

Innovation and Practice of Marketing Methods under the New Situation

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Abstract. In the 21st century, Chinese enterprises shall take the road of innovation firmly in terms of marketing facing the new situation of development, and marketing innovation includes innovative concepts and methods. All enterprises shall change marketing concepts, adhere to concepts of green marketing, knowledge marketing and emotion marketing etc, choose flexible marketing methods, and achieve innovative development of Chinese enterprises in the field of marketing. This paper briefly discusses about problems of Chinese enterprises in marketing at current stage, and puts forward innovative marketing programs from perspectives of marketing concepts, marketing methods and marketing strategies etc.

Introduction

Marketing mainly studies on methods by which enterprise products and services can be more recognized and welcomed by the market. Modern society has not problem of goods shortage. Under the new situation of rich substances and increasingly fierce market economic competition, enterprises shall make every effort and take all ways to achieve smooth sales of products. At current stage, cultural marketing, green marketing and relationship marketing occur on marketing platform, and marketing presents an innovative development trend in terms of both concepts and methods. Innovative marketing development is an objective requirement of market development under the new situation, and is the result of various factors such as economy, society, science and technology etc.

Marketing problems of Chinese enterprises at current stage

(I) Weak consciousness of marketing innovation

At current stage, Chinese enterprises have generally weak consciousness of marketing innovation, and mostly attach no importance to innovative marketing methods. Specifically, this is reflected in backward enterprise marketing concepts, no scientific and sound marketing guiding thoughts, no systematic researches on marketing forms in market economic system under the new situation, direct adoption of plagiarism in terms of marketing innovation, mechanical application of foreign models, ignorance of actual demand of the Chinese market, and no breakthroughs in terms of marketing concepts, forms and planning. In addition, most of Chinese enterprises lack adaptability in the era of knowledge-based economy, divide strictly between domestic and international marketing, and believe that international marketing models shall not be applied to small-scale enterprises. Such concepts have negative influence on international development of Chinese enterprises^[1]. Foreign enterprises enter China quickly and occupy domestic market gradually, while many Chinese enterprises have not gone abroad and entered the international market and lack courage and innovative consciousness of international competition.

(II) Marketing innovation stays in the form and follows the trend seriously

Most of Chinese enterprises attach no importance to researches on marketing innovation, and love to follow the trend and imitate when carrying out marketing innovation, have not careful research and analysis of enterprise conditions and market environment that enterprises face before carrying out marketing work. Besides, any marketing program has application conditions, and enterprises shall combine their operating conditions with market environment and consider about competitors' marketing strategies in order to achieve goods results. If not considering about these factors and follow the trend and imitate blindly, they would not achieve due effects of marketing

methods while restricting overall industrial development ^[2].

Innovative marketing programs of Chinese enterprises at current stage

(I) Innovation of marketing concepts

1 Knowledge marketing

The core of knowledge marketing is to add values of goods with knowledge during spreading and application of knowledge, and enhance the quality and efficiency of goods marketing indirectly while consumers are acquiring new knowledge. Generally, enterprises increase knowledge content of goods through advertising, public relations, product strategies and channel strategies etc, so as to promote consumers' consumption ability and consumption level and thus improve their quality of life. Knowledge marketing concept is the product of the era of knowledge-based economy, and is featured by emphasis on knowledge and less attention to experience, and its core is emphasis on knowledge. At current stage in the era of knowledge explosion, enterprises shall make full use of market information, try to enhance products' content of science and technology, and increase market shares through high-tech products ^[3].

2 Global marketing

The so-called global marketing refers to marketing activities with development goal of the world market. Rapid development of science and technology, transportation and communication industries accelerates the course of world integration. At current stage, world integration is the most important feature of world economy, and many enterprises seize the opportunity and develop into international enterprises in this tide, and numerous products are promoted to the world market and become world-famous brands. Economy becomes an interdependent whole throughout the world. Thus, to follow the development situation of globalization, Chinese enterprises shall participate in global economic competition with development goal of the world market ^[4].

3 Green Marketing

Green marketing has guiding thought of environmental protection, takes green culture as values and consumers' green consumer behaviors as the starting point, and tries to meet consumers' green and environmental demands. The core of green marketing is to realize unity and balance of enterprises' interests, consumers' interests, social interests and ecological interests. At current stage, people vigorously advocate low-carbon life and environmental protection, and arouse waves of low-carbon life throughout the world. Under this situation, Chinese enterprises shall adhere to the concept of green marketing, stick to the guidance of scientific outlook on development, take firmly the road of sustainable development, pursue harmonious development of economy and environment, perform their social responsibilities, and reduce waste of resources and destruction of ecological environment ^[5].

4 Experience marketing

Experience marketing refers to a marketing method that tries to provide consumers with satisfactory product experience and services with products as carriers in order to meet consumer demands. Under the new situation, social economy develops constantly and people's living standard improves correspondingly, and consumers' concepts and demands improve with the enhancement of life quality. Besides, products shall not only have their own values but also meet consumers' needs of spiritual experience and spiritual pleasure. So, enterprises shall analyze market changes and actual demands carefully, in order to know about their new demands and try to meet their individualized demands through experience marketing ^[6].

5 Conservation-oriented marketing

Conservation-oriented marketing can be seen as the extension of green marketing. At current stage, China vigorously advocates building of a harmonious and conservation-oriented society, and the country promotes to improve resource utilization efficiency through various legal, economic and administrative methods in fields of production circulation and consumption, in order to get the maximum benefits with minimum consumption and achieve sustainable development of Chinese economy. The construction of a conservation-oriented society pursues low energy consumption, low pollution, high efficiency and sustainable development. Thus, conservation contains two aspects of

meaning, i.e. no waste and reduction of consumption of resources and energy in production and economic activities. That is to say, to create more wealth with the minimum resources and energy in enterprise production and product sales activities, and do well in recovery and secondary utilization of resources. To achieve a conservation-oriented society, enterprises shall change traditional extensive mode of economic growth, carry out complete technical reform, and thus promote overall development and progress of social economy.

(II) Innovation of marketing methods

1 Network marketing method

We enter the information age of the 21st century from the electronic age of the 20th century, and the application and popularization of network lead to e-commerce which is a new business model with the development of network technology and occupies an increasingly important position in the business field. At current stage, e-commerce websites like Taobao etc achieve amazing annual turnover. Network marketing is featured by rapidness, convenience and high accuracy, as well as low operating costs and fast effects. The arrival of the information age requires enterprises to change traditional marketing models, seize advantages of the network age, give full play to the marketing platform of network which is relatively convenient and affordable, and take network marketing as important content of enterprise marketing innovation.

2 Integrated marketing method

Key method of integrated marketing is to realize all-round communication with consumers, in order to strive for consumers' loyalty to enterprise brands. To achieve this, enterprises shall unite retailers to face competitive market together, cooperate jointly by various marketing methods for marketing and publicity to consumers, improve consumers' desire to buy, and thus complete marketing goals. Integrated marketing theory requires enterprises to have the ability to find potential markets, balance among enterprises, the society and consumers, carry out integrated marketing based on interests of these three parties, and seek and update market growth points constantly^[7].

3 Relationship marketing method

Marketing process involves interaction among factors such as enterprises, competitors, material suppliers, social market environment, national policies, channel sales, distributors, terminal retailers and consumers etc, and thus is featured by wide coverage and complex levels. The so-called relationship marketing is to grasp relationships among all related factors during marketing, such as organizational relationships, geographical relationships, genetic relationships and cultural relationships etc among factors, grasp internal relationships among factors in marketing activities, give play to initiative and activeness of factors, and promote smooth implementation of marketing activities.

4 Event marketing method

The so-called event marketing refers to a method that enterprises plan and use people and events with news value or social influence to attract media and consumers, and thus improve the popularity of enterprises or products, establish good corporate images and brand images, and promote sales of goods or services. Event marketing has features of suddenness and wide audience, and gets the most extensive information and the most high-quality spreading effects in the short run, and thus saves publicity funds for enterprises, and becomes spreading and promotion method that enterprises commonly use in recent years^[8].

(III) Innovation of marketing strategies

1 Product innovation

Each product has its life cycle. The secret of lasting enterprises that remain invincible is to attach importance to scientific research and development of products, and try to carry out innovative products. Meanwhile, product innovation is one of marketing methods. Product innovation strategy firstly requires enterprises to carry out continuously innovative product standards, combine with consumers' actual demands, and follow national and international standards to achieve product innovation; secondly, increase efforts in innovation of the number of product categories, as under the situation of knowledge-based economy, products have relatively short life cycles, so that

enterprises shall grasp first-hand data of the market, increase efforts in product innovation, and produce new categories and styles of products that the market needs.

2 Channel innovation

Channel innovation contains mainly two forms. One is innovation of channel structure, which means to realize flat development of channels, set up distribution centers in first-tier cities, achieve direct connection to dealers and retailers, reduce intermediate links of product circulation, and thus save costs for enterprises and maximize enterprise profits. The other one is innovation of channels, that is to say, based on traditional marketing models, make full use of internet information platform, give play to the great role of network information platform, increase efforts in developing e-commerce, and realize electronic distribution model of enterprise products^[9].

3 Price innovation

Product price is one of important methods of goods marketing, and has direct influence on interests of enterprises and consumers. Price innovation strategy can start from pricing factors, take knowledge and technologies etc as reference of product pricing, and realize innovation of product pricing strategies. Products for network distribution and traditional channel sales shall be treated differently in terms of pricing basis and final prices.

(IV) Innovation of marketing talents

To realize sustainable development of enterprises under the new situation, marketing talents shall not only have marketing expertise and experience, but also be versatile talents based on marketing knowledge. Characteristics of versatile talents are: high cultural quality; strong spirit of innovation and aggressiveness; combination of scientific and technological talents with marketing talents; strong practical application ability of knowledge; a sense of social responsibility and ownership. A sense of social responsibility is the core concept that enterprise marketing talents shall have, and social responsibility specifically refers to adhering to the principle of good faith during product marketing, refusing behaviors of cheating consumers, and selling sincerely. In marketing field, a sense of social responsibility is to be practically responsible for consumers. Therefore, marketing talents shall have a sense of social responsibility, and shall not carry out behaviors that do harm to consumers for the sake of their own interests, so as to achieve benign development of enterprise marketing^[10]. Under the new development situation, the decisive factor of enterprises' realization of marketing innovation lies in a marketing team consisting of knowledge-based versatile marketing talents.

Conclusions

With the rapid development of Chinese social economy and science & technology, enterprises face fierce market competition. China is now at the construction stage of a harmonious society and conservation-oriented society, and thus the road of sustainable development shall be taken, while sustainable development of enterprises is the basic link to realize sustainable development of national society. Under the new situation, enterprises shall increase efforts in promotion and popularization of new marketing concepts and methods, and enhance enterprise competitiveness through innovative marketing development. As mentioned above, future enterprise marketing is developing towards digital, networked, individualized, public welfare and non-price competition.

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