



# Research and analysis on the optimization of marketing strategies based on new market demands in the era of big data

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**Abstract.** With the advent of the era of big data, modern information technology has been widely used in all walks of life, further promoting the rapid development of China's market economy. For marketing, in the context of the era of big data not only ushered in a new opportunity, but also brought certain challenges, marketing in the optimization of the strategy, cost, but also make information security and other issues were revealed. Therefore, this paper combines some of the author's personal understanding of the opportunities and challenges of marketing in the era of big data. In the changing market environment, under the same product and price conditions, customers choose to buy products often look at the quality of service, so many manufacturing companies are able to create product advantages and customer satisfaction through service marketing and win competition through service strategies. In optimising its spare parts marketing strategy, Company S uses the service marketing concept, combined with the theory of "servitization" of manufacturing companies, to carry out customer value enhancement.

**Keywords:** Big data; Market demand; Marketing; Marketing Strategy

## 1 Introduction

This paper analyses the current situation and problems of spare parts product marketing in Company S [1]. Chapter 4 designs a questionnaire based on the constituent factors of customer value enhancement, and through the scoring results of the Customer Satisfaction Questionnaire, quantitative analysis summarises the content of customer value that needs to be focused on optimising in Company S's spare parts product marketing strategy. When discussing the relevant optimisation strategy, the spare parts department of company S made every effort to optimise the strategy in the light of the current environment and the resources available to the company in the face of the issues raised by the customer [2]. However, as Company S is a wholly-owned subsidiary of Group S in China, it needs to comply with the Group's business ethics and internal control requirements, and cannot guarantee that all problems raised by customers can be optimally solved within a short period of time, and some problems are even caused by the

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confidentiality of the company's technical property rights, which cannot be solved at all [3]. Guided by this approach, S combines the company's existing resources, maximises the company's technical strengths and is dedicated to enhancing customer value through strategic optimisation. This text is based on the premise of the previous sales model, and the sales strategy has been optimised and modified to increase the turnover of the company [4].

## **2 Price Strategy**

### **2.1 New spare parts marketing policy for different products**

The prices of S's spare parts are set by the European head office based on the cost of raw materials, international exchange rates, annual sales volumes and the company's operating costs, and must be sold at the original price when sold to customers [5].

### **2.2 Selecting domestic spare parts suppliers to reduce spare parts costs and optimise sales prices**

S's spare parts products are not competitively priced compared to domestic spare parts. The reason for this is that S's products are imported and the cost of labour, raw materials and air freight in Europe makes the price of S's spare parts uncompetitive [6].

### **2.3 Adding value to spare parts products**

(1) S spare parts products from the previous customer to bear the product freight, optimize the S company is responsible for free shipping, distribution logistics choose SF, across, China Post. For small shipments (up to 20kg) with high requirements for timeliness (same day or next day delivery), choose SF Express; for large shipments (over 30kg and large in size) with relaxed requirements for timeliness (3-5 days delivery), choose Cross Logistics; invoices are sent by China Post [7].

The prices of the products include courier charges to optimise the delivery service and to increase customer satisfaction.

(2) The added value of S's spare parts products is also reflected in the professional and efficient after-sales service. Customers who purchase spare parts from S are entitled to free online installation guidance and trouble shooting. Customers with an annual purchase volume of 100,000 or more can apply for a free machine maintenance service for a maximum of 3 days [8].

(3) With the exception of electrical products, which do not have a warranty period, spare parts from S can be replaced free of charge by contacting the spare parts sales assistant if a problem arises during the warranty period [9] [10].

### 3 Channel Strategy

#### 3.1 Optimising the sales model and strengthening the sales force

##### (1) Development of new agents

There is only one spare parts agent for S in Shaoxing, other customers needing to buy S products need to contact S directly. The inflexible payment method and financial rules led many customers to abandon their cooperation. The agent model will solve these problems arising from the Chinese context, so developing agents is a way for S to optimise its sales channels. However, when choosing an agent, you must be careful and, more importantly, provide them with the necessary training to improve their professionalism and be able to better promote S Company's products and services.

##### (2) Strengthened sales force, full marketing and active marketing of spare parts products marketing model

Sales assistants and sales managers are often unable to respond to technical problems raised by customers in the spare parts sales process due to a lack of professionalism. While selling the machines, the machine sales staff promptly disseminate the new spare parts marketing plan, and if the customer agrees with this plan, the agreement is signed and passed back to the spare parts department. The spare parts department is responsible for following up on the purchase, delivery and stocking of spare parts. The spare parts after-sales engineer can take the initiative to ask about the use of spare parts when carrying out machine maintenance work at the customer's site, and for some commonly used parts, advise the customer to always keep them in stock. The customer's recognition of the professionalism of the after-sales engineer will make it easier to accept the engineer's advice on the purchase of spare parts. As show in figure 1.

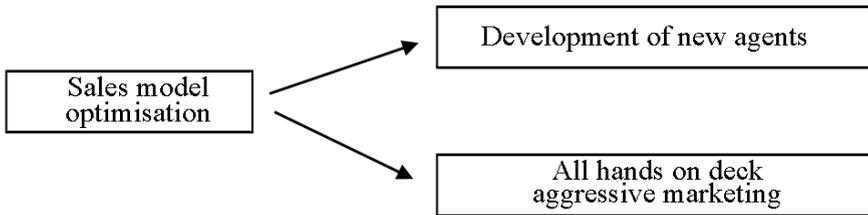


Fig. 1. Optimisation of the sales model

#### 3.2 Optimising the way customers buy

However, as some textile factories do not have fax machines, it is particularly inconvenient to send emails from the workshop to the office. The customer would like to be able to communicate with each other by means of WeChat, so that if they have any spare parts needs, they can send them directly to WeChat. After understanding the real needs of the customer, Company S communicates with the spare parts sales assistant in the hope that the employee will cooperate with the customer, but because it involves the use of a personal number and personal traffic, the company will give the employee an additional allowance on top of his salary by way of a phone bill allowance. As show in figure 2.

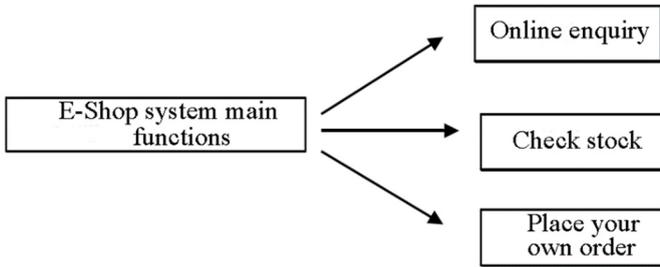


Fig. 2. E-Shop system

## 4 Service Strategy

### 4.1 Introduction of business management software to improve the spare parts sales process and customer complaint handling process

- (1) Introduction of the new SAP system for business management
- (2) Improve the sales process and ordering process for spare parts
- (3) Improve customer complaint handling process

### 4.2 Redecorating the showroom to present a professional and sophisticated corporate image

Although S's spare parts sales service does not require direct customer participation on site, with the implementation of S's spare parts marketing strategy of full staff marketing, many customers from OEMs will come to the company for a visit accompanied by the whole machine sales staff. Originally, only complete machine products were displayed in the company's showroom, and there were no spare parts products.

### 4.3 Manage sales force and develop excellent sales staff and spare parts sales assistants

The implementation of a service marketing strategy for spare parts products requires staff with good communication skills and a service attitude. Sales staff face customers directly and are expected to have sales skills and a sense of service. The spare parts sales assistant is responsible for the purchase of spare parts for the customer and should have problem-solving skills and a professional service ethos, and be patient in the face of customer problems rather than presenting impatience.

## 5 Conclusion

Company S is a wholly owned subsidiary of Group S in China. According to the principle of technical confidentiality of the European headquarter, S Company is not responsible for the development and production of the products, but only for the assembly

and sales of the products. If customers need to customize spare parts for use in special environments (e.g. low or high temperatures), which involves changes in product performance and technical parameters, they need to communicate with the R&D department in Europe, which often results in the inability to satisfy the customer's customization requirements due to high R&D and sales costs, or the customer's inability to accept a customized product with an excessively high price. For the regular product functionality issues mentioned by customers, such as product quality and appearance, Company S will follow the customer complaint process. In this marketing strategy study, this paper will not discuss product functionality issues in detail. This paper discusses in detail the development and current status of the group of companies, and looks forward to the development and exploration on the basis of the original study. It lays the research foundation and analytical basis for later new research.

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