

**Original Article**

## **EVOLVING MARKETING TACTICS: A CONTEMPORARY RESEARCH EXPLORATION**

*Eleanor Hart*

Innovative Strategies Group, International Beverage Corporation, New York, NY, USA

**Abstract:** China's market is currently at a pivotal juncture, oscillating between the international and domestic markets. As the nation's market leans toward nationalization, the international market is progressively infiltrating China's landscape. In response, enterprises must adapt to the evolving dynamics of the international market, continually fine-tune their marketing strategies, prioritize consumers, and foster structured and positive growth. Marketing assumes a central role in guiding an enterprise's developmental journey, showcasing the enterprise's value, and particularly shining in the midst of intense market competition, yielding enhanced economic benefits. In the dawning era, the competition among enterprises intensifies, necessitating innovative marketing strategies to secure efficient and rational profits. This paper explores the ever-changing landscape of China's market, emphasizing the pivotal role of marketing in achieving economic success in an era marked by fierce competition.

**Keywords:** Marketing Strategies, Market Nationalization, Consumer-Centric Approach, International Market, Economic Benefits

### **1. Introduction**

At present, China's market is in a critical stage of alternating between the international market and the domestic market. With the development of China's market towards nationalization, the international market is gradually entering China's market. In this situation, enterprises must follow the development laws of the international market, continuously adjust their marketing strategies, focus on consumers, and achieve orderly and positive development. Marketing is the leading role that an enterprise can play in its development process. It fully demonstrates the value of the enterprise, especially in the fierce market competition, which can highlight the value of marketing and bring more economic benefits to the enterprise. With the arrival of the new era, competition among enterprises is becoming increasingly fierce. Therefore, in order to ensure efficient and reasonable profits, enterprises must innovate their marketing strategies.

### **2. The Importance of Marketing Strategy Innovation for Enterprise Development**

Against the backdrop of the continuous advancement of the era, China's economic development has entered a new norm. Under the new development norm, marketing is also facing severe challenges. To achieve development in fierce competition, enterprises need to continuously innovate their marketing strategies in order to enhance their competitiveness. Innovating marketing strategies for enterprises can better identify and satisfy customers, increase brand awareness in the market, and help enterprises gain more development space and opportunities. With the continuous development and progress of society, competition among various industries has become increasingly fierce. The market itself is a complex and unpredictable environment, so enterprises need to

## **Original Article**

constantly innovate marketing strategies to create more profits and promote sustainable and stable development. By innovating marketing strategies, enterprises can more effectively control marketing costs, optimize resource allocation, and thereby reducing marketing costs and improve marketing efficiency. In addition, enterprises can achieve cost control through innovative channel strategies and customer relationship management, thereby improving customer satisfaction and loyalty. From this, it can be seen that in the context of the new era, enterprises need to establish new marketing concepts to strengthen marketing strategies, and continuously develop their competitiveness. By implementing brand promotion and brand image management, the company can increase its own visibility and attract a large number of customers to purchase products. In the process of innovating marketing concepts, enterprises should orient the market towards innovation and carry out various marketing activities based on the actual needs of consumers, in order to provide high-quality services to consumers.

### **The Development of Marketing in the New Era**

With the arrival of the new era and increasingly fierce market competition, in order to promote the development of enterprises and seize market share, it is necessary to innovate traditional marketing strategies. When innovating, it is possible to combine network technology and international needs to achieve the improvement of marketing strategies. The changes in marketing in the context of the new era are mainly reflected as follows:

#### ***3.1 The Transition from Domestic to International***

The development of information technology and internet technology has greatly reduced the distance between countries, and the national economic market has become more perfect. Under this form, marketing should also actively shift towards international development, encouraging enterprises to participate in international competition and gain a lot of marketing experience in the international market, in order to assist the development of enterprises <sup>[1]</sup>.

#### ***3.2 The Transition from Short-term to Sustainable***

Under the influence of previous business concepts, marketing has placed too much emphasis on short-term product transactions, resulting in a lack of effective target customers and has difficulty in long-term business management, which means that enterprises lack long-term brand awareness, and enterprise staff should also actively improve product sales through marketing. However, in the context of the new era, with the changes in management concepts of enterprises, marketing strategies have also undergone certain changes. It is emphasized that the formulation of marketing strategies needs to be combined with the actual needs of consumers, to build long-term communication with consumers, and to achieve the formulation of long-term cooperation plans through marketing as a link, in order to improve marketing efficiency. At the same time, adjusting the marketing direction based on the actual needs of customers, and gradually building a networked customer group structure. The transformation generated by marketing is not only a change in its business philosophy, but also an inevitable transformation strategy for participating in current market competition. Therefore, it is necessary to examine the relationship between marketing from multiple perspectives to achieve resource integration, improve the competitiveness of enterprises through transactions and cooperation to achieve capital accumulation, thus resulting in win-win results for enterprises and customers. With the help of marketing strategies, enterprises can continue to develop.

#### ***3.3 The transition from Rigidity to Flexibility***

In the implementation process of traditional marketing strategies, regulations and hard indicators are often used to promote the development of marketing, which has strong rigidity characteristics. With the arrival of the new era, the number of knowledge-based employees is constantly increasing. If restrictive rules and regulations are adopted for marketing, it will have a certain constraint on the thoughts and concepts of enterprise employees, greatly limiting the development and progress of marketing strategies. Therefore, in the context of the new era, enterprises should adopt flexible management strategies, which focus on the actual value of products and generate

## **Original Article**

substantial effect on consumers by combining marketing strategies. However, while formulating this flexible management strategy, enterprises need to comprehensively analyze internal conditions and the actual situation of the external market, combined with customer feedback, to achieve the integration of multiple resources, build a communication link between enterprises and customers, and optimize product systems based on customer feedback, in order to provide a reliable basis for the update and development of enterprise products. From the above analysis, it can be concluded that the difference between rigidity and flexibility management in the way enterprises interact with customers. Flexibility management focuses on communication between the two, improving the accuracy of marketing through communication between the two. At the same time, communication between the two can also provide support for the development of enterprise products.

### **4. Innovative Approaches of Marketing Strategies in the Context of the New Era**

#### ***4.1 Building a New Marketing Framework Guided by Consumer Demand***

In the new era, some enterprises excessively pursue profits and neglect their own competitiveness, which leads to their elimination in market competition. Therefore, for enterprises, the importance of marketing work is self-evident. Only through in-depth analysis of consumer needs and psychology can we develop precise marketing strategies and achieve success. Under the background of this new era, enterprises should actively transform traditional marketing concepts and continuously optimize marketing models to better meet the development requirements of the era. In the process of innovating marketing strategies, enterprises should combine the actual needs of consumers, deeply analyze their lifestyles and consumption concepts, combine their psychology, clarify the rights and interests of consumers, and take these factors as the basis to optimize marketing strategies. Enterprises need to always be customer-oriented, and through in-depth analysis of the production and operation of different products, clarifying the goals and market demands that need to be achieved by researching the products. At the same time, they need to build a user group with clear directions, which will be the market goal, provide targeted product services and practical marketing effects.<sup>[2]</sup> In addition, in the marketing process, it is necessary to adjust the marketing strategy for enterprises according to the new situation and changes, so as to better adapt to the requirements of the era. In the process of constructing new marketing strategies, enterprises should take their own actual situation as an important reference basis to develop a scientific and reasonable marketing strategy that meets the real development needs of the enterprise, to ensure its effectiveness and sustainability.

#### ***4.2 Combining Internal Management with External Cooperation***

In the context of the new era, if enterprises want to achieve new development, they need to attach importance to marketing management. When conducting enterprise marketing management, it is necessary to pay attention to the organic combination of internal and external management to ensure a clear division of labor between internal and external, thereby promoting the orderly and stable development of the enterprise. In terms of internal management, enterprises need to integrate corporate behavior and market behavior to maximize consumer satisfaction, establish a good product image to promote consumer purchases. In addition, in terms of external cooperation, competition between the same industries is no longer in line with the development of economic globalization. Therefore, in order to promote better development for enterprises, it is necessary to establish a new marketing concept and take win-win cooperation as the core idea.

#### ***4.3 Actively Citing Information Technology Methods to Innovate Marketing Methods***

At present, China has gradually entered the era of informatization and technology. In order to ensure that enterprise marketing strategies meet the needs of the new era, relevant enterprises staff need to combine internet technology as the main auxiliary means for marketing. In order to achieve effective interaction between enterprises and customers, staff can fully tap their online marketing capabilities, actively applying Internet technology, including videos and official account, etc., so as to timely and effectively convey consumption

## **Original Article**

concepts to consumers and stimulate their consumption desire. Internet platforms are technological products of the new era, which can be used to create high-end user groups and conduct regular online marketing to improve the efficiency of enterprise marketing. We can start in the following aspects:

1) Improve at the source of enterprise development, practice modern innovation, and lay the foundation for innovative marketing methods. The root cause of enterprise development lies in the development of talents, so in practice, enterprise management personnel can gather marketing staff to establish enterprise training courses. Guide marketing personnel to actively participate in the training, training to guide marketing personnel to master the modern technology and methods at the same time, let them realize the importance of marketing work;

2) The integration of modern marketing technology and environmental protection concept, environmental protection concept is very important for the development of modern enterprises, which is the basis for the sustainable development of enterprises. Therefore, enterprises should assume appropriate responsibilities on the basis of obtaining economic benefits, and integrate responsibility with marketing. In the actual marketing work, adhere to the concept of environmental protection, reduce environmental pollution, to avoid environmental pollution conditions.

3) In marketing design activities, it is necessary to use information technology to comprehensively collect the successful marketing cases of other enterprises, analyze the marketing strategies and marketing methods adopted, and strengthen the concept and awareness of marketing in work and study. In addition, enterprises also need to guide marketing personnel to learn independently, encourage them to actively learn western marketing activity cases, and analyze the marketing methods and work strategies, so that the staff can obtain the strengthening of work awareness and marketing concept in the study.

4) In the new era, enterprises need to combine the marketing strategy of modern technology and innovative products. Enterprises can use modern information technology to approximate the function or the products in use of data technology for input and classification combination, so as to meet the differentiated consumer demand of consumers for products. In addition, enterprises need to avoid the homogeneity of products and marketing activities, divide the categories of products and marketing activities combined with data technology, and display the characteristics of products through online means, so as to strengthen consumers' desire to buy.

For example, in the actual work, enterprises can build a network marketing platform, with the help of intelligent data management system to detect the marketing situation and channel operation status, so as to timely deal with various possible marketing emergencies, so as to improve the security of marketing channels and the efficiency of marketing. With the help of information technology to build big data analysis platform, can not only organize the input product classification, at the same time also can analyze the actual situation of online sales platform, and can collect the channel of actual operation, once found marketing problems can be handled quickly, improve the marketing activities emergency plan, improve the channel of emergency problem handling ability and system response ability, this can guarantee the enterprise marketing channel can run safely. At the same time in the enterprise marketing activities need the integration of resources, by building good marketing price and service, improve enterprise service level and enterprise external competition ability, prompting enterprise internal resources to give full play to its should have the practical value, Help enterprises to develop in the fierce competition in the market.

### **4.4 Paying Attention to Brand Building and Creating Brand Image**

With the continuous deepening of globalization, a large number of domestic enterprises have entered the international market. However, the development of Chinese enterprises is relatively late, and the construction of enterprise brands is relatively insufficient. In order to make domestic enterprises can meet the actual international marketing needs, it is necessary to encourage them to establish a good national mindset, paying attention to the construction of their own brands and creating good brand images, and meanwhile passing on enterprises culture

## **Original Article**

and philosophy to customers through brand promotion, thus winning their recognition. In order to enhance brand image, enterprises can take various measures, including but not limited to optimizing brand image, improving brand awareness, and strengthening brand image shaping, the measures are as follows:

Firstly, enterprises can improve products' quality. If the product quality is poor, even if the enterprise successfully sells the product through marketing activities, but the customers fail to have a good experience during the process of use, it will also form a negative impression on the enterprise. Therefore, enterprises must improve the quality of their products, which is also fundamental to building a brand.

Secondly, enterprises need to enhance the added value of their products to exceed customers' expected consumption levels. For example, the intelligent Mi-Home service launched by Xiaomi Company provides customers with intelligent remote control of home services, such as Xiaomi Night Lights and Classmate Xiaoi, which increases the added value of its products and promotes it to gain a good competitive advantage in the mobile phone market environment.

Thirdly, it is the need for enterprises to ensure the excellent quality of after-sales service. As a direct contact with consumers, after-sales service has a significant effect on enterprise brand building. In the construction of brand image, after-sales service is a crucial aspect. Enterprises should provide customers with comprehensive after-sales services, such as return and repair services, and provide high-quality after-sales consultation to improve customer satisfaction and consumer experience, thereby cultivating loyal customers.

Finally, enterprises need to fulfill their social responsibilities. Enterprises need to actively participate in public welfare undertakings, generously sponsor public welfare activities, and utilize public welfare undertakings to achieve business operations and publicity, thus enhancing their social influence and establish a good brand image.

### ***4.5 Forming Diversified Thinking to Promote Diversified Marketing***

In the new era of marketing, enterprises must form diversified thinking and actively explore new ways of marketing development, in order to build a diversified marketing model and achieve a perfect combination of online and offline marketing. Currently, some smartphone manufacturers have opened offline smart stores and smart service experience stores, using online marketing to attract customers and guide them to enter offline stores to generate consumer experiences, thereby a combination of online and offline marketing method was achieved. Some enterprises are also actively involved in the construction of marketing matrices, using e-commerce platforms and Weibo and other tools to achieve online marketing and promote the flow between various platforms, The expansion of marketing traffic has achieved significant marketing results.<sup>[3]</sup> At the same time, some enterprises are actively exploring the application of big data and other technologies in marketing, obtaining customer information and market development information through big data, analyzing customers' actual needs, accurately judging market development trends, and laying a data foundation for subsequent marketing to improve the quality of enterprise marketing.

### ***4.6 Improving Brand After-sales Service Level***

In the market, there are a large number of alternative products and similar products available, but relatively completed after-sales service can leave a deep impression on the customer groups, in order to achieve marketing goals. The after-sales process is the last and one of the most important part of the sales process. Most consumers' shopping experience will be severely affected by this stage, and it can be said that the quality of this stage directly determines consumers' future shopping behavior. In the new era, consumers' awareness of safeguarding their rights has developed, and good after-sales service can effectively show the good image of the enterprise, and also stimulate consumers' desire to continue purchasing. Given that, the enterprises can further improve the quality of after-sales service by the following steps: Firstly, enterprises need to provide consumers with comprehensive after-sales service guarantees. If a certain enterprise limits the basic warranty period of its products to ten years, and provides real-time consulting services to meet the needs of consumers. To some extent, this after-sales service



## **Original Article**

commitment is also an important component of marketing. Through this kind of long-term guarantee, consumers can receive timely repair or replacement after product malfunctions, avoiding the impact of product performance degradation on its service life. Under this service, consumers' trust in the products of this enterprise will also significantly increase, which allows them to purchase and use them with greater peace of mind. At the same time, it also consolidates the consumer group to a certain extent, forming a loyal user group.

Secondly, enterprises should extend traditional offline after-sales service to a combined online and offline after-sales service model. With the assistance of internet platforms, enterprises can overcome the limitations of time and space to establish close interactive relationships with consumers. Consumers are able to solve some simple product after-sales problems through online platforms, and can also communicate with customer service staff at any time to solve product usage and quality issues. In addition, enterprises can also design corresponding service content and forms based on the needs of different types of consumers to improve service quality and provide high-quality after-sales experience for consumers.<sup>[4]</sup>

Finally, in the after-sales stage, relevant enterprise staff should continuously improve their work level and service quality with high professional ethics and professionalism. When communicating with consumers, they should demonstrate ample patience in answering various questions about the product, using elegant language to demonstrate respect and sincerity towards consumers. In addition, they also should provide professional services to consumers with a rigorous and serious attitude.

## **5. Conclusion**

In short, in the new era of economic globalization, a large number of enterprises have faced significant challenges in marketing. In order to improve the overall economic effectiveness of enterprises, enterprise staff are expected to comprehensively optimize marketing strategies, create flexible marketing strategies, achieve customer-oriented, build a comprehensive online and offline marketing and after-sales service model, and effectively manage enterprises staff, fully optimize marketing strategies to promote staff motivation, therefore the enterprises can provide customers with higher quality product services, the good relationships between enterprises with consumers could be established, under this circumstance, enterprises can achieve long-term and stable development.

## **References**

- Linghui Zhou. Innovative Exploration of Enterprise Marketing Brand Strategy [J]. *Modern Marketing (Business Edition)*, 2020 (11): 160-161
- Qiuyuan Xiao. Development and Innovation of Marketing in the Internet Era [J]. *Technology and Market*, 2020, 27 (05): 150-151
- Tianyu Li, Bing Li. Development and Innovative Exploration of Marketing Strategies in the New Era [J]. *Mall Modernization*, 2020 (08): 66-67
- Tiejun Hu. Exploration of Innovative Marketing Strategies in the Internet Era [J]. *Journal of Finance and Economics*, 2019 (34): 85