

Research on the Marketing Innovation Strategy System of Small and Medium-Sized Enterprises from the Perspective of Media

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Abstract: at present, with the increasing competitiveness of the market economy, the competition among small and medium-sized enterprises is also increasing. However, because the marketing concept accumulated by small and medium-sized enterprises for many years can not be updated in time, the old marketing methods and strategies have been difficult to meet the needs of the rapid development of the market economy. Especially in the new economic era with innovation as the mainstream, it is difficult for enterprises without innovation to get rapid development. Compared with small and medium-sized enterprises, they have a strong brand, a strong financial strength, a sound market network, and a sound personnel organization structure. With the development of the market economy today, market competition seems to have entered an era of “big fish eat small fish”. In the face of fierce market competition, more and more small and medium-sized enterprises have fallen into the predicament of operation. As the traditional trump media, tv media carry the heavy responsibility of cultural communication. With the continuous development of high and new technologies and information technology, the cultural industry is rejuvenated and has become a new source of economic growth in the national economy. With the continuous deepening of china's internet infrastructure construction, people in china have become more convenient and faster. By analyzing the micro-environment and macro-environment of the enterprise's final customers and marketing, and correcting the understanding of the concepts of innovation and strategic system, the local comparative advantage of the enterprise and the strategic system of marketing innovation of the enterprise are established.

1. Introduction

With the acceleration of the global economic integration process, especially after china's formal accession to the wto, the reforms of china's major enterprises have continued to deepen, and the food industry, tobacco industry, and manufacturing industries have gradually become in line with international markets [1]. Small and medium-sized enterprises play an important role in the life of the national economy, and small and medium-sized enterprises have an irreplaceable role in promoting economic growth, promoting innovation, increasing taxes, absorbing employment, and improving people's livelihood [2]. At present, in general, sme managers have gradually recognized and accepted the concept of marketing innovation strategy, and the old simple sales concept has been increasingly replaced by brand-new marketing innovation strategy concept [3]. In practice, although many small and medium-sized enterprises have learned to arm themselves with advanced marketing methods through marketing innovation, there are still many small and medium-sized enterprises whose market development efforts are obviously insufficient, and their understanding of marketing innovation strategy is still superficial. Most of the small and medium-sized enterprises are engaged in the tertiary industry, close to the market, close to users, and active in the most competitive market. Because the effective way to realize the rational allocation of resources in market economy is competition, if there are not a large number of small and medium-sized enterprises, and there is not enough effective competition, then the operation mechanism of market economy is difficult to play a role [4].

Cultural competitiveness and cultural strength are important reference indicators to judge whether a nation can last for a long time. The development of social culture should be in harmony with the development of economic benefits, and we must not lose each other [5]. The construction

of socialist culture needs the support of radio and television media, film and television culture, social literature and other industries, so as to improve the level of cultural services of the whole society and improve the social and cultural development system [6]. Many multinational companies have joined the ranks of china. Their innovative business strategy in china has brought greater challenges and impacts to chinese enterprises, especially small and medium-sized enterprises. For small and medium-sized enterprises to achieve long-term development, they must gradually adapt to the development needs of internationalized markets, improve their own competitiveness, and innovate marketing strategies [7]. Human resources are the most active and innovative decisive resources in enterprise resources. It can be said that the competition of modern enterprises has essentially been transformed into the competition of talents. However, at present, the marketing talents of the small and medium-sized enterprises are very scarce. It is an indisputable fact that talents who can exert their initiative to carry out marketing strategy innovation are scarce. Innovation is the source of the competitiveness of a country, region and modern enterprise, and the soul of a nation's progress [8-10]. It is generally believed that "system innovation and technological innovation are the basic driving forces for economic development and productivity growth." Therefore, the vigorous development of technology-based smes is an inexhaustible driving force for economic growth and social progress. In recent years, technology-based smes have quietly risen and developed rapidly, becoming the most active innovation subject in technological progress [11].

Judging from the current situation, the pattern of traditional media has undergone tremendous changes, accompanied by the continuous progress of high-tech and information technology. The ad hoc 5g era is approaching, the development of new media will become more and more developed, and the survival of traditional media has received unprecedented threats [12]. Due to the disadvantages of smes in terms of capital, talents, management, scale, and systems, as well as fierce competition in the external market, smes are vulnerable in a rapidly changing market environment. This vulnerability makes the failure rate of small and medium-sized enterprises, especially those that have not been established for a long time, higher [13]. Especially at present, although the governments at all levels in our country have created a better living environment for the development and growth of small and medium-sized enterprises, the market competition in various industries is not standardized, which leads to the difficult operation of many small and medium-sized enterprises [14]. The attraction of new media in advertisement solicitation is far beyond the traditional media. More and more advertising agents are turning to new media fields such as online video, online live broadcast, microblog, wechat, etc., which has a huge impact on the development of traditional industries [15].

2. Management Process of Marketing Strategy System

Marketing strategy is a general term of product sales process formulated and implemented to support the overall goal of enterprise development. China's small and medium-sized enterprises are mostly decentralized, and their awareness of competition and marketing innovation is not strong enough [16]. And the lack of understanding of some potential development obstacles leads to the fact that such decentralized enterprises are difficult to stand firm in the increasingly competitive economic market, and still stagnate between complete competition and monopoly competition. Therefore, if small and medium-sized enterprises want to grasp the initiative of competition, innovative marketing strategy is the key. The development of marketing innovation practice of small and medium-sized enterprises shows that although many small and medium-sized enterprises can continue to survive due to the lack of rational marketing innovation strategy guidance, they are basically difficult to continue to grow [17]. These small and medium-sized enterprises also clearly realized that in order to win in the fierce market competition, they must give full play to their unique competitive advantages and produce distinctive products different from other enterprises to improve their competitiveness. Cultural strength and cultural competitiveness are an important criterion for judging whether a nation is capable of long-term development. Social culture should develop harmoniously with economic benefits, and one cannot lose sight of the other [18]. The construction of socialist culture requires the support of industries such as radio and television media,

film and television culture, and social literature, in order to improve the level of cultural services in the whole society and improve the social and cultural development system [19].

In the case of enterprise products occupying a larger market, products are becoming more and more popular and universal, and it is difficult to attract new market attention in a short period of time. Therefore, under the modern market economy, small and medium-sized enterprises should move towards individualization, and the most indispensable for individualization is the innovation element. Therefore, smes must enhance their awareness of innovation and provide a wider living space for their own development [20]. Marketing strategy has the characteristics of global, long-term, and openness. First of all, marketing strategy aims at achieving the overall strategy of enterprise development, serves the overall process of enterprise development, and supports the realization of the company's overall goals. Secondly, once a marketing strategy is formulated, it usually needs to be implemented within a relatively long period of time, which has a certain long-term nature. At the same time, it also poses higher challenges to the target market positioning of enterprises. Finally, the biggest problems faced by small and medium-sized enterprises are the lack of human resources, the lack of scientific research power, the lack of production funds, and the lack of transparency of enterprise information, which have seriously hindered the innovation of small and medium-sized enterprises. Therefore, at this stage, it is very important to build the innovation marketing strategic system of small and medium-sized enterprises. At present, most of the products of small and medium-sized enterprises are of the same quality. In order to survive, they only engage in price war and seriously ignore the role of marketing. There is a relatively obvious lack of marketing innovation strategy rationality in the process of operation.

In theoretical research and practical application, the single hidden layer network with linear output is most commonly used. Because the more layers of hidden layer, the more complex the calculation process of error back propagation, and the more training time, the single hidden layer neural network can approach any continuous function, so the single hidden layer neural network model is selected as shown in figure 1.

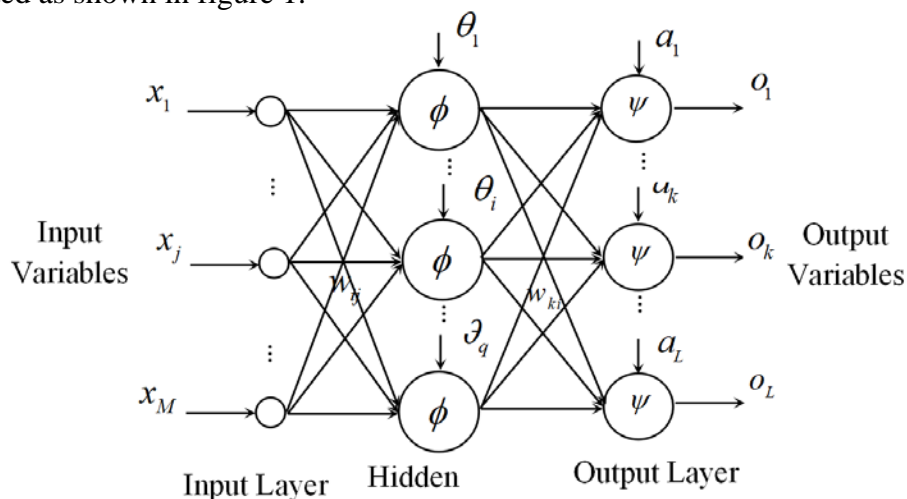


Fig.1 Bp Neural Network Algorithm Model

The formulation of marketing strategy needs to consider the internal and external environment of the enterprise comprehensively, and make it after weighing all kinds of environmental factors. Strategy is a kind of thinking and thinking method, an analysis tool and an overall planning, which is to determine the long-term development goals of enterprises, and points out the strategies and ways to achieve the long-term goals. The school of resource marketing also supports this point. According to miao xizhe, associate professor of ocean university of china, resources are the core of enterprise management. Resources are not only the starting point, but also the process and the end point [21]. From a marketing perspective, good marketing should use all available resources and maximize their use. Once a specific market goal is established, all available resources should be effectively integrated. Make the most of it afterwards. In today's society, with the continuous development of high and new technology, the cultural industry is rejuvenated and has become a

new economic growth point in the national economy. More and more new media are developing rapidly, while traditional media are facing unprecedented threats and challenges. Television media has always been a leader in traditional media. Its influence can reach all corners of society and can be regarded as the leader of traditional media. With regard to the external environment of a company, factors such as industrial policies, competitors, and consumer behavior need to be taken into consideration. In terms of internal factors of an enterprise, it is necessary to consider factors such as the company's financial capabilities, human resources, and marketing network.

In order to express the situation of smes more clearly, various environmental factors of smes and large enterprises can be compared, and for each environmental element, the most representative feature is found to summarize. As shown in table 1 below.

Table 1 Comparative Environmental Analysis of Smes and Large Enterprises

	Small And Medium-Sized Enterprises	Large Enterprises
Political environment	Lack of policy protection	Sound policy system
Economic environment	Financing difficulties	Wide financing channels
Social culture	Meet personalized needs	Difficult to personalize service
Technology environment	Backward technology and equipment	Advanced technology and equipment
Channel business	No voice or initiative	Have voice and initiative
Consumer	Only a few needs can be met	Can meet different needs
Public	Greater pressure	Relatively low pressure
Resource acquisition ability	Weak	Strong

Marketing is the leading function of enterprise management, which refers to the overall marketing activities of enterprises to provide goods or services to meet the needs of consumers or users. The marketing strategy is based on the established strategic goals of the company as a guide to guide the company to transform the established strategy to the market direction and criteria. In addition to focusing on resources, corporate goals must also be focused. Otherwise, just as the "focus" of a convex lens has no specific positioning, if the results of resource focusing are not implemented on specific corporate goals, resources will be wasted. With China's entry into the WTO, the introduction of media from outside the mainland has increased the competition in the industry [22]. At present, most of the mainland's TV audiences are keen on the programs of Sun TV, Phoenix TV and other TV stations, especially the famous hosts of these TV stations. The goal of marketing strategy is to realize the overall strategy of enterprise development, and to serve the overall process of enterprise development, we should determine the marketing goal to support the realization of enterprise mission based on the determination of enterprise mission. Generally speaking, if small and medium-sized enterprises succeed in innovation, they can build up relative competitive advantages and obtain different benefits brought by innovation. However, for small and medium-sized enterprises, the correct marketing innovation strategy is to find the strategic base point that meets their own conditions and create local comparative advantages.

3. The Optimization of Marketing Strategy for Small and Medium-Sized Enterprises

3.1 Deepen the Management and Control Mechanism of Enterprise Marketing Strategy

Due to the management mode of small and medium-sized enterprises, there are many problems in the marketing of small and medium-sized enterprises. Small and medium-sized enterprises must deepen the management and control mechanism of enterprise marketing strategy through the establishment and operation of modern corporate governance structure. Some small and medium-sized enterprises in China began to learn to arm themselves with new marketing methods. But on the whole, there are still some enterprises that have little market development, lack of understanding of marketing, narrow market information channels, and only regard marketing as general marketing. In the buyer's market with fierce competition, the relevant marketing departments of enterprises must conduct in-depth research on market structure and consumer behavior. It is necessary to actively carry out on-site investigations and studies of the market structure, and carefully analyze the macro and micro environments of corporate marketing, including end customers, suppliers,

market intermediaries, competitors and other public forces. Good at discovering the actual and potential needs of consumers in order to identify, evaluate and select changing market opportunities. Good benefits mean that SMEs have good hematopoietic capacity, and provide a continuous stream of renewable resources for the development of SMEs. However, renewable resources come from the market. For all enterprises, only by continuously increasing the sales of products or services can they continue to profit, thereby obtaining resources and power for further development.

Judging from the current market survey, managers of individual small and medium-sized enterprises have gradually recognized marketing innovation strategies and applied them in practice. The traditional traditional single sales concept has gradually been replaced by new marketing innovation strategy concepts. In practice, the marketing department's performance contract can be used to deepen the management and control of the marketing department, and the marketing personnel's equity (or option) incentive model can be used to play the role of incentives for marketing personnel. For enterprises, the marketing innovation strategy model should include objectives, strategic tactics, organizational structure, and systems, as well as their interrelationships. These interconnected elements are simultaneously constrained by the impact of many external environmental factors. And form a blending state with it, so the construction of marketing innovation strategy model should begin with the analysis of the environment, through analysis and study of various market signals from the internal and external environment, determine the various opportunities that the company faces, and choose corporate strategic goals from the opportunities . The goal of SMEs should be positioned in the market, and all other corporate activities should be carried out around the improvement of market efficiency. And the resource-focused target market should be specific and single, rather than vague and extensive. In various practical activities, many small and medium-sized enterprises have begun to use marketing innovation concepts for marketing, but from the final result, the effect is not great. The reason is that SMEs lack innovative marketing methods and lack innovative marketing strategy talents.

For a neural network with Y layer, record the output of any node i as p. For the input of the i-th node of the input layer, the output of the i-th node of the q-th layer is piq, then the i-th of the ES layer The input of the node is:

$$ES_i = \sum_j (1 - \sum_q p_{iq} m_{jq}), q \neq i, j \quad (1)$$

Among them, l is the connection weight from the qth node in the E layer to the mth node in the jth layer. The output of the Rx node of the E layer is:

$$E_{Rx}(l) = E_{Rx-elec}(l) = lE_{elec} \quad (2)$$

Among them, ERx is an excitation function acting on each node in the first layer. Obviously, when W = Y is the output layer, it should have:

$$W = \alpha(\beta(\frac{E_{i-current}^2}{E_{i-init}^2}) + (1 - \beta)\frac{d_i}{d_{max}}) \quad (3)$$

Among them, is the actual output of the network, and the above three formulas constitute the operation process of the BP network.

The error energy function of the BP network is:

$$d_{max} = \max\{d_i\}, i = 1..n \quad (4)$$

Where dmax is the sum of the squared errors of the nodes in the output layer corresponding to the max sample.

The marketing department of an enterprise mainly studies the comprehensive marketing activities of the market with extremely regular laws. It discovers and analyzes customer needs in research, and translates these needs into products and services, supplemented by effective promotions, price strategies, and distribution channels to meet customer needs to the maximum extent possible. Due to the marketing of the management mode of SMEs, the problem of unclear

marketing strategies in SMEs is common. The main manifestation is that the marketing department within the enterprise adopts a more traditional method of planning economic sales task indicators, and lacks a diversified incentive model for marketing departments, especially marketing personnel. Enterprise innovation relies on high-quality talents to innovate, which requires enterprise managers to firmly establish the idea of talent standard, for enterprise individuals, to establish the concept of lifelong learning, for enterprises, to establish the concept of all staff training. The primary purpose of focusing on marketing is to create the comparative advantages of SMEs in their own opportunities. Only by creating the relative advantages compared with the competitors, can the enterprise's segmentation market be built into the profit pool (or niche market, base Market) of the enterprise, so as to contribute to the continuous profits of the enterprise. Network marketing can make small and medium-sized enterprises communicate with consumers through electronic transactions, which is conducive to providing individual consumers with high-quality and personalized services. It is conducive to market research and information analysis and sharing, to meet the needs of consumers and improve the economic benefits of enterprises.

3.2 In Depth Consumer Demand Analysis and Product Transformation

In the era of network and information technology, the demand of consumers shows the characteristics of individuation and rapid change. For example, middle-aged and old consumers put forward the demand of high calcium for milk, while young consumers require milk to have the characteristics of fruit taste. At present, the competition among enterprises can be regarded as the competition of talents. However, most of the small and medium-sized enterprises in our country have not realized the importance of talents, especially the innovative marketing talents, which are in short supply. It can be said that the biggest bottleneck of the development of small and medium-sized enterprises is the lack of innovative marketing strategic talents. In reality, the marketing innovation strategy mode of many small and medium-sized enterprises is not so. In addition, the construction of market-oriented enterprise marketing innovation strategic model also involves how to position their own business mission. Enterprises must step out of the shackles of “product orientation” and gradually take “market orientation” as guidance. Large enterprises have a strong ability to acquire resources. In addition to resources that can be obtained internally, they can also be obtained more externally. For example, large companies often raise funds through the issuance of stocks and bonds. They can hire high-quality employees to improve the quality of human resources. They can also create a good external environment through public relations activities with governments and the public. Small and medium-sized enterprises must thoroughly analyze the changes in consumer demand, and form a rapid response capability to product functions, performance, quality, and prices. Only by transforming consumer demand into products and services can the advantages of product conversion be reflected in the competition of large enterprises and improve the competitiveness of enterprises.

Normalize the data so that it is between 0 and 1 and determine the expected output value (x, k); the normalization process uses the following method:

$$x_1^{(0)}(k) + az_1^{(1)}(k) = \sum_{i=2}^N b_i x_i^{(1)}(k \in K, K = 1, 2, \dots, n, \dots) \quad (5)$$

In the formula, N and i are the maximum and minimum values of the sample respectively; z is the original sample data; b is the transformed value.

Calculate the actual output value of the neural network layer by layer:

$$T(n) = \begin{cases} \frac{W * P}{1 - P * [r \bmod (1 / P)]}, & n \in G \\ 0, & \text{others} \end{cases} \quad (6)$$

Starting from the output layer, the weights are adjusted backwards, and the adjustment consensus is as follows:

$$E_{ch} = lE_{elec} \left(\frac{N}{k} - 1 \right) + lE_{DA} \frac{N}{k} + lE_{elec} + l\xi_{amp} d_{toBS}^4 \quad (7)$$

For the final output value E of the network, use the following formula to perform inverse normalization transformation:

$$E_{non-CH} = lE_{elec} + l\xi_{fs} d_{toCH}^2 \quad (8)$$

With the rapid development of informatization and networking, especially the rapid growth of mobile terminal users, the network form has enriched the marketing channels for SMEs, and has broken the traditional geographical restrictions on product sales. At this stage, the marketing of most small and medium-sized enterprises in China is mostly based on a market-oriented development strategy, and lacks an overall strategic plan. Constrained by traditional marketing management concepts, many small and medium-sized enterprises lack corresponding coordination of internal, external, people, things, and materials in marketing strategy management. It only pursues short-term marketing benefits. Although it is fast, it does not conduct marketing research and formulate corresponding marketing strategies. The core of small and medium-sized enterprises is products, so small and medium-sized enterprises must make continuous product innovation with the changes of enterprises and the internal and external environment of the market, using their own characteristics of flexibility. Due to the different market conditions and product sales channels, small and medium-sized enterprises should formulate specific pricing strategies according to their own characteristics and competitive conditions. Development is the first priority of small and medium-sized enterprises. In the face of fierce competition, the development of enterprises is like "sailing against the current". Focusing on marketing, the key to the development of enterprises is to improve the market efficiency, rather than the profits of business operators. Only when the market efficiency is improved, can the enterprises be provided with continuous resources.

Most enterprises simply organize certain marketing personnel, make limited investment, etc., determine simple limited objectives and pricing standards, plus the use of advertising media. It is difficult to open a wider market because of the lack of innovation in traditional marketing methods. Marketing strategy is not immutable, but should be optimized and challenged periodically according to the implementation performance. On the one hand, the establishment of enterprise marketing strategy performance evaluation index system, the application of quantitative methods objective evaluation of marketing strategy market performance. On the other hand, according to the market performance of marketing strategy, the marketing strategy is optimized and adjusted on the basis of group decision-making. Only when SMEs achieve their comparative advantage in the target market can they guarantee that they will not be defeated in the competition with their competitors, and maximize the benefits of the company in the target market. The purpose of marketing is enterprise development, and the purpose of focusing on marketing is also to achieve the steady expansion of the enterprise. Many SMEs are satisfied with the status quo and stagnate after gaining a comparative advantage in a target market during the entrepreneurial stage, which is not in line with the characteristics of focused marketing. At present, many small and medium-sized enterprises in China have not paid much attention to the coordination and cooperation between the marketing department and other departments, and have not established an effective linkage mechanism, which has separated the marketing department from other departments within the enterprise. Marketing decisions and plans in isolation, to a large extent, inhibited the formation and development of innovative marketing strategies in the enterprise market, and ultimately directly affected the production and development of the entire enterprise.

4. Conclusion

In short, the major SMEs in China must carefully analyze their own strengths and weaknesses in their internal production and development conditions and changes in the external environment, strengthen their strengths and avoid weaknesses, be good at seizing challenges and opportunities, and grasp the current market development trends of SMEs in China. The problems in the

implementation of the marketing strategy of small and medium-sized enterprises are mainly reflected in the inadequate management system of modern enterprises, unclear marketing strategy awareness, lack of diversity in marketing models, and lack of optimization of marketing strategy performance. Through the research, this paper finds that the limited resources of SMEs have greatly limited their development, and the smooth development of SMEs must be achieved. From the analysis of the internal and external environment of small and medium-sized enterprises, it is unrealistic to pursue the external support of enterprises blindly. It is important to rely on the resources of enterprises themselves and accumulate continuously. The integration of traditional media and new media will become inevitable, and the development of media industry will change with the change of public life style. Where the user's focus is, the owner's capital will naturally flow there, and the media should also transform there. According to the problems existing in marketing of small and medium-sized enterprises in China, the optimization of marketing strategy of small and medium-sized enterprises should deepen the management and control mechanism of marketing strategy. We will conduct in-depth consumer demand analysis and product transformation, actively use the network platform to enrich product marketing channels, and establish an enterprise marketing strategy evaluation and continuous optimization mechanism.

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