

Research on enterprise marketing strategic innovation

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Abstract. In order to improve core advantage position of the enterprise, it is necessary to start with marketing strategy to work out rational and scientific market positioning strategy, excavate potential market demand to the largest extent and better meet consumers' diversified and individual needs. So, this paper will analyze enterprise marketing environment, point out various problems in enterprise marketing strategy under such environment and the necessity of enterprise marketing strategic innovation and proposes corresponding innovation approaches to make enterprises improve their core competitiveness through effective marketing resource integration.

Introduction

The establishment and development of market economic system make Chinese economy gain rapid development, but meanwhile bring more complex market environment to enterprises which are faced with very heavy market pressure. To boost market competitiveness of enterprises, they should work out scientific, rational and feasible marketing strategy according to their respective development situations. This is because marketing strategy is important foundation in marketing work. However, enterprises need to make scientific predictions and accurate judgments according to enterprise development prospect when formulating marketing strategy, or else, marketing strategy may fail. Enterprise marketing strategy should be based on the interest of customers or consumers, adjust marketing idea according to actual transaction situation and consumer demand to realize continuous innovation of marketing strategy. In fact, the core of enterprise marketing strategy lies in continuous innovation. It is an important guarantee for enterprises to achieve continuous, healthy and stable development as well as the historical mission and social responsibility for enterprises to adapt the development in new period. Enterprises should open up wider development space through relationship marketing and green marketing so as to further improve competitive advantage in market, meet potential consumer demand to the largest extent, detail product positioning objective and really enhance innovation mechanism and driving force of enterprise marketing strategy.

Analysis of enterprise marketing environment

Current era is an era of knowledge-driven economy. People's material needs and spiritual needs greatly change. To do marketing well, modern enterprises should know and analyze people's actual needs in a timely and careful manner and work out rational marketing strategy. So, changes in enterprises marketing environment is stated as follows:

(1) Economic mode and development have outstanding changes. Currently, economic development mode tends to marketization with economic development and growth. It can better meet people's diversified needs. Besides, as modern science and technology improve and develop, worldwide market also prevents integral development trend. This makes market development become increasingly international. Various new marketing modes also enter people's life, such as network marketing and e-commerce.

(2) Intellectual property develops in a more standard way. Since current era is the era of knowledge-driven economy, people pay more attention to the importance and necessity of intellectual property. In addition, network marketing mode makes people attach more importance to intellectual property, for safety problem is faced during archiving more convenient networking marketing. So, to cater to fundamental reform of marketing channel, enterprise marketing strategy must respect intellectual property and drive it to the way of standard development so as to protect

intellectual property and realize enterprise value maximization.

(3) Fully utilize human resource and high and new technology. As science and technology develop, enterprise human resource is continuously enriched and further drives optimal integration of other various resources. This accumulates large quantities of intellectual capital for enterprise production and development and lays a good human resource foundation. Moreover, the development of modern science and technology promotes progress and development of high technology industry and service industry. Thus, enterprise market structure is continuously adjusted. In particular, enterprises need to develop some techniques and knowledge-intensive industries.

Problems of existing marketing strategy

As market economic environment faced by Chinese enterprises changes, existing marketing strategy has many shortcomings and problems as follows:

(1) Marketing means are not scientific and advanced enough. As global economic integration development trend accelerates, existing marketing means cannot adapt modern development trend, which seriously restricts enterprises to gain more timely and reliable marketing information and cannot provide effective marketing operation decision for enterprises. Thus, enterprise development is faced with more unstable factors. This is to the disadvantage of enterprises to do their marketing work well.

(2) Marketing service system is not sound enough. Under current era background, consumers have more diversified and individual consumption needs. They need more individual marketing services, while consumer satisfaction directly influences enterprise products sales. But, Chinese enterprises still lack perfect and sound marketing service system. In many cases, they do not start from consumers' interest and even fail in basic after-sales services. They do not really incorporate consumers in marketing strategic system. Thus, consumer satisfaction is seriously affected. This gives rise to bad effects on continuous and healthy development of enterprises.

(3) Enterprise managers lack modern marketing idea. Many enterprise managers in China have no sufficiency cognition and understanding of modern marketing idea. They still get used to traditional marketing experience and marketing idea. Some leaders even do not approve or accept modern marketing idea. For these enterprise managers, it is difficult to improve marketing idea in a short term, for marketing system is a complex system. It is necessary to integrate much complex work and many resources. This brings large difficulties for enterprise leaders and managers.

Specific approaches for enterprise marketing strategic innovation

After China smoothly entered WTO, market competitions faced by Chinese enterprises extend to foreign countries from China. Thus, Chinese enterprises are faced with heavier pressure in marketing activities. Under such international and domestic marketing environment, Chinese enterprises must boost their market competitiveness through enhancing their marketing strategy. How to innovate for marketing strategy? The specific approaches are as follows:

(1) Excavate potential market demand through establishing enterprise brand. Enterprise marketing activities are carried out under certain marketing environment. So, market environment changes will certainly impose certain influences on marketing activities. Enterprises should formulate and implement scientific marketing positioning strategy and then formulate product strategy and pricing strategy on this basis. In fact, market competition in current world is especially fierce. To gain high market competitiveness, enterprises should adopt multiple ways to excavate potential market demand, strive to establish product brand and make their product quality, sales and after-sale services gain social approval and acceptance. Therefore, enterprises should start from consumer demand, regard consumers as core orientation to work out marketing strategy, make enterprise product and bring certain sense of belonging for consumers, continuously open up, innovate and keep progress while providing consumers with safer and more convenient products. Thus, enterprises should be able to formulate the marketing strategy catering to consumer demand, make enterprises win more market competition, improve their adaptability, continuously update

marketing concept, innovate for marketing mode and method, make the enterprise brand bog and strong trough proving consumers with products, deeply know consumers' psychological situations, and improve sense of belonging of product brand so as to excavate maximized market potential and guide consumers to establish novel and healthy consumption idea and consumption mode on the basis of reform and innovation of marketing concept.

(2) Establish marketing concept through re-dividing the market. Enterprise survival and development under market economic mechanism is related to marketing to a large extent. It can help enterprises better win a dominant position in market competition. This requires enterprises establishing a challenging and exciting marketing incentive mechanism in fierce market competitions on the basis of traditional marketing mode and modern marketing, guiding marketing personnel to be closely connected with collective development and regard enterprise vitality as their responsibility and obligation. In fact, current world is a much diversified market with very great demand. Enterprise marketing strategy should regard achieving human sustainable development as the ultimate aim. Thus, enterprises need to perform certain social responsibilities according to practical requirements of social development. In this way, enterprise competition is not just simple product competition, but also includes additional benefit competition. Enterprises should prepare clearer and more detailed marketing objective according to different strategic demands so that consumers can better approve enterprise products and re-affirm product value. Consumers can gain more value through products. So, suitable marketing strategy can indeed bring overall marketing advantage for enterprises. Consumers can continuously display their new consumption demands in purchasing and using process. Gradually, their consumption loyalty index can improve. Enterprises can update the relationship with consumers and improve product level through innovating for marketing strategy. Scientific marketing mode can be used to better cater to market development changes and demands, improve social value of enterprises, continuously innovate and establish brands.

(3) Maximize enterprise market value through marketing resource integration. Enterprise marketing work should be supported by overall strategic decision-making and regard enterprise products or services as main carrier to gain maximized marketing value with the lowest cost as far as possible. In this way, enterprise products can meet consumer demand in development and sales process and product market satisfaction can improve. Actually, consumer demands in current world change continuously. Their consumption demands become increasingly diversified and individual. This gives rise to larger and larger challenges to marketing work. To gain good competitive edge, enterprises should strive to guide consumers to establish brand awareness, develop preponderant marketing strategy, make efforts to realize brand innovation, carefully analyze enterprise marketing environment, complete marketing mix. Integrate marketing means and take more standard and scientific market-oriented marketing channels and means, establish sales organization system, market information system and target management system, give full play to whole marketing ability and deeply display enterprise product brand. This requires clearly establishing modern marketing concept with market and consumers as the core and generalizing consumer satisfaction project so as to recombine and integrate marketing resources and achieve market advantage appreciation. Furthermore, enterprise marketing strategic innovation also should improve promotion activity specialty, further expand enterprise marketing objective and really become market-centered and consumer-oriented, coordinate with various relations, reduce enterprise marketing cost, gain maximized economic benefit, and establish a 3D marketing system through transforming marketing mode. Marketing strategy should be carried out according to consumers' psychology and behavior. In this way, enterprises can adapt demand of buyer's market, timely adjust marketing strategy according to dynamic market changes, emphasize cultural connotation of enterprise products, innovate for products and better meet actual market demand.

Conclusions

In one word, under current era background, Chinese enterprises should innovate for marketing strategy as soon as possible to practically improve market competitiveness and gain sufficient

advantage and driving force for development in fierce market competitions. Chinese enterprises should actively carry out marketing innovation, continuously innovate for marketing management technology, and adjust marketing mode anytime so as to conform to market development trend, master product direction. Under more detailed market objectives, enterprises should establish brand-new marketing idea, i.e. excavate consumers' potential demand to establish belonging sense of products. Small and medium enterprises should take the way of combined development, introduce advanced technical equipment to improve operation efficiency, formulate and perfect enterprise standards to standardize marketing behaviors. In this way, enterprises can really change marketing mode, establish a 3D marketing system with brand-new marketing strategy, boost competitive edge in the market and gain good marketing effects.

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