

Exploration of the Significance and Path of Marketing Model

Innovation to Enterprises

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Abstract: Under the trend of global integration, when countries trade more and more closely, if companies want to occupy a place in the global economic system, they need to pay more attention to marketing. As the market environment continues to change, so does the marketing model. For domestic enterprises, the traditional marketing model can no longer meet the actual needs of their long-term development, which requires enterprises to analyze and study the current problems of enterprises according to the current development direction of marketing, and on this basis, formulate corresponding innovative strategies, so that enterprises can better adapt to the development trend of the times.

Keywords: Marketing; Model Innovation; Strategies

1. Introduction

Marketing is an important aspect of business operations. In today's increasingly comprehensive business operations, in order to comprehensively improve the quality and level of marketing, we must continue to create a good market environment and conditions, so that the performance of enterprises can be greatly improved. At present, some enterprises still have many problems in marketing, in the face of this situation, enterprises must increase investigation, find their own problems, problem-oriented, continuous learning and innovation, strive to improve their actual results, actively explore marketing models, constantly carry out marketing innovation, so that marketing in a higher direction development, so that marketing in the enterprise economic management and even strategic management to get more applications.

2. The Significance of Enterprise Marketing Model Innovation

2.1 It is Conducive to Comprehensively Improving Business Efficiency

The quality of marketing directly affects the quality of the company's marketing work, and also affects the overall efficiency of the enterprise. Enterprise marketing is an important guarantee for enterprises to achieve high quality and sustainable development. Some enterprises organically combine marketing and talent training, actively cultivate compound talents, and strengthen targeted training, which can not only form strong marketing and management collaboration, but also continuously improve the efficiency of marketing, so that marketing can embark on the road of sustainable innovation.

2.2 Promote the Optimization of Marketing Mechanisms

While promoting the innovation of marketing mode, enterprises continue to improve the marketing system and improve the comprehensiveness, all-staff and whole-process of marketing. Some enterprises in the implementation of marketing, has formed a more perfect operation system, the marketing model into the operation, management, innovation and development of all links, and guide the departments to marketing as the center for related work, formed a complete marketing strategy, and is trying to promote the implementation of the strategy, in addition, some enterprises in order to build a more scientific marketing system, can effectively strengthen the relevant process, enhance the collaboration between all parties, so as to make it more substantial, expand the scope of marketing, And has played a great role in all aspects, thus making a great breakthrough.

3. Existing Problems in Corporate Marketing

3.1 Single Marketing Methods

Enterprises can mainly rely on itself as their main supporting force, with enterprise products, corporate culture, and corporate brand as their main content, and various media platforms as their communication channels to conduct their marketing activities. At the same time, it is also necessary to have the core ability of innovative idea communication in order to affect the psychology of consumers. However, at present, the integration of marketing media is not enough, it is necessary to integrate the resources of multiple media to form a multimedia matrix, which can spread the brand image more widely and deeply and market the product. In the Internet environment, the narrative style of marketing works is still relatively direct, the basic logic of displaying works is relatively single, and the performance of works is more about the communication of the theme, and there is a lack of innovative performance.

3.2 Lack of Brand Positioning and Marketing Planning

In the new era, some enterprises have problems such as unclear market image positioning, unplanned communication, and lack of personality. Many companies are trying to build a unique brand image, but they do not realize their competitive advantages and do not form their own brand image. Inability to dig deeper into their own unique resources, inability to focus on concepts, and lack of foresight. Marketing activities involve products, content, resources, platforms and other aspects of integration, which has a certain complexity, uncertainty and uncontrollability, which requires enterprises to plan, purpose, organized work, corporate image, cultural personality, product characteristics are the main differences between enterprises, but also the main reason for consumers to have an impression of enterprises and products. If an enterprise cannot establish its own unique image, culture and products, it will not be able to break out of the market.

4. Enterprise Marketing Model Innovation Strategy in the New Era

4.1 Innovate and Diversify Marketing Methods

Marketing is to concentrate all the resources of the enterprise to form a new and innovative marketing model. Enterprises have laid a good foundation for the city's goods and services, so it is necessary to integrate all the factors and resources of corporate marketing to build a representative corporate marketing IP in the fields of products, culture, design, technology and popular elements. Therefore, it is advisable for enterprises to coordinate internal and external communication channels and applying creativity and innovation to establish an excellent corporate brand. Moreover, developing multi-level communication methods and strengthening communication with consumers are helpful to explore a new marketing model. For example, the opening of platforms such as Douyin, Kuaishou, and B Station has promoted the rapid growth of corporate revenue, and further enhanced the company's brand awareness and influence through more interesting and popular marketing methods. If enterprises want to go abroad, they can also utilize popular social media platforms such as Facebook, Twitter, INS, You tube, etc. can promote enterprises and increase the effectiveness of communication and the ability of international competence. Enterprise marketing is also inseparable from the integration of media resources. Comprehensive communication should analyze the strategic use of various media in disseminating the image of the city, organically combine various communication means, give full play to their respective advantages, and complement each other, so as to improve communication capabilities and reduce publicity costs. To pay attention to the user group, in order to meet the personalized, differentiated and diversified customer base, it is necessary to use big data to analyze and recommend it, so as to achieve targeted content integration, improve the market interaction effect with customers, and use a variety of means to carry out marketing.

4.2 Innovative Brand Positioning and Marketing Planning

The corporate brand function is to allow people to associate with specific products, symbols, information, etc., and to associate with the corporate brand in a natural way, so as to feel the corporate product, image, spirit, quality and culture. Enterprises should have the ability to deeply tap their own resources and establish a unique and clear corporate image on this basis, and they are expected to shape a diversified city brand to reflect the core value of the corporate brand in the public perception through a innovative marketing model. In brand positioning and planning, the customer base is divided, so it is necessary to build a multi-level brand image for the customer group. With the advent of the Internet era, in modern marketing activities, more and more people have begun to pay attention to the social and economic value that the company's brand can bring. Awareness and value creation can improve the communication

and influence of the company, and increase the sense of identity and pride of customers.

5. Conclusion

To sum up, with the development of economic globalization, the role of marketing in business operation is becoming more and more important. At the same time, there is a new trend in marketing. This requires enterprises to change their traditional marketing concepts and marketing models, clarify the problems in the market, and actively seek effective methods to open up the market and promote the healthy development of China's social economy.

References

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