

# Research on Marketing Strategy in the New Economic Era

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**Abstract:** With the advent of the new economic era, the number of Internet users is increasing, e-commerce has been rapidly developed, and a new consumption mode represented by online shopping and online payment is increasingly favored by people. In the new economic era, under the background of changing markets, corporate marketing is facing great opportunities and challenges. In this regard, enterprise marketing management must keep pace with the times, constantly innovate, enhance enterprise vitality, and ensure enterprise economic benefits. Based on work practice, this paper first analyzes the characteristics of marketing in the new economic era, then discusses the problems existing in marketing strategies, and finally explores marketing strategies in the new economic era in order to provide reference for relevant personnel.

**Keywords:** New Economic Era; Marketing; Marketing Strategy

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## Introduction

The progress of science and technology has accelerated the dissemination of information, promoted economic globalization, improved the level of a country's economic development, and brought opportunities to the new economy. The convenience and flexibility of the Internet have enabled various Internet-based business activities to emerge, thus promoting the development of the new economy. In the new economic era, enterprises should grasp the development characteristics of enterprises, constantly improve marketing strategies, and enhance their competitiveness.

## 1. The characteristics of marketing in the new economic era

### 1.1 Market information shows a trend of digitalization

Under the conditions of market economy, with the improvement of the level of informatization, the scope of enterprise operation has expanded, and massive information data has been generated. Through the collection and analysis of this information, it can help enterprises understand their own advantages and disadvantages and grasp the law of market changes. Through the exchange of data and information, it breaks the traditional face-to-face communication method and accelerates the speed of information dissemination. In the new economic era, marketing has gradually developed in the direction of digitalization, emphasizing the application of digital technology on marketing carriers, and improving the efficiency and level of enterprise marketing management.

### 1.2 The trend of personalized marketing is becoming increasingly obvious

In the era of the new economy, the market division of labor is increasingly refined today, product personalization has become an important means of marketing, product segmentation is based on the current consumer demand for product personalization. In the commodity market, a personalized marketing model should be built according to the preferences and needs of consumers to improve consumer satisfaction. In the context of personalized marketing, the establishment of a "one-to-one" sales model has become an inevitable choice for enterprises.

## 2. The problems in marketing strategy in the new economic era

### 2.1 The traditional target market division is too narrow

Enterprises hope that through the reasonable division of this market, they can ensure that their products accurately reach

customers in the shortest possible time. Traditional business models are still divided by geography, gender, social class, purchasing power, and so on. In today's new economic era, this taxonomy has lost its scientific significance. First, in the new economic era, the target market is no longer limited by geography; Its target market is where all goods can circulate <sup>[1]</sup>. Therefore, segmenting by region is not scientific and easy to lead to too narrow a target market. Second, with the rise of the new economy, the business environment of enterprises has undergone fundamental changes, and the traditional segmentation method for the target market can no longer meet the needs of the digital era.

## **2.2 Insufficient publicity and innovation, lack of soft and broad power**

When companies develop marketing strategies, they often focus on their products, but in the process of online shopping, because consumers have a wider range of choices for goods, the use of soft advertising has received more and more attention in the shopping process. When promoting goods, placing hard ads often doesn't work best. Combined with excellent marketing cases, it is not difficult to find that the most popular products are often promoted by well-known anchors, not just the quality of the product itself. At the same time, in the marketing process, enterprises should start from the needs of customers and prove to customers that they have needs, rather than simply introducing themselves. In addition, many companies do not consider the integration of a full range of community and after-sales services in the advertising system when formulating marketing strategies, which is something that enterprises cannot ignore.

## **3. The analysis of marketing strategy in the new economic era**

### **3.1 Strengthen cooperation and exchanges between enterprises**

In the new economic era, to carry out marketing management innovation, enterprises must strengthen communication and cooperation with other enterprises, achieve their respective complementary advantages, tap their own development potential, improve their own marketing capabilities, so as to improve their market competitiveness, and formulate longer-term and more strategic development goals. Therefore, only by strengthening cooperation with peers can we overcome our own shortcomings and correctly grasp development opportunities. In order to make the growth process of enterprises more fulfilling and dynamic, it is necessary to enhance the competitiveness of enterprises. While improving product quality, enterprises should also increase marketing efforts and enhance market competitiveness. On this basis, enterprises should improve the pre-sales and after-sales service of products to provide users with more comprehensive and systematic services, so as to improve brand awareness and promote sales growth <sup>[2]</sup>. At the same time, marketers should strengthen market statistics, investigate and record consumer demand for products. Enterprises should design and produce products according to this principle to improve the sales of products. In the marketing process, if marketers find problems related to marketing, they should take appropriate countermeasures to gain the trust of customers and carry out effective marketing management.

### **3.2 Optimize innovative marketing methods**

How to optimize the marketing model and improve the management level of enterprises is an important issue faced by enterprises in the new economic era. First of all, enterprises should adjust their marketing model and operation model in a timely manner according to the market environment and consumers' preferred consumption patterns. At the same time, the operators of enterprises should also constantly improve their marketing concepts and enhance their sense of innovation. According to the characteristics of the network, it is necessary to organically combine innovative marketing methods and network marketing to jointly promote the development of network marketing. In the new economic environment, enterprises should strengthen the application of network marketing, combine the two-way interaction between network marketing and network marketing, and strengthen the guiding role of enterprises in network marketing. The introduction of customers in commodity marketing increases the choice of customers for commodity marketing and improves the efficiency of marketing management. Secondly, every link is very important. Therefore, enterprises must optimize the marketing process of products and strengthen detail management. At the same time, in the process of product screening and launch, it is necessary to strengthen standardized management and establish a more standardized marketing model. Therefore, in the marketing process, enterprises must plan the marketing strategy of the product in advance and clarify their market positioning, so as to minimize market errors <sup>[3]</sup>. Therefore, it is necessary to fundamentally improve the marketing quality of

enterprises in order to fundamentally strengthen the marketing management of enterprises. Finally, managers should combine the actual situation of enterprise marketing, conduct a comprehensive analysis of marketing, first find out the problems in marketing, and then give follow-up feedback, so as to ensure the effect of innovative marketing methods, so as to control operating costs within a reasonable range, improve the efficiency of enterprise market development, and expand market share.

### **3.3 Using internet platforms to carry out marketing activities**

In the new economic era, online shopping has become an indispensable part of people's lives. In order to better promote the optimization of market management, enterprises must strengthen the application of the Internet, strengthen the cooperation of e-commerce, and create a marketing model suitable for consumers, so as to promote the marketing of products. For example, opening an online store, or partnering with an e-commerce company, etc. Broaden the channels of commodity sales by strengthening online sales of goods; At the same time, enterprises need to fully understand the characteristics of live streaming on e-commerce platforms and advertise their products accordingly. Adopt effective network marketing methods to strengthen the marketing of enterprises and improve the economic benefits of enterprises. In the new economic era, enterprises should pay attention to innovation in development, especially in marketing, combine marketing strategies with the actual situation of market development, actively change marketing concepts, enrich marketing content, and strengthen interaction with consumers. At the same time, we should give full play to the advantages of the network platform and improve the product sales efficiency of enterprises. In the specific development, by optimizing marketing methods, improving marketing models, enhancing communication and cooperation capabilities, maximizing the advantages of network platforms, and comprehensively promoting the marketing of enterprises in a variety of ways, creating higher economic benefits for enterprises.

### **Conclusion**

To sum up, in the new economic era, under the trend of modern network information popularization, the traffic dividend brought by the pre-Internet era has been significantly reduced in the post-Internet era, and the operation and marketing environment of enterprises has also undergone tremendous changes. The marketing concept of the enterprise must adapt to the new situation. In order to ensure the interests of enterprises, it is necessary to start from marketing management, meet new market challenges with new thinking, break through the marketing field with new marketing methods, and open up new markets. In this regard, enterprises should break through the traditional way of thinking, make marketing more personalized and precise, use modern Internet thinking, carry out targeted marketing, break through the bottleneck of traditional marketing, and make enterprises better adapt to the new economic era.

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