market demand of consumers, and start from the demand to sell products. Therefore, the market should be the core of product sales. Take customer needs as the center, conduct sufficient research on the market, and integrate the research results for a comprehensive analysis to better understand customer needs. At the same time, it is also necessary to arrange resources scientifically and reasonably according to the characteristics of the enterprise, improve the utilization rate of resources, organize production of resources, and improve production efficiency. However, many enterprises do not fully understand the role of marketing management in the development of enterprises due to their lack of understanding of marketing. Therefore, they still adopt the concept of first production and then sales. huge economic pressure. In order to sell products quickly, many companies will implement zero-profit or even loss-making sales. In order to increase sales revenue, some companies will lower the sales standards, and even borrow from banks, resulting in a large number of bad debts and bad debts, posing a great threat to the development of the company.

5.2 Lack of High-Level Marketing Talents

In most enterprises, marketing management is directly defined as sales. There is a fundamental misunderstanding in this concept. Marketing management is to transform the traditional sales from the inside out to carry out a series of businesses from the outside to the inside. From this, we can also see the importance of marketing management. Secondly, in the process of marketing, we must adopt certain methods and means to win the love of customers, or to attract the attention of customers. However, ordinary sales personnel not only do not understand marketing, but also cannot start from the perspective of the market and customers, which fundamentally affects the role of marketing in enterprise management. Marketing is different from sales, so what it needs is compound talents, not only to understand the business of the enterprise, but also to understand the market conditions and customer needs, as well as some knowledge of statistics, accounting, economics, etc. master. This belongs to a kind of high-end talents, but such talents are relatively scarce in the current market in our country. Most companies are reluctant to spend a lot of money to introduce such talents, so marketers are still stuck in basic planning. Some of them have not undergone professional training, which also makes the quality of marketing talents within the enterprise low, which affects the further development of the enterprise.

5.3 Lack of a Viable Sales Strategy

Marketing work needs to proceed from the actual situation, formulate a feasible sales strategy, and improve the efficiency and quality of marketing work. However, in actual work, many companies have not formulated a feasible sales strategy, failed to seize the opportunity of market development, and failed to accurately analyze and grasp the market, resulting in insufficient understanding of the market positioning, wasting a lot of human, financial and material resources. In addition, because there is no feasible sales strategy, the enterprise consumes a lot of funds in marketing, which brings huge economic pressure to the enterprise and increases the probability of financial risk.

6. The Influence of Enterprise Management on Marketing Strategy

6.1 Establish a Scientific Marketing Concept

Enterprise marketing is an important part of enterprise management. Enterprises should attach importance to marketing work. In order to adapt to market development, make development plans according to market development trends, which can ensure the smooth development of enterprise management, ensure the sustainable development of enterprises, and create more economic income for enterprises. With the development of computer and network, the concept of green marketing is put forward, which requires enterprises to have certain breakthroughs in marketing management. E-commerce departments and sales departments can be established with the help of network technology, and all departments within the enterprise can be fully displayed to the market, which not only reduces the cost of sales, but also expands the scope of products sold, allowing customers to better understand the company and improve customer satisfaction.

6.2 Improve the Professionalism of the Marketing Team

The key factor to ensure the quality and effectiveness of marketing is the marketing team. The main strategy to improve the professionalism of the marketing team is that the management of the enterprise set up regular training, and the content of the training ensures the training of knowledge theory and practical operation ability, led by professional marketing experts. Improve the comprehensive ability of marketers from all levels, ensure the professional knowledge of marketers, and comprehensively master relevant knowledge. And set up exchange meetings, so that different types of marketers can exchange ideas, experience, ideas, etc., in this process, new ideas, new marketing strategies, etc., to achieve further expansion of the marketing pattern, marketing flexibility Stronger sex, higher quality of marketing. At the same time, in this process, in order to avoid the loss of talents and the frequent changes of talents, it is necessary to adjust the salary and treatment reasonably according to the market situation, and formulate a clear reward and punishment system to create a more harmonious working atmosphere, so that marketing talents can Work more actively and proactively, the enthusiasm for work will be further improved, and the work ability will be continuously improved and strengthened in the process.

6.3 Reduce Marketing Costs

Marketing from the perspective of the Internet should pay attention to the product content of innovative brands, and should pay attention to the control of channels and marketing costs after completing this part of the work. First of all, the marketing process from the perspective of the Internet should actively expand business channels. On this basis, Internet technology can be used for large-scale promotion, and attention should be paid to cost-effective application countermeasures, so as to provide stronger resources for the development of enterprises. This process should Gradually infiltrating the Internet business model into the marketing plan, emphasizing customer experience and improving enterprise services should always be the foundation of the development of enterprises in different periods. Secondly, the low-cost marketing process should also pay attention to the trust mechanism. With different business models, especially corporate marketing under the Internet perspective, more emphasis should be placed on users' trust in corporate brands and corporate products. In traditional sales channels, quality should be the word of mouth for enterprise development, and channel expansion is the ability of enterprise marketing work. Therefore, the use of marketing strategies must meet the exact needs of enterprises.

6.4 Enhance Brand Promotion

With the help of the communication path of the Internet platform, the influence of the enterprise can be broadened to show the value and characteristics of the marketing process. Therefore, the application of the marketing model should pay more attention to the user experience, and at the same time, the marketing characteristics of the Internet platform at the current stage can be used to price different products. Taking the new retail concept as an example, enterprises rely on the Internet platform and use the derivative functions of big data to upgrade and transform products from production to sales, and realize a new sales model of online service and offline experience.

7. Conclusion

Marketing enables enterprise management to understand and grasp the market pattern, changes in the market, and the status quo of the market, as well as clarify the psychology of consumers and the specific changes in demand, so as to determine the optimization direction of production and clarify the characteristics of products with a larger market. On this basis, retain the characteristics and quality of the products, promote the steady increase in the sales of the products, and increase the sales of the products and the income of the enterprise. At the same time, through marketing, various departments of the enterprise can coordinate and cooperate more stably, making the overall planning and development operation of the enterprise clearer and more stable. Substantial promotion.

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