Marketing Based on Innovation Strategy is the New Way of Enterprise Development

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ABSTRACT

The rapid development of society and economy has brought more intense competition to enterprises. In order to help enterprises can adapt to the development trend of society and to achieve sustained development. Through investigating modern marketing characteristics, this paper put forward that the innovative marketing strategies of accurate marketing, interactive marketing, Internet plus innovative marketing et al. will become a new way to drive enterprise development. The research results are of great significance for guiding the modern development of enterprises.¹

KEYWORDS

Marketing; Innovation Strategy; Enterprise development; Innovative Marketing Strategy.

INTRODUCTION

With the intensification of market competition and the change of environment, marketing strategy has become an important part of enterprise development [1]. The reasonable marketing strategy can effectively improve the core market

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competitiveness of the enterprise, expand the market share, and thus improve the economic efficiency of the enterprise. Now, China has entered the new economic era. In order to adapt to the new economic situation innovating market way is necessary for succeeding marketing [2]. Innovative marketing strategy and profound understanding of marketing concept cannot only enhance the market competitiveness of enterprises, but also provide a dynamic for the sustainable development of enterprises [3].

THE DEVELOPMENT CHARACTERISTICS OF CHINESE MARKETING

Chinese Marketing Starts Late

After the reform and opening up, marketing appeared in China. The international communication increased gradually. The concept of marketing could not be ignored by enterprises[4]. In the early days, marketing concept of China fell behind those of many countries. China's enterprises stayed on how to expand their production scale and gain more income. The demand of consumers was ignored in a large part.

Chinese Marketing Calls for Innovation Driven

International market calls for Chinese innovative marketing. Innovation is an important measure to achieve breakthrough in the development of enterprise in the international market competition. Each enterprise should formulate marketing strategy depending on its own characters, and should not mechanically copy the marketing theory of the western countries[5]. Although many opportunities for Chinese enterprises by WTO, much challenge still exists at the same time. Chinese enterprise should expand it's visual horizon to the global market. The initiative of the market competition should be mastered by the marketing strategy innovation[6].

Knowledge economy calls for innovative marketing. Now the world economy is gradually changed from the industrial economy to the knowledge economy. Knowledge economy supported by network information technology makes more marketing channels. it also effectively reduces the marketing cost. So the traditional marketing could not meet this transformation process.

Rational consumption calls for innovative marketing. Because the education level of consumer generally was improved, the consume of consumers is more and more personalitive and rational[7]. With the rapid development of internet, consumers can buy anything at anytime or anywhere. Shopping or trading could not be limited by time and space. Therefore, enterprises must change marketing concept, innovate marketing strategy, marketing system and marketing management.
THE RAPID DEVELOPMENT OF E-COMMERCE PROMOTES THE INNOVATION DEVELOPMENT OF MARKETING

The rapid development of China electronic commerce eliminates the differences in region, language, distant between consumers and producers and stimulates modern innovation of tradition marketing. Electronic commerce also changes marketing environment, reduces a lot of the sale intermediate links, make marketing more open and diversity. Alibaba, Jingdong, and other e-commerce enterprises have greatly promoted the formation of electronic money which facilitated more transaction directly changed the trading means and payment methods between customers and businesses. It promoted the progress of marketing strategy and technology.

MODERN INNOVATION STRATEGY OF MARKETING

Precision Marketing

A database is established on the culture, psychology, family of consumer. Then the behavior characteristics of consumers are analyzed to determine the consumer that may buy the goods. Combining with the characteristics of the enterprise's own products, formulate a marketing strategy suitable for the corresponding consumer demand. The specialized salesmen are arranged for different consumers to execute suitable marketing plan.

Interactive Communication Marketing

Enterprise need to know enough about consumers' needs and communicate with them voluntarily[2]. Consumer’s opinions should be encouraged to develop new product for meeting the needs of consumers. This method will realizes the perfect fusion with consumer information and personalized product services, which not only stimulates the growth of consume demand, but also makes consumer’s demand satisfaction rise to the level of consumption satisfaction.

Honest Marketing

Today, although the consumers cannot directly contact products online, but the high quality products and good service are required more to attract consumers because of the market competition from the comparative shopping. In the Internet era, enterprises should focuses on long-term cooperation with consumers and can harvest the consumption of consumers again by wholeheartedly service and honest marketing.
Internet Marketing Plus

To expand marketing channels and develop marketing, innovative marketing mode is needed by the way of internet technology. The improvement of market competitiveness needs corresponding marketing strategies formulated according to the environment and characteristics of the market. With the help of the internet social platform, such as the friend circle, consumers and their shopping interests can be analyzed and classified in the database depending on the mobile phone types and the clicks on the network. Everyone's information is different. High-end people will receive iPhone's push, while ordinary consumers can receive the push from millet phone. This is matched through database. The development of Internet will bring many new ways for business marketing and require.

CONCLUSIONS

With the accelerating process of global economic integration and the continuous development of scientific and technological information, the marketing environment of enterprises is constantly changing. Backward marketing concepts and strategies have not adapted to the development of today's society economic. Therefore, innovation marketing strategy can help enterprises to better adapt to the development trend of the new environment. It is also the most fundamental and effective way for enterprises to improve their competitiveness.

REFERENCES