

Research on Gas Marketing Strategy Optimization and Innovation

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Abstract. In recent years, with the rapid development of the natural gas industry, the competition in the gas industry has become increasingly fierce. As a gas enterprise, Company A faces a complex and volatile market environment, and gradually determines the development goals and management models suitable for the company. Marketing strategy and sales channels form a scientific and rational marketing strategy. Based on the advanced experience of modern marketing and other gas companies, Company A has developed a combination of products, prices, distribution and promotion strategies that are suitable for the company.

1. Introduction

As a green product, natural gas is constantly recognized by people. Urban gas is an important part of urban infrastructure and has become a leading and global basic industry in the national economy. In recent years, a situation has been formed in which coal, electricity, oil, gas and other energy sources coexist and compete with each other. With the liberalization of the gas market and the diversification of investment and business entities, the rapid development of the domestic city gas industry, the accelerated expansion of gas enterprises, and the increasingly fierce competition among gas companies, the survival and development of enterprises face enormous challenges.

Compared with some gas companies, Company A started late and has a small scale, and the market is in a period of development. Seizing the opportunity and vigorously developing the downstream business of natural gas, especially the city gas business is the top priority of the work. It is imperative for Company A to establish its dominant position in the downstream natural gas market in the region through various methods and channels and in accordance with scientific marketing strategies.

2. The connotation of natural gas marketing strategy

2.1 Product strategy

Determine your own development goals and management models, improve marketing strategies and sales channels, and form a scientific and rational marketing strategy. Company A draws on the advanced experience of modern marketing and other gas units to research and develop a combination of products, prices, distribution and promotion strategies suitable for Company A. Products can be divided into three levels, core products, form products and additional products.

2.2 Price system

The pricing system of natural gas marketing will dynamically adjust the current price positioning of gas resources, taking full account of all the costs of natural gas operations, consumer acceptance, competitors' pricing levels, and operators' profit requirements. Factors, set prices. The price system is mainly reflected in the consideration of price setting, the price level, the different preferential policies for different customer groups, and the whereabouts of sales revenue. Through the trade-offs of many influencing factors surrounding prices, the rationality and harmony of prices can be achieved.

2.3 Distribution channel

In the marketing process, through the analysis of the characteristics of natural gas marketing and the characteristics of the target customers of natural gas marketing, the distribution channels of horizontal and vertical latitudes are adopted. The horizontal distribution channel mainly refers to the adoption of the large customer marketing system, through the market personnel's overall grasp of the market, seize the government, large fuel consumer companies and other large customers, and implement large customer marketing. Vertical distribution channels mainly refer to the development of fragmented social customers, including small customers such as civilian users and industrial users. In the process of establishing the entire distribution channel, it reflects the concept of green and harmonious, and opens up the natural gas marketing market through the joint action of horizontal and vertical two-dimensional distribution channels.

3. Optimize the practice of innovative marketing strategies

3.1 In the development of new markets, choose creative marketing strategies

Develop new areas of use for natural gas, focus on industrial users, and make boiler modifications. Find out the basic situation of the boiler house in Renqiu Mining Area. After investigation and analysis, the technical school boiler room became the first choice, successfully renovating three 6-ton boilers, providing valuable experience for future boiler combustion.

The development of a new regional market for natural gas, as the sales of natural gas market is mainly based on pipe network transportation, and the lag of the construction of regional and external pipe network has become a “bottleneck” that restricts the formation of a unified large market for natural gas products. Compressed natural gas sales have become a sales growth point, with more than 1,700 vehicles being pulled by natural vehicles in the past year. They are sold to Bazhou, Dacheng and Renqiu respectively. Make full use of the role of CNG, actively expand the influence under the condition of transportation radius and gas source control, and establish extensive contact with surrounding gas enterprises within 100 km to build a stable sales network of Company A.

3.2 Consolidate old users and choose a maintenance marketing strategy

Company A uses a maintenance-oriented marketing strategy to build good customer relationships with these old users to maintain their continuity, long-term and growth in demand for natural gas, while attracting more new customers through word-of-mouth effects formed among old customers. The important market that has retained industrial users is not shrinking or losing, and it is making every effort to promote the price of natural gas in refineries and petrochemical plants to ensure the completion of operating profit indicators.

Starting from the characteristics of natural gas products and customers, with maintenance as the basic characteristics, by understanding and meeting the needs of existing customers, we will cultivate a group of long-term customers and lifetime customers who are highly satisfied with the company's services and highly loyal to the company's products. With low marketing costs, high marketing efficiency, and created a good marketing performance. Pay close attention to consumer needs and maintain old users.

3.3 Adopt a competitive marketing strategy to expand market share

Company A adopts different market competition strategies according to its different positions and roles in the market, and adopts a competitive strategy of attack, defense and market distance in the competition of the same industry. Use their dominant market position to launch marketing campaigns against other competitors to prevent competitors from posing a threat to themselves; through pre-established perfect defense system, competitors are afraid to pay too high a price and dare not challenge; expand the company and The market distance of other companies makes competitors always in the position of imitation and follow.

Make full use of its product advantages and the development trend of the world's energy, take the initiative to expand the market share. Take a prudent approach, mutual benefit, and cooperation to

achieve a win-win situation and avoid business risks. Company A insists on “doing something and doing something wrong”. Through cooperation with downstream companies, we have their own advantages, make full use of resource advantages, highlight the main business, grab relevant business, and actively expand the surrounding markets. Actively expand the surrounding markets through joint ventures, cooperation, equity participation or resource exchange for the market, expand its scale, enhance hematopoietic function and development stamina.

3.4 Choose a marketing strategy for shaping your business and product image

As a high-quality, clean, convenient and efficient green energy source, natural gas has lost some potential markets due to insufficient publicity and weak promotion, which has caused some users to lack understanding and correct understanding of natural gas. To this end, we will actively formulate promotion strategies for natural gas products, strengthen publicity of natural gas and company A through advertising and public relations activities, increase public recognition and credit for natural gas products and enterprises, and increase the awareness of gas knowledge.

Propaganda materials such as printed brochures and warning cards are distributed to the homes of each household. A total of 8,000 gas billboards were installed in each corridor, and 200 warning signs were hung on the fence of the greenhouse. Collect and organize accident cases that occurred in the neighborhood of the community, make a display board, organize personnel to carry out natural gas safety knowledge publicity in more than 40 communities, and publicize in public places on Labor Day and National Day.

3.5 User first, choose a combination marketing strategy

Consider the needs and desires of consumers, based on the wishes of users, close to customers. Because natural gas users not only have the need to use the gas, but also have certain requirements on the continuity, safety, pressure, and gas volume of the gas supply, fully understand the needs of consumers and fully satisfy them. Develop a corresponding marketing strategy.

Full consideration of consumer needs and ability to pay. On the basis of the government's formulation of gas prices, market-oriented, actively do market research, consider the user's consumer psychology, acceptability and willingness to pay, and develop a correct price strategy based on the company's situation. There are nearly 60 developers, and 12 local communities have been developed. The gas matching fee is more than 766 million yuan.

The consumption characteristics of natural gas determine that natural gas suppliers should provide consumers with convenient, safe, fast and complementary products and services. Where are the customers, where are the pipe network facilities to be laid, where products and services are to be provided, and different users must provide different supporting facilities and services in addition to the same natural gas.

4. Implementation effect and benefit evaluation

Through more than a year of marketing strategy optimization and innovation practice, the leadership pays attention to it, takes effective measures, and advances in a solid and orderly manner. The gas sales have exceeded the task and achieved the goal of excellence. The effect is remarkable. The sales of natural gas in the second line of Shaanxi and Beijing reached 60.97 million cubic meters, and the sales of replacement liquefied gas was 7,627 tons, which laid a solid foundation for the development of Company A. The natural gas sales plan for the year was 55 million cubic meters, and the actual sales were 60.97 million cubic meters. It was 30.49 million square meters more than the previous year's 30.48 million square meters, and the excess plan was 5.97 million cubic meters. With an annual planned capacity of 6,500 tons, the actual sales volume of liquefied gas replacement is 7,627 tons, an increase of 2,803 tons from 4,824 tons in the previous year, and an excess of 1,127 tons.

5. Conclusion

Through the implementation of marketing strategy optimization and innovation projects, Company A constantly recognizes the situation, updates concepts, reflects on the past, and chooses the future in the process of becoming stronger and bigger. Optimize marketing strategy, innovative thinking, continuously enrich marketing concepts, guide work with advanced concepts, and actively develop the gas market. In that year, gas sales achieved leapfrog development.

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