

Regional Brand Positioning and Integrated Marketing Strategy under the Background of the Yellow River Strategy

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Abstract: *This paper aims to explore how to carry out regional brand positioning and integrated marketing strategies in the context of the Yellow River strategy. The Yellow River Basin, as an important economic and cultural region in China, has rich resource endowments and profound historical heritage. Its regional characteristics and industrial advantages provide unique conditions for regional brand building. By analyzing the regional brand positioning of the Yellow River Basin, this article proposes corresponding integrated marketing strategies, including establishing partnerships with relevant industries, enterprises, and institutions to jointly promote the Yellow River Basin brand, achieve resource sharing and mutual benefit; At the same time, combining local culture, history, and natural resources, develop differentiated marketing strategies to enhance brand awareness and reputation. Through this study, the aim is to provide theoretical support and practical guidance for regional brand building and integrated marketing strategies in the Yellow River Basin.*

Keywords: *Yellow River strategy, regional brand positioning, integrated marketing strategy*

1. Introduction

The Yellow River, as the longest river in China, has been carrying rich historical, cultural, and economic resources since ancient times. In recent years, with the proposal of the "Yellow River Strategy" by the Chinese government, the development of the Yellow River Basin region has received more attention and importance [1]. In this context, how to effectively position regional brands and integrate marketing strategies has become a key factor in promoting the economic development of the Yellow River Basin.

This paper aims to explore the importance and methods of regional brand positioning and integrated marketing strategies under the background of the Yellow River strategy, in order to provide useful guidance and suggestions for the economic development of the Yellow River Basin region. Firstly, this article will introduce the geographical location and resource advantages of the Yellow River Basin, and analyze the current economic development problems. Subsequently, the significance and necessity of regional brand positioning for overall economic development will be elaborated. Next, we will explore the core values and characteristics of brand positioning in the Yellow River Basin region, as well as strategies and means for regional brand image construction. At the same time, in-depth research will also be conducted on the construction, implementation steps, and methods of brand integration marketing strategies in the Yellow River Basin region. Finally, summarize the research results and propose future research directions.

By studying the regional brand positioning and integrated marketing strategies in the Yellow River Basin region, we can further understand the impact of the Yellow River strategy on the economic development of the region, and provide reference and inspiration for the economies of other similar regions. At the same time, it can also provide effective decision-making support for the government, enterprises, and various sectors of society, promoting the sustainable development of the economy in the Yellow River Basin region.

2. The necessity of regional brand positioning under the background of the Yellow River strategy

2.1 Geographical location and resource advantages of the Yellow River Basin

The Yellow River Basin is located in the central region of China, flowing through 9 provinces and 116 city level areas, with a total length of 5464 kilometers. The Yellow River Basin region has a unique geographical location and resource advantage, with abundant water resources, coal resources, and agricultural resources. Firstly, the Yellow River Basin region has abundant water resources. The Yellow River is one of the largest rivers in China, with a large number of water conservancy facilities such as lakes, reservoirs, ditches, and channels in its basin. These facilities provide necessary water source conditions for agricultural production and industrial development in the region. Secondly, the Yellow River Basin region also has abundant coal resources. Shanxi, Shaanxi and other provinces in the region are one of the most important coal production bases in China, with abundant coal reserves and high-quality coal resources, which provide strong support for the industrial development of the region. In addition, the Yellow River Basin region also has unique agricultural resources. Henan, Shandong and other provinces in the region are important agricultural provinces in China, with vast arable land and abundant grain production capacity. Their agricultural products are of excellent quality and diverse varieties, providing a solid foundation for the economic development of the region.

2.2 Current situation and problems of economic development in the Yellow River Basin

With the rapid development of the Chinese economy, the economy in the Yellow River Basin has also been continuously promoted [2]. However, the economic development of the region still faces some urgent problems that need to be solved. Firstly, the singularity of the economic structure in the Yellow River Basin, mainly supported by traditional agriculture and heavy industry, has become a bottleneck restricting the economic development of the region. This single economic structure leads to a relatively slow economic growth rate in the region and makes it difficult to adapt to the new era's economic development model. The agriculture in the Yellow River Basin still relies on traditional planting and breeding methods, lacking the introduction of innovative and efficient agricultural production technologies. This limits the efficiency and quality of agricultural production, making it difficult for farmers to obtain better income and welfare. Meanwhile, due to the lack of support from agricultural informatization and intelligent technology, the management and marketing capabilities of agricultural production are relatively weak, which restricts the sustainable development and improvement of agriculture. Furthermore, heavy industry plays an important role in the Yellow River Basin, but often lacks support from technological updates and environmental protection measures. The competitiveness of traditional heavy industry is gradually declining and cannot meet the requirements of economic development in the new era. At the same time, the development of modern service industry in the region is relatively lagging behind, lacking support from high-quality talents and advanced technology. This makes it difficult for the Yellow River Basin region to adapt to the challenges of economic restructuring and market competition. Secondly, the ecological and environmental problems in the Yellow River Basin are quite prominent, and have been affected by excessive exploitation and pollution emissions for a long time, resulting in severe environmental problems in areas such as air, water quality, and soil. This situation not only poses a threat to the lives and health of local residents, but also seriously restricts the economic development of the region. Due to large-scale industrialization and agricultural activities, the air quality in the Yellow River Basin has been severely polluted. The large amount of emissions generated by industrial waste gas and agricultural combustion, such as particulate matter, sulfur dioxide, and nitrogen oxides, not only exceed the concentration of pollutants in the air, but also cause haze weather, posing a huge risk to people's health. Water resources are an important support for the Yellow River Basin, but long-term overexploitation and pollution have led to increasingly serious water quality problems. Industrial wastewater, agricultural non-point source pollution, and urban domestic sewage discharge directly or indirectly discharge harmful substances into rivers and water sources, leading to water quality deterioration, water ecosystem degradation, and water resource scarcity. This poses a serious threat to the safety of local people's drinking water and irrigation of farmland, and also limits the sustainability of agricultural and industrial development. In addition, the soil quality in the Yellow River Basin is also facing increasingly serious problems. Due to long-term overfertilization, pesticide use, and industrial waste discharge, soil has been severely polluted and degraded. The decline in soil fertility, soil acidification, and land desertification seriously restrict the development of agriculture and food production capacity, posing a threat to food security. Furthermore, the infrastructure construction in the Yellow River Basin is relatively lagging behind, and the shortcomings in areas such as transportation,

water conservancy, and energy constrain the economic development and competitiveness of the region.

2.3 The role of regional brand positioning in overall economic development

The Yellow River strategy proposes the goal of accelerating the high-quality development of the Yellow River Basin, and regional brand positioning is one of the important means to achieve this goal[3]. Firstly, regional brand positioning can enhance the regional image and visibility, enhance attractiveness and competitiveness. By delving into the cultural, historical, and natural resources of the region, we aim to create distinctive regional brands and promote them through various channels to enhance the region's visibility and reputation, thereby attracting more talents, capital, and resources to gather in the region. Secondly, regional brand positioning can promote industrial transformation, upgrading, and innovative development. Through regional brand positioning, the development of regional industries can be combined with brand image, promoting the transformation and upgrading of traditional industries towards high-end, intelligent, and green directions, and promoting the development of emerging industries. Finally, regional brand positioning can also promote regional economic cooperation and external exchanges. In the context of globalization, cooperation and exchange between regions have become important means of promoting economic development. By building regional brands, more external capital and resources can be attracted to the region, promoting economic cooperation and exchanges with other regions, achieving resource sharing, complementary advantages, and common development.

3. Strategies for brand positioning in the Yellow River Basin region

3.1 Concept and basic principles of regional brand positioning

Regional brand positioning refers to the strategic action of creating a brand image with regional characteristics and competitive advantages through marketing methods and strategic planning based on the resource endowment, industrial development, and cultural traditions of a specific region, in order to achieve regional economic development and social progress. When formulating the brand positioning strategy for the Yellow River Basin region, the following basic principles need to be followed: firstly, to highlight regional characteristics and core competitiveness, fully tap and utilize the rich historical, cultural, natural resources, and industrial advantages of the Yellow River Basin, and establish a unique brand image and positioning; Secondly, it is necessary to closely combine the actual situation of the region and market demand, seek truth and pragmatism, and scientifically and reasonably plan the direction and goals of regional brand development; Finally, attention should be paid to brand communication and promotional strategies, comprehensively showcasing the charm and vitality of the Yellow River Basin through various channels and methods, and enhancing brand awareness and reputation.

3.2 Core values and characteristics of brand positioning in the Yellow River Basin region

As one of the important regions in China and even the world, the Yellow River Basin's regional brand positioning should highlight the following core values and characteristics. Firstly, we must highlight the Yellow River culture and the spiritual heritage of the Chinese nation, promote the Yellow River spirit, inherit the excellent traditional Chinese culture, and become a representative of the spiritual home of the Chinese nation; Secondly, it is necessary to highlight ecological advantages and green development concepts, promote harmonious coexistence between humans and nature, build an ecologically livable Yellow River Basin, and become a model of sustainable development; Finally, we need to highlight the characteristics and innovative development of regional industries, promote the transformation and upgrading of industries in the Yellow River Basin, build regional brands with international competitiveness, and become an important source of new economic momentum in China.

3.3 Strategies and means for regional brand image construction

When building the brand image of the Yellow River Basin region, the following strategies and means can be adopted: first, increase external publicity and image shaping efforts, and showcase the charm and charm of the Yellow River Basin to all sectors of society through holding cultural and art festivals, tourism promotion meetings, and other activities to enhance the brand's visibility and reputation; Secondly, it is necessary to strengthen the storytelling and dissemination of brand stories, tell the story of the Yellow River well through film and television works, book publishing, and other means, inherit the spirit of the Yellow River, and inspire people's recognition and love for the Yellow

River Basin; Finally, we should pay attention to the productization and experiential aspects of brand image, create derivatives of Yellow River culture, develop Yellow River tourism routes, and allow people to experience the charm and courage of Yellow River culture firsthand.

4. Brand integration marketing strategy in the Yellow River Basin region

4.1 Concept and significance of regional brand integration marketing

Regional brand integration marketing refers to the organic combination of various marketing methods and channels, including traditional advertising, public relations promotion, social media marketing, content marketing, etc., to form a systematic and comprehensive brand promotion strategy. The purpose of this integrated marketing is to enhance the brand awareness and reputation in the Yellow River Basin region, while expanding the brand's influence, attracting more investment, talent, and tourists, driving regional economic development, and promoting cultural inheritance and exchange. Firstly, integrating various marketing methods and channels can help strengthen the dissemination and promotion of brands in the Yellow River Basin region. Traditional advertising can reach a wider audience through mainstream media such as television and newspapers, while social media marketing can directly interact with young consumers, enhancing the brand's influence among young audiences. Meanwhile, through content marketing, high-quality brand stories and promotional materials can be created to better convey the characteristics and cultural connotations of the Yellow River Basin region, attracting more people to visit and understand. Secondly, integrated marketing can enhance the reputation and brand recognition of brands in the Yellow River Basin region. Through comprehensive promotion, effectively conveying brand values and characteristics, further establishing brand image and reputation, and enhancing people's trust and favorability towards the brand. In this way, brands in the Yellow River Basin region will be more professional, authoritative, and reliable in people's minds, thereby attracting more people to invest, live, and travel. Finally, regional brand integrated marketing is also of great significance in promoting regional economic development and cultural heritage. The Yellow River Basin region has unique advantages in history, culture, natural landscapes, and other aspects. Through brand integration marketing promotion and promotion, these unique resources can be better displayed, and while attracting tourists, the cultural inheritance and exchange in the region can be promoted, promoting the development of cultural and tourism industries. In summary, regional brand integration marketing not only helps to enhance the brand awareness and reputation of the Yellow River Basin region, but also attracts more investment, talents, and tourists, promotes regional economic development and cultural inheritance, and is a very effective brand promotion strategy.

4.2 Construction of brand integration marketing strategy in the Yellow River Basin region

4.2.1 Determine integration goals

Identifying integration goals is the first step in developing a regional brand integration marketing strategy. For the Yellow River Basin region, the goal of brand integrated marketing may involve multiple aspects, such as increasing visibility, increasing the number of tourists, and attracting more investment. Enhancing brand awareness is an important goal of integrated marketing in the Yellow River Basin region. By integrating multiple marketing methods and channels, the brand image and values can be conveyed to a wider audience, thereby establishing the brand image and authority of the Yellow River Basin region in the public's mind, and improving the brand's visibility and reputation. Increasing the number of tourists is also an important goal of brand integration marketing. By promoting unique resources such as culture, history, and natural landscapes in the region, we aim to attract more tourists and promote the development of the local tourism industry. The integration goal may also involve other aspects, such as improving the sense of identity of local residents and promoting cultural inheritance. By setting clear and explicit brand integration marketing goals, we can better guide the formulation and implementation of brand promotion strategies in the next step, thereby achieving the expected results.

4.2.2 Analyze target audience

Before conducting brand integration marketing in the Yellow River Basin region, it is necessary to conduct in-depth analysis of the target audience. This includes studying the needs and preferences of the target audience, as well as their understanding and expectations of the Yellow River Basin, in order to provide a basis for precision marketing. Through market research and data analysis, the target audience's needs for tourism, culture, ecology, and other aspects can be determined, such as the tourist attractions, activities, and experiences they may be interested in. This helps to identify the characteristics and highlights that should be emphasized in brand integrated marketing strategies to meet the needs of the target audience. Through consumer behavior analysis and market research, we

can understand the preferences of the target audience for different types of marketing methods and channels, such as whether they prefer to obtain information through social media or traditional advertising forms. This helps determine which marketing methods and channels to use to effectively convey brand information. Through research and market analysis, we can understand the target audience's level of understanding of the Yellow River Basin, their understanding of its culture and history, as well as their potential expectations and expectations for the region. This helps determine the characteristics and core values that should be emphasized in brand integrated marketing to attract the attention and interest of the target audience. In summary, analyzing the needs and preferences of the target audience, as well as their understanding and expectations of the Yellow River Basin, is crucial for developing precise brand integration marketing strategies. Only by gaining a deep understanding of the target audience can we better meet their needs, convey brand information, and ultimately achieve marketing goals.

4.2.3 Integrated communication channels

When formulating brand integration marketing strategies in the Yellow River Basin region, integrating communication channels is a crucial aspect. In order to maximize coverage of the target audience, it is necessary to select suitable communication channels based on the characteristics of the target audience, including television, radio, the internet, and social media. In the modern information network era, we should attach importance to the important role of the internet and social media in modern marketing. By establishing and maintaining a professional website, detailed information about the Yellow River Basin region, tourism strategies, and other related information can be provided to attract the attention of online users. At the same time, through social media platforms such as WeChat, Weibo, Tiktok, etc., we can interact with target audiences and spread brand information to enhance user participation and communication effect.

4.2.4 Brand image consistency

Ensure consistency of information in various marketing activities and communication channels, highlight the core values and unique charm of the Yellow River Basin, and form a unified brand image. Brand positioning is to determine the position and image of the brand in the minds of the target audience, while communication strategy is to determine how to effectively convey the brand image to the target audience. By conducting in-depth research on the core values and unique charm of the Yellow River Basin, a clear brand positioning can be determined, and corresponding communication strategies can be formulated to ensure consistency of information in various marketing activities and communication channels.

4.2.5 Integration of resource advantages

Integrate the natural, cultural, historical and other resource advantages of the Yellow River Basin, create a unique regional brand positioning, and form a competitive advantage. By integrating the natural, cultural, historical and other resource advantages of the Yellow River Basin, and creating a unique regional brand positioning, a competitive advantage can be formed. By exploring natural resources, promoting humanistic spirit, following the trend of the times, establishing partnerships, and providing unique tourism experiences, we can attract more tourists and investors, enhance the brand influence and competitiveness of the Yellow River Basin region.

4.2.6 Establishing partnership

Establishing partnerships is an important measure to promote the brand of the Yellow River Basin. Establishing partnerships with relevant industries, enterprises, and institutions can achieve resource sharing and mutual benefit, further promoting the development and growth of regional brands. Through close cooperation with various partners, the Yellow River Basin brand will receive wider promotion and resource support. At the same time, partners can also gain good exposure and business opportunities from the brand image of the Yellow River Basin. This mutually beneficial and win-win cooperation model will help promote the construction and development of brands in the Yellow River Basin, achieve sustained regional economic growth, and promote common social progress.

4.3 Steps and methods for implementing regional brand integration marketing strategies

Develop an integration plan, based on the goals and resource situation, develop a detailed integration plan, clarify various tasks, timelines, and responsible persons, and ensure the orderly progress of marketing activities; Integrate marketing and promotion, determine appropriate product positioning and differentiated competitive strategies through market research and analysis, and develop corresponding marketing plans, including prices, channels, promotions, etc., to improve brand awareness and competitiveness; Integrate communication and promotion, use media such as television, radio, and the internet to carry out brand promotion and promotion activities, while strengthening the

operation of social media, and attract the attention and participation of target audiences through precise targeted advertising; Establish word-of-mouth promotion, actively promote the brand image of the Yellow River Basin through user word-of-mouth, online evaluations, and other means, and enhance the public's recognition and favorability of the brand. Monitor and adjust, establish an effective monitoring system, timely track the effectiveness of integrated marketing activities, adjust and optimize strategies based on market feedback and user needs, and maintain the sustainability and adaptability of integrated marketing.

Through the above steps and methods, the Yellow River Basin can implement regional brand integration marketing strategies, comprehensively enhance brand image and market competitiveness, and further promote economic development and cultural prosperity.

5. Conclusion

The implementation of regional brand positioning and integrated marketing strategies under the background of the Yellow River strategy is of great significance for promoting economic development and cultural inheritance in the Yellow River Basin. Firstly, in the context of the Yellow River strategy, regional brand positioning is one of the important means to promote the development of the Yellow River Basin. The Yellow River Basin has rich natural resources, a long history and culture, and unique geographical advantages. By integrating these resources and determining the core values of regional brands, the visibility and reputation of the Yellow River Basin can be further enhanced, attracting more investment and talent, and promoting rapid economic development. Secondly, integrated marketing strategies are an important means to effectively promote brand building in the Yellow River Basin region. By integrating different marketing methods and communication channels, such as television, radio, internet, social media, etc., brand information from the Yellow River Basin can be widely disseminated to target audiences, improving brand exposure and influence. At the same time, establishing partnerships and jointly promoting the Yellow River Basin brand can achieve resource sharing and mutual benefit, further expanding the brand's influence range. Finally, the implementation of brand positioning and integrated marketing strategies in the Yellow River Basin region requires continuous monitoring and adjustment. With the changing market environment and user needs, brand positioning and marketing strategies need to be adjusted and optimized in a timely manner to maintain competitiveness and adaptability. Establishing an effective monitoring system, tracking the effectiveness of integrated marketing activities, and making corresponding strategic adjustments based on market feedback can ensure the sustainable development and successful implementation of regional brands.

In summary, the regional brand positioning and integrated marketing strategy under the background of the Yellow River strategy are important means to promote the economic development and cultural inheritance of the Yellow River Basin. By clarifying brand positioning, integrating resource advantages, establishing partnerships, and continuously monitoring and adjusting, the visibility and reputation of the Yellow River Basin can be enhanced, attracting more investment and talent, and promoting economic development and cultural prosperity. This is of great significance for achieving the goals of the Yellow River strategy, and also provides reference and inspiration for the construction and promotion of other regional brands.

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