

Analysis of Agile Marketing Model in Enterprise Marketing Management in the Context of the New Era

Yudong Qin

Krirk University, Bangkok 10220, Thailand

Abstract: In the era of information digitization, technology has become the mainstream of industry development, and the key link to the direct realization of enterprise value is the marketing of the enterprise, and the timely improvement of the marketing model according to the needs of the times. Agile marketing model, is to make the enterprise marketing endowed with agility, so that the enterprise marketing to the market sensitivity is higher, so that the enterprise development target, more clear, so that the enterprise marketing model can be in the fierce market competition, occupy more market share. According to the characteristics of the rapid development of social innovation, enterprises take the mode of agility marketing, so that enterprises in the rapid development of the market economy environment, can have a stronger marketing ability, so as to promote the comprehensive competitiveness of enterprises.

Keywords: New Era; Marketing Management; Agile Marketing Model; Analysis

Introduction

In this new era, society is changing rapidly. How to seize the opportunity of enterprise development in the flood of economic development, and how to actively improve the long-term mechanism of enterprises, so that they can flexibly respond to various issues, actively improve various elements, and walk in the forefront of industry development, these are all things that enterprises need to consider. The agile marketing model can promote the development of enterprises to be more efficient, more relevant to the needs of the market, and can enhance the competitiveness of enterprises. By adopting an agile marketing model, enterprises can keep pace with the development of the market economy, better understand the needs of the market, and through innovation, enterprises can gain more advantages in marketing management, promote the total value of the enterprise, and enable enterprises to develop in the long term and gain a longer corporate life.

1. Overview of the agile marketing model in the context of the new era

1.1 Connotation of agility marketing model

The agility marketing model is a marketing model that emerges according to the response requirements of dynamic changes in the market. In corporate marketing competition, how to respond to the requirements of efficient and high-quality response in the market. Market competition in the new era environment is characterized by rapid, high efficiency and greater precision requirements. By adopting an agile marketing model, companies are responding to the new characteristics of marketing in the context of the new era. By breaking down the traditional barriers of corporate thinking, the agile marketing model in business allows companies to focus on market information-based responses to change, to system-wide responsiveness and rapid response to change. This has led to a full diffusion of marketing models and a more direct, flexible and efficient entry point for market information in the enterprise^[1].

1.2 The importance of building an agile marketing model in business

With a wide range of products in the market and many opportunities for consumers to choose, companies need to stand out from the crowd and use effective marketing methods to make consumers choose their own products. The marketing department then

investigates the needs of customers in the market through keen market observation skills. Through various means, market information is collated to quickly capture information on consumer needs. The agile marketing model is well suited to this efficient way of responding to market information and is able to gain a head start on product sales, capture more market share and maximize the benefits to the business.

Agile marketing is able to analyse the needs of the market in depth, grasp the preferences of customers, and can better market the products, thus increasing the stickiness of users. This ability to control market analysis in an agile marketing model requires solidarity and collaboration between other departments in order to cut through any of the product production nodes and make a rapid response. It is also a new mode of interaction between departments and the overall responsiveness of the organization, which can better facilitate the application of innovative response mechanisms.

2. The conditions for the realization of agile marketing in the context of the new era

2.1 Consistent value orientation within the enterprise

Agile marketing model in the enterprise construction, the need for the entire staff of the enterprise for the overall mobilization, in order to be able to implement the process to reduce the probability of opposition, are able to respond to the flexibility of the market improvement requirements. This is the most widespread and convenient means of communication for employees^[3]. In the staff of the enterprise's marketing model changes and improvements, have an independent awareness, so that employees stand in the enterprise's point of view, participate in the development of the enterprise's improvement mechanism, so that the entire enterprise within the realization of the value of agility response tendency.

2.2 Enterprise decision-making predictability

In the agile marketing model, it requires transformative thinking and attitudes in the process of transforming the existing marketing model of the enterprise, and moreover, it requires the support of all departments. Each innovation and innovation, is a difficult metamorphosis, the enterprise must be innovative necessary firmness, to carry out the agile marketing model implantation operation. This also requires a sense of long-term planning and a sense of risk-taking by the entire corporate decision-making hierarchy.

2.3 Long-term enterprise planning

In the process of daily operation of enterprises, long-term and short-term development planning needs to be done, and the agile marketing model is based on the long-term planning of enterprises^[4]. The timely collection and collation of market data of enterprises can determine the development of the market in different periods, which requires long-term planning in order to make the right decision support for the next marketing response of enterprises. Agile marketing includes accurate long-term positioning of a year of planning, enough to carry out a reasonable long-term planning of human and material resources integration according to the survey information and market requirements, for the agile marketing model to carry out, do a good job of supporting work.

3. Organizational structure of the agile marketing model in the context of the new era

3.1 Enterprise agile organization construction

In the process of building the agile marketing model, the advanced concept of production, should be used as the first step of reform. In the current consumer requirements for the market and products are getting higher and higher, and need to get better quality product services from enterprises. At the same time industry competition in the market is intensifying, the development of marketing management of enterprises, there are difficulties of innovation and more potential opportunities of the characteristics. Companies in the traditional marketing concept, the inherent marketing model has limited the faster development of enterprises, but also can not keep pace with the current development of the times, so companies urgently need to be agile marketing model, so that companies can better promote the sale of products. Production and sales concept into a market-oriented real-time according to the change of concept, is very advanced, for enterprises to grasp the market, reduce risk, improve efficiency is very effective.

The process of developing an agile marketing model requires a dedicated department to coordinate and operate. The marketing department and the agile marketing department between the connectedness and improve the effect, all let the enterprise recognize the agile marketing way, can let the enterprise cooperation can be holistic, systematic and global high, go to the agile marketing mode value, is fully stimulated, thus brings the enterprise value to improve continuously.

3.2 Enterprise agility culture optimization

The use of the agility marketing model in enterprises requires an advanced corporate culture, where employees can experience the satisfaction of realizing their vision in the process of creating and pursuing common corporate goals and values. The culture of a company can play a consistent role in corporate teamwork. In the development process of society, enterprises need to reflect their own value image according to the mainstream of social values, which enables enterprises to win in the market competition with a more distinct image, can leave a deeper impression on consumers closer to the heart of consumers, from the emotional increase in consumer stickiness. Agile marketing model in the unified formation process of corporate culture, need to have the foundation of agile corporate culture, from the collar to decision-making to staff implementation, are able to start from the customer's point of view, the development and promotion of marketing strategies, employees are also with the concept of agile marketing, perceived agile marketing model of responsibility and obligation, to ensure the quality of the enterprise products and tasks efficiently completed the effect. The efficient and innovative consciousness of the enterprise is fully reflected in the implementation of the agile marketing model, which is also the effect of the concept of creating an agile culture for all employees of the enterprise.

3.3 Enterprise agility communication enhancement

The ability to collect instant information is very important in the agile marketing model, and it is very important to ensure that information is transmitted efficiently in the communication link of each enterprise. There are several departments in the enterprise, each with a very different task. The marketing department, as the last link in the realization of the value of the product, does not have the right to intervene in specific decisions and orders for the departments in the above link, in the traditional business model. In the reform of the agile marketing model, when the marketing department is able to UI the work of other departments to intervene in the issuance of orders, it will cause barriers in the way of communication and barriers in the way of cooperation, and finally affect the effectiveness of the response mechanism of the enterprise. Therefore information transfer in the agile marketing model really needs to be developed systematically and comprehensively by the enterprise.

4. Conclusion

In conclusion, in the new era of social and economic development conditions, it is a very correct choice for enterprises to adopt the agile marketing model. Enterprises should achieve a sector-wide flexible response in the marketing process so that the agility marketing model can be truly integrated into the daily operation of the enterprise.

References

- [1] Zheng SM. Applications and challenges of artificial intelligence in marketing [J]. Information Systems Engineering, 2022(11):80-83.
- [2] Cao XJ. Marketing development model in the new economy[J]. Old brand marketing,2022(22):21-23.
- [3] Gan C. Research on the characteristics and marketing strategies of service marketing in the automobile market under the background of big data [J]. 2022, No. 787(11):154-156.
- [4] Chen W. Research on marketing innovation of enterprises under the background of Internet [J]. 2022,No.787(11):160-162.