

Research on Marketing Planning of Small and Medium-Sized Enterprises in the Era of "Internet Plus"

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ABSTRACT

Against the background of the rapid development of "Internet +", big data and digital media era, Chinese small and medium-sized enterprises are confronted with various serious problems in terms of marketing concepts, methods and strategies, whether in the initial stage of the project or in the early and middle stage of attacking the market. In the face of fierce business competition, as to how can small and medium-sized enterprises breakthrough the bottleneck on their brand marketing, there are different methods of new marketing idea with rivals, in order to make the enterprise brand and product breakthrough a success in the market, which thus impact on the purchasing behavior. This article will draw Dongguan Jinwa Food Industry Co., Ltd. as an example to discuss and parse.

Keywords: small and medium-sized enterprises, brand marketing, marketing planning

I. INTRODUCTION

The core of the planning is to coincide with the enterprise's marketing objectives and to meet the consumer needs and desires. The enterprise's product design, planning services and creative channel sales promotion price, could easily realize the exchange of personal and organizational process. It could achieve brand promotion target, competitive enterprise profit and elaborate marketing tactics. [1]

Planning is the creative thinking to deal with a certain field and a certain problem in the marketing process. The soul of planning is creative thinking. The scientific nature of creative thinking determines the effectiveness of marketing planning. [2] All the plans made by enterprises in different industries, different development stages and with different strength are for the purpose of enhancing brand influence, making targeted profits and establishing competition barriers. On the basis of the understanding of the definition and classification of marketing planning, seven characteristics of marketing planning can be summarized, which are: forward-looking, scientific, innovative, time-effective, flexible, comprehensive and feasible. [3] For enterprises, actual combat planning must be realized through careful design, and can finally be implemented to the actual value. No matter how good the idea is, if it cannot achieve practical value, it is a failure of marketing planning. In order to help Chinese small and medium-sized enterprises to break through the bottleneck of their brand marketing, a set of integration of in-depth research, innovation and

creativity, marketing strategies and tactics of systematic and integrated marketing planning is essential.

II. THE STATUS QUO OF CHINA'S SMALL AND MEDIUM-SIZED ENTERPRISES IN MARKETING PLANNING

A. Lack of rigorous and systematic market research, undervaluation by enterprises, and blind marketing

From the perspective of marketing and development of enterprises, market research is a very important step for enterprises to attack the market or fight with competitors, and also plays an important supporting role for the formulation of marketing strategies and tactics. For marketing planning, it is necessary to have scientific, rigorous and in-depth market research. However, an in-depth look into the marketing development of small and medium-sized enterprises in China reveals that many enterprises do not pay much attention to market research, and researchers are often unable to conduct market research in a rigorous and systematic way in order to cope with market research. Under the effect of these adverse factors, the marketing planning ability of marketing personnel in small and medium-sized enterprises in China will be relatively deficient, which also restricts the market development and enterprise development to a large extent.

B. Lacking innovative thinking and marketing concepts, blindly imitating others, dealing with the symptoms rather than the root cause

Highly competitive domestic and foreign enterprises attach great importance to innovation in brand, product

marketing and other aspects. To a large extent, they can create markets and guide consumption. Many small and medium-sized enterprises in China are still based on the traditional marketing thinking to conduct the concepts of marketing planning design, to copy the strategy content, instead of carefully conceived to complete the plan. Therefore, many small and medium-sized enterprises encounter serious problems or strategic errors in brand marketing, resulting in irreversible results for enterprises.

C. Marketing planning personnel have uneven quality and ability and the planning methods are not scientific and systematic enough

After the investigation of many small and medium-sized enterprises in China, it is found that many of them have mixed staffs with different qualities and abilities. The simple planning method lacks scientificness and systematicness. Even blindly undertake the work beyond their capacity. All kinds of problems will also restrict the development of the enterprise, which unable to break through the brand marketing bottleneck and achieve the enterprise target profit.

III. ANALYSIS FROM MULTIPLE PERSPECTIVES: HOW DO SMALL AND MEDIUM-SIZED ENTERPRISES (JINWA FOOD) PLAN FOR ACTUAL COMBAT

With the rapid development of the Internet and the integration of the global economy, the market competition has become more and more fierce. Enterprises have more and more demands for marketing planning, and they pay more attention to the practical nature of marketing planning. The author based on Shenzhen double sword is using the marketing planning institutions "Jinwa pure plant extraction raise color jelly" as an example, in accordance with a variety of research methods of combination of market analysis perspectives, brand positioning and marketing strategies of three practical perspectives to conduct a comprehensive and deeply resolution, which could complete the marketing planning to provide useful reference and practical reference for Chinese small and medium-sized enterprises break through the bottleneck of brand marketing.

Dongguan Jinwa Food Industry Co., Ltd., which was founded in 1993, is a collection of scientific research, development, production, marketing in an integrated food enterprise, is the earliest and largest domestic two specializing in the production of jelly, pudding is one of the enterprises, but also the original jelly QB1432-2001, the industry standard and national current GB19883-2005 one of jelly standards drafting unit. Adhering to the twenty years of dedication and focus in the jelly industry, the company enjoys a high reputation and prestige in the industry, and has

increasingly grown into one of the few professional jelly production bases in China.

A. Analysis from the perspective of market analysis based on a combination of various research methods

As the first step of marketing planning, market analysis is also an extremely important step. Just like the doctor who diagnoses disease must take a precise and accurate measure and define the cause of the disease in order to treat the disease.

Data collection methods of domestic research industry can be divided into qualitative and quantitative methods. Qualitative questions of the investigation, research companies will generally use symposium and individual in-depth visit two ways to collect information. For quantitative survey, there are many ways of data collection, including face-to-face interview (including street visit and household visit), mail survey, telephone survey, online survey, etc. [4] For the research of jelly market, the combination of qualitative and quantitative methods is used to conduct market research. First, take a direct hit on the market for immersive experience, observation and analysis. Before the survey, the questions can be set as follows: If you are a consumer, how would you probably choose such products? Is it easy to spot where the product is placed on the shelf? Is this price acceptable to consumers? At the same time, I conducted a detailed observation of the shopping mode of consumers similar to myself. For example, how many people went to the terminal shopping of similar products in a selected time? Male and female? The old one? How many people bought it? How many people didn't buy it? How many did you buy? What do you do when you take the goods? Look at the product and so on, through the actual observation experience to do in-depth market research. Second, through the small consumer forum, the participants are about 10 people, the time is one and a half hours, and select the research question is "what is the best jelly product in everyone's mind?" And listen to your true answers to this question. Third, conduct online network research through microblog and WeChat, and set the question as 'what should the most perfect jelly product look like in everyone's mind?'. The responses were: safe and reliable, healthy, not fat, tasty, best to tender skin or younger. Through the above three ways of investigation, analysis, refining and summary, the final conclusion: what female foodies want most is the leisure jelly products that can beautify their appearance but also taste good and healthy.

Therefore, in the whole research and analysis process of market analysis, we should pay attention to the following aspects: first, before the market research, it is necessary to design the key questions about the research and carefully study whether each question can

get the corresponding available value information; second, in the process of carrying out market research, surveyors should avoid cursory research, and it is strictly prohibited to carry out false and impractical research for superficial work; third, market research planning can be straightforward analysis of the most direct core issues, which can save a lot of time and energy, at the same time to obtain a high value of data information; fourth, during the collection and induction of research data, data statistics must be conducted scientifically, and the research team members must be organized rigorously to discuss and analyze the data, and finally write the research report, and then conduct follow-up feedback.

B. Analyzing from the perspective of brand positioning strategy

Brand positioning strategy is a clear embodiment of the brand strategy orientation of the whole marketing planning scheme and plays a very important role in the whole planning process. Different brands have different consumer groups, so enterprises must position their own brands, be familiar with the realistic requirements of this group, and pay most attention to the place of products, so as to have a targeted, purpose-driven design of products in line with this group of consumption, and thus generate specific brands. [5] At the same time, based on the personalized needs of growing segment of the market for the development of numerous small and medium-sized enterprise to bring the infinite space, emphasis of brand strategy is to give the consumers choice of products when making a decision. The motivation and reason for consumers to buy products of an enterprise can be product positioning, selling point differentiation, region between the concept and brand slogan, which is very important in the content of brand strategic planning and design. [6]

Some scholars have pointed out that for enterprises, the highest level of marketing is not to build a huge marketing network, but to use brand symbols to spread the invisible marketing network to the public and deliver products to the hearts of consumers, so that consumers can identify with products when they choose to consume, and investors can only identify with enterprises when they choose to cooperate. [7] In numerous jelly brands, Strong, Qinqin and Labi Xiaoxin in the market occupy a certain share, but through comparison and analysis, market foundation of these products is not stable, because their products are almost the same. It is not the differences of the product or exclusive product selling points for the design of target population. Unique Selling Propositions (USP) refer to products that have unprecedented, Unique or distinctive characteristics. On the one hand, this feature is inherent in the product; on the other hand, it is the imagination and creativity of marketing planners to

"make something out of nothing". [8] Therefore, according to these problems, to find marketing opportunities for Jinwa, it is to make different special needs of new categories and target groups, beauty to raise colour jelly. This is what the most women want the most, because a large number of interview investigations involving that question "what makes the best jelly products in your heart?" get one answer that is "enhancing beauty." The core material in Jinwa's jelly products "carrageenan" and "konjac gum" are made up of deep-sea micro algae and alpine konjac plants such as extraction of essence, which are rich in dietary fiber and other vitamins, of low heat and can help digestion. That is to say, jelly contains of dietary fiber and vitamin itself has obvious function of enhance beauty. Therefore, the new golden baby jelly products, positioned in the nutritional beauty and beauty are based on certain internal logic and science. In terms of selling points, Dongguan Jinwa Food Industry Co., Ltd. planned to create the selling point of "low calories, high nutrition and easy digestion" as the main oral selling point of the product after repeated demonstration and according to the nutritional function and food characteristics of the core ingredients of the product. As for the selling points of product technology, based on technology and technical selling points, it is a more rational demand for quality background than ordinary product selling points. In planning, the concept of product classification can be applied to the icon, which is helpful for consumers to choose products at the terminal and influence consumers' purchasing decisions. Therefore, the technical selling point of the extraction is "marine microalgae and mountain konjac extraction, no use of gelatin, with no preservative-free jelly production system created, higher than the national standard of jelly". As for the concept of differentiation, consumers usually try their best to guide consumers through a specific symbol of differentiation when choosing products, so that consumers can perceive the quality and concept of products. After brainstorming, the concept of "pure plant extraction" is extracted as a concept of separation, and in terms of consumer perception, it means a healthy production process or technical standard. The symbol graphics of separation are also registered and protected accordingly, so as to avoid imitation and plagiarism by competitors.

In the refining and shaping of the brand slogan, it is necessary to create a new kind of healthy and nutritious jelly with the function of beauty and beauty. For women, nothing is more attractive than the direct appeal to make them more beautiful. Therefore, the slogan "pure plant jelly, the more you eat, the more beautiful you will be" was also refined to match the precise promotion of Jinwa brand. These two sentences have up and down the role of inspiration. That is to say, the jelly with only pure plant extraction can enhance beauty. There are differences, there are interests. For

product positioning, beauty jelly as a food is unable to appeal to the function and efficacy, so the words related to function and efficacy cannot appear in the enterprise's product packaging and promotional materials, which can only be fully expressed through the advertising slogan "the more you eat the more beautiful you will be". Such a reason naturally turns into a very unique selling point, becomes the reason and motivation of target consumers to buy products, and at the same time creates a difference with the products of their competitors.

C. Analysis from the perspective of practical marketing strategy

Marketing strategy is depth extension from the macro level to the micro level, within the overall framework of marketing strategy, a variety of marketing means for comprehensive consideration and overall optimization. A good marketing strategy also needs an effective marketing method and marketing platform, otherwise the function and effect of marketing strategy will not be mentioned. [9] Therefore, in the process of formulating marketing tactics, enterprises should design marketing strategies purposefully and rationally according to the different business environments of their industries and their advantages and disadvantages.

First of all, in terms of price strategy: the product price of Golden Baby jelly is higher than that of other brands such as Strong due to the unique raw materials and formula that endue the extraordinary nutritional function of jelly. That is to say, it is the first advanced product in the jelly industry, so as to set off the unique characteristics of Golden Baby jelly.

Secondly, in the aspect of channel strategy, it is necessary to strengthen the improvement and reconstruction in the aspect of channel, start from the two aspects of satisfying customer needs and economy, deeply study the existing and potential channel forms, break out of the shackles of single channel as far as possible, and effectively improve the market share and sales performance through integration. [10] Dongguan Jinwa Food Industry Co., Ltd. has been relying on the traditional distributor channel model without designing the overall marketing channel, which leads to lower and lower sales volume every year. Therefore, for the serious problems in the design of channel strategy, a comprehensive re-design of channel strategy was carried out, that is, the channel strategy policy of "seizing Beijing, Shanghai and Guangzhou, covering counties and cities" and "one city, three sets of teams". "Seizing Beijing, Shanghai and Guangzhou, covering counties and cities" refers to the fact that Golden Baby jelly products have a high positioning and are a breakthrough innovation in the jelly industry. Therefore, there is no doubt that the main position is in

the first-tier cities of Beijing, Shanghai and Guangzhou as well as provincial capitals. To win KA stores in these cities is the first point of Golden Baby jelly channel strategy. Secondly, in order to ensure a complete coverage of urban market and certain sales network density, there will be "a city, three sets of management" strategy and city channel layout, namely each choose professional channel dealers, such as professional KA distributors, dealers and traditional small and medium-sized supermarkets dealers, based on the different core competence of each, cultivate their professional channel, bridge is complementary to each other, and facilitate Dongguan Jinwa Food Industry Co., Ltd.'s sales network density.[11]

Thirdly, in terms of communication strategies: With the diversified development of marketing communication methods and channels, marketing master Kotler also proposed to pay attention to the integration and efficiency of marketing communication and increase the practical effect of marketing strategies while constantly enriching and innovating marketing communication means. [12] Jinwa jelly brand new positioning new jelly "nutrition", will also appeal to lock in brand communication supported by "pure plant extraction" of "functions" (consumers), but as a leisure food, too much emphasis on function may cause side effects, because, consumers would never put the hope of beauty enhancement in jelly, so the communication strategy is put forward by the Jinwa jelly "perceptual, rational echo", that is, the spread of points is sensitive, but it is the support of rational, such ability make floating in the air the spread of information, to sell out; secondly, the design of the whole integrated communication strategy is based on the communication principle of news public relations and event marketing, supplemented by traditional hard advertising, which also aims to reduce a large amount of capital and human resources expenditure. [13] First, in terms of advertising strategy: network advertising, point-of-sale advertising and building print advertising, supplemented by film advertising; focus on key areas and sample markets, supplemented by other markets; concentrated time for intensive communication, other holiday promotion time as a supplement. I planned four series of advertising themes: "I'm a foodie, so I'm pickier"; "I'm a foodie, so I'm more fastidious"; "I'm a foodie, so I'm more serious"; and "I'm a foodie, so I'm more beautiful". Series of ads will present three types of beauty as the main image, staged release; the theme of the poster and the AD of Yilabao are: "General mobilization of people: I want pure plant extraction". The second series of ads are "Love Me, Send Me Pure Jell-o"; "I'm sorry, I'm in Love with Pure Jell-o"; "Do You Love a Jelly Girl?" The series was launched online, on buses, in office buildings and on campus media ahead of Chinese Valentine's Day. Second, in terms of film and television advertising, a controversial

advertising film is shot with jell-o as the core to promote, which is mainly used for release on the official website and the Internet, and also suitable for broadcast and dissemination on regional TV stations. Third, in the news public relations: the benefits of the news public relations is that enterprise can make use of the power of the news media, through an objective news event, the temptation to media to the spontaneous spread, and the transmission of the news media sometimes get much better positive effect than enterprises' hard advertising in the media. Therefore, it is necessary to intensify propaganda, widen the channel of the new media. [14] Jinwa Food is the first jelly with "pure plant extraction" and "production and technology" and safety news worthy of the news media to explore. It is planned to have a special discussion at the national investment promotion conference and release news announcements. Fourthly, in the aspect of event marketing, by using or creating events that can quickly attract the attention of consumers, it firmly grabs the attention of the public, eliminates the interference of a lot of junk information, and improves the effectiveness of communication. [15] Specifically planned event marketing activities include network selection contest activities of "General Mobilization of Food — My Favorite Food" and "General Mobilization of Food — Looking for the Most Beautiful Food". Through the vast number of netizens interaction, the top 10 beautiful food will be selected in the "Food General Mobilization — My Favorite Food" activity; and in the "General Mobilization of Foodie — the Most Beautiful Foodie", online selection will be conducted through the same network interaction to select the 10 most powerful but most beautiful foodies. The two activities, "General Mobilization of Food — My Favorite Food" and "General Mobilization of Food — the Most Beautiful Food", can be held simultaneously or in stages. They can be exclusively planned and held by Jinwa, or jointly organized by relevant enterprises, websites and news media in the food industry.

Fourth, in terms of Promotion strategies: high cost performance of products requires promotion to realize customers' cognition. The more successful the promotion strategy is, the higher the product cost performance will be perceived by customers. Otherwise, there will be "A Good Wine Is Afraid of a Deep Alley". [16] At the beginning of the launch of new products, as Golden Baby jelly is a brand new brand and its popularity is zero, how to quickly let consumers accept the nutrition of Golden Baby jelly new jelly and attract foodies in the first time? Opinion leaders who can accept new things most quickly are the top priority. Therefore, a number of promotional activities have been designed for these beautiful foodies: first, "It's Up to Me Whether They Taste Good or Not — Jelly Tasting Action"; second, "May 4th Youth Day, Foodies in Action"; third, award-winning

quiz about jelly knowledge like "What Is the Best Jelly Made Of?"; and fourth, "Buy Jello, Get Apples for Free."

IV. CONCLUSION

Enterprises cannot do without marketing, marketing cannot do without planning, and planning cannot do without actual combat. In the face of economic globalization and fierce market competition in the market industry, how to break through the bottleneck of brand marketing and develop steadily for a long time is the most core issue for Chinese small and medium-sized enterprises. In the marketing planning process, it is necessary to use scientific and systematic methods and creative thinking, on the depth of the market marketing environment analysis, combination and optimization of resources, through creativity, strategic strategy combinations to make innovations has practical value in marketing planning. Such ability can be an advantage to the modern enterprises in the competition superiority, which is conducive to enterprise brand promotion and profit.

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