



Marketing Analysis of Corporate Brand Management in the New Economic Situation

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Abstract

The purpose of this paper is to analyze the importance and challenges of corporate brand management in marketing in the current economic climate. With the rapid development of digitalization and globalization, corporate brand management has become increasingly critical and crucial for the market competitiveness and long-term development of companies. This paper discusses the factors that influence corporate brand management in the new economy, as well as the strategies and practices used in marketing analysis. The research results show that in the new economy, companies should focus on building a strong brand image, establishing a strong connection with consumers, and utilizing innovative marketing tools to enhance brand competitiveness. In addition, companies need to fully utilize digital technology, expand their marketing channels, and effectively engage with social media platforms to enhance brand awareness and recognition. In summary, corporate brand management plays a crucial role in marketing in the new economy. Companies should actively respond to market changes and continuously optimize their brand strategies to ensure success in the competitive market environment. At the same time, it is also hoped that this paper will provide relevant reference value for relevant organizations or individuals.

Keywords

New economic situation, corporate brand management, marketing strategy

Introduction

With the rapid development of information technology and the popularity of the Internet, the new economic situation has replaced the traditional economic model, bringing tremendous changes to business operations and market competition. In this new economic environment, enterprises are faced with more intense competition and more discerning consumer demands. In such a context, corporate brand management becomes an important marketing strategy that plays a decisive role in the competitiveness and market position of enterprises. Therefore, it is of great theoretical and practical significance to study the marketing strategy of corporate brand management in the new economic situation.

1. The importance of corporate brand management marketing in the new economic situation

1.1 Enhance the competitive advantage of enterprises

In the new economic situation, enterprises are facing increasingly fierce market competition. Through effective brand management and marketing strategies, companies are able to differentiate themselves and highlight their core competencies to gain an advantage in the competition. Good brand management can help companies to shape a unique

brand image, so that consumers can develop a sense of identity and loyalty to the company (Zhang Xian & Zhao Lin, 2022). In addition, through precise positioning and effective communication of marketing strategies, companies can win more market share, expand their market influence, and thus enhance their competitive advantages.

1.2 Increase the intangible assets of enterprises and improve profitability

In the new economy, the intangible assets of a company, especially the brand value, become important financial and business indicators. Through the marketing strategy of brand management, companies can continuously improve the visibility and recognition of their brands, which in turn increases the value of their brands. Consumers are more favorable to products and services with good brand image and reputation and are willing to pay higher prices for them. Therefore, good brand management can increase the added value of products and services, improve profitability, and create more business opportunities and growth for companies.

1.3 Establishing a good corporate image

In the new economy, corporate image is critical to consumers' purchasing decisions and loyalty. Through effective brand management and marketing strategies, companies can establish a good corporate image and build consumers' trust and goodwill toward the company (Liu Bo, 2021). A good corporate image can enhance the emotional connection between consumers and the company, making consumers more willing to choose the company's products and services. In addition, a good corporate image can attract excellent talents to join the company, establish good partnerships, and enhance the reputation and influence of the company.

2. The new economic situation of enterprise brand management deficiencies

2.1 Lack of brand consistency

In the new economy, companies face diverse market demands and channels, making it difficult to maintain brand consistency. Companies may display different brand images in different channels and media, leading to confusion in consumers' perception and memory of the brand. Lack of consistent brand image can weaken the value and competitiveness of the brand, so companies need to strengthen the management and coordination of brand image to ensure that the brand remains consistent across channels and media.

2.2 Inadequate social media risk management

The popularity of social media has brought new opportunities and challenges to corporate brand management but also increased risks. User comments, controversies, and false information on social media platforms may negatively affect corporate brands. Companies need to strengthen their social media monitoring and risk management, respond to consumer feedback and complaints in a timely manner, and adopt proactive communication and crisis management strategies to protect their brand reputation and image.

2.3 Inadequacy of innovation and change

In the new fast-changing economy, companies need to constantly innovate and change in order to adapt to market demands and outperform competitors. However, some companies suffer from conservatism and lack of innovation in brand management, lacking fresh and up-to-date brand strategies. Companies should encourage innovative thinking and practices to adjust their brand positioning and marketing strategies with the times in order to maintain their competitive advantage and market leadership.

2.4 Failure to establish an emotional connection between the brand and consumers

In the new economic situation, enterprises need to pay more attention to the emotional connection with consumers and establish a deep brand relationship. However, some companies focus too much on product features and marketing promotions, neglecting the establishment of emotional resonance with consumers. Companies should invest in brand storytelling, brand experience, and social responsibility to build a more intimate and meaningful relationship with consumers in order to enhance brand loyalty and consumer word-of-mouth.

3. The marketing strategy of corporate brand management

3.1 Timely update of marketing concepts

In the new economic situation, the market environment and consumer needs are changing at an unprecedentedly fast and frequent rate. Traditional marketing concepts may not be able to adapt to such rapidly changing needs. Therefore, companies need to update their marketing concepts in a timely manner in order to keep pace with the market and be agile. Through continuous observation and research of the market, companies can grasp the dynamic changes and emerging trends in the market. This may involve the application of new technologies, shifts in consumer behavior, and adjustments in competitors' strategies. By obtaining timely market information, companies can more accurately predict the market direction, seize market opportunities, and avoid market risks.

Companies need to pay close attention to competitors' market activities, product innovation, and marketing strategies. By analyzing and evaluating competitors, companies can understand their strengths and weaknesses, discover gaps, and find breakthroughs in the market competition. At the same time, they can also learn from competitors' successful experiences to improve their own market competitiveness (Yang, Yuan-Yuan, 2020). Consumers are more personalized, diversified, and pursuing high quality and high experience consumption in the new economic situation. Through market research, consumer insights, and data analysis, companies can gain a deeper understanding of consumers' preferences, needs, buying habits, etc., as well as their attitudes and expectations towards brands and products. Based on these understandings, companies can timely adjust product design, pricing strategy, channel layout, etc., to meet consumer demand and provide more valuable products and services.

3.2 Precise positioning of products

In the new economy, consumer needs are trending toward personalization and diversification, so companies need to precisely position their products to meet the needs of different consumers. Precisely positioning products means developing targeted products based on the characteristics, preferences, and needs of target consumer groups and differentiating them from competitors through brand management and marketing strategies. Through market research, consumer insights, and data analysis, companies can understand the demographic characteristics, consumption behaviors, preferences, and needs of their target consumer groups. This can include breakdowns by age group, gender, geography, income level, educational background, and more. Through comprehensive analysis of these data, enterprises can obtain an overall portrait of the target consumer group, and then gain insight into their consumption psychology and consumption motives. Second, enterprises need to develop targeted products according to the characteristics and needs of the target consumer groups. This includes product design, function, performance, appearance, quality, and other aspects. By pinpointing products, companies can better meet consumers' individual needs and provide products that meet their expectations. For example, in the health food market, companies can launch specific types of products such as high protein, low sugar, or gluten-free to meet the health needs of different consumer groups. Then, through brand management and marketing strategies, companies can differentiate their precisely positioned products from competitors. Brand management is the process of shaping a product's image and communicating its value proposition. By building a unique brand image, companies can erect brand recognition and loyalty in the minds of consumers. Marketing strategy, on the other hand, is the means and method of bringing products to market. Through precise positioning and pricing strategies, differentiated publicity, and promotional activities, companies can highlight the unique value of their products and attract the attention and choice of their target consumer groups.

3.3 Innovative brand management marketing model

With the rapid development of the Internet and social media, consumers' information access channels and consumption behavior have changed dramatically. Therefore, companies need to innovate brand management marketing models to adapt to the rapidly changing market environment (Ren Chenying, 2020). One innovative brand management marketing model is to use new media platforms such as the Internet and social media for brand promotion and interactive marketing. The Internet and social media have a wide reach and high interactivity, providing companies with the opportunity to communicate directly with consumers. By establishing official brand websites, social media accounts, and mobile applications, companies can deliver brand stories, product information, and promotions to consumers. At the same time, through interaction and feedback with consumers, companies can understand their needs and opinions, further optimize their products and services, and enhance their brand image and user experience.

Another innovative marketing model for brand management is to carry out omnichannel marketing activities that combine online and offline. Traditional marketing models focus on offline channels, such as physical stores, exhibitions, and advertisements. However, in the new economy, consumers are increasingly adopting a combination of online shopping and offline experiences. Therefore, companies need to integrate online and offline channels to create an omnichannel brand experience. For example, companies can provide convenient shopping channels through online platforms and offer personalized services and experiences in offline physical stores to meet consumers' diverse needs. In addition, they can also increase consumer interaction and engagement through online and offline linked promotions. Innovative brand management marketing models also include the integration of new technologies and data analytics. For example, companies can use big data analytics and artificial intelligence technologies to conduct in-depth analyses of consumer behavior and preferences to better understand target consumer groups and develop personalized marketing strategies. At the same time, the application of IoT and smart devices can enable connectivity and interaction with consumers to provide personalized products and services.

3.4 Improve brand management marketing after-sales service level

Enterprises should set up a special customer service department or team to handle consumers' after-sales problems and complaints and provide timely solutions. At the same time, companies need to establish a scientific after-sales service process to ensure that consumers' problems can be handled and solved in a timely manner. This can be achieved by training employees, developing standard operating procedures, and using technology tools. Consumers may encounter various problems or need further help and guidance after purchasing a product. Companies should ensure that consumers have easy access to timely after-sales support. This can be achieved through various channels, such as telephone hotlines, online customer service, email, etc. In addition, personalized after-sales service is key to improving after-sales service in brand management marketing (Liu Lu, 2020). Each consumer has different needs and preferences, and companies should provide after-sales service according to their individual needs. This can include customized solutions, personalized consultation and advice, individualized after-sales follow-up, etc. By understanding the characteristics and needs of consumers, companies can provide more attentive and professional after-sales service, increasing consumer satisfaction and loyalty.

At the same time, enterprises should also actively collect consumers' feedback and suggestions in order to continuously improve the level of after-sales service. Consumers' opinions and feedback are valuable resources for enterprises, which can help them identify problems, improve products, and enhance service quality. Companies can collect consumer feedback through regular surveys, customer satisfaction research, social media monitoring, etc., and make timely adjustments and improvements accordingly.

3.5 Improve departmental collaboration

In the new economy, corporate brand management and marketing activities have become more complex and diverse. In order to effectively meet this challenge, companies need to strengthen communication and collaboration between various departments to ensure consistency and coordination of brand management and marketing strategies. Such collaboration not only helps to achieve holistic effects but also improves the market responsiveness and competitiveness of the company. In order to improve departmental collaboration, companies need to establish clear communication channels and collaboration mechanisms. By organizing regular cross-departmental meetings, workshops, or team-building activities, information exchange and sharing between departments can be promoted. Second, companies should encourage mutual understanding and support between departments. There are often differences in terminology, work styles, and cultures between different departments, which can lead to communication barriers and difficulties in collaboration. By organizing cross-departmental training or exchange activities, understanding and trust between departments can be improved and cooperation and collaboration can be promoted. When departments share a common understanding of the company's mission, vision, and values, they are more likely to form a collaborative synergy. By setting clear goals and performance targets, companies can motivate all departments to work together in brand management and marketing. Companies can establish a centralized information platform for sharing market intelligence, competitive information, and internal data. In this way, each department can keep abreast of market dynamics and important information within the company to better coordinate actions and develop strategies. Finally, companies should encourage innovation and experimentation, and provide support and resources for interdepartmental collaboration. Innovation and experimentation can stimulate creativity and cooperation in each department and promote the development of collaboration.

3.6 Improve social media risk management

Companies should establish professional social media teams or entrust professional agencies with social media management. These teams or agencies should have rich experience in social media management and crisis response capabilities, and be able to monitor and respond to consumer feedback and comments on social media in a timely manner. They should have good communication skills and judgment to respond appropriately to negative comments and public opinion events to maintain their brand reputation and image. Second, companies should have clear social media policies and guidelines. These policies and guidelines should clearly define employee behavior on social media, including speech, content, and interaction styles. By establishing clear policies, companies can regulate employees' social media behavior and avoid negative impacts on the brand due to their inappropriate remarks or behaviors.

Third, companies should strengthen their social media monitoring and analytics capabilities. By using professional social media monitoring tools and analysis platforms, companies can track and evaluate the brand reputation and consumer feedback on social media in real-time. Such monitoring and analysis capabilities can help companies identify and respond to negative public opinion in a timely manner and understand consumers' attitudes and needs for their brands so that they can adjust their brand strategies and marketing activities. Fourth, companies should establish a plan to deal with social media crises. Public opinion crises on social media can occur at any time, and companies need to develop response strategies and contingency plans in advance. This includes responding quickly, explaining the truth to the public, and actively taking remedial measures. By establishing a comprehensive crisis management system, companies can better respond to social media crises and protect their brand reputation and image.

Finally, companies should regularly evaluate and optimize the effectiveness of social media. By analyzing the effectiveness and efficiency of social media campaigns, companies can understand which strategies and content are positively impacting their brands, and then optimize and adjust their social media marketing strategies. This ongoing evaluation and optimization process can help companies to continuously improve the level and effectiveness of their social media management.

Therefore, enterprises should pay attention to the marketing of brand management in the new economic situation, constantly seek innovation and breakthroughs, and actively adapt to market changes in order to win the favor of consumers and market recognition. Through effective brand management and marketing strategies, enterprises will be able to stand out in the competition and achieve sustainable success.

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