

# *The Exploration of the Marketing in Enterprise Brand Management Based on New Economy*

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**Abstract:** With the new economic era, the openness of the market is becoming more and more prominent, the competitors faced by enterprises are no longer limited to the domestic industry, most of the major international brand enterprises also occupy a large number of market share. This is mainly due to the majority of domestic enterprises do not pay attention to brand management, products in the competition does not have a significant advantage, did not bring new feelings to consumers, resulting in marketing difficult to carry out. According to this paper, this paper mainly makes a detailed analysis of the brand management and marketing in enterprises based on the new economy, in order to help the enterprise achieve sustainable long-term development.

## **1. The Impact of the New Economy on Enterprise Marketing**

### **1.1 The development of Market miniaturization**

Influenced by the rapid improvement of people's living standard, their consumption level is also rapidly strengthened, and no longer a single need, but began to pay attention to personalized consumption, prompting the market gradually towards miniaturization. The development of market miniaturization requires enterprises to further analyze the dynamics of market changes in detail, and provide the required products and services for consumers' psychological needs, so as to meet the personalized and targeted services of users. For consumers, there are certain differences in demand. According to it, we can be fine-grained division of market dynamics. Then the enterprises fully understand the various consumption patterns of consumers as a supplement, in order to develop a scientific and effective strategy to ensure the best marketing results.

### **1.2 The Impact of Economic Globalization**

After the world economy entered a new stage of development, economic globalization has been fully strengthened, and then derived from various models of multinational enterprises. Under the influence of the renewal and development of information technology, the trend of economic globalization is becoming stronger and stronger, and the development of network economy has pushed the domestic market towards the internationalization road, and many emerging marketing methods have been derived. And the emergence of the Internet for marketing has brought new ways and approaches, compared with traditional marketing, network marketing is relatively free,

and will not be affected by time and place, relatively free. In the long run, traditional marketing has been challenged and businesses are facing obstacles. It is necessary to comprehensively optimize the marketing management mode and update the management concept in real time.

### **1.3 The Generalization and Diversification of Products**

Based on the development of market miniaturization, products become more popular and universal. Most of the products are heavily imitated, and special goods are becoming more and more common. In addition, featured services have evolved into standard services. On the basis of sufficient emulation, the trend of popularization and universalization product marketingization in is gradually intensifying. Driven by the development of The Times, the single product was forgotten and gradually withdrew from the market. Therefore, in order to bring some freshness to consumers and attract their attention, the products are introduced into the new ways and developed in a diversified direction.

### **1.4 The Marketing of Green Environmental Protection**

The problem of energy shortage in China is becoming more and more serious, and the resources are very scarce. In order to ensure that consumers have a good sense of environmental protection, enterprises begin to pay attention to the adoption of green and environmental protection of the marketing model, and from which some public interests. However, the global energy crisis is becoming more serious and the problem of resource scarcity is becoming more and more acute. This has prompted consumers to pay attention to consumer protection. In the process of marketing, enterprises combine the public interest with the interests of consumers, so that consumers have to rely on, thereby improving the overall effect of marketing activities, for enterprises to establish a good reputation image<sup>[1]</sup>.

## **2. The Practical Significance of Enterprise Brand Management in Marketing**

Brand is an important symbol of seller and product service, is the main basis for effectively distinguishing between sellers and similar products competing enterprises, highlighting the strong competitive advantages and large differences, and significantly enhance the added value of products. Modern enterprise researchers have made a detailed analysis and exploration of the difference between product and brand, and obtained scientific and reasonable conclusions. Products are obtained based on processing and manufacturing, while brands are consumer-based purchases. Products are replaceable and homogeneous, while brands are unique and not replicable. Products are easily eliminated in the market competition, but brands can be long-term business development. In order to occupy a favorable position, gain more market share and maintain good competitiveness in the increasingly competitive market environment, enterprises must take the construction of heterogeneous brands as a starting point and build a good image in the minds of consumers. Brand construction needs to be based on brand management that to be an important guarantee, so it can promote the long-term development of enterprise brand, which is always remembered by consumers. With the rapid development of modern economy, the marketing target is redefined. The marketing target is not only to sell products, but also to shape the corporate image as the carrier, so as to make consumers have a deeper impression on the corporate brand, so as to obtain the ideal effect. Therefore, it is of great practical significance to give full play to the advantages of brand management in marketing<sup>[2]</sup>.

### **3. The Shortcomings of the Enterprise's Regular Marketing Strategy**

Under the stable development of the new economic era, the shortcomings and problems in the conventional marketing model are becoming more and more prominent, which hinders the rapid development of enterprises to a great extent. It is mainly reflected in two aspects. Firstly, marketing method is too one-dimensional. Enterprises adopt conventional marketing strategies, among which the sales mode is relatively single. They not only regard marketing as the main way to expand the market, but also regard marketing as an important auxiliary carrier of product marketing. In general, the enterprises think that consumers only like lower-priced products, but ignored product packaging, connotation, services and so on. Second, marketing goals are too parochial. When enterprises adopt conventional marketing strategies, most of them expect to meet various consumer groups through fixed products, hoping to improve economic benefits by increasing sales and share of fixed products, which will easily lead to the simplification of product structure and even a large number of backlogs<sup>[3]</sup>.

### **4. The Marketing Strategy in Brand Management Based on New Economy**

#### **4.1 Clear Product Positioning**

In product design, enterprises should specify specific product positioning, which mainly includes quality, performance, function, target consumer groups, and accurate product positioning is conducive to promoting enterprises to quickly occupy market share and stabilize loyal consumer groups. However, once there is any deviation in product positioning, especially the disconnection between product positioning and brand image, it is bound to lead to resistance and psychology of consumers. As a result, the product simply cannot fit into the competitive market environment. In order to further expand the market share, enterprises should first find out the starting point of the brand, fully meet the consumer psychology and humanistic experience of target consumer groups, so as to bring excellent quality and reasonable price positive psychology to consumers.

#### **4.2 Reasonable Price Positioning**

Price positioning is a key part of marketing strategy and the starting point of marketing activities. Price positioning should be first and product positioning, and consumers in the mind of the brand image. The most important thing to note is that product price positioning at different levels is actually different from each other, and the best price performance ratio is acceptable to consumers. However, target consumers will gradually change, and the product price positioning will also change to some extent. For example, luxury brands cannot pursue price ratio. However, mass consumer brands, that is, daily necessities, need to set a good price ratio. Such products are more suitable for ordinary mass consumers. High cost performance is easy to occupy the market competitive advantage, and easier to attract consumer groups.

#### **4.3 High-quality After-sales Service**

The ultimate goal of modern enterprise marketing is not to increase sales volume, but to establish a good brand image and reflect the brand value of the enterprise, so as to open the market in a real sense and have a larger development space. Therefore, brand after-sales service is the main way to improve the brand value of enterprises. After selling products, enterprises should actively contact consumers and provide them with more perfect after-sales service. At the same time, consumers can fully understand the specific conditions of using consumer products regularly or irregularly, so that

consumers can feel the service concept and enthusiasm of enterprises after consumption, thus establishing a good brand image and reputation among consumers<sup>[4]</sup>.

#### **4.4 Scientific Promotion of Brand**

Brand publicity is helpful to strengthen the market recognition of enterprise brands. Consumers have certain consumption psychology, that is, they cannot directly accept unknown brands. Therefore, enterprise marketing preparation is to carry out brand promotion. With the help of the Internet, enterprises can give full play to the role of new online media, and vigorously promote brand content and culture towards the market based on social networking platforms and we-media. Brand publicity content should fully reflect corporate culture and business value, and promote consumers to have a better understanding of the brand. Brand slogan is the key to brand promotion. Concise and direct slogan can speed up consumers' understanding of the brand and retain a deep impression in consumers' mind. If consumers have a basic impression of the brand, they will try to buy brand products.

#### **4.5 Advantages on Network Marketing**

With the rapid arrival of the information age, social networking features become more prominent. In this context, enterprises simply fixed the scope of marketing to the physical market, will seriously hinder the long-term development of enterprises. In this regard, enterprises can make scientific and feasible network marketing plans according to their own market positioning, so as to effectively achieve the goal of comprehensive promotion of products to the market. At present, computer network is the main way for people to get diversified information. Taking brand management mode as the carrier, carrying out marketing and extending the scope of work to the network have long become the main trend of sustainable development of enterprises. Therefore, in brand management, enterprises can transmit product information to the network, and display its functions, quality and other relevant information to consumers in a comprehensive and intuitive way. Consumers can fully understand product information through the network, so as to choose the most suitable products. Meanwhile, for intangible products, through Internet browsing or subscription, consumers can get more satisfactory shopping experience, so as to meet the spiritual needs of consumers. Giving full play to the advantages of the Internet in enterprise brand management has long been the main way of brand marketing, which plays an irreplaceable important role in promoting the sustainable development of enterprises<sup>[5]</sup>.

### **5. Conclusion**

In a word, in terms of enterprise development, brand management is a long-term, systematic development process, which requires enterprises to innovate and optimize in the development process based on the trend of market changes and their own business positioning. Modern enterprises should be fully aware of the importance of brand management in marketing, enterprise management personnel should have a forward-looking marketing, to clarify product positioning, reasonable price positioning, scientific brand publicity, quality after-sales service, network marketing advantages and other diversified ways, improve the efficiency and level of marketing.

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