

# Research on Marketing Dilemma and Innovation Methods of Enterprises in the Context of New Economy

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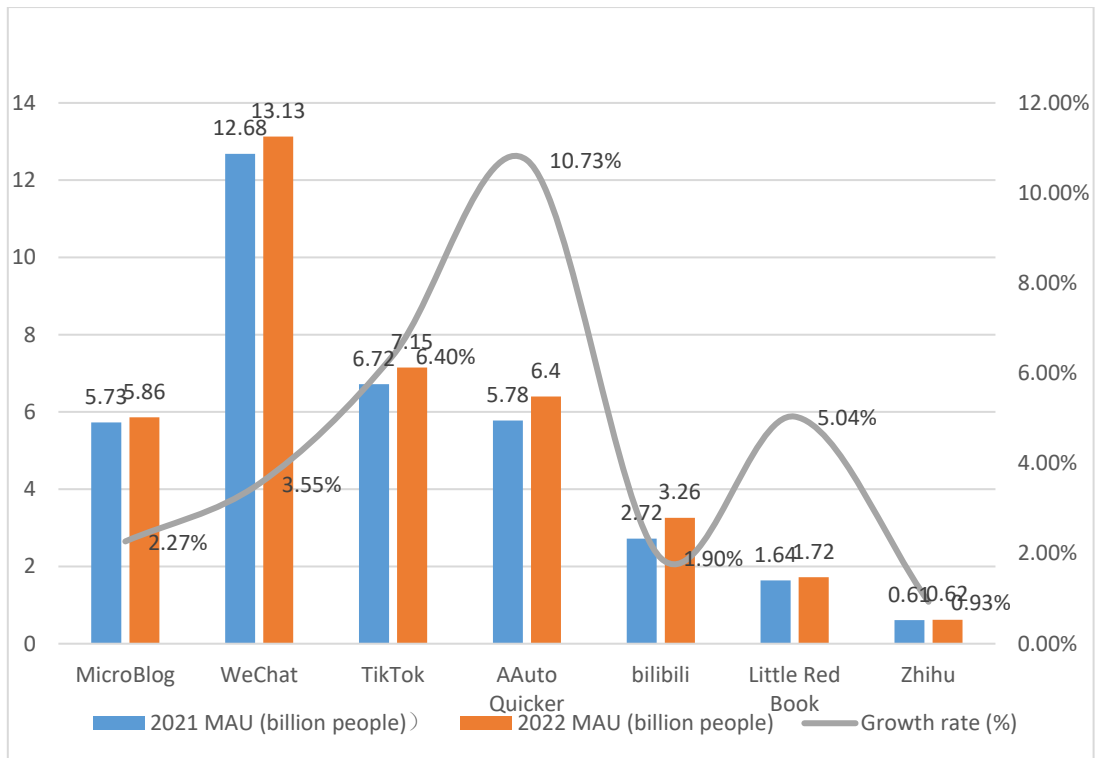
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**Abstract:** Under the background of the new economy, enterprise marketing innovation has become the main development direction of economic development, and Excellent marketing strategy has become an important influencing factor for enterprises to improve business efficiency and achieve their own sustainable development. Therefore, enterprises want to achieve greater development space in the fierce market competition, need to combine the marketing characteristics of enterprises, marketing strategy innovation, establish the marketing concept with the times, optimize marketing tools, adapt to the current market development environment. This paper mainly focuses on the innovation methods of enterprise marketing in the new economic background, firstly, it analyzes the characteristics of enterprise marketing in the new economic background, secondly, it puts forward the marketing dilemma faced by Chinese enterprises in the new economic environment from four aspects: single marketing means, lack of market research, lack of innovative talents and lack of innovation consciousness, and finally, it deeply explains and discusses the relevant paths of enterprise marketing innovation in the new economic background from several aspects: innovative marketing methods, strengthening market research, introducing innovative talents and establishing innovation consciousness, so as to promote the sustainable development of enterprises.

**Keywords:** New Economy, Corporate Marketing, Innovative Approaches, Sustainability

## 1. Introduction

The new economy refers to a new economic form formed on the basis of economic globalization, the rapid development of information technology makes the speed of social information transmission gradually accelerated, and driving the rapid development of high-tech industries and the new economy has different connotations in different periods. At present, the emergence of the Internet, digital media, e-commerce, intelligent devices and other products of the information age is affecting people's production and life in all aspects, and the progress of science and technology has also driven innovation in many fields, leading to the formation of a new economic development pattern, so that the human economy is gradually stepping into the technology-based and innovative economy, profoundly changing people's life and production methods [1]. In this new economic environment, more and more people begin to use new media platforms for consumption and entertainment, and the number of active users of major mainstream platforms begins to increase year by year (Figure 1: Number of monthly active users and growth of mainstream platforms in China). In this regard, China's small and medium-sized enterprises should combine their own development situation, according to the changes in market demand, innovative marketing methods, the use of new media platforms for online marketing, improve the sales of enterprise products, find the development of enterprise positioning, and improve the competitiveness of the enterprise market [3].



(Data source: [https://zhuanlan.zhihu.com/p/615485092?utm\\_id=0](https://zhuanlan.zhihu.com/p/615485092?utm_id=0))

Figure 1: Number of monthly active users and growth of mainstream platforms in china.

## 2. The Characteristics of Corporate Marketing in the Context of the New Economy

### 2.1. Diversification of Marketing Subjects



(Data source: 2019-2025 China New Media Industry Investment Analysis and Forecast Report)

Figure 2: Top online media marketing models of interest to advertisers in 2023.

With the development of social economy, various new media marketing platforms begin to enter everyone's vision, giving enterprises more and more opportunities to choose from, and the main body of enterprise marketing gradually shows diversified characteristics (Figure 2: The main online media marketing modes that advertisers will pay most attention to in 2023). Enterprises can produce many forms of advertisements through new media platforms, which are concentrated in the large amount of small and micro advertisements and emerging advertisements, and the gradual increase in the popularity of short video advertisements [2]. Media platforms receive advertising information anytime and anywhere, and consumers also have more opportunities to choose than before, and they can choose products and services from all over the world according to their needs. Such a development model makes the marketing subjects faced by enterprises more diversified, consumers gradually control the initiative in marketing activities, and enterprises want to obtain consumer recognition, they need to take more into account the needs and opinions of consumers [4].

## 2.2. Precision of Marketing Objects

With the advent of the era of big data and the continuous improvement of the level of social informatization, enterprises can use big data technology to understand consumers' preferences and purchasing tendencies in detail, obtain basic consumer information, and use it as the basis for formulating enterprise marketing strategies, so that enterprises can position their marketing objects more precisely (Figure 3: Big Data Precision Marketing Flow Chart). Moreover, the use of big data can make enterprises use network resources more comprehensively, save the non-essential expenditure in obtaining information, strengthen the connection between enterprises and customers, and help enterprises occupy the market quickly [5]. In addition, enterprises can also collect customers' specific consumer needs and actual feedback on their products through network research, which can help them make timely adjustments and improvements to their products and provide a clearer direction for future production work.

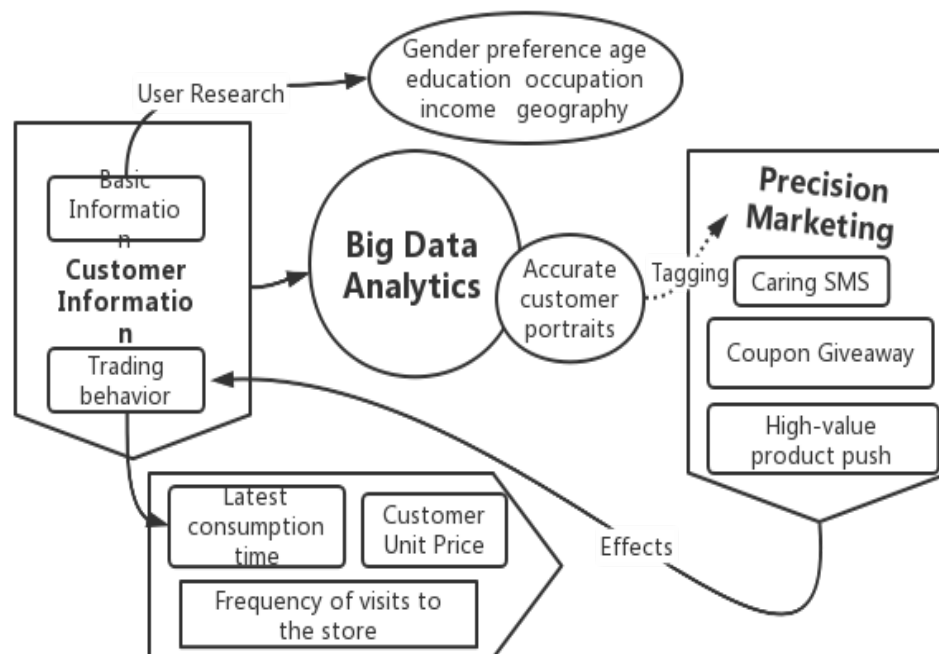


Figure 3: Big data precision marketing flow chart.

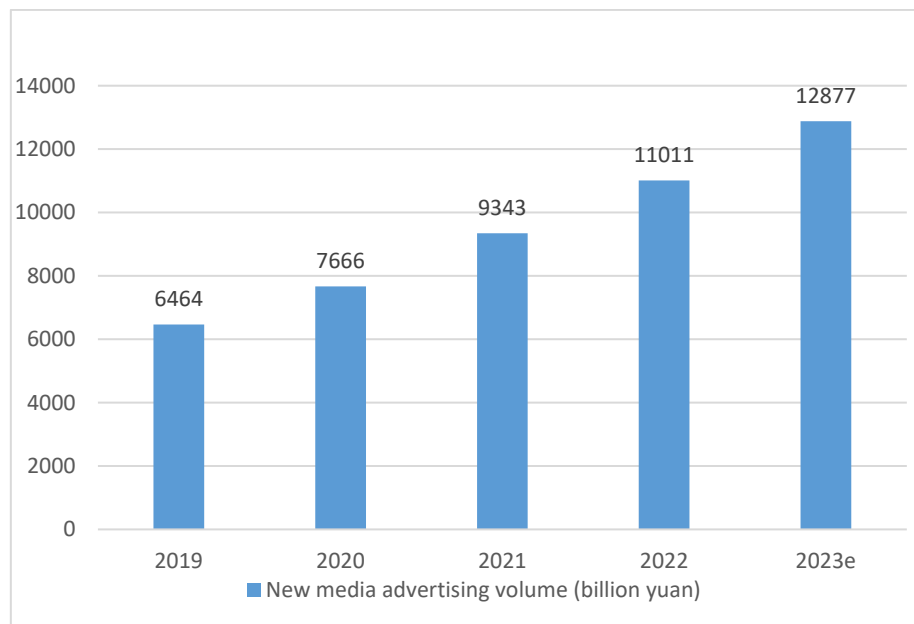
## 2.3. Marketing Content Personalization

The development of social economy makes people's living standards gradually improve, and many consumers' consumption needs also tend to be diversified and personalized [6]. In the past, most enterprises are through the traditional media such as TV, newspapers and magazines as the main channel of marketing, but this way of marketing often has certain limitations, not only the capacity of the carrier is very limited, and the relevant departments of the review is also more strict. This will make the content of the marketing is limited to a certain range, it is difficult to effectively meet the individual needs of consumers themselves [7]. However, in the new economic era, many enterprises' marketing

strategies can be realized by using more marketing channels, through a two-pronged approach of online and offline, which makes consumers more selective and their own personalized needs are further satisfied, and the personalized characteristics of enterprise marketing are more obvious.

#### 2.4. Convenient Marketing Methods

In the traditional marketing mode, companies often release information about their products through various ways such as TV commercials, newspaper publicity and radio marketing. This form is a mode of vertical communication, which basically releases relevant advertising information in hit dramas, prime time slots, etc[8]. Although the effect is better, its own cost is also higher and it is not shared between media. In the Internet era, the openness of the network has enabled companies to share their advertising content among various media and to achieve marketing innovation by focusing closely on consumers' individual needs. As a result, more and more businesses are using new media to advertise, and the amount of advertising has begun to increase year by year (Figure 4: 2019-2023 New Media Advertising Trends).



(Data source: 2019-2025 China New Media Industry Investment Analysis and Forecast Report)

Figure 4: 2019-2023 new media advertising trends.

### 3. The Dilemma of Enterprise Marketing in the New Economic Background

#### 3.1. Singularity of Marketing Tools

Most of the enterprises are slow to respond to market information, and focus on marketing methods with blind promotions to attract customers, lacking the marketing awareness to keep up with the times. The single marketing method and lack of innovation cannot realize the long-term development and innovative development of enterprises [5]. With the advent of the new media era, some small and medium-sized enterprises can use the online platform for marketing, but because there is no correct and clear understanding of the new media marketing methods, so there are many enterprises although online marketing, but habitually through a single carrier such as publications, newspapers and magazines to carry out the traditional single marketing, making online marketing into product promotion, the overall marketing effect is not effectively guaranteed[9]. In addition, some enterprises in order to improve the product sales rate, in the marketing process too exaggerated product characteristics, resulting in customers received the goods after the disappointment, poor experience, corporate image has been damaged, for the development of enterprises brought trouble. Small and medium-sized enterprises adopt such a single marketing approach, without timely updating of marketing strategies according to the complex and changing market environment, which is not conducive to the long-term development of enterprises.

### ***3.2. Marketing Lack of Market Research***

The first step to carry out marketing is to conduct market research; market research also needs to involve the consumer market, market competition and so on. But at present, many enterprises think that the cost of market research is too high, in order to save costs, some enterprises give up market research, copy the marketing model of other successful enterprises for marketing, but this marketing model lacks market basis, making the enterprise cannot operate efficiently[10]. In addition, some companies choose the sampling method, only for the old customers to investigate, making the results of the survey and the reality of demand differences, which is not conducive to the continuation of corporate marketing activities.

### ***3.3. Lack of Marketing Innovative Talents***

In terms of marketing innovation talent training, because many enterprises do not pay enough attention to the recruitment of innovative talents, neither do they pay attention to the introduction of external sales innovative talents, nor do they consider the training of internal innovative talents, so it leads to the lack of innovative talents within many enterprises [11]. So even if the enterprise has a relatively novel marketing idea, but due to the lack of innovative talents to match it for implementation, the marketing effect is not guaranteed and the marketing results are not satisfactory. And some enterprise personnel did not keep pace with the development of the new economy, cannot efficiently use new media means to promote the marketing activities of enterprises. Specifically, enterprise marketing personnel cannot make reasonable and efficient use of some new media tools, marketing programs and means unreasonable. This situation has significantly weakened the actual effect of new media marketing, and in this context, there is a lack of innovative professional talents in marketing for enterprises [6].

### ***3.4. Marketing Lack of Innovation and Development Consciousness***

Enterprises face the new economic environment, the lack of innovation and development awareness, unwilling to invest too much money in market demand analysis, only by applying the success of other enterprises to go marketing, for the market changes have not really adapted to make it difficult for enterprises to achieve innovation in marketing strategy. Many enterprises in the marketing process, although the use of new media platforms for marketing, but due to the lack of innovation and development awareness, did not comprehensively strengthen the network marketing management, only to pay attention to the expected product sales, not combined with the network information to improve and optimize the product innovation, do not pay attention to the real needs of consumers, making the product market competitiveness is relatively weak, the network sales growth is slow[12]. In addition, many enterprises in the launch of part of the marketing products have achieved certain results, and then give up product development and innovation, which seriously affects the sustainable development of enterprise marketing.

## **4. Innovation Methods of Enterprise Marketing in the Context of the New Economy**

### ***4.1. Adopt Network Marketing Model to Achieve Marketing Innovation***

The rapid development of science and technology makes people's production and life style has changed greatly, and the Internet technology is loved by the public with its characteristics of fast communication, large amount of information and large audience groups, etc. The Internet has gradually become one of the main channels for consumers to obtain information and purchase products, and people's lives are increasingly dependent on the Internet [13]. Therefore, in order to improve market competitiveness, enterprises should keep pace with the development of the times, make reasonable use of information technology in their marketing activities, promote and publicize product information through the use of major network platforms, realize network marketing mode, innovate product marketing channels and methods, and expand the scope of marketing, such as enterprises can cooperate with KOL (key opinion leaders), relying on For example, enterprises can cooperate with KOLs to improve the effective marketing ability of their products by relying on the powerful ability of bloggers to cash in on their fans (Figure 5: Flow chart of cooperation between enterprises and KOLs). This will not only help to increase the market share of enterprises and improve their profitability, but also expand their popularity and improve the effectiveness of their marketing [8]. In addition, in the background of

accelerating economic integration process, the competition between enterprises is becoming more and more intense, to consolidate their position in the cruel economic market, enterprises need to timely change the traditional marketing concept, to ensure that the marketing strategy in line with the new economic development direction, to achieve the innovation of enterprise marketing strategy.



Figure 5: Flow chart of cooperation between enterprises and KOL.

#### 4.2. Do a Good Job of Market Research, Clear Enterprise Development Positioning

In order to ensure the effectiveness and scientific nature of marketing strategy innovation, enterprises should do a good job of marketing research in the context of the new economy. Enterprises can collect data of the current market economy through on-site survey, field investigation, issuing network questionnaires and other ways to grasp the current consumer demand, consumption intention, product satisfaction and sales of market products, and set strategic goals based on the survey results. At the same time, enterprises can also optimize their products according to the research results, improve consumer satisfaction, create excellent brand value, improve their market competitiveness and visibility, and enhance their core competitiveness [14]. Finally, enterprises in the market research needs to strengthen the collection and analysis of network marketing platform data. The current popularity of the Internet and make network marketing has become a major hot spot. Therefore, enterprises through the analysis of network user information, real-time grasp of consumer browsing information, consumption information and feedback information, to provide strong data support for the improvement of enterprise marketing model, can make the enterprise clear development positioning, improve marketing efficiency and marketing quality.

#### 4.3. Introduce Innovative Marketing Talents to Create a High-Quality Marketing Team

In the new economic background, the competition among enterprises is more intense. As the intermediate bridge between customers and enterprises, marketing personnel have become the key to improve the competitiveness of enterprises, so enterprises should pay attention to the training and motivation of innovative marketing talents. First of all, enterprises can introduce talents with certain marketing ability in the field of new media platform, requiring them to have a high degree of professional ability, know how to better complete marketing tasks in the new media environment, master the best marketing measures and ways and means, and constantly enhance the effectiveness of the work carried out [15]. Secondly, we can combine the local economic development level, according to the development needs of innovative marketing talents, develop different incentive policies, improve the welfare treatment of innovative talents, provide appropriate and perfect career planning for innovative marketing talents, and create a harmonious, humane and competitive corporate atmosphere. Mobilize the enthusiasm and initiative of innovative talents, so that employees can make efforts to promote the development of marketing innovation. Finally, enterprises should set up a high-quality marketing team, improve the innovation ability of marketing personnel through lectures and training, improve the professional knowledge system of marketing personnel, improve the ability of marketing personnel to use the Internet platform, innovate their Internet sales thinking, and enhance the innovation and creativity of marketing personnel in the new environment[3].

#### 4.4. Establish a Sense of Innovative Development and Expand the Competitive Advantage of Enterprises

Enterprises want to expand their competitive advantage in the market; they must have a sense of innovation and development. Enterprises can plan a set of advanced and effective new marketing methods according to their actual situation and market trends, as well as marketing ideas that are fully applicable to themselves. It can introduce green, ecological and environmental protection marketing concept, take social welfare as the core, change the previous marketing method which relies on price war and resource consumption as the cost, take green and environmental protection as the characteristics, establish a healthy and environmental protection corporate image, improve consumer satisfaction and social recognition, and obtain the support of the government and the community [8]. In

addition, in order to further expand the competitive advantage of enterprises, enterprises can be targeted according to their own situation, the production of differentiated products, so as to reduce the chances of the emergence of similar products competitors, through the advantages of differentiated marketing, to create their own brand image, in order to secure a solid position in the fierce market competition.

## 5. Conclusion

With the rapid development of the economy and the comprehensive popularity of the Internet, the previous marketing model has been unable to meet the current requirements of the development of the new economy, if enterprises want to gain a place in the fierce competition, they need to active marketing thinking, innovative marketing methods. Through network marketing, diversified marketing, development of green industry and other marketing means, actively promote their own products. Taking consumers as the starting point of marketing, while strengthening the marketing level of enterprises, we can satisfy consumers' needs to the greatest extent, so as to expand the economic benefits of enterprises and provide favorable conditions for the overall development of enterprises. In the new economic environment, enterprises should actively innovate marketing methods, adjust marketing strategies, use new media technology to build a new marketing system, do market research, introduce innovative marketing talents, develop marketing plans that are consistent with customer needs, clarify the development positioning of enterprises, and obtain rapid development of enterprises. At the same time, enterprises should establish a sense of innovation and development in order to further enhance their competitive advantages in the market, promote the continuous improvement of their economic benefits and overall strength, and achieve sustainable development of enterprises.

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