

The Innovation of Marketing Model

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Abstract

Since the reform and opening up of China, the economy of our country has been greatly developed; especially the popularity of the Internet has promoted the development of our business model. However, as the commoditization trend and the influence of the e-commerce on the traditional marketing model are becoming more and more serious, the enterprises started to explore the innovation of Marketing Model. This paper mainly analyzes some problems existing in China's traditional Marketing and lists several new Marketing Models. Finally it elaborates the principle of the innovation of Marketing Mode.

Key words: Marketing Model; Innovation; Video Marketing; Experiencing Marketing

1. The brief introduction of the marketing model

Marketing model is a unique structure and an effective way of the enterprise business activities and the internal and external resources in order to achieve better customer satisfaction, higher market premiums, or higher sales efficiency.

The so-called corporate marketing model innovation, like other business model innovation, is to find the source and the way to improve the customer delivered value. In terms of improving customer value, is to find and focus on the real or potential needs, and then design the products and the service combination. At the same time we should pay attention to the effective communication and interactive communication, enhance brand image, to improve customer perceived value. And in reducing customer total cost, mainly around the target customer's consumption behavior to optimize product delivery, information inquiry, service providers and other aspects to make them convenient, fast and reliable.

2. The problems existing in the traditional enterprise marketing model

Along with the advance of science and technology, the traditional marketing model has been unable to meet the current social development, gradually showing some problems, here is a summary four.

2.1 Behindhand enterprise concept

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Concept is the foundation of all actions, but now many enterprises in China still can't change the correct view of marketing. With the increasingly frequent international communication, the importance of marketing concept in corporate decision-making has reached the point which cannot be ignored. They only focus on their own development, ignoring the needs of users and consumers. They only pay attention to improving the quality of products and expanding the promotional activities, so as to improve the market share of products, and then get more profits. Even some companies have marketing concept is also forced by market competition -- passive marketing -- cannot combine consumer's demand with enterprise's development and long-term interests of the society, not to take the initiative to marketing concept, guide the enterprise development, to meet consumer demand, to adapt to the needs of society. Some companies marketing managers have not establish the marketing innovative concept, and the concept of marketing thinking is not enough in advance, which inevitably will meet with some obstacles in the implementation process of innovation in marketing activities.

If the marketing concept can't keep pace with The Times, it will inevitably lead to an unsatisfied result of enterprise marketing innovation.

2.1.2 Lack of innovation consciousness

With today's international competition intensifying, China's enterprises lag significantly compared to large international companies in using the approach of marketing. No marketing innovation, even no innovation consciousness. No new marketing ideas guide, will inevitably lead to backward marketing mode. A lack of understanding of domestic and international market, resulting in a lack of research and innovation in the actual operation, will only copy someone else's marketing method. Finally, companies will be in a passive status in the competition. Since China joined the WTO, most of our enterprises are in a "transitional period", which led to the company's leaders has not been under the pressure from international market competition. In addition, the influence of the domestic many reasons, including the government policy, etc. As the development of enterprises is relatively stable, the entrepreneur awareness of marketing innovation is relatively weak. Entrepreneurs and even businesses are not willing to bear the brunt of the innovation risk, and marketing innovation lack of initiative, will inevitably lead to its slow development.

2.2 Low flexibility of the marketing organization structure

Marketing organization structure is the organization form taken by a company to carry out marketing. As a carrier of running of enterprise marketing, the organizational structure's operating efficiency and operating results largely determine the effect of corporate marketing. Currently the most common functions of marketing organizational structure is pyramid-style organizational structure adopted by many companies, this organizational structure produced in the traditional economy, its adaptation to the large-scale industrial production model, but with changes in the economic environment, the marketing organization structure mode's disadvantages have fade in. In front of the rapidly changing market changes, the inherent marketing organization structure rigidity problem has become a gap between enterprise and market, one of the barriers to business marketing innovation.

2.3 Lack of professionals

Many leaders and senior managers of companies are attach great importance to the marketing work, but refuse to put a higher capital on the cultivation of the marketing personnel, even don't want to apply the financial and material resources to hire professional sales staff. However, talent is the most important resource and the carrier of all the activities of the enterprise. Carrying out marketing activities need to rely on the implementation of the personnel. Therefore, the quality of the marketing managers will be directly related to enterprise marketing mode which can be promoted smoothly or not.

Under the conditions of new economic times, the important role of marketing professionals get unprecedented highlight, but at present many enterprises' marketing talents in our country are very scarce. The lack of talent has become the bottleneck of restricting enterprises' marketing activities. Marketing model innovation is difficult to carry out, mainly because the marketing starts late in our country as an emerging subject, and people haven't too much cognitive for marketing connotation. Throughout the various colleges and universities, there are few specialized course of marketing management innovation, in fact, the marketing management innovation-related talents not only have marketing professional background, but also need knowledge of corporate management. Lack of complex background professionals will inevitably hinder the process of innovation of the marketing activities.

2.4 Insufficient use of the forefront of the information

Facing the forefront of the information, the first consideration of traditional enterprise of our country is whether it is consistent with their experience. They are more inclined to take a low-risk approach to marketing. To some extent, this also hinders the pace of innovation. Enterprises are exposed to a lot of information every day, and every enterprise to the understanding of the information is different, the use of information is also different. In recent years, many enterprises based on e-commerce are successful by using this information.

3. Two new marketing models

The development of modern marketing model, compared to traditional marketing model, has obvious advantages. Now we will illustrate the advantages of current marketing model through introduce two new marketing models: Experiential Marketing and Video Marketing.

3.1 Experiential Marketing

With the rapid development of mobile Internet, consumers' psychological needs and behavior structure changed a lot, experience and perception become a key factor in the market. Experiential marketing is a new marketing method with five angles: sensory, emotional, thinking, action and related experience. Informally, experiential marketing is a marketing mode that through intuitive experience brings good feelings and the advantages to customers from the product or service, in order to stimulate customers' purchasing needs. As a new marketing mode, experiential marketing is the inevitable choice of market competition to the advanced stage, and it is of great significance to promote the competitiveness of the enterprise marketing.

In general, experiential marketing is mainly characterized by the following features:

3.1.1 Attach importance to meet the needs of the customer experience

Different from traditional marketing, experiential marketing emphasizes customer demand and focus on customer experience. This experience is bidirectional, mainly exists in the process of sales. The bidirectional interaction can overcome the disadvantage of traditional marketing. It can form the demand communication between enterprises and customers, allowing customers to get the unprecedented experience perception and psychological satisfaction.

3.1.2 Highlight experience-oriented and personalized

As the trend of mobile Internet is more and more obvious, consumers become more active and willing to accept the practice of "try before they buy". Therefore, in the process of experiential marketing, the design, production and sales of enterprise products tend to be experience-oriented, and enterprises tend to provide extensive product range or personalized service as much as possible on the needs of the customer experience as a fulcrum.

3.1.3 Customer demand oriented, and guide consumption through interactive experience

Experiential marketing is to achieve the best state to meet customer needs and business sales. Therefore, in the process of marketing, companies will interact with customers based on customer demand information, seize the customer's interests, encourage customers to choose their own business according to their needs and preferences. As for the key point in the interaction process, companies will optimize the process standing in the perspective of customer psychological demand.

3.1.4 The design of experience model influences marketing effect

Experience model is the key point of the experiential marketing. In order to meet the demand of customers' personalized experience, enterprise design experience model that combine a series of factors of customer perception into modules which may exist independently, to enhance its role on the value of experience. Such as the consumption environment, the contact point, experience processes, products, activities, such as model design and so on. With the development of mobile Internet, companies began to use the ways of reading, video, audio, online presentations, interactive telephone, to bring customers deep experience about profound senses, emotions, thinking, which has achieved the satisfied marketing effect.

3.2 Video Marketing

Video Marketing is a marketing tool that enterprise put all kinds of video clips in various forms on the Internet to achieve certain promotional purposes. The form of online video advertisement is similar to TV video clips, but the platform is on the Internet. The combination of "video" and "Internet" let the innovative marketing form has the advantage of both. It not only has a variety of characteristics of TV clips, such as strong infection, diverse forms of content, wanton creativity, etc., but also has the advantage of Internet marketing, such as interactivity, initiative, fast transmission speed, low cost and so on. It is mainly characterized by the following features:

3.2.1 More intuitive display products

A video contains three forms: text, images and sound. It provides a more intuitive and comprehensive way to display products, enabling consumers to truly understand the product. So a high-value content, entertaining video can not only let customers know all sides of your products, but also hold customer's heart.

3.2.2 Give the initiative to customers

For video playback and product purchase, consumers have absolute initiative. The traditional marketing method is to make the customer passively accept product information. As the extension of time, consumers will have a strong negative emotion.

From the angle of theory of consumer behavior, consumer's antipathy emotions towards advertising may be extended to the brand or product. Therefore, consumers will have some emotional resistance about the information delivered by television advertisement, and thus will have a negative perception of the product. In the process carried out by video marketing, consumers can choose their favorite videos to watch, and even they can also choose independently one to share or pass to other consumers. This also gives the product a good first impression, and easier to deal.

3.2.3 Increase the additional value

Video start as an entertainment to enter into people's lives, so to some extent, it will make people relaxed. In this scenario of product marketing, it can not only bring happiness to consumers, but also let consumers more easily receive the product information. It increases the additional value of the product invisibly.

3.2.4 High interaction

Users can use words to reply video publishers and can also respond to reply, and video publishers also can reply to reviewer's opinion. In addition, the viewer's reply should build momentum for the program. So the higher controversial program will have a higher hit rate. Interaction between information publisher and receiver is conducive to a deeper level of information transmission, to achieve better marketing results.

3.2.5 Low cost

Compared with the TV ads, online video marketing costs are very low. An ordinary television advertising at least cost hundreds of thousands, or even tens of millions, which makes the cost of products greatly increased. However using online video marketing, we just need a few thousand dollars to complete an online video clips. Even a good idea and a few employees can make a good video, and then put it on the video web site free. Compared television advertising, its cost is very low.

3.2.6 The effect is easy to statistical verification

From the video web site, we can clearly understand the video clips' playback, collections and forwarding times of the outside chain. You can view real-time comments of the audience, to understand the audience's opinions, to understand their acceptance of short views. Thus, we can find the scope of the transmission of video clips and their influence. This is the traditional media cannot be achieved.

4. The principle of the innovation of marketing model

The innovation of enterprise marketing model is not a simple matter, and it must follow some basic principles to carry out so that it will not walk overmuch detours.

4.1 Combination of strategy and resource

On the innovation of marketing model, the selected strategies are based on the enterprise own resources. By analyzing the integrated marketing strategy and external integration of external resources and structured operation, the enterprise will achieve a new consumption value or gain competitive advantage. In different market environment and different market positioning, the important degree of product, price, channel, brand, promotion and other marketing strategy elements is different. There must be a strategic factor which is the most important and the most critical one. It is called the "1+N" model. According to difference of the most important factors, the "1+N" model has four basic innovation models of organic combination strategy, which are with the product as the core, with price as the core, with sales promotion as the core, and with channels as the core.

4.2 Systemic

The innovation of marketing model involves all aspects of business. As the "bucket theory" of economic theory explained, any deficiency of business management will affect the results of innovation. In carrying out the innovation of marketing model, the enterprise not only should consider its own resources, but also understand the external environment in which it is. It requires not only the effort of the marketing department, but also other branches' effort. Only in this way can innovation of corporate marketing model succeed and can it find a suitable business marketing model.

4.3 Integration

Innovation of marketing model is essentially the effective integration of marketing functions. It can fully exploit marketing innovation's role in promoting by the integration of various marketing functions.

The system of modern marketing functions should include merchandise sales, market research, production and supply, creating balanced market requirements and coordinating public relations. Therefore, only integrate these five functions together, can it really play the role of marketing model.

4.4 Constancy

Launching a marketing innovation is end without the stop of a marketing management activity. However, it is a process of continuous improvement cycle, which is improved in the next marketing innovation activities through summarizing the last marketing problems in innovative activities, so as to continuously strengthen the effectiveness of marketing innovation.

4.5 Market-oriented

Launching a marketing innovation should be market-oriented. Carrying out various tasks should serve to and subject to the needs of the target market. Customer demand should be placed in the highest position to guide corporate marketing innovation activities. To get customer satisfaction as the goal in everything and everywhere, to provide customers with personalized service, to expand sales and maximize profits^[4].

The success of innovation of corporate marketing model is neither easy, nor once and for all. We not only want to keep up with changes of market and industry, but also combine with their own resources and capacity. We need assess the situation, system planning, actively and steadily, step by step, in order to achieve transformation and innovation of marketing model beneficially and effectively.

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