

Marketing Path of Enterprise Brand Management Under the New Economic Situation

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Abstract: Under the new economic situation, the previous marketing concept of “good wine needs no bush” is now applicable to the operation and development of modern enterprises. Therefore, enterprises must actively innovate marketing concepts and pay adequate attention to brand management. Only in this way can enterprises develop sustainably in a highly competitive market environment. We explore and analyze the significance and existing problems of enterprise brand management marketing under the new economic situation and put forward a marketing path in hope that this research will contribute to the development of enterprises.

Keywords: New economic situation; Enterprise; Brand management; Marketing

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1. Introduction

All enterprises need to pay adequate attention to marketing in their operation and development. In order for enterprises to implement marketing more effectively, they need to integrate marketing with brand management. Through this integration, further breakthroughs in marketing can be achieved. Under the new economic situation, enterprises must recognize the significance of brand management marketing, pay attention to the development of this work, and continuously optimize brand management through various strategic paths.

2. Significance of enterprise brand management marketing under the new economic situation

2.1. Contribute to the enhancement of enterprise competitiveness

Under the new economic situation, if an enterprise wants to occupy a certain development advantage in the industry market and gain more market share, the enterprise must pay attention not only to products, but also to brand management marketing. The naming of a corporate brand not only allows consumers to quickly recognize the brand, but also marks the product and endows it with unique value. The successful development of brand management can greatly improve the popularity of the corporate brand and contribute to the enhancement of corporate competitiveness. Therefore, it is necessary for enterprises to strengthen their brand management, so as to continuously promote the development of enterprises. In that way, enterprises can gain a firm foothold in the highly competitive market environment and expand their market share.

2.2. Contribute to the improvement of enterprise profit margin

Under the new economic situation, successful corporate brand management marketing can create more intangible assets. The intangible value of corporate brand itself far exceeds the value of products. The market sales volume of brand products with high popularity is always at the forefront, and their market pricing is relatively high, while their profit margin is naturally high. It can be seen that brand management marketing can bring more profit to an enterprise. Compared with products with relatively low brand awareness, there is a large disparity in the profit margin. For example, a certain company did not implement brand management marketing in 2017, but it paid more attention to this work in 2018. Under the influence of brand benefits, the company's sales revenue and total profit significantly improved. See **Figure 1** for details.

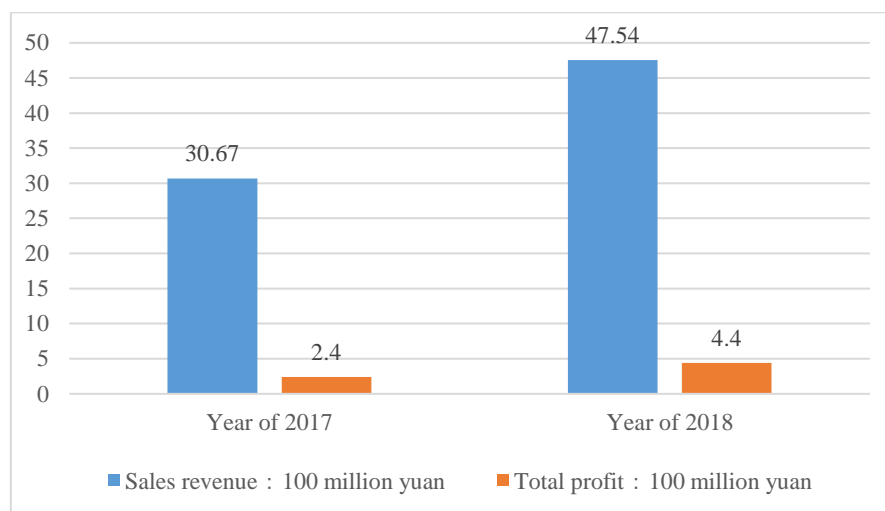


Figure 1. 2017–2018 sales and profits of a company

2.3. Contribute to the establishment of a good corporate image

Under the new economic situation, brand management marketing is implemented not only to bring more profits and intangible assets to enterprises, but also to establish a good corporate image. For an enterprise, a good image is a powerful weapon to gain advantage in market development. When a company establishes a good image, it will attract more consumers, and the company's popularity will also improve significantly, thus attracting more partners and investors.

3. Problems existing in enterprise brand management marketing under the new economic situation

3.1. Lack of attention to brand management marketing

Under the new economic situation, the market environment in which enterprises operate has become more complex, and there are many uncertain factors in it. The marketing plan originally adopted by enterprises faced issues meeting the current economic development situation. At this stage, there are still some enterprises that are unaware of the importance of brand management marketing and have a relatively one-sided understanding of brand management marketing; they are still implementing previous marketing strategies, which limit their development to a large extent.

3.2. Lack of an ideal marketing system

Under the new economic situation, in order to implement brand management marketing, it is important to focus on improving the marketing system. However, according to relevant surveys, there are still many companies that do not possess a sound marketing system, resulting in the lack of coordination and

cooperation among various departments within the company and the lack of attention to the role of brand management marketing among some staff and departments. There are also some companies that simply “mirror” the successful marketing experience of other companies when carrying out brand management marketing. In order to achieve stable development in the market environment of “gold and sand,” there is a need for an ideal marketing system as support.

4. Marketing path of enterprise brand management under the new economic situation

4.1. Strengthening the innovation of marketing ideas

Under the new economic situation, the importance of effective marketing work under brand management has been gradually highlighted, and enterprises are also paying more attention to the development of the work. Many companies have begun to organically integrate brand management with marketing and innovate marketing to improve the depth of marketing work [1]. Based on this understanding of marketing, enterprises should actively innovate marketing concepts and focus on improving the strategy and sustainability of brand management marketing. To this end, it is necessary to clarify the short-term, medium-term, and long-term development goals of enterprises, as shown in **Figure 2**, and make reasonable brand management marketing strategies on this basis.

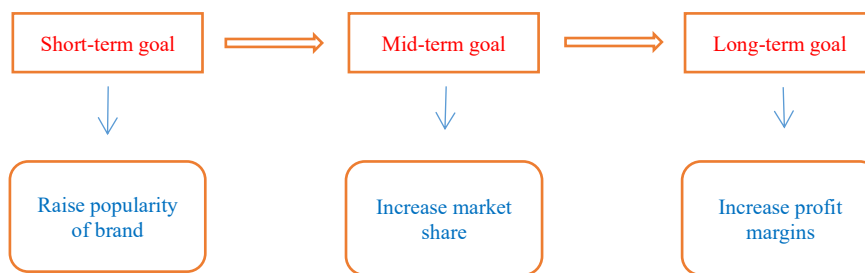


Figure 2. Enterprise development goals

Furthermore, in the process of innovating marketing concepts, enterprises also need to focus on strengthening the improvement and optimization of brand management marketing ideas and clarify the key points of brand management marketing at each development stage according to the different development stages [2].

4.2. Strengthening the perfection of the marketing system

Under the new economic situation, in the process of development, enterprises should build a complete brand management marketing system according to their own development conditions and improve their marketing level on the whole [3]. In the process of perfection, enterprises must scientifically design brand management marketing strategies, not only to strengthen product brand management marketing, but also to incorporate corporate brands and cultural brands into corporate brand management marketing, so as to improve the comprehensiveness of their brand marketing work [4]. There is also a need to pay attention to the formation of brand management and marketing synergy, so as to improve the comprehensiveness, coordination, and diversity of the brand marketing system. In this system, it is clear that all departments and staff within an enterprise must actively participate in research on brand management, marketing, brand promotion, *etc.*, so as to ensure a systematic brand marketing work. While improving the brand management marketing system, it is also necessary to focus on expanding the marketing system, especially to combine corporate brand marketing with the external environment organically, so as to improve the influence and popularity of the brand [5]. At the same time, enterprises also need to increase investment in brand management marketing to support the implementation of multi-brand strategies and create sub-brands

according to the different positioning of enterprise products and the different needs of different consumer groups, so as to further improve the effectiveness of brand management marketing. The brand management marketing process is shown in **Figure 3**.

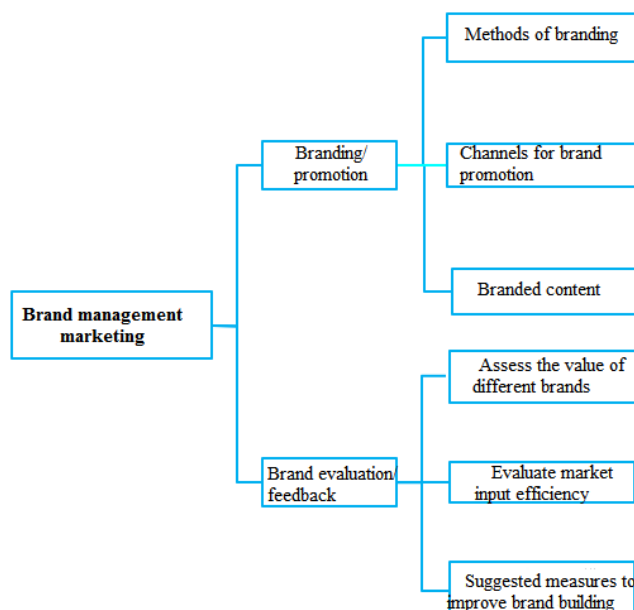


Figure 3. Corporate brand management marketing process

4.3. Accurate positioning of corporate brand products

Under the new economic situation, when an enterprise carries out brand management marketing, the enterprise must accurately position the product during the product design process. The product quality, product function, and target consumer groups need to be comprehensively analyzed during positioning ^[6]. Accurate corporate brand product positioning not only enables companies to occupy a certain market share, but also increases the loyalty and stickiness of target consumer groups. If the product positioning does not conform to the corporate brand image, it is likely to cause a certain resistance among consumers to consumption. When consumers have this kind of psychology toward the product, it is often difficult for the product to gain a foothold in the market and develop in the long run. For this reason, in order to expand product sales, increase market share, and win consumer recognition, enterprises need to start with a suitable brand positioning to satisfy the consumer experience of the product's target consumer group and ensure that consumers feel that the product purchased is worth their money.

4.4. Strengthen the development of brand after-sales service

Under the new economic situation, when enterprises carry out brand management marketing, they should not limit their goal to only increasing sales volume, but also to expanding their development vision to a longer-term perspective and focusing on the establishment of a good corporate brand, so as to highlight the brand value and thus expand the enterprise market development space ^[7]. For this reason, enterprises should focus on strengthening the development of brand after-sales service when implementing brand management marketing. After selling their products, enterprises should proactively get in touch with consumers, provide consumers with good after-sales service, accustom to the actual situation of consumers after the purchase, and encourage consumers to appreciate the corporate brand. The enthusiasm for after-sales service has established a good corporate image among vast consumer groups. Nowadays, many corporate brands would set up their own portal websites, give out VIP cards to consumers whose consumption reaches a certain

amount, provide exclusive VIP services to them, and register consumers' personal information such as their birthday, *etc.*, when they apply for these cards. Through this, gifts or greetings can be sent to them on special occasions. Upon registering their personal information, it is then possible to contact the consumers after their purchase of any product to ask about their experience of using the product. In this way, consumers would be able to feel the after-sales service provided by the company ^[8].

4.5. Increase brand promotion

The identification of a brand is not determined by the enterprise but rather by the majority of consumers. For this reason, under the new economic situation, when enterprises carry out brand management marketing, they must intensify their brand promotion, so as to improve the popularity of corporate brands among consumers ^[9]. It is often difficult for the general public to accept and recognize an unknown brand. Even when buying products, consumers tend to choose brand products with higher popularity. Therefore, under the new economic situation, enterprises need to ensure that the early stage of brand management marketing is carried out well, so as to better promote the corporate brand through brand promotion. At this stage, with the continuous development of science and technology, the emergence of new media has provided a richer way for corporate brand promotion. When companies carry out brand promotion, they can use various new media platforms to expand the scope of publicity and promotion, so as to raise awareness and deepen the impression of the majority of consumer groups on the corporate brand. In that way, consumers will be more willing to purchase these corporate brand products, thus improving corporate sales and further promoting the development of these enterprises ^[10].

5. Conclusion

Under the new economic situation, enterprises must attach great importance to brand management marketing in their operation and development; they also need to realize that it is impossible for brand management marketing to achieve significant results overnight, as persistence and continuous innovation and reform are required, along with enterprise development and market environment changes. There is a need to establish an advanced brand management marketing concept, build a complete brand management marketing system, accurately position the corporate brand products, and focus on strengthening after-sales service according to the actual situation of the current market and enterprise development in order to establish a good corporate image among vast consumer groups. In addition, enterprises must increase brand publicity and improve corporate brand awareness to expand their market shares and accrue greater development space under the new economic situation.

Disclosure statement

The authors declare no conflict of interest.

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