Analysis of Innovative Marketing Strategy in Economic Transformation and Development

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Abstract: In the content of modern market construction, marketing is an important part of the production and operation activities of enterprises as a channel to obtain economic profits. With the development of information technology, the marketing mode has changed a lot. The marketing mode is no longer limited to the traditional face-to-face transaction. Marketing enterprises can rely on Internet media to carry out independent marketing on major online shopping platforms. In the process of economic development, we should rely more on management innovation and the improvement of workers' quality. This has brought some difficulties to the development of small and medium-sized enterprises. In the period of economic transformation, small and medium-sized enterprises will be impacted by the market and technology. Marketing is a process of economic management that can meet individual or group consumption demand by creating and optimizing products and their values. In this context, enterprises need to actively explore new marketing models to meet the market development trend. Innovation in marketing management, marketing organization, marketing strategy, marketing strategy and marketing concept.

Keywords: Economic Transformation, Economic Development, Innovation Strategy, Marketing, Enterprise Development

I. INTRODUCTION

With the rapid development of economic globalization, the economic center of gravity began to shift from European and American countries to the Asia Pacific region. Therefore, China has a good opportunity for economic construction. Such an opportunity for development also enables China's market economy to strengthen the use of international technology, capital and human resources and other production factors. To a certain extent, this helps China better adapt to the content of the international market. The basic purpose of the effective strategy of marketing model innovation is to accurately match the needs of customers. From the perspective of customers, we should deeply understand customers' personal preferences, interpersonal relationships and consumption levels, accurately position customers' product needs, establish deep emotional contact with customers, deepen customer loyalty, and further explore potential customers.

The development of new media technology has changed the way of people's communication and shopping. More and more online shopping platforms are emerging. The use of online payment software such as WeChat and Alipay is also increasing. Therefore, the marketing enterprises should conform to this development trend and establish the network intelligent marketing platform. At present, both mobile terminal platform and digital network platform have greatly enriched people's shopping channels. Therefore, enterprises can establish a network marketing platform with both mobile terminals and digital shopping platforms, so that customers can choose their own and smoother shopping methods. With the help of the propagation speed and effect of multimedia network, we can set up hot topics of product selling points, and trigger the interaction and discussion of customers.

Innovation marketing is very important to keep pace with the times. The 21st century is the era of Internet. Enterprises must have Internet thinking and learn to use Internet technology scientifically and effectively. The so-called Internet thinking is an innovative way for enterprises to rethink, re plan and update the market, consumer users, products and enterprise values based on the use of modern high-tech, including the Internet, cloud computing and other platforms. Using Internet technology to broaden marketing channels is to use Internet platform to carry out subversive innovation on enterprise marketing. On the Internet platform, enterprises' brand marketing and management, network marketing and service marketing can all be combined to achieve the effect of multiple marketing.

Combine marketing and new economic era with enterprise management system. The key to adjust and adapt to the new economic era is to integrate the new marketing mechanism into the enterprise management. Only through the establishment of the organization and management system matching the new economic era, can the economy, controllability and implementation progress of the new economic era be comprehensively managed and evaluated.

II. THE PROPOSED METHODOLOGY

Development Mode of Economic Transformation. Modern marketing activities require enterprises to formulate relevant marketing formulation to promote the completion of marketing content according to plan, which is also the content performance of enterprise innovation and construction, and the most important thing for enterprises to achieve self-improvement. In the innovative marketing construction activities, enterprises can meet the needs of construction activities in the new era by innovating and developing some regulations, so that enterprises can achieve further development. Specifically, its construction includes: talent management system, the distribution of employees' shares and the form of their own shares. In this way, enterprises can improve the value of talents to the greatest extent, and promote more marketing personnel to actively advise the interests of enterprises. To help enterprises carry out marketing activities can achieve diversified development, and then adapt to the content and value of social construction. At the same time, it is also an important way of corporate culture construction. The marketing values formed by it will certainly become an important internal force of enterprise management activities and guarantee the core competitiveness of enterprises. The marketing formulation of an enterprise is one of the components of the enterprise's trading activities. Strengthening the perfection of the system content can enable the enterprise to play a greater market competitiveness in the fierce market competition. Finally, to promote the modernization of enterprises, to bring new impetus to the development of enterprises.

Due to the small market scale and low product coverage of small and medium-sized enterprises, there are still problems in the after-sales service system of small and medium-sized enterprises. Most of the small and medium-sized enterprises...
lack of independent after-sales service pilot, and in many cities, they have not achieved full coverage of the after-sales service system, which is not conducive to the protection of consumer rights and interests. Not only that, small and medium-sized enterprises in the after-sales service link has a certain lag, can not provide consumers with the corresponding after-sales service in time. As a result, the consumption experience of consumers is reduced, and the recognition of consumers to enterprises is also affected. At present, in the process of consumption, consumers have higher and higher requirements for after-sales service quality, which requires that all large, medium and small enterprises should better improve the after-sales service system.

In order to meet the characteristics of the new economic era, enterprises need to formulate scientific marketing strategies, realize the organic integration of short-term and long-term benefits, and emphasize the importance of marketing strategies. At the same time, the enterprise should combine its own specific situation, from the long-term and integrity as the starting point. At the same time of meeting the needs of consumers, ensure the rationality of marketing strategy.

Under the new economic environment, customer needs are gradually diversified and personalized. Marketing should also be close to the market and consumers as much as possible. Flat structure has gradually become the main development trend of marketing organizations. Its advantages are mainly reflected in: first, with the reduction of marketing level, enterprises can complete product marketing by establishing joint and regional distribution centers. Reduce the marketing cost of products and improve the common interests of consumers and enterprises. Secondly, with the rapid development of information technology and e-commerce, it provides a anthropomorphic, interactive and spatiotemporal marketing approach for consumers and enterprises. Under the support of e-commerce, enterprise marketing organization is more flexible. Third, alliance is an important development trend of marketing organization in the future. Through marketing alliance, marketing resources of alliance enterprises can be integrated. Form a collaborative and networked economic community, and form a flat organization and management in a specific region.

In the background of mobile Internet era, if enterprises want to be invincible in the market competition, they must constantly innovate marketing technology and strategy, and strengthen the competitiveness of enterprises. Network economy brings new experience to consumers, but also provides a lot of new products, so that consumers’ choices become more diverse. Another important way of marketing strategy innovation is to collect market information widely to meet the diversified needs of consumers. The marketing under the network economy must fully consider the needs of consumer groups and integrate the diversified needs of consumers into product design. This is not only conducive to product innovation, but also to stimulate the consumption potential of the public.

Innovation Strategy of Marketing. The innovation of enterprise marketing concept mainly refers to the innovative reform and improvement of enterprise marketing purpose, marketing development direction and marketing management system. Realize the establishment and development of enterprise marketing system, and realize the innovation and standardization of enterprise marketing management.

In the process of marketing strategy innovation, operators should first innovate the product strategy, investigate the economic growth and per capita income level, combine the market and products, and realize the market-oriented innovation of product strategy. Secondly, it is necessary to network the marketing strategies of enterprises and combine marketing with computers. Control the market and make specific market plan. Judge the market attribute, realize the development planning of marketing, and make innovative plans. To innovate the customer value of enterprise marketing strategy, connect marketing and consumers, and reduce the sensitivity of consumers to price.

As an important part of commodity economy, Internet sales also include information, knowledge, technology and other virtual goods. This is not only the enrichment of traditional sales content, but also the new demand performance of consumers for market economy. With the use of the Internet, consumers can use the Internet to change their purchase demand. At the same time, it also allows enterprises to better optimize product content according to the needs of consumers. Help enterprises to break the time and space limitations of traditional trading activities and improve the market satisfaction of consumers. This is not only the satisfaction of the development of the times, but also the embodiment of the content of market reform.

The cooperation and exchange between enterprises has become an important manifestation of market economy. In the traditional market economic activities, enterprises need to adopt various methods to defeat their competitors. However, in the construction of modern market economy, enterprises need to achieve the pursuit of cooperative benefits. Promote the new economic content to become the manifestation of win-win cooperation, ensure the innovative marketing content to become an effective manifestation of market competition activities, and promote the deep level development of economic modernization.

At present, in the Internet era, if enterprises want to better expand the scope of marketing, they need to establish the corresponding Internet marketing system. Especially for small and medium-sized enterprises, we should realize the importance of Internet marketing system. In the process of development, enterprises should expand the marketing platform of products and realize the transaction of products on the virtual platform. With the development of Internet shopping, virtual online shopping has been recognized by consumers. This requires all small and medium-sized enterprises to pay attention to the promotion of Internet marketing in the marketing process. In this way, we can expand the marketing channels of products better by establishing internet marketing methods.

In the new economic era, the market competition is becoming more and more fierce. If enterprises want to expand market share, they need to pay attention to brand building. Only by enhancing the social influence of corporate brand, can we enhance the cultural value of products and win more economic benefits for enterprises. At the same time, enterprises also need to create a good social image, create brand awareness and social value, and then provide help to achieve the established marketing goals.

Market Innovation Mode. With the development of the times and the progress of the society, information technology has become one of the fastest developing technologies. Internet marketing has also become a new marketing model since 1990s. With the development of Internet, Internet marketing is also developing rapidly. At the same time, various theories and theories related to it are also improving. In general, with the advent of the mobile Internet era, people's consumption patterns and the marketing environment faced by enterprises have changed dramatically. This requires that the marketing strategies of enterprises should be innovated continuously to
meet the development needs of the times. The reform of enterprise marketing strategy needs to start from the actual situation, from marketing strategy, marketing concept, marketing mechanism, marketing means, marketing methods and other aspects to achieve breakthroughs and changes. It is of great significance for enterprises to realize the transformation of marketing strategy, which is not only beneficial for enterprises to gain an advantageous position in the complex competition at home and abroad, but also can lay a solid foundation for the orderly and healthy development of enterprises in the era of mobile Internet.

Human capital is the core demand of an enterprise, and capability performance is an important performance of human resources. At present, in the process of economic development, has entered the era of knowledge economy, the amount of talent reserves of enterprises will have an important impact on the economic development of enterprises. Especially in the field of sales, sales talents will have a direct impact on the sales efficiency of enterprises. At present, in the context of economic development mode transformation, it is also promoting the occurrence of marketing revolution. On the one hand, sales talents can help small and medium-sized enterprises to expand their sales share and enhance their competitiveness in the market. On the other hand, sales talents can help small and medium-sized enterprises to expand more perfect marketing plans, and can better improve the marketing level of enterprises. This requires that all small and medium-sized enterprises in the development process, to cultivate new marketing talents in line with the requirements of the times. Only in this way can we give full play to the role of talents, realize the innovation of marketing methods of small and medium-sized enterprises, and create more operating profits for enterprises.

"Attention" can be said to be one of the most important words in the era of mobile Internet, especially in Internet marketing. Through long-term practice, it is concluded that only with very unique ideas and ideas, with a certain degree of insight and attraction, can we win enough attention. Once the attention increases, the brand will naturally increase its influence. It is the advantage of mobile internet marketing over traditional marketing to let every ordinary person participate in the brand building and maintain a high degree of attention.

With the continuous development of China's economic level, marketing managers should innovate and improve the enterprise marketing to ensure that the enterprise marketing conforms to China's economic form. The relevant personnel should innovate the enterprise marketing concept, marketing strategy, marketing means and marketing mode. Establish a modern enterprise marketing system to realize the rationalization of enterprise marketing and maximize the benefits.

At present, most of the small and medium-sized enterprises in China still adopt the traditional marketing method in the marketing process, and lack of scientific marketing management means. Most enterprises don't realize the importance of establishing independent brand benefits, and their marketing strategies are relatively backward. Enterprises have not realized the importance of network marketing, and have not improved the corresponding after-sales service management system, thus affecting the marketing efficiency of small and medium-sized enterprises. This requires small and medium-sized enterprises to create their own brand effect in the process of marketing management.

**CONCLUSION**

With the development of the times, great changes have taken place in the economic environment and economic conditions. The previous marketing model has been difficult to meet the needs of modern enterprises. Enterprises should recognize the development trend of marketing, take effective and reasonable measures to carry out marketing innovation, improve product reputation and enterprise popularity, meet the personalized needs of consumers, and realize the stability and sustainable development of enterprises.

**References**


