

## Discussion on Marketing Strategy of Enterprises Under the Background Of New Economy

Aihua Xie

AP Mass Media Co,LTD, Beijing 100000, China.

### Abstract

**In the background of new economy, enterprises need to strengthen their marketing if they want to have a good development in the future or continue their developing advantages. The purpose of marketing is to promote the products of enterprises in order to meet the needs of consumers, so as to obtain customer resources and gain advantages in the competitive market. Enterprises should be more close to their targeting customers and their targeting marketing, in order to make sure that they can achieve their financial targets in the process of development. With the continuous integration of global economy, it creates a lot of opportunities and also brings many challenges to the enterprises in our country. In the fierce market environment, Chinese enterprises should actively adapt to the development of new economy, take the initiative to promote the core competitive advantage of enterprises, and help their staff to set up new marketing strategic thinking. This paper mainly analyzes the problems existing in the marketing strategy of enterprises under the background of the new economy, and puts forward the corresponding solutions based on these problems to enterprises.**

### Keywords

**New economic background; enterprise marketing strategy;development.**

### 1. Introduction

At present, our social productivity and economic development pattern is constantly changing, which brings many changes to our society and the daily life of citizens. In the profound influence of the development of the information age, compared to former development mode, enterprises has changed it greatly. At the stage, more and more countries and enterprises respond quickly to the green and sustainable development, which has also become the theme of the current world. It is very necessary to start the discussion of marketing strategy and new thinking of enterprises under the background of the new economy. This requires enterprises to take the initiative to find problems under the new economic background, adapt to the development of the times, and take corresponding measures to solve the problems, so as to promote the progress of enterprises by themselves.

Enterprise marketing is an important means to ensure the smooth development of enterprises. Marketing is a two-way link between consumers and enterprises, so that consumers can understand the enterprise and at the same time let the enterprise obtain the data of customers. Nowadays, a large number of enterprises have launched the stage of the economic market because enterprises could not meet the needs of the market, mainly because there are problems in the marketing aspect of these enterprises. In order to achieve the long-term development of enterprises, enterprises should pay attention to deal with the marketing problem.

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## **2. The necessity of strengthening the enterprise marketing strategy in the background of new economy**

With the continuous progress of our times and the rapid development of Internet technology, the current human beings society has begun to enter the information age. Under the background of new economy, the development environment and marketing market of enterprises are becoming totally different from before. As a profit-oriented activity organization, enterprises need to adjust their operational objectives and development strategies according to these changes in time. After making the corresponding strategic objectives, enterprises also need to establish reasonable marketing strategies and appropriate marketing means. Under the fast development of information technology and productivity, the commodity prices of some enterprises should be repositioned to form a set of reasonable and effective marketing system, so that in such a fierce market environment, enterprises can survive and achieve a good development.

## **3. The problems existing in the Marketing of Chinese Enterprises at present**

With the continuous progress of social productivity and the renewal of enterprise sales market, the methods of product sales in the past can no longer meet the needs of the current market. Therefore, enterprises need to continue to explore the concept of marketing, innovation of their own marketing methods. Therefore, this paper analyzes the current situation of Chinese enterprise marketing, fundamentally analyzes the existing problems, and explores the new thinking of marketing strategy.

At present, during the production of products, many enterprises lack of market research and lack of market research on the product market. For example, if a toy company find that one kind of its toy is very popular in a certain market, then without doing market research, it expands the production of the toy. This may result in a backlog of products that cannot be sold, hinders the profitability of the enterprise, and may even lead to the bankruptcy of the enterprise. Most enterprises easily ignore the potential market. As far as the rural market of our country is concerned, it is a market to be developed, which is full of many opportunities, and when most enterprises develop the rural market, they only pay attention to their consumption demand. But does not carry on the deep level consideration and carries on the development to the rural investment demand. An excellent enterprise should not only see its own interests, but also learn to become rich with others, so that farmers can see the benefits of industrialization, develop their own markets, and enterprises can also obtain the benefits of investment from them. So as to achieve a win-win situation.

The marketing scheme of the enterprise is relatively single. At present, many enterprises in our country have a single marketing scheme when they are in operation. They mainly continue their traditional marketing strategies and introduce outdated marketing strategies from abroad to increase their sales. For example, 'the buy one free ' and ' buy one with reward ' sales that we know very well. Although this means of sales may lead to the increase in sales of enterprise products in a certain period of time. But on the whole, it harms the self-interest of the enterprise, and does not makes full use of the core competitiveness of the enterprise, which makes it difficult for the enterprise to maintain its advantage in the fierce competition all the time. At the same time, different enterprises should also sell according to the product characteristics, not all products can be sold in one way, which will lead to unmarketable products, and it is difficult to open the consumer market and gain consumer resources.

The ignorance in the quality of services that the enterprises provide. Under the assumption that the same product quality produced by different enterprises is consistent, the customers will definitely choose the enterprises with better service quality. But in fact, some enterprises only pay attention to improving the quality and production efficiency of their products, but care a little on the service quality of their goods. They pay little attention on the after-sale services of their products. After they sell products to consumers, they do not pay attention to the problems of products, which makes it very difficult for consumers to apply for maintenance of products. This will cause consumers to feel

dissatisfied with the service attitude of the enterprise, and will gradually abandon the products of the enterprise over time. This makes it difficult for enterprises to cultivate customers' loyalty .

Paying little attention to environmental protection. Recent years, enterprises pay little attention to environmental protection and this has been put forward in various international conferences, which has become one of the important thoughts that residents pay attention to. But even that, some enterprises do not do some change in their operation to environmental protection, and do not do some meaningful things to the environmental protection of the process in producing enterprise products. For example, in the furniture industry, furniture decoration will use chemical materials to decorate furnitures. And these decoration materials contain formaldehyde, its volatilization will cause harm to the health of the residents. And some enterprises did not pay attention to this problem in the process of product production. At the same time, they did not apply the concept of environmental protection to their own product sales process, which can led to the enterprise lost the core competitiveness of the product, thus making their own enterprises difficult to survive in our society, such a society that cares the sustainable development a lot.

Ignorance in the function of marketing network. With the development of Internet technology, the network economy also develops very quickly. At this phase of our society, marketing is no longer the former offline marketing, it already becomes the combination of on-line marketing and offline marketing. However, many enterprises only pay attention to offline marketing work, mainly pay attention to the production and sales process of products. As a result, they neglect a large number of marketing opportunities. So that some enterprises have bad performance in the fierce competition in the market. In the past, in the publicity and promotion work, most enterprises were relying on traditional media. And at the same time, about the products enterprises did not have many choices. But at this time, the pressure of market competition was not so fierce, so the sales work of enterprises could be maintained. It can be said that consumers can only choose what kind of products they provide. But in recent years, the competitive pressure of enterprises is still increasing, and at the same time, consumers are also faced with more and more choices. Therefore, it is becoming more and more difficult for enterprises to use the traditional marketing method to master the right to speak in the market.

#### **4. New strategy of enterprise Marketing strategy in the background of New economy**

Enterprises should try their best to adapt to the changable market, change the marketing strategy used in their operation and pay attention on finding the new market. Under the new economic background, the past marketing strategy has become obsolete. It is necessary for the enterprise to update and reform its own marketing strategy in time. In the past, companies tended to use activities such as buy-one-get-one-free to drive sales of products, but now, as people have higher consumer consciousness than before, price is not the first consideration but the brand, quality of service are what they are looking for. Nowadays, the competition in the market is mainly based on the brand, which is the soul of an enterprise. As consumers' awareness of consumption increases and their understanding of products deepens than before, consumers' criteria for choosing products become more stringent, which is in the absence in former market. Therefore, enterprises must improve the quality of products they provide and build a brand that belongs to their own, so that they can better meet the needs of consumers and cultivate their own competitive edges. Therefore, the enterprise should go deep into their market investigation, at the same time combine with the enterprise's own situation, and then formulate the brand strategic policy for the development of the enterprise.

Enterprises should establish a scientific, efficient marketing network. Enterprises should follow the pace of the development of the times, reform the process of making marketing strategies and create their own marketing means. We should know that marketing channels are not only one, the development of the network is another opportunity for the development of enterprise marketing. In this process, enterprises should be actively aware of the convenience of the network. Therefore, enterprises need to establish their own marketing network. The first thing the enterprise need to do is

to do more research into the market, determine the marketing objectives and trends, and gradually allocate their own marketing resources to the network market to create a huge network marketing chain.

Enterprises should actively advocate the concept of green environmental protection marketing . The sustainable development and green environmental protection have become the consensus of contemporary society. Therefore, in the process of marketing, enterprises need to strengthen their own green environmental protection marketing concept in their operation, and focus on promoting the green environmental protection function of products to customers. At the same time, we can use the help of information technology to establish the promotion of enterprise green culture, so that the vast number of consumers can recognize the concept of green environment protection of the enterprise and gradually build their own concept of green environment protection, so as to win the recognition of consumers.

## 5. Conclusion

Nowadays, enterprise marketing is an important guarantee for enterprises to survive in the market, and it also opens up the business scope of enterprises. With the increase of economic market competition, enterprises are faced with many problems in the process of marketing, so that the development of enterprises is hindered. But when faced with these problems, enterprises should set up new marketing strategic thinking. Re-formulate the marketing strategy of enterprises, so that enterprises in the fierce market competition, take the first opportunity, so as to achieve the healthy development of enterprises.

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