Research on Project Management in Enterprise Marketing

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Abstract: With the development of social economy in China, it provides a good market environment for the long-term and stable development of Chinese enterprises. At the same time, companies want to improve their own in the market share, it must be played in a good marketing role. The project management plays an important role in the marketing of the enterprise. Therefore, this paper studies the importance of the project management and the corresponding strategy on the basis of the analysis of the characteristics of the project management.

Key words: marketing, project management, characteristics, importance, strategy

Introduction

With the development of marketing in China, the concept and strategy of marketing in our country have also been developed and progressed. Therefore, in the process of marketing activities, enterprises need to transform the concept of scientific marketing, strengthen the investigation of consumer demand and market research, in conjunction with the results of research and the development of their own enterprises to develop a scientific marketing campaign program to improve the marketing performance of enterprises, so as to better promote the stable development of enterprises.

1. In the enterprise marketing activities to carry out the characteristics of project management

1.1 Integrity

When the enterprise is in the process of project management, the marketing department is the most basic department, but in the process of project management, also need other enterprises to communicate with each other and the communication between managers at all levels, so as to better meet customer's individual needs, improve the competitiveness of enterprises in the market. Therefore, one of the characteristics of project management in a marketing
campaign is integrity, this need to work in various departments to coordinate cooperation.

1.2 Coordination
Enterprise project management of the characteristics of the two is the coordination, enterprises in the process of marketing activities in the process of the need for various departments to coordinate the marketing system, such as the need for marketing activities signed a contract, the need to integrate customer information, the need for marketing activities, the need to budget for marketing activities and so on, so enterprise need to carry out marketing activities when the various departments need to coordinate each other.

1.3 Cooperation
Corporate project marketing activities of the project management is a whole project of cooperation, so the need for enterprise teamwork, team members need to be responsible for marketing project manager, and strive to do the task assigned by higher-level leadership, in order to ensure the smooth development of marketing activities to make their own contribution. Second, in the process of marketing activities, team members also need to communicate in a timely manner to facilitate the integration of their own information resources, better marketing activities to optimize and improve the results of marketing activities.

2. In the enterprise marketing activities to carry out the importance of project management

2.1 To speed up the reform of enterprise marketing and promote the development of enterprise marketing
Enterprise marketing activities are based on satisfying the basic needs of consumers, and to the enterprise's target market, marketing budget as a foothold, and thus to develop a marketing plan to improve corporate earnings. Therefore, in the development of enterprise marketing campaign program, we must clearly analyze the needs of consumers, once the consumer demand analysis is wrong, then the entire marketing program is wrong, thus it will not be able to achieve the purpose of providing enterprise-profit income. And in the development of enterprise marketing campaign program, the staff should strengthen the marketing concept in the work of the guidance, because the scientific concept of marketing can promote the smooth development of enterprise marketing activities. The traditional corporate marketing program is aimed at enterprise products as the core of the development of the program in the process, ignoring the needs of consumers in the market for large demand, such a marketing program is the lack of competitiveness. And with the reform of China's market economic system, China's marketing concepts and strategies have undergone great changes, corporate marketing managers in the development of activities when the program must uphold the traditional concept of marketing, to the market related to the investigation and analysis, to consumer demand as the core to develop new products, and to the needs of consumers to develop the appropriate marketing programs, so as to better improve the market competitiveness of enterprises, improve business sales.

2.2 To improve the scientific development of enterprise marketing
In the traditional marketing model, due to the lack of scientific marketing theory guidance, making the marketing staff in the process of marketing there is a blindness and limitations, cannot effectively improve product sales. To this end, to improve the market share of enterprises to improve the sales performance of enterprises in the development of marketing programs, it is necessary to strengthen the scientific marketing theory of knowledge applications, so as to better improve the scientific marketing of enterprises, reduce the blindness and limitations in the marketing process. For example, in the development of marketing programs, marketing staff should learn from the famous 4P and 4C
marketing concepts, in a full understanding of the needs of consumers, understand the basic situation of the product in all aspects and the links between the various links, so as to continuously improve the production technology of the product, improve product quality, in order to provide consumers with better service. The so-called 4P marketing concept refers to the development of marketing programs in the process, should strengthen the product, price, principal channel and promotion of comprehensive consideration. And 4C marketing concept refers to the development of marketing programs, should take full account of consumers, cost, convenience and communication of these four factors, so as to develop a more scientific and rational marketing program.

2.3 To improve the operability of enterprise marketing activities

Through the project management of enterprise marketing can be more detailed division of the marketing activities of the program, through the detailed division of the program can help marketing staff to better achieve the various parts of the task, so as to better ensure that the completion of the marketing event. For example, managers can segment the project according to the elements of the project, and then for the different functions of the department for more detailed task division, while improving the competitiveness of departments at the same time, but also to ensure marketing program development, improve the overall strength of the enterprise.

3. In the enterprise marketing activities to carry out the project

management strategy

3.1 To strengthen the strategic planning of enterprise marketing

In the process of project management of enterprise marketing activities, enterprises not only to strengthen the understanding of the needs of consumers, but also to strengthen the understanding of the degree within the enterprise, so as to better achieve the internal functions of the enterprise resource optimization, project management quality, improve the enterprise's profit income. To carry out project management in the enterprise marketing activities, we must first strengthen the strategic planning of enterprise marketing, in the development of strategic planning, we must combine the business objectives, positioning of enterprises, to achieve the objectives of the way. So as to better ensure the correctness of corporate strategic planning to ensure the sustainable development of enterprises. In the development of enterprise marketing strategic planning, we must ensure that the development of the marketing plan to ensure the operability of the marketing program to achieve the landing, so as to better improve the business income. In the enterprise marketing management time, you can separately from the marketing activities of the organization and marketing activities of the market research to strengthen management. First of all, in the corporate marketing activities of the organization, enterprises should be combined with their own business situation to develop marketing objectives. In the development of marketing objectives, it is necessary to develop scientific and rational marketing activities procedures to ensure the smooth development of marketing activities and marketing tasks carry out. In the marketing process, the marketing staff can combine the actual marketing situation to adjust the specific marketing activities of the program, so as to better ensure the smooth conduct of marketing activities. Second, before the implementation of the marketing program, marketing staff must strengthen the market research, a comprehensive analysis of market demand, so as to better assess the feasibility of marketing programs. 2

3.2 The specific planning of corporate marketing projects

In the development of corporate strategic planning, enterprises should investigate the target market, through the integration and analysis of survey data to obtain the survey results, and then use the survey results to develop a
scientific strategic planning. Before the marketing activities, enterprises should have a clear target market, in order to ensure a smooth entry into the target market, improve the market share of enterprises, business managers will target the market segmentation, and then combined with the target market segmentation to develop a corresponding marketing campaign. Before marketing programs, marketers should fully understand the market competitiveness of their products in the target market, and thus combine the relevant provisions to develop scientific and reasonable sales price and sales channels. In addition, in the development of marketing programs, marketing staff should also be combined with the characteristics of the product and the cost to choose the most appropriate marketing strategy to ensure that the number of product sales. In order to better complete the marketing task and increase the market share, in the marketing process, the marketing staff should also be the total marketing tasks for scientific and rational distribution, in the allocation of tasks, should fully consider the human and material resources to ensure the completion of the task. 3

3.3 To strengthen the risk of corporate marketing activities to prevent

Because there are many uncertain factors in the economic market, so the marketing of enterprises is at a certain risk. In order to reduce the risk of corporate marketing activities, reduce the impact of risk on business operations, enterprises must first ensure the quality of their own products. And then combined with the characteristics of the target market, the timely adjustment of corporate marketing programs to reduce the impact of market changes on the enterprise. As the target market for the needs of the product is constantly changing, so the marketing department should develop a corresponding marketing risk prevention program, in a timely manner to avoid marketing risks, improve the marketing activities of the enterprise program feasibility and timeliness.

3.4 To improve the implementation of enterprise marketing projects

To ensure the smooth conduct of marketing activities, we must ensure that the implementation of various marketing projects, marketing activities in the beginning before the marketing staff will combine the results of market research to make a clear positioning of the product. In the process of market research, if the consumer demand is high products have not yet been developed, companies should actively research and development of such products, in the development and research process, the marketing department should also be combined with the consumer's spending power to develop scientific and reasonable product sales price. In the process of marketing activities, various departments should communicate in a timely manner, mutual information, such as marketing departments should be timely delivery of marketing costs to the department of finance, so that the financial sector in order to timely development of enterprise product sales mechanism to improve the competitiveness of enterprise products force, to achieve the goal of corporate marketing.

3.5 Do a good job to the end of business marketing

As the enterprise marketing activities is a large-scale project, in the process of marketing activities, managers need to break down the marketing project and then complete, so after the completion of marketing activities, staff should collect marketing activities of all aspects of information, each department of information, and the data summarized and archived. After completing the marketing data, the staff of each department should also conduct a more in-depth study of the marketing project, review the advantages and disadvantages of the marketing activities in the course of the development, and try to find the relevant reasons, by analyzing the reasons. Find the appropriate solution to the problem, so as to better improve the planning of marketing activities, do a good job to the end of marketing work. So in the future to carry out other marketing activities, you can learn from the activities of the experience and lessons learned to improve the integrity of marketing programs. 4
Conclusion

In summary, the enterprise marketing activities of project management is a long and complex process, in the marketing process project management process, the various departments need to participate in the enterprise, so the various departments of the communication between the departments is very important. In the marketing activities, the various departments of enterprises to deal with each other, there is also a competitive situation, so to strengthen the project management in the enterprise marketing application can effectively enhance the overall quality of employees, improve the staff cohesion, so as to better promote the long-term development of enterprises.

References