

# On the Innovation of Marketing Strategy Management in Modern Enterprise Management

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**ABSTRACT.** With the rapid development and application of Internet communication technology, the world presents itself in front of people with a rapidly changing attitude. In the transformation of light speed, opportunities and crises coexist. For modern enterprises, with the development and change of the times, the market competition pressure is also increasing. The marketing strategy in the traditional enterprise management has been unable to help the enterprise stand steadily in the new era tide. Therefore, this paper studies the innovation of marketing strategy management in modern enterprise management. Based on the new era, taking modern enterprises as the research goal, this paper focuses on the significance of marketing strategic management and its innovation perspective based on the results of the questionnaire survey, so as to help enterprises innovate the marketing strategy management in enterprise management, so as to radiate the surging vitality and vitality in the rapidly changing today.

**KEYWORDS:** Internet communication technology, Modern enterprise, Enterprise management, Marketing strategy management innovation

## 1. Introduction

The wide application of Internet communication technology makes the degree of social informatization more and more profound [1]. In addition, under the tense pace of economic globalization, a series of great changes require enterprises' marketing strategy management to break through to a new level, which requires enterprises to combine the actual situation in the development process, deeply analyze the current era background and market, and conform to the development trend of the times[2]. Draw lessons from and absorb the marketing strategy management method in the modern enterprise management [3], and implement it into the enterprise's own development management. Therefore, the innovative thinking of marketing strategy management in modern enterprise management is not only the general trend of external conditions, but also extremely important to the development of enterprises [4].

With the development of commodity economy, the production scale of modern enterprises continues to expand[5]. At the same time, people's demand for commodities is becoming more and more diversified. On the other hand, the market competition of enterprises becomes more and more intense [6]. All these make enterprises pay more and more attention to their own marketing strategy management. The value of an enterprise is to create benefits, and marketing is the basic method for enterprises to create economic benefits [7]. To formulate a good marketing strategy will help enterprises to improve sales volume and operational efficiency, so as to realize the maximization of enterprise interests and better development.

The transformation of science and technology has given birth to a series of new things. The emergence of many new scientific and technological tools, such as virtual network platform, big data [8], cloud server, etc., not only weakens the traditional product centered sales strategic advantage of enterprises, but also brings new marketing methods and tools, that is, it brings new innovation points for enterprise marketing strategy management [9]. Only by firmly grasping the tide of the new era and doing a good job in marketing strategy management innovation based on the characteristics of the new era, can enterprises obtain new opportunities in the turbulent waves and make themselves continuously develop and grow [10].

## 2. Enterprise Management and Marketing Strategy

### 2.1 Enterprise Management

Business management is the general name of the five functions of planning, organizing, controlling, encouraging

and leading the production and operation activities of enterprises. Among them, function refers to the role that people, things or organizations should have. Every manager works in one or more of these functions.

Planning function: predict the future trend, establish goals according to the prediction results, and formulate specific steps to achieve the goals, so as to ensure the realization of organizational goals.

Organizational function: the structure established to implement the plan or the organizational process carried out to achieve the objectives of the plan. The organization can guarantee the completion of planned tasks.

Control function: formulate various control standards and check whether the work is carried out according to the planned standards, and timely analyze and correct the causes when the deviation is detected.

Motivation and leadership function: the problem of people involved in organizational activities. To study people's needs, motivations and behaviors, to guide, train and motivate people, so as to mobilize their working enthusiasm.

## 2.2 Marketing Strategy

According to Kotler's definition, marketing strategy is a broad principle that a business unit intends to use to achieve its various marketing objectives in the target market. The content of marketing strategy consists of three parts, including target market strategy, marketing mix strategy, and marketing expense budget. From the perspective of marketing management process, marketing strategy management can be divided into three stages: marketing strategy plan, marketing strategy implementation and marketing strategy control. Among them, marketing strategy control generally has three types: annual plan control, profit control and strategic control.

Enterprise marketing strategy is not only the comprehensive embodiment of enterprise marketing management thought, but also the basis of enterprise marketing decision-making. It is considered that making correct marketing strategy is the starting point of studying and making correct marketing decision. The choice of enterprise marketing strategy depends on the scale of each company and its position in the industry. In Michael Porter's competitive strategy, companies are divided into leaders, challengers, followers or niche players according to their share in the industry.

## 3. Questionnaire Design

Only the data obtained from the survey with strong pertinence and clear purpose can have high reliability. Generally, the members of an enterprise are divided into management and grassroots. The decision-making power of major decision-making lies in the management, while the specific implementation and implementation of the strategy lies in the grass-roots level. Marketing strategy management in enterprise management is related to the whole enterprise. Therefore, the objects of this questionnaire survey are divided into: enterprise management and grassroots.

The questionnaire consists of two parts: in the first part, the respondents are asked to explain the emerging technologies that are beneficial to the innovation of enterprise marketing strategy; the second part is to compare the integration of various scientific and technological achievements, and point out the shortcomings of marketing strategy management in the old enterprise management.

The questionnaire survey was carried out in an enterprise. Among the respondents, the sample size of enterprise management is 100; the sample size of enterprise grassroots is 500.

## 4. Innovation of Marketing Strategy Management in Modern Enterprise Management

### 4.1 Data Analysis of Questionnaire Survey

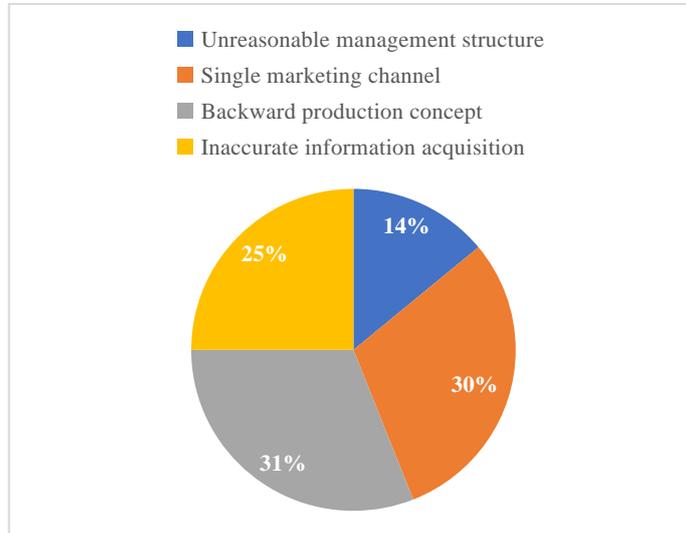
As can be seen from Table 1, enterprise members believe that the further development of enterprises in the future cannot be separated from the support of big data and virtual platform. Enterprises using big data and virtual platform will have more opportunities to improve the marketing effect of enterprises.

Table 1 a Survey Of Emerging Technologies in Marketing Strategy Innovation of Enterprises

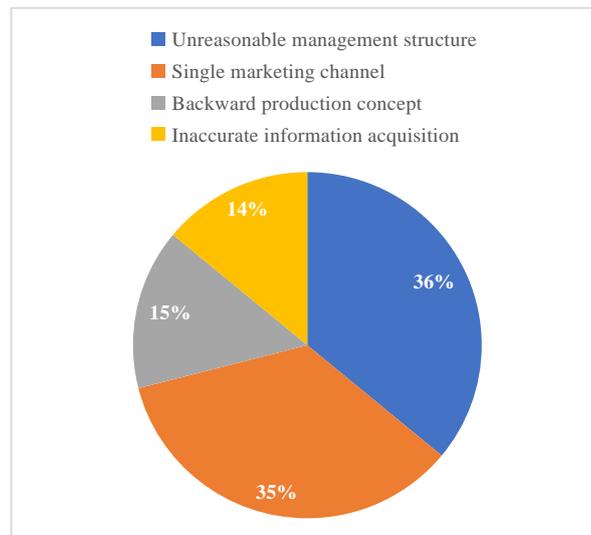
Respondents	New technology beneficial to enterprise marketing strategy innovation		
	Big data	Virtual platform	Others
Enterprise management	40%	56%	4%
Enterprise grassroots	37%	60%	3%

From Figure 1 and Figure 2, we can see that the problems of marketing strategy management in modern enterprise

management are unreasonable management structure, single marketing channel, backward production concept and inaccurate information acquisition. However, the focus of the marketing management is not the same as that of the enterprise management. The grass roots of enterprises are well aware of the problems of enterprise management structure. The results of the two complement each other, making the marketing strategy management in modern enterprise management more comprehensive. These new technologies and problems are the improvement and innovation of marketing strategy management in modern enterprise management.



*Fig.1 Management Believes That There Are Problems in Marketing Strategy Management*



*Fig.2 Grassroots Think That There Are Problems in Marketing Strategy Management*

#### **4.2 Management Structure Innovation**

In order to adapt to the increasingly competitive development environment, flexible use of modern enterprise management knowledge is a necessary condition for enterprises to move forward steadily. It is necessary to innovate organizational forms in form, scale and structure. In the changeable product market competition, the old enterprise management structure mode can't keep up with the speed of market change, and has no advantage in the fierce competition. This requires a new enterprise management structure with quick response and executive ability. Only in this way can enterprises adapt to the rapidly changing market environment and respond to the changes of the market. This kind of management mode is the flat development mode of enterprise management organization structure. This mode is particularly suitable for small and medium-sized enterprises, which can effectively save the cost of enterprise

management and improve the actual profits that enterprises can obtain.

The flattening of enterprise management structure is to reduce the system level in the enterprise management structure and spread it equally to the subordinate departments, so as to expand the management scope of each management department. That is to complete the enterprise management structure from pyramid marketing management structure to oval marketing management structure. The pyramid type traditional marketing management structure has many levels, which means that the opinions and orders from the lower level to the top have to go through many intermediate links. The more intermediate links, the lower the efficiency of command execution and the speed of information transmission. Even if the unexpected risks in many intermediate links are removed, the long implementation cycle makes it difficult for enterprises to comply with the rapidly changing product market situation. The flat and innovative marketing management structure greatly simplifies the intermediate link from the design to the final implementation of marketing strategy activities, effectively shortens the cycle from the beginning to the full implementation of marketing strategy, greatly increases the flexibility of enterprise marketing strategy, and can make rapid response with the changes of the market.

#### ***4.3 Innovation of Production Concept***

Whether an enterprise's products can successfully open up the consumer market depends not only on the single link of selling products. More lies in the rationality of product design, the reliability of production, the stability of after-sales. The traditional production concept of enterprises closely around the product as the center, constantly improve the quality of products, in order to win the favor of consumers. There's nothing wrong with that, even today. However, compared with the past, people's demand for products is not only the pursuit of its functionality, practicality and reliability, but also an increasing demand for customized products. Therefore, enterprises should pay more attention to the needs of consumers while constantly polishing the product quality, and make reasonable realization and transformation, that is, the production concept of customer demand as the center. Only by fully considering the customer demand and creating satisfactory products, can enterprises make them voluntarily buy orders for products. And push their own products to customers, if they can't meet the needs of customers, even if the quality is good, no one will be willing to pay for them. Therefore, changing to the production concept of customer demand as the center can help enterprises open up the market.

#### ***4.4 Big Data Fusion Innovation***

In the development process of modern enterprise management, in addition to the fierce competition of product quality and function, there is also the competition of information resources. In today's information age, the value of information is extremely important. Information is not only related to the market trend, but also related to the needs of consumers, the weakness of competitors and so on. By mastering enough accurate information, we can effectively avoid the advantages of competitors, avoid their sharp edges, find their shortcomings, open up new markets and obtain new competitive opportunities. If the enterprise can effectively obtain reliable marketing information, it can seize all kinds of opportunities in the fierce competition and remain invincible. The development of science and technology provides a new and reliable source of information. The use of big data has shown amazing extraordinary ability in many aspects of life. If we can apply big data to the enterprise marketing strategy management, combined with the convenient characteristics of the network virtual platform. With big data to guide the precise positioning of product sales targets, we can achieve great cost savings, but also effectively improve the sales efficiency.

### **5. Conclusions**

This paper studies the innovative thinking of marketing strategic management in modern enterprise management, combined with the characteristics of the times brought by the changing new era. According to the actual questionnaire survey, the problems existing in the marketing strategic management of modern enterprise management are found, and the solution ideas are integrated with the characteristics of the times. The innovation of management structure, marketing channel, production concept and big data integration innovation of marketing strategic management in modern enterprise management are pointed out.

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