

The Exploration and Research Path Analysis of Digital Marketing Strategy STP+4P Upgrading

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Abstract: It discusses how to upgrade the traditional STP+4P marketing strategy, including the development of product strategy to co-create. Pricing strategies are dynamic, contextual, and free. Digitalization makes the boundary between offline channel and virtual channel disappear and multi-channel integration becomes the key. Brand value Brand, RTB, DMP, DSP delivery strategy, etc. This paper tries to explore the three key points of the core paradigm of marketing strategy and find a new direction.

Keywords: Marketing Strategy; Digital; Product Strategy; Value; Brand

1. Introduction

In the survey of ceos and cmos, 81% of companies believe that digital marketing is the key to digital transformation, and more importantly, 58% believe that digital marketing is not performing as well as expected. In the in-depth communication with the marketing decision makers of many enterprises, I found that behind this is the lack of strategic thinking, or the lack of good strategic thinking. How to combine digital marketing with enterprise's Internet + strategy What role digital marketing strategy plays in the whole digital strategy Digital marketing strategy will solve the upgrading of brand and channel, or the subversion of the whole marketing model Compared with traditional marketing, digital marketing strategy part which is changing, which is not changing, how to combine marketing with data, in what dimensions.

2. Transformation of strategic thinking Transformation of marketing strategy

Based on a shift in thinking, we'll see how to land again. My partners and I divided the implementation system into a group, one called the Digital Marketing Strategy Model and Implementation System, the other called the Digital Marketing Support System.

2.1 Upgrade of market research

From conventional research to fragmented research, in the era of big data, with low research access costs and intelligent information processing technology, it is possible to conduct quantitative research with large samples at low cost, and infer the real attitudes of consumers based on the comments and opinions of survey respondents on the network.

2.2 Upgrading to 4P

The transformation of product strategy is reflected from insight orientation to evidence-based orientation and MVP lean startup mode, from dependence on boundary expansion to product + community product upgrade, from big ideas to big data and product services from ownership to sharing. Community economy, big data and sharing economy have become the core of product strategic upgrading. A pay-to-pay pricing strategy emerged.

2.3 Landing system 4R mode

Based on the change of strategic thinking, we put forward the marketing execution framework of digital strategy platform, which is summarized as the digital execution 4R system.

In the pre-digital age, we mostly talk about the overall analysis of target consumers, mostly through sample speculation and qualitative research. The biggest change in the digital age is that consumers can be tracked online using big data, such as cookies and mobile digital behavior tracked by SDKS. The tracking of shopping preferences by payment data, through which the tracking of behaviors can form the user portrait of big data, the integration of these technical means and marketing thinking is the biggest change in the digital era, as well as in the whole digital era

Reach is the second step, and one that most companies involved in the digital marketing game are taking. The previous means of reaching consumers have changed in the digital age. Search, O2O, social media, APP, intelligent recommendation, AR, VR, DSP and other means of reaching are completely unavailable in the previous digital age. Then how to reach consumers on the basis of the portrait, so that technology, data and customer integration, It is the basis for enterprises to adopt marketing data transformation.

Relationships are the third step and should be followed by Reach. We found that only completing the first two R's could not guarantee the effectiveness of digital marketing, because it only solved the problem of targeting and reaching, but did not solve how to transform customer assets. The most critical step lies in whether your digital marketing "establishes the basis for continuous transactions". Many communities are established and developed, such as active brand communities like MIUI. It is a critical step to ensure that businesses are deeply connected, interactive and engaged directly with their customers in a "disintermediation" situation. This is also the present mentioned enterprise 2.0 form, and Philip Kotler at the Tokyo conference mentioned "Marketing 4.0: Start with me, help customers achieve." Return is the fourth and final step, solving the dilemma that marketing is not just an investment, but a direct return. Many enterprises have established a community to attract a large number of brand fans, but the core problem at this stage is how to monetize. We have put forward many methods, such as the commercialization of community qualification, the productization of community value, the media of community concern, the channel of community members, the marketization of community trust and other operational structures, to monetize customer assets. The above four R's form an operation cycle, which is very suitable for the understanding, application, implementation and feedback of the CEO and CMO. Based on 4R, the marketing organization system, ROI tracking system and big data source should be established. The biggest characteristic of the Internet and mobile Internet is to realize the "connection" between people and things, people and information, and people. Thinking about strategic change in connection, evolving the function of marketing in connection, embracing new technological tools in connection with data thinking are questions on the minds of every CEO, every marketing executive.

2.4 Upgrading Relationship Management in the digital age

From CRM relationship management to SCRM social relationship management. Traditional CRM strategies are no longer fit for purpose. A CRM system needs to integrate the use of digital technologies, automation and synchronization of sales, marketing, service and technical support.

CRM is different from SCRM in that SCRM can significantly enhance the user experience. While traditional enterprise customer service is just a department that is responsible for solving problems, SCRM focuses on the customer service function, focusing on "doing the right thing" and planning to "do the right thing". It's about expecting, listening, and responding quickly to customer needs. SCRM helps organizations improve the customer experience in this way.

3. Switch from strategic thinking

Marketing strategy link on the "change" based on the switch of thinking, and then see how to land. My partners and I divided the execution system into two levels, one we called "Digital Marketing Strategy Model and Execution System" and one we called "Digital Marketing Support System". Times marketing, 4PS to co-create, STP to community, personalized in brand building highlights.

3.1 Upgrade of marketing research

From conventional research to fragmented research, in the era of big data, research acquisition cost is low, intelligent information processing technology makes low-cost, large sample quantitative research become a reality, the real attitude of consumers can be derived from online comments, opinions and other information based on the research object. From text observation to behavior tracking, new technologies and widespread mobile devices allow enterprises to further track users' behavior data in real time. For example, in retail, real estate, tourism and other industries, the use of location data and audio recognition technology can help enterprises to have more understanding of users' real needs.

3.2 Upgrade of marketing strategy STP

From target consumers to consumer networks, network-based market segmentation Digital media and data production form a new consumer or other groups of common interests and values, these people are divided by geography, culture and intergenerational differences, digital technology brings them together, this affinity comes from the communication, sharing and identification of market segments. Digital technology is driven by expanding mutually identifiable interlocking and intersecting consumer networks, hence the emergence of "hyper-segmentation" and "dynamic precision" in marketing, which is the development between digital media and data production.

3.3 "Change" and "Invariance" of Marketing in Digital Age;

Questions are the best nourishment. Guided by the problems faced by business executives and combined with a large number of practices and feed-back summarized in our consultation, we try to construct the overall operation method of marketing strategy upgrading in the digital age from system theory to tool, from tree to forest, from route to blueprint.

First of all, let's get back to the basics. I believe that no matter how marketing changes, the essence of marketing strategy has three core points that remain the same, namely: demand management, building differentiated value, and building a foundation for continuous transactions. No matter in the traditional era or the digital era, these three points are the functional points of marketing strategy or market strategy. The core of demand management is to effectively control and guide the uncertainty of demand, the root cause of the "constantly changing" market, as a "less elastic" enterprise, just as P&G has been focusing on insight and mining the essential needs of consumers for 100 years. Building differentiated value refers to "purple cow" as Seth Godin said, to establish the advantage of differentiation and difference, so as to stand out from competitors. This is also the source of Intel branding to build "Intel inside". The foundation of continuous transactions is at the heart of marketing sustainability, and Apple's use of innovative and constantly upgrading software, hardware, services and communities to continuously "stick" users is a good example.

Conclusion

Under the digital economy, the overall framework of 4P marketing theory can still be applied. However, in practice, 4P marketing theory is facing great impact and challenge. The starting point of the traditional 4P theory is the enterprise and the product. With the concept of production and marketing as the core, it studies the market demand and changes from the perspective of the producer. The enterprise operator decides what kind of products to produce, what kind of profit to expect and sets the corresponding price, which channels to choose for sales, and which selling points of the product are transmitted and promoted in what way. The 4P theory pays more attention to product orientation rather than consumer orientation. It is a marketing strategy promoted from the inside out, which is essentially based on the interests of enterprises themselves. However, in the era of digital economy, the consumer market has undergone great changes, the seller's market has become the buyer's market, and the consumer has become the core of the market. The product, channel and promotion strategies under the traditional 4P theory have been unable to adapt to the changes in the new era, and the marketing thinking behind the 4P needs to be changed.

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