

Comparative study on brand marketing strategies of different types of enterprises

Fuyan Ding, Lin Chen

Beijing Faping Education Consulting Co., Ltd., Beijing, 100086, China

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Abstract: BM (brand marketing) is the process of designing, spreading, selling and managing the brand created by an enterprise, so as to maximize the value of consumers and realize the goals of the enterprise. Brand also practices its own value by virtue of BM process. The greatest use of a brand is to identify products and services, and distinguish them from competitors' products and services through more distinctive features. SME(Small and Medium Enterprises) and listed companies have different BM strategies, so they are different in BM awareness, brand planning, brand positioning and BM promotion. Based on the comparison of BM strategies between SMEs and listed companies, this paper will discuss the BM strategies of SMEs and listed companies in China, so as to provide reference for their healthy development and growth as famous brands.

1. Introduction

Brand is a symbol that condenses all kinds of important information of enterprises. It is BM (brand marketing) to condense the important information of an enterprise's reputation, culture, products, quality, technology and potential into a brand symbol, focus on shaping its extensive social visibility and reputation, brand it into the public's mind, and make products enter the consumers' mind with the brand symbol. In the era of brand competition, Chinese enterprises are facing fierce competition from domestic and foreign brands, and their development is increasingly constrained by brands, which has become a key factor restricting the development and growth of enterprises [1-2]. Therefore, SME(Small and Medium Enterprises) must effectively implement BM strategy in order to gain a firm foothold in the brand war under the market economy. In order to win the chance of survival and achieve sustainable development, enterprises must build brands, win a larger market and user groups, increase their scale on the basis of giving full play to their core competitiveness, and realize the ultimate goal of growing into a large enterprise [3]. Based on the comparison of BM strategies between SMEs and listed companies, this paper will discuss the BM strategies of SMEs and listed companies in China, so as to provide reference for their healthy development and growth as famous brands.

2. The meaning of BM

BM is the process of designing, spreading, selling and managing the brand created by an enterprise, so as to maximize the value of consumers and realize the goals of the enterprise [4].

Brand also practices its own value by virtue of BM process. BM can be divided into four parts, namely brand personality, brand communication, brand sales and brand management (Figure 1).

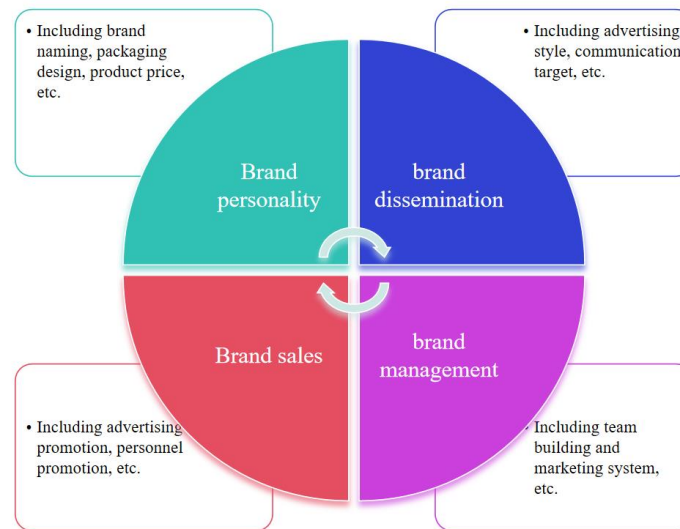


Figure 1: BM content

Understanding of BM, according to the principle of modern international marketing, the task of enterprises is to find customers and create customers. Therefore, BM must first examine the customer's acceptance of the product. Therefore, the first cornerstone of building BM is to attract customers to buy and maximize customer loyalty, and pay attention to customer relationship management [5-6]. The main goal of enterprise management is to maximize the value of enterprise wealth, and its essence is to maximize the value of all stakeholders. Enterprises should strengthen BM and promote marketing through BM.

Through advertising, high quality and high familiarity, brand has become the focus of modern marketing activities and the core of added value. It is no exaggeration to say that nowadays, brand has become a sharp weapon for multinational companies to achieve global strategic goals and an important means to achieve capital expansion. Branding has become an important business behavior, and the brand has also become a high-value wealth with huge investment.

3. Comparison of BM strategy between SME and listed companies

3.1. The consciousness of BM

With the coming of brand management era, brand is becoming more and more important to the growth, development and extension of SME's life cycle. Nowadays, compared with listed companies, SME does not pay enough attention to brand awareness, and even lacks BM awareness. SME's own resources are limited, and the understanding of brand value is not in place, resulting in many SMEs without their own brands. China's SMEs are facing not only domestic brand competition, but also foreign brand competition in the future, and now they must have the awareness of this brand competition [7]. The establishment and development of the brand is faced by every SME soberly. Only by carefully implementing and shaping can the dream of the brand be realized. However, listed companies are good at shaping corporate culture, so their brand management organization and planning are perfect and their brands are durable. The internalization of corporate values in corporate cultural history is the externalization of corporate values. Without the support of strong corporate culture, the brand of an enterprise cannot last.

3.2. Brand planning

Brand building is an uninterrupted process. With the continuous development of enterprises, their brand planning should also be improved. Therefore, it is extremely important for enterprises to make a long-term plan for brands to implement BM strategy. It is emphasized that BM is a long-term project, and maintaining consumers' brand loyalty depends not on temporary advertising hype, but on constantly improving and adjusting brand planning, improving product quality and consistent brand image with market changes. Many SMEs only stay at the level of advertising BM, ignoring the essence of BM [8]. This formed that SME used the bombing time of advertisements to achieve "well-known brand", and after a period of time, the brand was quickly forgotten, leading to the rapid extinction of fast-growing brands.

Brand building needs a systematic planning, and all links and details from product production to sales to publicity should be systematically combined, so as to gradually gain the recognition of consumers and achieve the success of the brand. Brand service is a deep extension of brand recognition, which designs a comprehensive service system for the brand around many components of the brand. On the whole, the comprehensive strength, brand value and profitability of SME brands are still far from those of listed companies. Most SMEs are still in the product stage, and their knowledge and understanding of brands, their creation, dissemination, management and maintenance are lacking. There are still many problems in BM, but listed companies are not.

3.3. Brand positioning

In order to make a brand really alive and communicate with consumers emotionally, it is necessary to give the brand a certain personality and image, so that the brand has a certain spirit and soul. The brand personality of listed companies actually represents the difference. When the products are highly homogeneous, its distinctive personality can make it easier for strong brands to leave their own brand in the hearts of consumers [9]. On the one hand, these distinctive cultural factors are expressed through brand image, brand management, brand relationship, products and services. On the other hand, establish a brand information transmission mechanism, so that all customers can deeply understand the true symbol of the brand and make the culture represented by the brand resonate with consumers. Considering the different consumption needs of the target consumer groups, it is consistent with the purchase intention of the target consumer groups; Considering the characteristics of the product itself, according to the added value of the product, the product is positioned as different grades of goods to meet the purchasing needs of different consumer groups.

Brand is a sign and symbol. The biggest use of brand is to identify products and services, and distinguish them from competitors' products and services through more distinctive features. The value of brand mainly lies in that when consumers choose this product or service, they will have different consumption feelings and experience from other products and services with the same function. However, at present, many SMEs in China are more blind and crazy, ignoring the construction of their own brand characteristics, which leads to the constant change of brand image and consumers are at a loss. Similar brands have the same positioning, and many SMEs have not clearly realized the unique characteristics of the brands of their own products, deeply analyzed the differences between their own brands and other similar brands, and have not clearly defined their brand positioning. In brand positioning, we learn from each other, even plagiarize, which leads to the phenomenon that brand names are the same in China. Secondly, brand design lacks individuality.

3.4. Popularization of BM

Innovation is an inexhaustible motive force for enterprise development, and it is also a panacea for enterprise brands to remain immortal. SME should uphold innovative ideas in brand building and brand promotion, so that brands can become better and better and enterprises can become bigger and stronger. In the promotion of BM, SMEs mostly concentrate all the internal and external resources of enterprises, concentrate funds on one or a few low-cost forms of communication, and spread them for a long time and in a wide range, so as to strive for development space for enterprises and brands and inject culture into brands.

In the long-term Internet marketing practice, listed companies have accumulated a lot of user behavior data. In the future, these data will be stored in a unified data management system, and users' demographic attributes, social attributes, consumption preferences, online behaviors and other related relationships in different latitudes will be discovered through operation and cleaning. In social media marketing, big data technology mainly outputs value by analyzing and comparing unstructured data, such as analyzing and comparing the content published by users in Weibo on a large scale, looking for the commonness of behavior and content preferences between car buyers and potential users, and using this as a reference to guide the content design of brand social media marketing and improve the marketing effectiveness.

4. SME and BM strategy suggestions of listed companies

4.1. Establish scientific brand awareness

Scientific brand awareness refers to the process that enterprises find out the market groups suitable for their own products and services through market segmentation, and establish brand positioning and marketing strategies accordingly. Establishing scientific brand awareness includes two aspects. First, to determine the core value of the brand, SMEs and listed companies must be clear about the comparative advantages or competitiveness of their products and services. According to the comparison of similar products in the market, the company's own financial resources, technical capabilities and sales capabilities are integrated to establish the core value of the brand. Second, fully considering the characteristics of the product itself, the brand can make people think of some important meaning. After subdividing the market, it can meet the different needs of consumers with different positioning, and use the consumption characteristics and preferences of the subdivided target groups to target the product and amplify the value and brand competitiveness of the product.

4.2. Strengthen the spread and development of brand culture

Brand culture highlights brand personality, which is a comprehensive embodiment of a unique brand with rich connotations. It can narrow the distance between brands and consumers and enhance consumers' good association with brands. Only by integrating brand culture into brand building can SME and listed companies establish a distinctive and strong brand image. First of all, give full play to the communication role of the media. Its main purpose is to strengthen cognition and establish brand reputation. Secondly, implement event marketing. This marketing method has the advantages of wide audience and strong suddenness, which can maximize and optimize the dissemination of information in a short time and save a lot of publicity costs for enterprises. Thirdly, actively participate in social welfare activities. The social role and public welfare behavior of enterprises have greater and far-reaching influence on the public than all kinds of advertising. By participating in public welfare activities, the brand has a social mission, thus establishing a good

brand image.

4.3. Establish BM information system

At present, SMEs and listed companies mostly build corporate websites according to their own characteristics and brand promotion needs. However, corporate websites can only publicize the company's basic information, product information, awards won, and enterprise acquisition. However, SME has no interactive function with BM information system of listed companies, and cannot communicate with its own customers online, and cannot complete online ordering and payment functions. Therefore, in the next step, SMEs and listed companies should improve their website functions, increase the functions of member management and online ordering, and realize real-time grasp of sales status, real-time summary of member information and real-time inventory control.

5. Conclusions

BM is the process of designing, spreading, selling and managing the brand created by an enterprise, so as to maximize the value of consumers and realize the goals of the enterprise. SME and listed companies have different BM strategies because of their different types. Nowadays, compared with listed companies, SME does not pay enough attention to brand awareness, and even lacks BM awareness. Most SME's marketing is still in the product stage, and they lack the awareness and understanding of the brand, the creation, dissemination, management and maintenance of the brand. There are still many problems in BM, but listed companies are not. The brand personality of listed companies actually represents the difference. When the products are highly homogeneous, its distinctive personality can make it easier for strong brands to leave their own brand in the hearts of consumers. However, SME did not deeply analyze the differences between its own brand and other similar brands, and did not make clear its brand positioning. SME and listed companies should establish scientific brand awareness, strengthen the spread and development of brand culture and establish marketing information system in BM strategy.

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