

Exploring the Different Functions of Marketing in the Growth Stage of Enterprises

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Abstract: Marketing can provide value choices for enterprises, provide value, transmit and disseminate value, and is the key for enterprises to establish themselves in market competition. What role does marketing management play in the development of a company. Finally, the author analyzed the roles played by enterprises at different stages.

Keywords: Marketing; Marketing Management; Enterprises; Operations

Introduction

The impact of an enterprise on market operations during its development process. At the beginning of the company's establishment, although the marketing effect was significant, it did not have a significant impact on the company's growth. Marketing is usually combined with the rapid development of a company, and its role is only reflected during the period of rapid development of the company, and in the later relatively stable and second entrepreneurial period; The marketing effect is very obvious.

1. Main contents of market marketing management

In order to play the role of marketing in enterprise management, it is necessary to understand the content of market marketing management in detail, and start from the content to do a good job in market marketing management. Marketing management mainly includes seven aspects.

In the process of market marketing management, we need to seize the opportunity and identify the market. Due to the limited market size and the increasing number of enterprises, the competition among enterprises is also increasing. Therefore, in order to gain an advantage in the fierce market, improve the market competitiveness of enterprises, and occupy more markets, it is necessary to seize development opportunities and timely understand the market.

Choose a market that is suitable for one's own development, and make the enterprise market the main goal of one's own development. Due to the limited energy of a company, it is not possible to focus all of its energy on multiple businesses. In order to achieve sustainable development of the enterprise, it is necessary to allocate energy reasonably, focus most of its energy on the market that is suitable for its own characteristics, and make the market that is suitable for its own development an important goal for expanding and developing.

Pay attention to market demand. Due to the continuous development of the market and the changing demands of consumers, which have a great impact on the products of enterprises, it is necessary to dispatch investigators to investigate the market demand, conduct a comprehensive analysis of the collected data, and formulate development plans.

Set goals. In order to ensure the smooth development of marketing management work, it is necessary to formulate detailed objectives according to the survey results, and decompose the objectives of marketing management into various index values, so as to reduce the work pressure of staff. Design the price for the best product solution. When selling in the market, price is also an important factor affecting product sales. Therefore, in order to enable consumers to buy the best product and promote the growth of enterprise sales, it is necessary to design the price of the best product plan to better protect consumers' rights and interests.

Organize actions. After formulating a series of marketing management work plans, it is necessary to ensure that the management personnel implement their plans. Make scientific and reasonable evaluation of the marketing management work, carry out organizational control, and constantly adjust the mechanism according to the problems existing in the implementation process.

2. The role and significance of marketing

2.1 Improving Enterprise Production Efficiency

The marketing concept emphasizes the role of the market and consumer experience, which is conducive to promoting reasonable personnel allocation, improving production efficiency, and better meeting the real and potential needs of consumers. At the same time, it can help enterprises establish modern business concepts, optimize resource allocation, and meet the needs of social development.

2.2 Reducing Competitive Pressure for Enterprises

Nowadays, there are many types of brands in various industries, and a brand that has not formed its own advantages has great pressure in the competition process. Marketing can help brands position themselves, clarify their strengths, and gain consumer trust. At the same time, appropriate marketing methods can be adopted to reduce competitive pressure and create more success opportunities for enterprises.

2.3 Assist enterprises in exploring the market

The market economy is an open economy system. Adhering to the development strategy of opening to the outside world and expanding international trade and international economic and technological cooperation are the basic requirements for social and economic development. At present, the domestic and international market situation is complex, with ever-changing demands and fierce competition. Only by comprehensively mastering marketing theory and technology, conducting market research seriously, and understanding the target market can corresponding marketing strategies be formulated, and domestic and international markets can be developed more effectively and smoothly.

2.4 Promoting Better Development of Enterprises

Marketing allows enterprises to continuously adjust their marketing concepts and strategic decisions, guiding them to establish correct marketing decisions. At the same time, it also helps guide enterprises to create competitive advantages, provide a complete set of competitive strategies for enterprise growth, help form their own business characteristics, safeguard their market position, and achieve sustainable development of the enterprise.

3. Marketing in Several Stages of Enterprise Development

3.1 Entrepreneurship stage

Entrepreneurship begins with the identification of opportunities, which means finding unmet needs in the market, and then using innovative methods to solve these needs and profit from them. This is the marketing process of entrepreneurship. The marketing of enterprises is a process of pricing, product testing, and public relations based on market segmentation and market positioning; Channel selection, product release, and promotion; Advertising and other aspects constitute an operational process and have a crucial impact on employee recruitment, financing, and other aspects. Some scholars argue that 'in many cases, the success or failure of a new enterprise is due to marketing rather than technology', and constantly emphasize 'the core decisions of product positioning and targeting target segmented markets'. From this, it can be seen that in the start-up stage of a company, marketing plays a crucial role. At the beginning of the establishment of the small can tea brand, Du Guoying caught this opportunity with her unique vision. At the same time, based on the market difficulties of tea, we have accurately positioned it and identified office workers between the ages of 30 and 40 who are not yet familiar with tea as our main customer group. In terms of product selection, packaging design, and other aspects, we have made a series of improvements to traditional tea and quickly won the love of some customers.

3.2 Rapid development stage

After accumulating in the start-up period, the company has entered a period of rapid development, gradually occupying a relatively good position in the market, and gradually increasing its attractiveness to consumers. The company's brand effect can be highlighted to a certain extent. However, with the entry of new competitors, market competition is becoming increasingly fierce, and

there is a serious homogenization phenomenon in products and marketing methods, resulting in the company's powerlessness in marketing. However, with the development of the market and changes in demand, the company's marketing strategy is also difficult to adjust in a timely manner, which poses a great challenge to the company's business management. So, during the period of rapid growth of the company, the marketing operation of the company has no significant impact on its growth.

3.3 Relatively stable stage

After the enterprise reaches a relatively stable stage of development, as it already has certain operational and distribution channels, it is in a favorable position to maintain and continuously expand its existing market share in competition with its competitors. It is a key element for the stable development of the company. In terms of market promotion, small pot tea is also closely focused on brand positioning, with the slogan of "VIP, small pot tea", which is very consistent with the product positioning of small pot tea. At the same time, Xiaocan Tea has also invested a large amount of advertising on media such as CCTV, satellite TV, and reference news; Comprehensive advertising coverage can be achieved through online new media clients, offline advertising spaces (such as airports), and online and offline interactions can quickly attract consumers' attention. There are private planes, chairman's office, and advertisements for presidential suites; Scenarios such as giving gifts at parties reflect the market positioning of small pot tea and echo the three consumption scenarios of "buying", "drinking", and "giving" small pot tea. At the same time, small pot tea is still engaged in cross-border marketing.

3.4 Second Entrepreneurship Stage

After experiencing a complete entrepreneurship, the enterprise has already possessed strong strength. However, the market is constantly changing, and if sustained innovation and change cannot be carried out, the enterprise will gradually decline. In order to achieve higher-level goals and achieve sustained development, enterprises should actively implement more fundamental internal changes after achieving high-speed growth, that is, carry out secondary entrepreneurship. After entering the second entrepreneurship stage, enterprises need to reassess their market positioning and target customers, and seek new growth curves through product innovation or market migration. The positive role of market marketing management in enterprise growth is again highlighted. Marketing performance is closely related to corporate performance, and the success of marketing will be a key factor in determining the success of a company's second venture.

Conclusion

Market marketing management is of great significance to the growth of enterprises at the initial stage of entrepreneurship. Clear and accurate market positioning can help start-ups transition to the rapid development stage; In the rapid development stage, the positive impact of market marketing management on the growth of enterprises began to appear; In the subsequent relatively stable stage, a large number of market promotion activities can help enterprises consolidate their market position; In the second entrepreneurial stage, enterprises need to re-plan marketing to seek a new growth curve, and the positive role of market marketing management in enterprise growth is again highlighted. The market is the main battlefield of enterprises, and enterprises must first do a good job in marketing, attract sufficient traffic, occupy a larger market share, expand the market, and stabilize the existing market. Only in this way can enterprises ensure that they are not eliminated by the cruel market, and can they effectively survive and develop. In order for enterprises to remain invincible in the new economic situation, they must be closely integrated with market development. Only by continuously practicing, summarizing, and innovating can their development be stable and sustainable.

Reference

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