

# Reference for Exploring Enterprise Marketing Strategies under Customer Value

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**Abstract:** Marketing is the core department in most enterprises, and it is the main source of business. The ultimate goal of marketing is to promote and promote one's own products or services to market customers, stimulate user purchases, and create profits for the enterprise. To some extent, the success of marketing is related to the profit level and development trend of the enterprise. The buyer's market is the key to balancing supply and demand at this stage, and marketing should implement innovative marketing strategies from the perspective of customers. This paper proposes the construction of a marketing system based on customer value, achieving ideal results. Based on this, this paper mainly analyzes the implementation strategies of enterprise marketing under customer value, which has certain reference value for enterprise marketing work.

**Keywords:** marketing, customer value, strategy

## 1. Introduction

The continuous changes in the international and domestic economic situation have posed unprecedented challenges to the marketing of many enterprises. The uncertain factors in the economic environment make it difficult for enterprises to develop new and potential customers. In order to improve enterprise profits and control customer churn rates, it is an entry point. Each enterprise has a large number of customers, and different customers have their own characteristics. The marketing strategies adopted for different types of customers also differ, which is also the core requirement of customer value theory. More and more enterprises are considering customer value in marketing, and in the future, with changes in the environment and adjustments in corporate strategy, marketing strategies should be improved.

## 2. Classification of customer types based on customer value

Customer value is a commonly used concept in marketing, which segments enterprise customers from the perspective of customer value and positions them based on the customer profit value in the annual financial statements of the enterprise [1]. After determining the type and positioning of customers, the importance of these types of customers to the enterprise is also determined, which is conducive to helping the enterprise adjust its marketing strategy, customers can be divided into the following categories based on their value attributes.

### 2.1 Gold customers

The number of gold clients is relatively small, accounting for 10% of the total number of clients, but their profits for the enterprise are relatively high, reaching 50% of the total profit [2]. Therefore, in enterprise marketing, the management and maintenance of gold customers are extremely crucial. Only by achieving effective maintenance of gold customers can greater profits be created for the enterprise. Compared with other types of customers, the flow of gold customers is relatively small, and they have high loyalty to the enterprise. They trust the products and services of the enterprise, and have more communication and close relationships with the enterprise. The premise of cooperation between the two is that the enterprise can provide products and services that meet its needs, without strict price restrictions, and pays more attention to the importance of the enterprise, hoping to enjoy high-quality treatment.

## **2.2 Silver customers**

In the long-term development of enterprises, the role of silver clients cannot be underestimated. Compared with gold clients, their profit return rate is relatively low, but they may develop into gold clients in the future. When collaborating with enterprises, we pay more attention to quotation and hope to obtain satisfactory products or services at a reasonable quotation level.

## **2.3 Copper customers**

In the process of enterprise development, the contribution of copper customers is relatively low, but this type of customer is also indispensable for enterprise development, and some copper customers create very low profits for the enterprise. In short, in the marketing of enterprises, copper customers are an undeveloped and immature customer group, with the largest total number of customers and great potential for development in the future. The existing products or services within the enterprise cannot fully meet the needs of copper customers. The cooperation between the two parties is only for small business cooperation. When the enterprise provides services or products to copper customers, it invests more resources and has low profit returns.

# **3. Current situation of marketing in some enterprises**

## **3.1 Lack of segmented markets**

Due to the prominent role of marketing in the development of enterprises, each enterprise needs to increase its investment in marketing based on its own actual situation. However, the marketing effect of some enterprises is often affected by many factors, among which the marketing concept is a key factor. Only when the progressiveness of the marketing concept is guaranteed, can the concept be used as a guide to develop a scientific and feasible marketing plan. However, based on the current marketing situation of many companies in the market, when launching new products, some companies have relatively single marketing channels and methods, without dividing customer needs and types, and providing customers with undifferentiated products. But in reality, customers in the market have different needs, and the products provided by enterprises can only meet the needs of some customers. Therefore, the lack of segmented market concept in the marketing process of enterprises is a prominent issue, which will lead to the loss of development opportunities, customer resource loss, and inability to improve profit levels over time.

## **3.2 Disadvantages of customer management model**

Customers are the prerequisite for ensuring the development of enterprises. Only by doing a good job in customer maintenance and development can we stimulate customers to purchase our products and services, create greater economic benefits for the enterprise, and win market recognition for the enterprise. Marketing is actually the process of maintaining existing customers and exploring potential customers. In order to improve marketing level, it is necessary to attach importance to customer management and adopt more targeted management measures through customer segmentation. Many enterprises have problems with customer management. In the process of changing market environment, the relationship between enterprises and customers has undergone significant changes. In order to form a more stable relationship, it is necessary to update the customer management model on the original basis. Some enterprises, when facing customers, lag behind in the management model and persist in a fixed management model for a long time, without providing high-quality services to customers, resulting in customer churn. Secondly, in order to maintain a stable relationship with customers, enterprises should attach importance to customer opinions and provide diversified services based on their actual needs. Some enterprises ignore customer opinions in marketing, fail to communicate with customers in a timely manner, do not understand their needs, and do not provide personalized services, resulting in customers not realizing the sincerity of the enterprise.

## **3.3 Backward marketing methods**

Every enterprise in the market has its own development characteristics. Considering the differences between products and the enterprise itself, innovation should be emphasized in marketing. A marketing department specifically established by enterprises for marketing is responsible for analyzing customer

needs, synthesizing product information of the enterprise, developing scientific and feasible marketing plans, and fully leveraging customer value. However, the marketing effectiveness is also relatively influenced by marketing methods. Some enterprises' marketing methods are relatively backward, and the marketing plans adopted in the marketing process have many unreasonable aspects, resulting in insignificant marketing effects. In fact, marketing has a strong professionalism and requires a lot of comprehensive analysis. Enterprises have realized the importance of marketing from an ideological perspective, but when formulating marketing plans, they lack analysis of customer value. In the development of current marketing theory, there have been emotional marketing, experience marketing, network marketing, etc. Some enterprises have realized marketing mix, but they have not integrated customer value into it, resulting in deficiencies in marketing and affecting the marketing effect.

#### **4. Marketing strategies based on customer value**

##### ***4.1 Segmenting customers and implementing differentiated marketing***

###### ***4.1.1 Gold customer marketing***

Gold clients are of great significance for the development of enterprises. In marketing, attention should be paid to strategic innovation for gold clients, providing them with personalized products or services. In enterprises, gold customers are the main source of profit. When dealing with this type of customer, personalized services should be provided to them, rational utilization of enterprise resources should be made, and customers should feel the sincerity of the enterprise. When providing services to gold clients, enterprises should understand their potential needs and maintain communication between both parties during the cooperation process. When gold clients provide suggestions on products or services, enterprises should pay attention to them. If it is a reasonable suggestion, adjustments should be made in future work. In addition to selling products or services to gold customers, marketing work aimed at them also needs to pay attention to other extended services, such as delivery modes, settlement, trading methods, etc. [3]. In short, for gold clients, enterprises need to meet their many needs as much as possible while maintaining their own principles, and form stable and harmonious cooperative relationships. Firstly, in enterprises, a dedicated manager should be assigned to handle the reception and negotiation of gold clients. As a manager, one should proactively understand the actual needs of clients and provide more targeted marketing services based on their needs. Secondly, marketing personnel need to maintain close communication and exchange with gold clients, grasp the changing needs of clients, and do their best to understand their ideas and develop solutions when clients encounter problems, in order to win their trust. Finally, we provide customers with many convenient services. In product development and service innovation, we consider customer preferences and open up personalized services. For example, during the peak season of product sales, we open up green channels for gold customers to enjoy special services; establish a long-term incentive mechanism to maintain customers through rebates or discounts.

###### ***4.1.2 Silver customer marketing***

In the marketing of enterprises, silver customers have great potential, and their contribution to the profits of the enterprise is only lower than that of gold customers. They trust the enterprise and entrust most of the business to the enterprise. Some silver customers also recommend the enterprise's products or services to other customers, opening up new customers for the enterprise. Therefore, in enterprise marketing, it is also necessary to attach importance to the management and maintenance of silver customers, and increase profits and expand business scope by selling products and services to silver customers. In the development of marketing work, more resources should be invested in silver clients, stable cooperative relationships should be established with clients, and customers should be avoided from turning to other companies due to dissatisfaction with the company's services. Unlike gold customers, silver customers are more concerned about prices and hope to enjoy discounts on prices and receive high-quality services [4]. When formulating marketing strategies, they can be provided with discounted prices to provide them with cost-effective products and services.

###### ***4.1.3 Copper customer marketing***

For copper customers, enterprises need to provide them with standardized products, which are developed under specific time, energy, and financial conditions. They can achieve product reuse and effectively control the operating costs of the enterprise. The current customer value of an enterprise does not represent future value. The marketing department should enhance its business volume through communication and communication with customers, and transform copper customers into gold

customers. However, there are relatively more types of customers within the enterprise, and among copper customers, there are indeed some customers who do not have developed value. When providing marketing services to these customers, it is necessary to appropriately reduce resource investment and give up directly in special circumstances to avoid negative impacts of customer attitudes on the appearance of the enterprise. When conducting marketing for copper customers, brand marketing strategies should be introduced. Considering the low value and huge potential of copper customers, adopting brand marketing strategies can achieve good results because brands have a great attraction to customers. Through brand strategies, copper customers can gradually recognize the company's culture and trust the company. To improve brand image, it is necessary to develop some high-quality and high standard products, and provide personalized services based on the analysis of customer needs.

#### ***4.2 Strengthen publicity and communication***

In the marketing work of enterprises, in order to maintain customers, it is necessary to strengthen publicity and communication in marketing to create favorable conditions for promotion. For example, enterprises can use advertising and other methods to convey activity information to customers, so that customers can pay attention to these aspects of activities, generate purchasing desire during the activities, and expand sales [5]. Firstly, the marketing department should do a good job in publicity work, maintaining the synchronous promotion of online and offline publicity. The formulated publicity strategy should be based on customer value and needs, ensuring the rationality of advertising design, and utilizing advertising to communicate with customers. After watching the advertisement, customers can know the next direction of the enterprise's efforts, so that the enterprise's advertising can attract more customers to understand its products at once. Marketing personnel need to use public relations to inform customers of detailed information about products and services, and improve products and services based on customer feedback. Secondly, to enhance communication with customers, many companies use sales personnel or select spokespersons or advertise to provide the public with a clearer understanding of the company and its products, in order to increase the company's social recognition. However, these methods have a high cost investment, and for cost considerations, new communication channels need to be selected based on the type of customer.

#### ***4.3 Analyzing marketing data to gain insight into customer needs***

With the changes of the times, in order for enterprises to take the initiative in marketing, they need to clearly grasp customer needs and carry out marketing work on this basis. To succeed in marketing, enterprises need to first win customer recognition, to understand customers and truly apply the right medicine to the situation. Customers are the driving force of enterprise resource focus. Mastering customer information can provide a basis for formulating marketing strategies. Therefore, in the marketing process, enterprises not only need to grasp market trends, but also need to understand customer needs. As a marketing department of an enterprise, it is necessary to collect customer information, understand their geographical distribution, consumption ability, and consumption characteristics, discover their consumption characteristics, and provide targeted products and services to customers, truly achieving the integration of products, services, and customer needs. After the arrival of the information age, many enterprises have realized the importance of customer information in marketing, and have adopted modern methods such as information technology to obtain and analyze market information. The marketing strategies formulated are more practical. The advantages of big data technology in enterprise customer information collection are prominent, but in specific applications, there may be data biases. To avoid adverse effects on marketing, relevant prevention and control measures should be taken to improve the accuracy of data results.

#### ***4.4 Integrating marketing and customer service departments***

From the perspective of marketing for many enterprises, they often rely on improving product quality through product research and development, gaining user recognition of the product, and increasing product sales [6]. In the current trend of economic and social development, although this marketing approach can create certain profits for enterprises, it is difficult to ensure the quality of economic development. The reason for this is the growth of customer demand, which presents diversified and personalized characteristics. In the process of marketing, ensuring product quality is the most fundamental means for various enterprises. Currently, customers not only focus on product quality, but also on service. Therefore, in marketing work, it is necessary to focus on improving service quality to enhance product added value, make customers trust and recognize the enterprise's products,

and enhance the competitiveness of the enterprise and its products in the industry. The enterprise needs to integrate the marketing department and the customer management department according to the requirements of marketing management under the customer value, reasonably divide the responsibilities of the post personnel, so that the new integrated department can improve the added value of products and coordinate with other departments according to the grasp of the overall market situation. In the production and operation of enterprises, there are many departments involved, and in marketing, there is often a need for cooperation from other departments. Enterprises need to establish information exchange and communication systems, collect and process all market and customer information, and promote marketing change through dynamic monitoring.

#### ***4.5 Improving business processes and improving service experience***

Marketing based on customer value also needs to pay attention to customer experience when providing marketing services to customers. Based on the analysis of the current marketing situation of many enterprises, some enterprises, especially some larger ones, have relatively complex product and service sales processes that involve multiple steps. For example, when customers need to understand the product, specialized marketing personnel need to be assigned to introduce the product and service to customers and maintain communication with them; When customers receive products and discover quality issues or inability to meet customer expectations, they can contact after-sales personnel. The complex product sales process has led to many customers having a poor experience when purchasing products, which has affected the long-term development of the enterprise. Therefore, enterprises should attach importance to this issue in marketing, design personalized consumption models based on customer value and needs, optimize and adjust the original business model, and provide customers with more satisfactory services. Firstly, within the enterprise, it is necessary to analyze each process of marketing activities in detail, identify weak or unreasonable areas in marketing work, and make adjustments to these areas. Secondly, develop personalized services, truly starting from the perspective of customers and providing them with higher quality and satisfactory services according to their needs. Service is intangible, and some customers are more concerned about it. If we can provide them with high-quality and personalized services, we can win over these customers and gradually establish a good reputation for the enterprise in the industry.

#### ***4.6 Strengthen customer maintenance awareness***

In the current process of steady development of information technology, e-commerce is developing rapidly. To achieve the possibility of long-term development, enterprises should have strong recognition ability and accurately segment customers when facing different customers. Firstly, within the enterprise, it is necessary to attach importance to the expansion of high-quality customers and vigorously develop them. In the process of enterprise development, high-quality customers are related to the profit level of the enterprise and can bring significant economic benefits to the enterprise. In the process of training marketing personnel, enterprises should teach them how to identify high-quality customers and provide professional services based on their understanding of customer needs, for small or medium-sized enterprises, marketing personnel should establish a docking mechanism different from ordinary customers when interacting with high-quality customers. Secondly, for high-quality customers, marketing personnel need to be fully aware of the dynamic characteristics of these customers, take scientific measures to explore their needs, and establish a dedicated high-quality customer service department in the enterprise. This department should conduct comprehensive analysis and research for high-quality customers to develop products that better meet their expectations.

#### ***4.7 Building a exclusive information database***

For the marketing work of enterprises, in order to improve the overall marketing level, it is necessary to fundamentally attach importance to customer maintenance. However, since each customer has their own consumption characteristics, more targeted service strategies should be adopted in marketing. Under the conditions of information technology, enterprises should utilize modern technologies such as big data to build a dedicated customer information database, where all customer information, such as customer age, consumption habits, consumption records, amounts, etc., can be integrated and shared. Through data analysis and processing using big data technology, valuable information can be extracted and used as the basis for formulating marketing strategies.

## 5. Conclusion

The current changes in the overall environment have put forward new requirements for the marketing work of enterprises. Each enterprise should comprehensively grasp the market situation, based on its own product and service characteristics, and develop marketing strategies based on customer value to improve its marketing level.

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