



Research on the Marketing Management Strategy of Company A Based on Big Data Analysis

YiLin Shao^(✉)

School of VPA, Syracuse University, New York 13244, USA
1764200070@e.gzh.edu.cn

Abstract. Marketing management refers to the analysis, design, implementation and control of marketing solutions to establish, develop and improve exchange relationships with target customers in order to achieve business objectives. Marketing management is a dynamic and systematic management process in which a company plans and implements marketing concepts, develops a marketing mix and creates exchange opportunities to meet the needs of target customers and the interests of the company. Based on this, this paper analyses the marketing strategies adopted and the results achieved at this stage through the study of Company A's project in seven areas: product, price, channel, promotion, personnel, transportation and physical display. The results show that although the project has taken many measures in terms of marketing strategies and has achieved certain results, problems still exist. Using the marketing management environment of Company A's project as an argument, the analysis indicates that the external environment faced by Company A's project is relatively good and that this advantage provides a wide scope for its development. The study aims to promote the diversification of marketing management strategies and to contribute new ideas for subsequent research.

Keywords: Marketing strategy · business management · market situation · consumer needs

1 Introduction

Changes in the rules of the real estate market have put forward higher requirements for the operation of AB real estate, and the competition between real estate companies is no longer only the competition of technology and capital, but also the competition on marketing [7]. The development of marketing helps real estate enterprises to operate in a healthy and sustainable way. If real estate companies want to gain advantages in the fierce competition, they must improve the core competitiveness of the market, which is not only reflected in the attractiveness of market products to customers, but also in the competition with other enterprises [1]. The study of real estate marketing strategy is of great significance to improve the comprehensive strength of Company A.

The study of real estate marketing strategy can enhance A company's project development confidence and sales level. In recent years, there are numerous real estate developers and housing enterprises of all sizes around China [2], and there are many iterations of development models, business models and marketing strategies, and the competition among real estate enterprises is more intense compared to other industries and products [5]. The study of marketing strategies can enable real estate enterprises to more comprehensively understand and clearly position themselves, so that the company can target the development of products that meet the needs of consumers, and gain better operating income while providing better products and services, and also achieve corporate branding and brand building in the process of this virtuous cycle, while better promoting the iteration and development of the entire industry.

The study of real estate marketing strategy will also enable Company A's project to come up with the appropriate direction of work and internal control guidance in response to market dynamics [4]. The study of real estate marketing strategy enables real estate companies to keep abreast of market conditions, changes in consumer demand, as well as the macro context of the real estate market in terms of supply and demand and the status of competitors, providing a good basis for operational decisions and making dynamic adjustments according to the actual situation [3].

2 Current Status of Research

2.1 Company A Overview

Company A was born in 2016 and was established based on the Group's investment layout at home and abroad and the need to establish a brand matrix, and the fact that Yunnan Province has more favorable development conditions and development bases for brand real estate enterprises in terms of policies, land prices, development conditions and market space compared to the more competitive markets in the real estate industry such as North, Guangzhou and Shenzhen, which is one of the reasons why brand real estate enterprises have chosen to enter Yunnan Province in the past five years. Company A was established to manage the construction, marketing and production process of real estate projects in Yunnan Province.

2.2 Business Overview of Company A

From January to June 2020, the Group's total property contracted area was 997,000 m², amounting to RMB 33.7 billion [6], and the total average price was RMB 34,000 per m². Figure 1 shows the Group's contracted sales in the first half of 2020. In terms of sub-districts, the contracted amount in the Yangtze River Delta region was RMB10.41 billion, the contracted amount in the three core cities was RMB29.19 billion, and the approximate gold in the Beijing-Tianjin-Hebei region was RMB17.64 billion.

2.2.1 Financial Situation

The company's debt ratio was approximately 78% in the first half of 2020, an increase of 1% point compared to last year. Most of it is bank loans (Table 1).

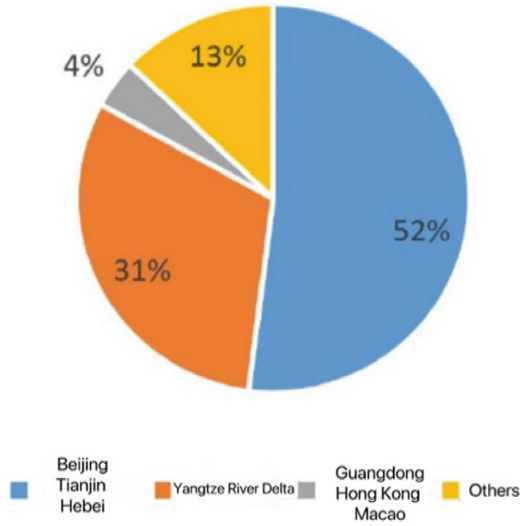


Fig. 1. Regional share of contracted sales distribution of group companies

Table 1. Liabilities of the company.

Projects	2020	2019
liabilities	156934840	143228212
Total Assets	202408431	185269318
Gearing ratio	78%	77%

2.2.2 Human Resources Situation

In the first half of 2020, there were 300 employees under Company A, with an average age of 33 years old, of which 12.7% had a master’s degree or above and 78% had a bachelor’s degree, while 15.7% of the employees had middle and senior titles. Under the negative impact of the New Crown epidemic, Company A has implemented a new management strategy, strengthened its foundation, optimized its industrial structure and layout, actively sought changes, and maintained a healthy development overall.

2.2.3 Brand Situation

In terms of branding, Company A always insists on meeting people’s needs for a better life as its top priority, continues to innovate in its products and services, and constantly incorporates new ideas so that its products can keep pace with the times, ultimately forming a new ecology of rich, innovative and valuable properties [8]. Under this philosophy, shareholders, customers and employees grow together and enjoy the value brought by AB Real Estate together.

2.3 Business Overview of Company A

2.3.1 Project Location

Company A's project site is located in the Wujiaba area of Kunming City, the former core area of Kunming Airport, and the "Xianghua North Station" of the planned Metro Line 8 is located in the project site; it is only 5.5 km away from the old city of Kunming, about 5 km away from Dianchi, and about 23.6 km away from Changshui Airport. The project has a construction area of 168,828 m², an area of 29984 m², a greening rate of 37%, 1004 planned households and 1200 parking spaces.

2.3.2 Project Marketing Methods

Product marketing. Price marketing. Marketing channels. Promotion channels.

3 A Study of Marketing Management Strategies for Company A'S Projects

3.1 Questionnaire Design and Distribution

3.1.1 The Purpose of the Survey

Different people will have different needs for purchasing properties, and enterprises should take into account their own interests and those of their customers when formulating marketing strategies, in order to provide customers with better services and more cost-effective products, as well as to protect their own interests. Therefore, it is crucial to precisely locate consumer groups and develop marketing strategies that meet consumer needs and corporate development. Based on this, this paper uses a questionnaire survey to investigate the consumers of Company A's project, in order to obtain the potential needs of consumers.

3.1.2 Questionnaire Content Design

Through a lot of literature reading and analysis, combined with the 7Ps theory and other relevant authoritative questionnaires, the questionnaire was prepared for the marketing of Company A's project, mainly to investigate the current situation and problems in the marketing process of Company A's project in the seven dimensions of product, price, channel, promotion, people, process and physical display.

3.1.3 Questionnaire Distribution

This survey is mainly for the people who have asked and consumed in Company A's project, and 228 consumers were selected for the questionnaire survey in order to ensure that the data is real and valid and can address the purpose of this study (survey period from March 2019 to May 2019).

3.2 Survey Results of Marketing Issues of Company A’S Project

3.2.1 Product Dimension

The product dimension sets the questions on family members, existing house form, the use of the house, the area of all houses, delivery standard requirements, and the most concerned functional areas. The purpose of setting the above questions is to understand the customer’s satisfaction with the product design from the perspective of customer needs (Fig. 2 and Table 2).

After the research, we can see that 22% of the customers are families with three members, 35% of the customers plan to have two children or already have two children, and 32% of the customers have three generations together. The above data corresponds to the customers’ choice of house type, 61% of the customers want to buy four rooms or more than four rooms. Among the delivery standards, 85% of the customers want to be delivered with finishes, which can save their time and energy, and the overall psychological expectation of buying houses will be improved.



Fig. 2. Area Location Map

Table 2. Family members of customers of Company A’s project

Respondents	Number	Percentage	
Family members	1	3	1.43%
	2	5	2.83%
	3	47	25.33%
	4	74	34.89%
	≥5	64	30.66%
	≥9	15	7.8%

3.2.2 Price Dimension

The price dimension set the annual household income, the purpose of home ownership, the price perception of Company A's a project products and the shortcomings of the project, in order to observe the purchasing power of customers, the demand point of home purchase and the intuitive feeling of the price. After the research, it was found that the annual income of customers' families was concentrated in the range of 300,000–600,000 RMB, while 38% of customers thought the price of the project was too expensive and 29% thought it was a bit expensive (Figs. 3 and 4).

3.2.3 Channels

From the research on the information acquisition channels of the project, 56% of the customers come from outdoor advertising, 17% from the attractiveness of the marketing center facade packaging, and only 9% of the customers know the project information from the network channel, which shows that the outdoor advertising has played a certain effect, but the network channel is still lacking.

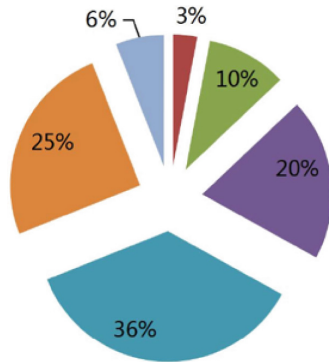


Fig. 3. Demand for housing units by customers of Company A's project

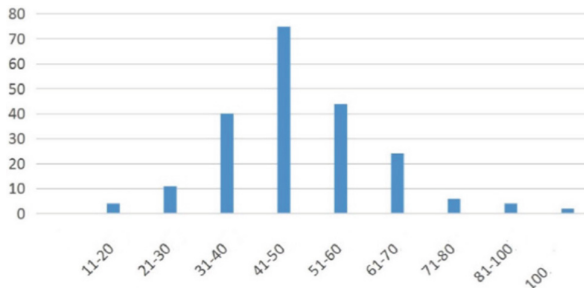


Fig. 4. Annual household income of customers of Company A's project (Unit: million)

3.2.4 Promotion Channels

Promotion channels, the survey of customers' perception of sales policy, 53% of customers think that the current sales policy is not very attractive to them, compared to the current sales policy, the same location of the project products and supporting factors are the first factor that customers will consider.

3.2.5 Personnel Service

Personnel service, set two questions whether the property consultant has taken customers to understand the complete product information and the service attitude of the staff, the first question, in addition to the overall service process research, also hope to obtain from customers the time each sales staff with customers, and whether to provide customers with complete information, while the service attitude of the staff, more than 50% of customers think The performance of the sales staff in terms of professional ability and service level is average (Fig. 5).

3.2.6 Service Process

The service process is mainly through the customer complete understanding of product information, in accordance with the specified sales line and sales talk to visit the brand pavilion, sand table area, model room and work method pavilion, the actual research situation is that 50% of the customers are visiting on their own or know there are these functional areas but did not visit.

3.2.7 Image Display

In terms of tangible display, it is known that 17% of the customers were attracted by the external enclosure of the marketing center and the overall building design, which means that this part of the display is attractive to customers but the company is not in place. After visiting the complete line, 78% of the customers could get the project information and product value points.

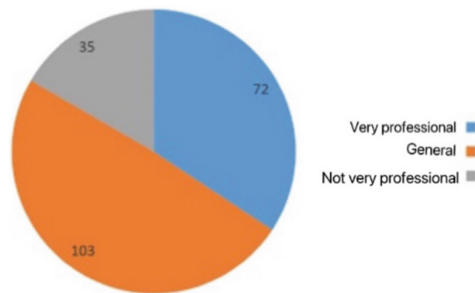


Fig. 5. Service professionalism of sales staff in Company A

4 Analysis of the Problems and Causes of the Marketing Strategy of Company A'S Projects

4.1 Problems with the Marketing Strategy of Company A'S Project

The study shows that Company A has made good achievements in brand building and product marketing in recent years, but its product marketing strategy still has many problems, leading to the company's profit decline in recent years, and there is still a certain gap with the competition in the industry. This is reflected in the following aspects: unreasonable product positioning, price setting is not competitive, passive single marketing channel.

Strategy 1: Know yourself and your enemy, and you will never be in danger in a hundred battles. To fight against your competitors, knowing yourself and your enemy is the key in order to formulate an offensive strategy and not fight an unprepared battle. The system collects information on competitors, analyzes the strengths and weaknesses of competitors, and finds the weak links of opponents to attack. Get as much information about your competitors as possible. The establishment and implementation of the competition information system should meet two principles: practical and effective.

Strategy 2: Avoid the real and attack the weakness. When confronting with competitors, choose the weak link of the opponent's weak market to attack. Don't choose the competitor's strength to have a head-on confrontation with the competitor. , the cost of controlling the offense in a competitor is often several times higher than that of offense or defense in other markets, so it is not appropriate to confront each other head-on, but to formulate market strategies for the weak links of competitors, avoid their edge, and take advantage of the situation. , while improving resource efficiency, while effectively attacking opponents.

Strategy 3: Quick attack, preemptive attack, there is a saying in the art of war: "Preemptive attack, then attack on others". Whether it is the selling point of the product, media resources, or channels and terminals, it must be the first to preempt others in order to overwhelm competitors with momentum.

Strategy 4: Use the strong to attack the weak and concentrate the attack. The art of war often says to concentrate superior forces and defeat them individually. There have been countless successful battles in history. This is the case with the art of war, and the same is true in commercial warfare. It is necessary to choose a concentrated attack strategy in a market controlled by competitors.

Strategy 5: Grab position marketing, do what you can, and pay attention to the principle of doing what you can in combat, and the same is true for marketing attacks. The reason to do what you can is to make the advantage eventually turn into a winning situation.

4.2 Inaccurate Product Positioning and Inappropriate Publicity

4.2.1 Inaccurate Product Positioning, Ignoring the Middle and Low-End Market

After the field research, Zhonghai Huanyu World first explored the small area products of 90–100 m² in the area, which filled the gap of the area market and effectively lowered the threshold of the area and the project's prospective entrance. The average transaction

price of this product is relatively high, and the main focus of conversion is still on the improvement products of 110–150 m², which provides a favorable guarantee for the project's conversion by controlling the product area and total price segment [9], and at the same time, it takes the lead in laying out the small area products to realize different competition and favorable expand the project's customer base.

4.2.2 Product Highlights Are Not Fully Conducted

The products and services of Company A's project that are more differentiated than those of its competitors are not transmitted to consumers in an effective manner.

For small and medium-sized enterprises, their product development and product innovation capabilities are very weak. Therefore, if the brand positioning of small and medium-sized enterprises starts from product ingredients, efficacy, technology, etc., it is often difficult to find differentiation. We can start with emotions. People have seven emotions and six desires. In addition to "joy, anger, sadness, and joy", there are also mourning, second, funny, warm, etc. Disney seized the emotion of "joy", and mourning tea started from "Those who start with the emotion of "death" have no differentiation in the product itself." The brand tone of Tai'er Pickled Cabbage Fish is also widely praised, while some women's life brands like to start with the emotion of "warm", such as the brown sugar ginger tea brand.

4.2.3 Suggestions on Later Marketing Management Strategies

Market environment analysis: the main purpose of market environment analysis is to understand the potential market and sales volume of products, as well as the product information of competitors. Only by mastering the market demand can we have a definite aim, reduce mistakes and minimize the risk.

Consumer psychological analysis: only after mastering the reasons and purposes for consumers to buy products, can we formulate targeted marketing ideas. Marketing is mostly consumer oriented, and products are formulated according to the needs of consumers, but this is not enough. The analysis of consumption ability and consumption environment can make the whole marketing activities successful.

Product advantage analysis: the product advantage analysis here includes this product analysis and competitive product analysis. Only when we know ourselves and the enemy can we be invincible.

Selection of marketing mode and platform: the selection of marketing mode and platform should not only be based on the enterprise's own situation and strategy, but also take into account the preferences of the target group.

5 Conclusion

Marketing management is the analysis, planning, implementation and control of design projects in order to establish and maintain mutually beneficial exchange relationships with target markets in order to achieve corporate or organisational objectives. The essence of marketing management is demand management, i.e. the effective mediation of the level, timing and nature of demand. Therefore, the research in this paper will enable

similar enterprises to pre-set an expected level of market demand in their marketing management practices, which will require enterprise marketing managers to take different marketing management countermeasures for different demand situations, and thus effectively meet market demand and ensure the achievement of enterprise objectives.

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