

# Explore the Opportunities and Challenges of New Marketing

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**ABSTRACT.** *For a long time, the progress of science and technology has brought about the rapid growth of social economy, which also deeply affects the business development model. The marketing model of all walks of life is also changing, especially the marketing. More and more advanced marketing concept brings many advantages and opportunities to enterprises, but it also makes the competition between enterprises more and more fierce, which also brings threats to enterprises. However, if enterprises seize the opportunity and take timely measures to deal with the changes in the environment and change strategies, they can avoid threats.*

**KEYWORDS:** *New marketing, Opportunities, Threats, Innovation*

## **1. New marketing**

### **1.1 History of Marketing:**

The concept of marketing first appeared in the early 20th century. It is a very young subject with a history of no more than 150 years, but the existence of the market has a history of hundreds of years. In ancient Greece, if people wanted to exchange what they needed, they went to a specific place, so the market gradually formed. Marketing is constantly changing and developing. With the change of market, some related theories of marketing are gradually evolving.

### **1.2 The Future of Marketing**

1) At the beginning of marketing, it was product orientation. The products we valued more evolved into customer orientation. We began to attach importance to the position of consumers in the marketing process, and began to pay attention to what the needs of customers were. Later, marketing turned into brand orientation. Enterprises often transmit enterprise value through brand and hope to reach emotional resonance with consumers. There are many related features of competitive products, such as enhanced substitutability. How to let consumers choose your products instead of alternative products, or competitors' products, need to rely on the brand, and integrate emotion into the product brand. In recent years, there has been a new change in marketing, digitalization. With such a developed network, if an enterprise can not reform and use big data, it will be eliminated soon. In real life, we usually find that when we use app, it will have automatic positioning, historical browsing traces, successful orders and so on. Big data is to collect data of consumers's shopping habits according to various apps, so as to analyze the characteristics of consumers. Enterprises can make self portrait of consumers through digitalization, so as to make better sales decisions.

2) In the future, consumers can also collect data of various enterprise products through the network, so they will only become more intelligent. In the future, they may not need our sales personnel or even advertising. The information of products they want only needs a mobile phone with WiFi. Good word-of-mouth management can improve the company's image and bring a positive impact on the brand or products. The most effective advertising is from consumers's friends and those who have experienced products. Consumers can trust what they call experience and experience.

## **2. Opportunities for New Marketing**

### ***2.1 Marketing is the Growth Engine of the Company***

For the marketing personnel, we must really contact the market, the customers, and pass the close observation back to our enterprise. Marketing is the business principle that drives the growth of enterprises, that is to say, its function is to promote the growth of enterprises. Compared with other management functions, marketing is the only management function that devotes time and energy to consumers, and the goal is for consumers to have purchase behavior. For marketing personnel, if they have strong marketing ability, good training and rich experience, they can contact customers for a long time and understand their psychology, then they can develop Now in the new market, when a product goes on the market, the marketing personnel are also the most familiar with the customer's after-sales experience, so they can find the shortcomings of the product. The marketing is the closest to the consumer, so they can find the opportunities and threats of the market first.

### ***2.2 Collect Data on Customer Journey***

Consumer journey is simply a series of processes from the desire to buy a certain product to the final purchase of a certain product. The journey of the consumer can be long or short. When we are shopping and find a good-looking dress in the window of the exclusive shop, you may not want to buy the dress at the moment when you see the dress. In addition, after you try on the dress and ask the price, you decide to buy the dress. The journey of the consumer is relatively short. When we have a certain economic base and want to buy a house, we will collect information in the early stage for a long time, compare it through the introduction of friends, real estate agents, network information and other channels, then make field visits, visits, experience a certain period of time and finally make a purchase decision. This kind of purchase journey is relatively long. Whether it is a short-term purchase journey or a long-term purchase journey, the most critical factor is the contact point. Enterprises need to find contact points in the process of consumer purchase, and carry out effective marketing work according to the contact points. If there are only contact points but no effective marketing work, customers will also be lost. Therefore, enterprises should find contact points and be able to train employees to carry out effective marketing.

### ***2.3 Discover Niche Market and Super Segment Market***

Niche market refers to a small number of consumers with similar interests or similar needs, whose characteristics are often in particular need of a product. If the enterprise can do a good job in niche market, then the enterprise will become the hidden champion. Super segment market is also easy to be ignored but very important market. For example, left-handed market is a very segmented market. If enterprises pay attention to these two markets, then enterprises will find more market opportunities.

## **3. New Marketing Challenges**

### ***3.1 Innovation***

New marketing faces a huge problem, which is innovation. If the enterprise does not innovate, it will be eliminated by the fierce market. If the enterprise innovates, it is also likely to fail, and the enterprise fails. Although innovation has great risks, if not, then the enterprise will be eliminated and closed down, but if innovation is carried out, the enterprise may succeed, even if the probability of success is very small. Peter Drucker, the famous father of management, stressed that the success of an enterprise depends on two factors: marketing and innovation, both of which are key. If an enterprise is only good at innovation but not good at marketing, or if an enterprise is only good at marketing but not good at innovation, this is not very good. Therefore, enterprises should attach importance to both marketing and innovation.

### ***3.2 Brand New Business Logic***

In the past, we believed that enterprises should maximize the interests of shareholders. This view only emphasized the interests of shareholders. Enterprises think about operational decisions from the perspective of shareholders's interests. In the process of enterprise operation cooperation, it involves not only the interests of shareholders, but also the interests of many stakeholders, such as employee welfare, manufacturer's

interests, consumer's interests and so on. Only when everyone's interests can be maximized, can enterprises truly achieve long-term development.

#### **4. Conclusion**

After a long time of development and improvement, marketing has ushered in new opportunities and threats. How to adjust the internal organization strategy according to the change of the external environment, grasp the opportunity and overcome the challenge is the problem that the enterprise needs to overcome. In the process of development, enterprises should make clear their own positioning, formulate reasonable strategies and tactics, combine the advantages of new marketing, adjust the operation mode of enterprises in time, so that enterprises can develop for a long time.

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