

Research on the innovative way of modern marketing strategy

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Abstract:

Marketing strategy is one of the main skills for enterprises to open the market and compete for market share. How to position the market strategy, research on consumer willingness and consumer psychology, how to maximize the potential of the market, so that consumers are willing to purchase and also meet the needs of consumers These problems are directly related to the survival and development of the fate of enterprises. This article aims to cater to the psychology of consumers. build a reasonable marketing concept system, and maximize the market share of enterprises through its own opinions on marketing strategy innovation How to position the marketing strategy, how to maximize the potential of the market, so that consumers are willing to purchase at the same time to meet the needs of consumers these issues are directly related to the survival and development of the fate of enterprises This paper is to make some suggestions on marketing strategy innovation, hoping to cater to consumers' consumer psychology, build a reasonable marketing concept system, and maximize the market share of enterprises.

Keywords: marketing strategy; consumer; consumer psychology; enterprises

1. Introduction

Marketing strategy is the key link for enterprises to achieve their market goals. However, the traditional marketing strategies have been unable to meet the changing market demand. Therefore, enterprises need to constantly innovate and improve their marketing strategy to adapt to market changes and maintain competitive advantages This article will explore several ways to innovate in marketing and provide details and flow charts to help companies implement innovation.

2. China marketing innovation

With the emergence of the buyer's market in our country, the competition among enterprises has stepped into "market innovation". Faced with an increasingly fierce marketing war, should enterprises strive to compete for the existing market or to find the potential needs of consumers that have not been met, or to create a new demand? Faced with strong competitive pressure, some enterprises adopt to yield profits rather than let the market. The low price strategy to support the existing market, the result is often not lost clever enterprises to the new market to the washing machine, for example, After the urban washing machine market is saturated, Haier will expand the rural washing machine market. At that time, Haier's president learned that farmers in Sichuan and other places were washing sweet potatoes with washing machines, immedi-

ately organized enterprises to develop washing machines that can wash sweet potatoes and potatoes, favored by local consumers can be seen that the multi-layer nature of consumers and the diversification of their needs provide a broad space for market innovation, this market innovation is mainly manifested in: new interval market new professional market new group market, focusing on the 21st century, enterprises should attach great importance to expanding the following markets: High-tech market is China's development prospects extremely broad market, has a huge market demand potential, and involves many industries, great expansion value of the United States Microsoft, China's Peking University Founder and other famous enterprises, are in the expansion of this market field has been a great success.

About rural consumption space, About 70% of China's population lives in rural areas, a total of 900 million, because of the difference between urban and rural areas, the current consumption of rural residents and urban residents consumption of about 10 years, so in the urban market has reached saturation of some goods, such as household appliances, in the rural market still have potential for development According to relevant data, in 1997, the average of every 100 rural households owned 27.3 color TV sets, 8.8 refrigerators, 21.9 washing machines at the end of the year, which was basically equivalent to the average ownership level of 27.4 12.7 and 59.7 urban residents in 1986 In 1997, the Engel coefficient of rural residents

was 55.1%, which was equivalent to the level of urban residents in the early 1980s, and the development of rural markets should also be marketable, and the commodities used by urban residents should not be copied to the countryside, and the development of new products and the improvement of existing products should be done according to the needs of the local rural market.

Development prospect of the tourism market is very optimistic. According to the analysis and prediction of relevant international tourism organizations, with the progress of people's living standards and the improvement of traffic conditions, more and more people will choose to travel, and continue to increase tourism consumption, tourism products will become the main pillar industry in the 21st century and steel industry well drive The organization also believes that China will become the world's tourism consumption in the 21st century, the National Day holiday brought about by the tourism consumption boom, is affirming that the expansion of China's tourism market has a great deal, China's relevant enterprises should be committed to this emerging market to open up and expand.

China has entered an aging society early, government authorities announced recently, Those over the age of 60 account for 10% of the total population, about 1.312 people, with the passage of time, China's elderly will further increase. The existence of a large number of elderly people will certainly bring the development of the elderly market, especially the potential demand for elderly food, health care products, etc., is a new group market that enterprises should focus on expanding. Japanese companies as early as the 1970s began to expand the elderly market, from food and clothing to the development of a series of new products, and now the elderly market has become an important market in Japan.

The significance of marketing strategy because the elderly have life, saving and other unique characteristics of life, so it is very difficult to expand this market, enterprises should pay attention to perseverance, formulate and implement the "attack" strategy, adhere to must have results. Marketing strategy is to fully understand, analyze the market environment, marketing objectives and other conditions, combined with the company's own conditions to develop a planned, step-by-step sales plan. The specific details of sales development require targeted data collection and analysis research, and can effectively achieve the desired purpose of the marketing plan

3. The development of marketing strategy

Today, due to the rapid development consumption pattern, it is especially important to use the right marketing

strategy to successfully enter, occupy, search and expand the market. With the development of market marketing theory, the emergence of 6Ps, 10Ps, 11Ps strategies are the expansion of 4Ps marketing strategies, and the core is still 4PS. In the past 40 years, when planning marketing activities, every manager of the Palace has considered the problem based on the 4PS theory. In 1990, the American scholar Fontepen proposed for the first time to replace the traditional 4PS with 4Cs, providing a new way of thinking for the research of Chang sales strategy. Compared with the market, 4Cs pays more attention to the guidance of consumer demand. 4CS has made great progress and development in concept. But people enterprise and the market development trend, the 4 cs inhibits the initiative and creativity of the enterprise. In the mid-1990s, American scholar Schulz introduced the concept of the 4Rs, elucidating four novel components integral to a groundbreaking marketing strategy. The framework, denoted as ARS, is competition-oriented and represents a paradigm shift in marketing, transcending to a new philosophical echelon. It elevates the marketing endeavors of enterprises to a macro and social sphere, advocating for the establishment of a collective cause and destiny among enterprises and stakeholders. The framework emphasizes the cultivation, consolidation, and development of enduring cooperative relationships while underscoring the primacy of relationship management over mere market transactions. Additionally, during the same period, Wood proposed the 4Vs marketing strategy. This strategic approach seeks to systematically foster and fortify the tangible aspects of core competitiveness within enterprises, presenting a fresh perspective on modern enterprise marketing.

4. The significance of marketing strategy innovation

Chinese consumer market business theory system Marketing is an important link for enterprises to obtain profits. With the development of society and economy, traditional marketing methods can no longer adapt to the development of modern enterprises. First of all, with the development of the economy and the contact between our economy and the world economy, enterprises are facing more and more competitive pressure, the fierce competition of domestic and foreign enterprises has formed a complex competitive environment, enterprises in the complex and fierce competitive environment to survive and develop. To secure additional room for growth and ensure the sustained development of enterprises, it becomes imperative to revolutionize marketing strategies. As the industry structure undergoes further refinement, significant shifts in the market structure are evident, de-

lineating clearer and more targeted customer groups for businesses. To effectively attain the marketing objectives, the formulation of innovative marketing strategies becomes essential. Moreover, the intricate and personalized nature of evolving market demands necessitates ongoing innovation in marketing approaches. In essence, the innovation and progression of marketing practices play a crucial role in enhancing business operational efficiency, creating more opportunities for survival and development, and equipping enterprises to adeptly navigate challenges while capitalizing on numerous growth prospects within the fiercely competitive market landscape. This underlines the importance of addressing existing issues in modern enterprise marketing.

5. Channel tactic

Channel planning strategy refers to the channels that enterprises choose to circulate products to customers. It represents the comprehensive system of trade relations, cost allocation and benefit distribution between enterprises (institutions) and various distributors before delivering their products to the final consumers. The objective of an enterprise's distribution policy is to facilitate the seamless delivery of products to customers, ensuring not only cost-effectiveness but also meeting customer demands regarding delivery time, volume, assembly services, and intricate consultations. With a growing array of products, devising an effective distribution policy can become challenging. The challenge stems from the abundance of products and brands, resulting in a scarcity of distributors who wield substantial bargaining power. They seek to secure a more significant share of benefits from manufacturers or upstream enterprises in proportion to their role in the distribution process.

The recent performance of retailers is particularly remarkable, they are not only engaged in retail, but also began to intervene in the upstream production process of products, and their own store name or original name as the brand of their new products, namely private brand (store brand/label), or called store brand (store brand/label). This further threatens the profit margins of pure manufacturers, and of course greatly increases the difficulty of the latter's distribution strategy

6. Product innovation in the market

6.1 Market innovation concept

Product innovation is wide ever new, evergreen, this is a popular business motto. It tells us that only continuous product innovation can guarantee the youth activities of enterprises forever. The reason why some century-old enterprises at home and abroad are not old is to continuously

strengthen product innovation. The secret of success of Yantai "Arctic House" watch company is to launch dozens of new varieties every year, new colors and new styles. If you do not adhere to product innovation, the development of enterprises will lurk a major crisis. Wuhan Yangtze Audio had a profit of more than 70 million yuan, when the leader believed that the money in the bank to take interest also have a considerable income, so did not invest in the development of new products, less than a few years, VCD replaced the audio, Yangtze audio production enterprises were forced to close due to loss of market. Product innovation from the perspective of the overall concept emphasis on innovation in the following aspects: taste fresh, evergreen, this is a popular business motto. It tells us that only continuous product innovation can guarantee the youth activities of enterprises forever. The reason why some century-old enterprises at home and abroad are not old is to continuously strengthen product innovation. The secret of success of Yantai "Arctic House" watch company is to launch dozens of new varieties every year, new colors and new styles. If you do not adhere to product innovation, the development of enterprises will lurk a major crisis. Wuhan Yangtze Audio had a profit of more than 70 million yuan, when the leader believed that the money in the bank to take interest also have a considerable income, so did not invest in the development of new products, less than a few years, VCD replaced the audio, Yangtze audio production enterprises were forced to close due to loss of market. Product innovation from the perspective of the overall concept emphasis on innovation in the following aspects:

6.1.1 Product development standard

In the process of product development, on the one hand, innovation should be carried out in accordance with national standards and international standards, and meet the requirements of international recognition standards such as Iso9000.1s014000; On the other hand, it does not mechanically copy a standard and should take consumer requirements as the final standard, and strive to make the product meet the needs of consumers to the maximum extent.

6.1.2 Product variety color style innovation

With the rapid development of science and technology, Shorshorter product life cycle, and the popular color of the product Popular changes faster, So enterprises must constantly accelerate the upgrading of products, timely launch new varieties of new colors and new styles, in order to change.

6.1.3 Product packaging innovation

Packaging innovation should be consistent with the char-

acteristics and value of the product, Moderate packaging, to prevent excessive packaging and too simple packaging, the choice of packaging materials should also be started from the environmental benefits, try to save the current limited resources. At present, attention should be paid to correcting the deviated ideal of “packaging” in society and preventing the spread of the phenomenon of “goods selling a skin”

6.1.4 Product brand innovation

On the one hand, it is necessary to update the design and use of the brand according to the development of The Times and changes in competition. On the other hand, it is necessary to expand the brand awareness according to the development of the enterprise and strive for national and international famous brands. Five, is the product service innovation. Service is an extension of tangible products, which can bring greater benefits and better satisfaction to consumers, so it is increasingly becoming an important part of products. As the American marketing professor Levitt said: the key to future competition is not what kind of products can be produced by enterprises, but what kind of added value is provided to the products: packaging, service, user consultation, purchase letter, timely delivery and everything that people measure by value. The famous IBM company emphasizes “BN is service” in its advertisement, which reflects the idea that the company attaches great importance to products and services. Product and service innovation is to emphasize the continuous improvement and improvement of service level and quality, and constantly introduce new service items and service measures, Strive to make consumers get the greatest satisfaction or satisfaction. Product innovation to adapt to international trends toward to pluripotency, diversification, miniaturization and easy, beautification, comfortable, environmental protection, novel and so on direction of development, and pay attention to the implementation of product Chen! Daily chemical strategy. Product obsolescence strategy is strategy is the enterprise according to the market demand change rule consciously phase out old products, new products strategy, through the enterprise own denying for products and constantly inject “fresh blood”, make enterprise growth curve drought steady rise.

6.2 Innovative product positioning

Product positioning is one of the important part of marketing strategy. Through in-depth analysis of the target market, enterprises can find the blank spots in the market and develop innovative products according to market demand. The process of innovative product positioning can be divided into the following steps:

6.2.1 Market research

Investigate the consumer demand of the target market, competitors’ product positioning and market trends.

6.2.2 The results of the analysis

Based on the results of market research, find a bright spot target market and potential demand.

6.2.3 Product development

according to the result of market research, development, meet the demand of target market innovative products.

6.2.4 Positioning strategy

According to the product characteristics and competitor orientation, determine the product’s unique selling point, and pricing, channel and promotion strategy formulation.

6.3 Digital Marketing

With the rapid development of Internet and mobile technology, digital marketing has become a new trend in marketing. The core of digital marketing is to achieve precision marketing through the Internet and mobile technology. Here are the steps to digital marketing:

6.3.1 Network promotion

Through search engine optimization (SEO) and search engine marketing (SEM) to improve the ranking of enterprises in search engines and increase website traffic.

6.3.2 Social media marketing

Through social media platform for brand promotion and product promotion, establish interactive relationship with consumers.

6.3.3 Mobile marketing

Mobile application development, providing convenient shopping and service experience, increase user viscosity.

6.3.4 Data analysis

By collecting and analyzing the user data, optimize the marketing strategy and personalized recommendation.

6.4 Personalized marketing

Personalized marketing is to provide personalized products and services according to the needs and preferences of different consumers. Here are the steps to personalize marketing:

6.4.1 Consumer analysis

Through data analysis and market research, understand consumers’ needs, preferences and purchasing habits.

6.4.2 Custom products

According to the needs and preferences of consumers, providing personalized products and services, meet the needs of different consumers.

6.4.3 The personalized recommendation

Through data analysis and algorithm model, provide personalized recommendation to consumers, increase the purchase conversion rate.

6.4.4 Customer relationship management

To establish a good customer relationship management system, tracking consumers' purchase history and preference, providing personalized services and marketing activities.

6.5 Brand Innovation

Brand innovation is an important part of marketing strategy. By innovating brand image and communication methods, enterprises can attract more consumers and improve brand value. The following are the specific steps of brand innovation:

Redefine the brand's positioning and core values, and establish a connection with the target market. Innovation:

Brand image through the packaging design, advertising and brand story, create the unique brand image.

Brand communication through advertising, public relations and social media channels, such as spreading brand image and the core value.

Through the brand extension and cooperative partnership, expand brand influence and market share.

6.6 Joint marketing

Joint marketing means that enterprises cooperate with other enterprises or organizations to jointly carry out marketing activities in order to expand market influence and reduce marketing costs. Here are the steps to co-marketing:

6.6.1 Partner selection

Select partners with the same goals and complementary advantages as the enterprise to cooperate.

6.6.2 Cooperation scheme formulated

Clear cooperation target, resource inputs and the details of

the division of labor cooperation.

6.6.3 The implementation of marketing activities

Mutual promotion, brand joint promotion and cooperation, increase brand visibility and sales.

6.6.4 Performance evaluation

To assess the effect of joint marketing activities, adjust the strategy and continuous improvement.

7. Conclusion

The innovation of marketing strategy is an important means for enterprises to maintain competitive advantage and adapt to market changes. This paper puts forward several marketing strategy innovation methods, such as innovative product positioning, digital marketing, personalized marketing, brand innovation and joint marketing, and gives specific details and flow charts to help enterprises better carry out marketing strategy innovation. Enterprises should choose suitable innovation methods according to their own situation and market demand, and constantly optimize and improve marketing strategies to maintain competitive advantages and achieve sustainable development.

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