

# Analysis on the Problems and Countermeasures of Enterprise Relationship Marketing

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**Abstract:** Under the current economic situation, companies should fully realize the importance of relationship marketing, establish good and stable relationships with all related parties, strengthen exchanges and cooperation with each other, achieve win-win benefits, and promote corporate marketing activities. For the success of the company, we will conduct in-depth investigations in the economic market, improve the products in time, and make plans based on the current development situation.

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## 1 The concept of relationship marketing

### 1.1 The meaning of relationship marketing

In 1985, Barbara B. Jackson first proposed the concept of relationship marketing in 1983: relationship marketing is to attract, maintain and expand customer relationships. Regarding marketing activities as a process in which a company interacts with consumers, suppliers, distributors, competitors, government agencies and other publics, the core is to establish, develop and consolidate the relationship between the company and these organizations and individuals. The establishment, maintenance and promotion of relationships will to a large extent affect the success of corporate marketing activities and directly affect the realization of marketing benefits. Grnroos pointed out in 1996: "Relationship marketing

is about finding and establishing, maintaining and enhancing relationships with customers and other stakeholders so that the goals of all parties involved can be achieved. This is accomplished through mutual exchange and fulfillment of commitments.

### 1.2 Characteristics of relationship marketing

Compared with traditional marketing theories, relationship marketing has its own characteristics: one is the interaction of information. In relationship marketing, companies and customers are closely connected. Companies must take the initiative to deliver product information to customers more realistically and vividly. At the same time, customers should give feedback on their product experience and opinions as soon as possible to reduce negative information caused by information asymmetry. Influence; the second is the coordination of actions. Only when companies and consumers act in concert and trust each other can they increase user stickiness and customer loyalty; the third is a win-win situation. Relationship marketing requires all parties participating in marketing activities to maintain a good and long-term cooperative relationship, and strive to achieve a balanced state of the interests of all parties and maximize the overall benefits;

### 1.3 The difference between relationship marketing and traditional marketing

The traditional marketing theory 4P marketing theory mainly includes four aspects: product, price, channel and promotion. It emphasizes improving product quality, competitive price, diversified sales channels and flexible promotion methods. However, with the rapid progress of our country's economy, traditional marketing theories can no longer meet

the requirements of the new market environment, and the new marketing theory 4C theory came into being. The core content of 4C marketing theory includes four aspects: consumers, cost, convenience and communication. The 4C theory believes that marketing activities should focus on the needs and preferences of customers, rather than the product; secondly, the 4C marketing theory believes that the willingness to pay for products that meet their needs should be understood, and the product should be priced accordingly; and the convenience of customers' purchase channels should receive more attention. Multiple and convenient purchase channels are a point that cannot be ignored in marketing activities. Finally, effective marketing communication is implemented, and the two-way information exchange builds consensus to achieve the interests of consumers and enterprises.

## **2 Misunderstanding analysis of enterprise application relationship marketing**

### **2.1 Lack of correct relationship marketing concept guidance**

Establishing stable and good relationships is a key link in relationship marketing. In Chinese relationship culture, when a person or organization realizes the need to establish a certain cooperative relationship or obtain a certain scarce resource, they will take the initiative to establish a relationship and use the relationship as Tools for seeking economic benefits. Chinese people pay attention to reciprocity. The essence of reciprocity is the exchange of resources in a certain community. Under this unique relationship culture background, people are prone to relationship marketing, which is the marketing of "relationship, human relationship, and benefit transfer". His emotions are also sold as an add-on to the product. In fact, the meaning of relationship marketing is completely different from "human relationship, benefit transmission". Moreover, relationship marketing is not simply to build a relationship network with customers blindly, without truly understanding customer needs and gaining customer trust.

### **2.2 Lack of correct marketing positioning strategy**

Marketing positioning is the key link of relationship marketing. It is the position of the company and

product in the target market. Its purpose is to make the image of the company or product occupy a special position in the psychology of target customers, and to establish a unique image of the product. Positioning is determined by actual characteristics; more detailed and suitable marketing positioning should be determined according to specific conditions in different scenarios. In today's new customer-centric environment, positioning strategies should be adjusted in time according to customer needs.

## **3 Measures to optimize relationship marketing**

### **3.1 Establish a correct concept of relationship marketing**

First of all, we must establish a customer-oriented modern marketing concept, that is, business activities should start from customer needs, and on this basis, establish a correct concept of relationship marketing, and strive to establish, develop and maintain good relationships with stakeholders. Especially the long-term stable relationship with customers. Instead of blindly pursuing the development of new products, opening up new markets, and unilaterally investing in advertising. Combine the goals of the company with the needs of customers to form a mutually beneficial and win-win situation.

### **3.2 Flexible and diverse relationship marketing measures**

On the basis of improving product quality, providing competitive prices, and enhancing customer trust and loyalty, enterprises should subdivide different customer needs to carry out more personalized marketing plans, and form continuous customer shopping records to form new The marketing plan provides data support and timely return visits to collect customer feedback. This is of great benefit to improving the ability of products to meet customer needs. Two-way communication also enables customers to understand the product better, and benign communication increases customers' emotional trust in the product and establishes with customers Establish a long-term, benign relationship.

## **4 Conclusion**

Under the current economic situation, companies should fully realize the importance of relationship

marketing, establish good and stable relationships with all related parties, strengthen exchanges and cooperation with each other, achieve win-win benefits, and promote corporate marketing activities. For the success of the company, we will conduct in-depth investigations in the economic market, improve the products in time, and make plans based on the current development situation.

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