

Exploration of Marketing Strategies for Enterprise Management from a Global Perspective

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Abstract: Under the background of global economy, enterprise marketing strategy is facing unprecedented challenges and opportunities. This paper aims to explore how to formulate and implement effective marketing strategies from a global perspective to help enterprises gain competitive advantages in the global market. In this paper, the global marketing environment is deeply analyzed, including global economic environment, cultural environment and competitive environment, which provides a basis for strategic formulation. This paper selects several successful cases of global marketing strategy for analysis, including the globalization strategy of multinational companies and the expansion strategy of emerging markets. Through research, the successful factors and lessons of these cases are extracted, and then the challenges and countermeasures of global marketing strategy are discussed. The research shows that a successful global marketing strategy needs accurate market positioning, differentiated marketing mix strategies and effective implementation and management. If enterprises want to be invincible in the global market, they must constantly learn and innovate to adapt to the changing market environment.

1. Introduction

In today's wave of global economic integration, the market environment faced by enterprises is undergoing unprecedented changes [1]. With the gradual reduction of international trade barriers, the rapid development of information technology and the deep integration of global supply chain, enterprises are no longer confined to the local market, but have a broader international market space [2]. This trend has brought unprecedented development opportunities for enterprises, but also accompanied by a series of new challenges [3]. How to gain a foothold in the global market? How to formulate and implement an effective marketing strategy? These have become urgent problems for enterprises to solve.

Global marketing strategy refers to the process that enterprises meet the needs of consumers in different countries and regions through unified strategic planning and coordinated marketing activities [4]. The main difference between it and traditional domestic marketing strategy is that global marketing strategy needs to consider more cross-cultural and cross-regional factors, as well as the complexity and diversity of the global market [5]. The purpose of this study is to explore the new challenges and opportunities faced by enterprise marketing strategy under the background of global economic integration, and put forward the corresponding research question: how to

formulate and implement effective marketing strategy from a global perspective.

This study is helpful to enrich and improve the theoretical system of global marketing strategy and provide new perspectives and ideas for academic research in related fields. In addition, it is of great significance to guide enterprise practice. It can help enterprises to formulate more scientific and reasonable marketing strategies in the global market and enhance their international competitiveness. Through in-depth research, we expect to provide a systematic theoretical framework and practical guide for enterprises to help them better position themselves in the global market, seize opportunities and meet challenges.

2. Analysis of global marketing environment

Global marketing strategy is the key for enterprises to stand and develop in the global market. The main characteristics of global marketing strategy include: cross-culture, market diversity and fierce competition [6]. Enterprises need to fully understand the definition and characteristics of global marketing strategy in order to formulate and implement effective marketing strategies to meet the challenges and opportunities of the global market.

(1) Analysis of global economic environment

In the tide of global economic integration, the marketing strategy of enterprises is deeply influenced by the global economic environment. At present, the world economic structure is undergoing profound adjustment, emerging markets are rising, economic recovery in developed countries is weak, and international trade rules are constantly evolving [7]. These changes have brought many opportunities for enterprises, such as huge consumption potential in emerging markets and broad space for transnational cooperation. At the same time, it also brings many challenges, such as exchange rate fluctuations and the rise of trade protectionism. Enterprises need to pay close attention to global economic trends, analyze economic trends and seize market opportunities. For example, enterprises can pay attention to the economic growth points of emerging markets and adjust product structure and market layout; At the same time, enterprises should guard against exchange rate risks and rationally plan international trade strategies to cope with the uncertainty of the global economic environment.

(2) Analysis of global cultural environment

Cultural environment is an important factor that cannot be ignored in global marketing strategy. Different countries and regions have unique cultural background, values and consumption habits [8]. When enterprises enter the global market, they must deeply understand the cultural characteristics of the target market and respect the local cultural traditions to avoid cultural conflicts. Enterprises should also be good at tapping and utilizing the market opportunities brought by cultural differences to meet the diverse cultural needs of consumers. For example, in transnational marketing, enterprises can combine local cultural elements to design advertisements and product packaging with local characteristics to enhance the attractiveness and competitiveness of products.

(3) Analysis of global competitive environment

With the increasingly fierce competition in the global market, enterprises are facing competitors from all over the world. These competitors have their own advantages in technical strength, brand influence and market share, which brings great pressure to enterprises. Therefore, enterprises need to comprehensively analyze the global competitive environment, understand the strategies and dynamics of competitors, and formulate differentiated market competition strategies. Enterprises can improve product quality and performance through technological innovation and create a unique brand image; We can also make use of global supply chain resources to optimize the cost structure and improve market competitiveness.

3. Formulation and implementation of global market strategy

3.1. Global market segmentation and positioning

In global marketing, market segmentation and positioning are the basis of strategy formulation. Because the global market is huge and diverse, enterprises can't generalize, so they must carry out detailed market segmentation according to the consumer demand, purchasing habits and cultural background of countries or regions. This requires enterprises to deeply study the characteristics of different markets, identify potential market segments, and clarify their own positioning in these markets, as shown in Table 1.

Table 1 Global Market Segmentation and Positioning Overview

Segmentation Dimension	Segmentation Example	Target Market Selection	Market Positioning Strategy
Age	18-25 years old youth	√ (if applicable)	Fashion, trend leader
	26-40 years old middle-aged	√ (if applicable)	Quality life pursuer
	41 years old and above seniors	× (if not applicable)	Classic, comfort provider
Gender	Male	√ (if applicable)	Technologically advanced, symbol of strength
	Female	√ (if applicable)	Fashion aesthetics, delicate care
Income Level	High-income group	√ (if applicable)	Luxury, exclusive experience
	Middle-income group	√ (if applicable)	Cost-effective, quality life
	Low-income group	× (if not applicable)	Affordable, basic needs fulfillment
Lifestyle	Digital nomads	√ (if applicable)	Portable, efficient solutions
	Homemakers	√ (if applicable)	Home-friendly, family values
	Health-conscious individuals	√ (if applicable)	Natural, health products

As shown in the above table, enterprises can divide the global market into multiple sub-markets according to factors such as age, gender, income level and lifestyle, and then choose the sub-market that matches the enterprise's resources and capabilities as the target market. In positioning, enterprises should highlight their own differentiation advantages and establish a unique brand image in the hearts of consumers.

3.2. Global marketing mix strategy

After determining the target market and positioning, enterprises need to formulate the global marketing mix strategy, that is, the product, price, promotion and channel (4P) strategy. In view of product strategy, enterprises need to focus on the market adaptability of products, ensure that products can meet the specific needs of different markets, and make local adjustments or innovations when necessary. In pricing strategy, enterprises should comprehensively evaluate the economic situation, market competition situation and consumers' ability to pay in different countries or regions in order to establish a suitable price structure. Promotion strategies involve advertising, public relations, direct sales and other promotion methods, which need to be cleverly planned according to the cultural background and media environment of the target market. In terms of channel strategy, enterprises need to pay attention to the selection and optimization of distribution paths to ensure that products can reach consumers quickly and efficiently. These strategies are interrelated and influence each other, and enterprises need to consider them comprehensively and formulate a coordinated global marketing mix strategy.

3.3. Implementation and management of global marketing strategy

After formulating the global marketing strategy, the key lies in effective implementation and management. This requires enterprises to establish transnational marketing organizations, clarify the responsibilities and cooperation mechanisms of various departments, and ensure the smooth implementation of the strategy. Enterprises should strengthen market research and information collection, keep abreast of market trends and consumer feedback, so as to adjust and optimize their strategies. In addition, enterprises also need to pay attention to risk control and cultural integration, effectively avoid political, economic and legal risks in transnational business, and promote exchanges and cooperation between employees from different cultural backgrounds. With proper implementation and management, enterprises can ensure the effective implementation of their global marketing strategy, promote the internationalization of brands and broaden the global market territory.

4. Global marketing strategy analysis

On the broad stage of global marketing, many multinational companies have written a successful chapter with their excellent globalization strategy and emerging market expansion strategy.

Table 2 Overview of Successful Global Marketing Cases

Company Name	Core of Successful Strategy	Specific Implementation Measures	Summary of Success Factors
Coca-Cola	Deep Localization + Global Resource Integration	1. Unified global brand image. 2. Customized products and services. 3. Efficient global supply chain system	1. Keen insight into market trends. 2. Deep understanding of local culture. 3. Strong global operational capabilities
Xiaomi	Innovative Product Design + Brand Internationalization	1. Established foundation in the Chinese market. 2. Precise positioning in the Indian market. 3. Digital marketing to enhance brand awareness	1. Precise grasp of the market. 2. Continuous innovation of the brand. 3. Balance between globalization and localization

An overview of successful global marketing cases is shown in Table 2. Take Coca-Cola, a well-known multinational company, as an example: the core of its globalization strategy lies in the ingenious combination of deep localization and global resource integration. The company not only unifies the brand image on a global scale, but also launches customized products and services according to the cultural characteristics of different markets and the needs of consumers. Through an efficient global supply chain system, we have realized the ability of cost optimization and rapid response to market changes. The success of this strategy benefits from its keen insight into market trends, deep understanding of local culture and strong global operation ability.

Another case worth learning is Xiaomi's successful expansion in the international market. With innovative product design and unique brand culture, this enterprise has bravely stepped into internationalization after accumulating a certain foundation in the China market. Through accurate market positioning, they choose the Indian market that is in line with their own brand concept as a breakthrough, and at the same time use digital marketing means to quickly enhance brand awareness and market share. The success factors of these cases lie in the accurate grasp of the market, the continuous innovation of brands and the ingenious handling of the balance between globalization and localization, which provide valuable experience for other enterprises to learn from.

However, the implementation of global marketing strategy is not smooth sailing, and enterprises are facing many challenges. Cultural differences, the complexity of laws and regulations, the fierce

market competition and the uncertainty of the global economy are all obstacles that enterprises must overcome. In order to meet these challenges, enterprises need to establish a cross-cultural communication mechanism and strengthen the research and understanding of the target market culture; At the same time, it is necessary to establish a sound legal risk prevention and control system to ensure compliance. In terms of market competition, enterprises should constantly innovate and enhance the differentiated competitiveness of products and services. For the uncertainty of the global economy, enterprises should strengthen market research and risk assessment and flexibly adjust their strategic direction.

5. Conclusions

In the complex environment of global marketing, enterprises must formulate and implement scientific and effective global marketing strategies if they want to succeed. Only by deeply analyzing the global market environment, accurately positioning the target market, formulating differentiated marketing mix strategies and strengthening the implementation and management of strategies can enterprises stand out in the fierce international competition. Enterprises should continue to learn from successful global marketing cases, be brave in facing challenges and respond flexibly to market changes in order to continuously enhance their global competitiveness.

In the future, the global marketing strategy will show a more diversified and personalized trend. With the rapid development of digital technology, new technologies such as big data and artificial intelligence will be widely used in the field of marketing, providing enterprises with more accurate market insight and consumer portraits. Consumers pay more and more attention to environmental protection and sustainable development, and green marketing will become an important direction of future marketing. In addition, with the deepening of globalization, transnational cooperation and sharing economy will further promote the reform and innovation of global marketing strategy. Enterprises need to keep pace with the times and constantly innovate marketing strategies and means. Only in this way can enterprises remain invincible in the global market and achieve sustainable development.

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