



Enterprise Marketing Strategy and Path under the Background of Double Cycle

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Abstract: At present, the international and domestic situations have undergone profound and complex changes, the world economic growth is sluggish, and the global governance problems are prominent. In the face of uncertainties in globalization and the driving structure of China's economic growth gradually shifting from foreign trade and investment to domestic demand and consumption, the urgency of the modern industrial system to be independent and controllable has been further strengthened. On May 14, 2020, General Secretary Xi Jinping presided over a meeting of the Standing Committee of the Political Bureau of the CPC Central Committee, pointing out for the first time that we should deepen supply-side structural reform, give full play to the advantages of China's super-large market and the potential of domestic demand, and build a new development pattern in which domestic and international cycles promote each other. On August 24th, in the economy social experts symposium, Xi Jinping stressed that adhere to the supply side structural reform, seize the strategic basis, production, distribution, circulation, consumption more relying on the domestic market, namely the domestic cycle as the main body, but the new pattern is not closed domestic cycle, but open domestic and international double cycle. In the face of the new economic development pattern, the marketing strategy of enterprises also needs to be changed to adapt to the needs of the international and domestic markets. This paper mainly studies and puts forward the purpose of the new development pattern, as well as the marketing strategy and path of enterprises under the background of double cycle.

Keywords: double-cycle, enterprise, marketing strategy

1. The purpose of the new development pattern

1.1 Coping with changes in the situation at home and abroad

It is a major strategic choice proposed by General Secretary Xi Jinping and the CPC Central Committee in response to the changes at home and foreign situations to build a new development pattern with the domestic cycle as the main body and the domestic and international cycles promoting each other. The international cycle is a concept put forward in the 1980s, the basic meaning is "big in and big out, both out", that is, to use foreign resources to explore foreign markets. Introduce foreign funds and resources, including management and technology, to produce and sell the products abroad. At that time, China's opening to the outside world had just started, so its dependence on foreign trade was still relatively low. In 1978, China was less than 10%. China's foreign trade in 2006 Dependence is over 60%. Increased dependence on foreign trade means that the increasing proportion of total imports and exports in GDP, and the widening trade surplus means that exports are more than imports, and more foreign exchange reserves. The expansion of the international market has increased employment, improved the scale and strength of enterprises, and the coastal areas have also achieved rapid development. China's economy has surpassed the UK, France, Germany and Japan to become the world's second largest economy, so the international cycle has played a great role in promoting China's economic development. But the high degree of foreign trade dependence has caused concerns from all sectors of society. On the one hand, foreign enterprises enter China, profit With China's cheap labor and land, huge profits, but the core technology especially China urgently need cutting-edge technology will not transfer to China, so many scholars think that China in the middle of the "smile curve" or the end of the global value chain, that is the technology, core parts abroad, and then to China assembly, using foreign brand in foreign sales, China earn processing fees, although foreign markets are made in China, but China get the value of less than 50%. On the other hand, by importing foreign iron ore and other mineral resources to China after processing and reexport, we still earn processing fees, but sacrifice It is the environment, occupying the land resources.

1.2 We will optimize the structure of domestic demand

In 2019, China's dependence on foreign trade was more than 30%, which has been converted to mainly domestic demand, but the domestic demand is mainly investment demand. In the future, we should gradually shift from investment

demand to consumer demand. To expand domestic consumer demand, we must increase the remuneration of the labor force. Consumer demand is subject to income, because income determines consumption, and it is unrealistic to expand consumption demand if the income level is not raised. While accelerating economic development, we must simultaneously raise the people's living standards, and the fruits of development must be shared by the people. To expand domestic demand and expand consumer demand, we must increase the remuneration of workers horizontal.

The Chinese residents' consumption level is very low, because most of the Chinese income goes on savings. People born in the 1950s and 1960s do have conceptual problems, like to be frugal, and wear old clothes without new clothes. But more people save for their children's schooling, pension and medical expenses. That is to say, China's social security level is not very high, so we have to save money. There are a lot of savings deposits now, and even migrant workers with very low income will not spend all their income for their children's education. M2 is now high, and M2 is the sum of time deposits, demand deposits and cash. Time deposits have a very high proportion, which means that people The willingness to consume is not strong, put the money in the bank.

1.3 Improve the supply chain

Due to the impact of COVID-19, global supply chains have been hit, and the undercurrent of anti-globalization has had a greater impact on China than the trade war between China and the US. In the future, international and regional economic integration will be the main trend. The "double cycle" should improve trade facilitation and investment facilitation, strengthen international regional cooperation and international sub-regional cooperation, and expand new international markets. The COVID-19 pandemic has had a severe impact on international supply chains. We can resume work and production at full capacity, but international orders are likely to be significantly reduced. China's coastal areas, especially export-oriented enterprises, rely on international supply chains, and the outbreak will certainly cause international markets The atrophy of the field. In addition, the export-oriented industries in coastal areas, there are many need for foreign parts supporting, Can they reach? When produced? Can it be shipped over in time? Have enough understanding. If the international market demand decreases, the coastal areas, such as Guangdong, Zhejiang, Jiangsu, Shandong, the order is reduced, even if the workers are in place, how to get the production shipped out? Who are they selling to? Foreign parts will not be shipped in, and the products produced can not be shipped out or sold, so foreign trade and economic growth will be greatly affected.

When the international supply chain is impacted or broken, China's export-oriented enterprises and export-oriented industries should take countermeasures, on the one hand, to repair the international supply chain, on the other hand, from export-oriented to inward-oriented. Expand the domestic market by building the domestic supply chain. Can the original foreign supporting parts be achieved in China? Can the export enterprises in the coastal areas face the domestic market? On the one hand, the products produced shift from foreign markets to domestic markets; on the other hand, the coastal areas connect with the supply chain in the central and western regions. China has 1.4 billion people, which is a big market. In the past, export-oriented industries in coastal areas were mainly facing the international markets, such as If the demand market in the central and western regions expands, the supply chain should be constructed oriented to the central and western regions.

2. Problems existing in Chinese enterprise marketing strategy under the background of double cycle

2.1 Did not really seize the opportunity of double-cycle development

At present, Chinese enterprises have not fully seized the development opportunity of double cycle in marketing. On the one hand, many enterprises of small scale, its development concept and values are relatively old, no double cycle construction as a marketing opportunity and development opportunity, in the process of marketing system construction not fully combining the development of double cycle, so not only difficult to improve the effectiveness of marketing strategy, also limits the development of the enterprise as a whole. On the other hand, the double-cycle construction emphasizes that enterprises must reduce marketing costs in the form of strategic cooperation, while many enterprises do not conduct full and effective research on the market, and their marketing strategies are still arbitrary Sex, and it is difficult to optimize their own marketing system with the development of double cycle in a short time, so it is difficult to fully play the effectiveness of its marketing strategy.

2.2 The positioning of their own marketing strategy is not accurate

The formulation and implementation of marketing strategies are based on marketing positioning. At present, under the background of double cycle, enterprises should face competition from both international and domestic aspects, and due to their inaccurate positioning, their marketing strategy is facing great difficulties. On the one hand, the domestic

market positioning is not accurate, China's industry in recent years has achieved rapid development, the market competition of enterprises is increasingly fierce and diversified, the number of various enterprises is increasing, the domestic market development positioning is not accurate, it is difficult to carry out targeted marketing, so that its marketing management problems are increasing. On the other hand, the foreign market positioning is not accurate, the double cycle brings The main opportunities are the implementation of the going out strategy, the current positioning of foreign markets needs to be improved, insufficient analysis of their own development status, weak analysis of market demand, lack of effective research and analysis, which have to a large extent limited the implementation of marketing strategy under the background of double-cycle strategy.

2.3 Lack of perfect marketing planning

Marketing strategy must be built on the basis of perfect marketing planning. Under the background of double cycle, Chinese enterprises still lack perfect marketing planning, which makes the implementation of their marketing strategy more difficult. On the one hand, at present most of our enterprises in the process of developing and implementing marketing strategy, still follow the traditional marketing model and planning, the implementation of the strategy is not effective guarantee, make it in the process of greater arbitrariness, make many enterprises difficult to use the implementation of double cycle strategy to improve its marketing ability. On the other hand, marketing planning lacks dynamic variability, and with the implementation of double cycle The marketing environment has changed a lot, and the traditional planning is not suitable for the development of enterprise marketing activities. Enterprise managers lack advanced ideas and ideas in formulating marketing planning, and the solidified marketing planning limits the implementation of enterprise marketing strategies to a large extent.

3. Corporate Marketing Strategies and Path

3.1 Explore the market segments and provide the intangible services behind the tangible products

3.1.1 Excavate market segments

In the pattern of the beverage industry, Uni-President, Coca-Cola, Pepsi and other brands firmly occupy the leading position. "Vitality Forest", as an emerging brand, benefits from grasping the psychology of consumers' attention to low sugar and health. In addition, "bear electrical appliances", "protect children", all are not in the market segment to do the extreme. "Bear Appliances" captures the psychology of young people living alone to improve the quality of life and create small home appliances. "Protect children" it is to see the bright prospect of education market, combine furniture and education, make the furniture that belongs to children exclusively. They find a new way to grow bigger and stronger in their respective segments, To become the leader in the industry, it is not difficult to see that the market segment is a blue sea market hidden under the Red Sea market.

3.1.2 Provide the invisible services behind the tangible products

The emergence of Taobao and Pinduoduo has infinitely reduced the profits of goods, but as "The Wealth of Nations" says: profit reduction is not the result of business recession, on the contrary, this is the inevitable result of business prosperity. The significance of the Internet also lies in this. It makes everyone become we media, but also improves their competitiveness. In the future, such competition will be greater and the profit of goods will be lower. Compared with tangible products, the characteristics of intangible products are that they cannot be seen, compared and without standards. It is precisely because of this, it will not blindly reduce profits because of the generation of we media. Therefore, the best way out for business in the future is by tangible products The invisible service behind it makes money. In the future, the profit of tangible products will be lower and lower, while the profit of intangible products will be higher and higher. For example, beauty products are less profitable, but the medical beauty industry is booming; cars are cheaper, but cheaper for car beauty services; electronic products, but cheaper for software services. For example, the beauty makeup industry with the rise of domestic products, the price of products is pressed lower and lower, the original thousands of yuan of makeup, domestic products can be bought for dozens of yuan. Originally plant village show the machete eyebrow brush to 200 yuan, and its flat for orange flower machete eyebrow brush At \$25; Givenchy's matte foundation is \$445, while its flat gana is \$88; Huda Beauty New Nude's 18 color desert rose is \$550, and its 16 is \$60. Not only that, because of the competition in the same industry, their discounts are also increasing.

On the contrary, as a new favorite in the field of medical investment, medical beauty has a bright prospect. Recently, "Xinixo" announced that it had completed a us \$50 million round C financing of 3 billion yuan, "Medela" announced that it had completed a Series B financing of us \$12 million, and "Beautiful Magic" announced that it had received a round B financing of tens of millions of dollars. It is not difficult to see the development of medical beauty. Huatai Securities shows

that China's beauty industry will exceed one trillion yuan and become the fourth largest industry after real estate, automobile and tourism. An Xiaojing, executive director and co-CEO of Dengyun Health Beauty Industry Group, showed that the medical beauty market is still only at the beginning Grade 3, there will be multiple increments in the next five or six years.

3.2 Customized development, innovative marketing means

3.2.1 Custom-made development

The movie "customization" seems to start the customization service, since then, customization has become a hot term, in fact, it is indeed a good marketing means. Take Wuxi Xinling Micro Science Enterprise Service Co. , Ltd. as an example, the target customers are junior college students and re-employed migrant workers. Compared with K12 education, such customer positioning greatly reduces the competition. In addition to providing professional skills courses, "New Micro" also has customized services to plan a career development path with personal characteristics for customers. At present, more than 100 people have entered their favorite positions through the help of "New Micro". Because customized services have the characteristics of "tailoring", they are more in line with the needs of customers, and they can solve problems more accurately and quickly. And because of his customization, it means it doesn't work universally. Without universality, there is no competition, so that the profit will be considerable. In the era of material is no longer scarce, people need more is spiritual guidance, help choice, accompany comfort, entertainment relaxation, identity attributes, and so on, and these invisible things are business opportunities. It will be one of the most important marketing strategies in the future to transform these into commodities, understand the public psychology and make good at using human nature to influence the public. What consumers want is not Just the high value of good products, but also all kinds of emotional comfort, so tell good stories, comfort all kinds of hurt hearts, this is the future business trend. All the business secrets are in the needs of human nature. As an education enterprise, "New collar Micro" in itself is a kind of company. In its blueprint for consumers, everyone can become an elite in the industry and let customers live in hope. Let customers live in the hope, is not the reality, is the highest level of marketing, because people will pay for the hope. The future business competition to seize the "public mind" as the basic plate, occupy the commanding heights of social cognition can become a golden word tower top, End of the people.

3.2.2 Innovative marketing methods

In recent years, there are more and more shopping festivals, "Double 11" has become a shopping carnival, "June 16", "August 18", "Double 12" have also entered the attention of consumers. If these shopping festivals were sold at low prices to boost sales, the various shopping allowance, full reduction and boost introduced in recent years are more than that. The emergence of the Internet has reduced the comparison cost, but the emergence of these allowances also increases the comparison cost, making the price war is not too ugly. In addition, Meituan and Ele. me will also do full reduction activities in order to attract customers to place orders, and customers often gather full in order to reduce " extra purchase Buy ", and spend 10-20% more. But at this time, we should pay attention to to let the customer have a single to gather together, if there is no single to gather together and caused by giving up the order, the gain is not worth the loss. In addition, with "panic" as the core of marketing, "moderate panic" is the premise of marketing, and "solving panic" is the basis of product sales. Just like rarely bargaining when buying medicine, people's consumption is mostly irrational in the face of panic, which gives businesses opportunities. The mouthwash is an example of the successful use of this marketing tool, which first allows people to show young girls looking for jobs and making friends In the process, in addition to the closest intimate friends is no one will tell them, and then everyone began to pay attention to whether they have a tone, and everyone more or less will have some, so "Li Schelin" mouthwash became a necessary product. By fostering "panic", mouthwash sales have increased significantly.

From all kinds of signs show that the era of making sales and price difference has passed. Only by digging deep into the potential sales points of products, providing customized services and creating products close to consumer demand can they become hot style. The core of business has changed from making "products" to gathering "masses".

3.3 Combine corporate marketing with new technologies

3.3.1 "Algorithmic recommendation" and precision marketing based on big data and AI

In recent years, the suddenly popular platform "TikTok", which has overturned the traditional Internet pattern of BAT, and its core advantage is the algorithm. Used "TikTok" will know, its characteristic is that push video always fully meet the demand, because it has a very clever algorithm recommendation mechanism, it can according to the user's reading habits to identify its label, calculate its inner habits, according to the market reflect the recommendation mechanism is obviously more in line with the human nature, because it complies with the human nature.

The characteristic of the algorithm lies in its continuous zero original accumulation. Compared with the traditional Internet, it is more friendly to new people, and supervises the "old people" to constantly innovate and create. The era of

algorithm is no longer like the era of microblog, which will not spread the content faster and wider because of the large fan base, so as to charge advertising fees and obtain superposition effect. Instead, it pushes the content to 100 people with the same label according to the algorithm, only on the basis of good click rate and reading completion rate. This invisibly improves the average distribution of social resources, and the potential energy of the big V in the past will slowly disappear. Through the "algorithmic recommendation" into Precision marketing generates new data to confirm whether the push is effective, and corrects the algorithms and solutions. When it comes to "algorithm recommendation", we have to mention "Toutiao". "Toutiao understands customers' interests through observing their daily online browsing, so as to provide consumers with content more in line with the characteristics of news content consumption or content information consumption, so as to "know yourself better than you ". In the pre-Internet era, the information we could see was decided by editors and journalists, but due to the emergence of "algorithmic recommendation", the popular media information was broken to thousands of people. At the same time Machine programs push content more in line with consumer needs and tastes to consumers, which also reduces the cost of consumers to obtain content information. The emergence of algorithms not only improves the average distribution of social resources and reduces the cost of customers to obtain content and information, but also enables merchants to capture customers' needs more accurately.

"New collar Micro" uses the method of "algorithm recommendation", uses the labels to classify customers, push them according to the labels, and modify the recommendation mechanism according to the click rate and viewing completion rate. Such a marketing strategy allows "New collar Micro" to increase the click rate of customers in a short period of time, thus increasing the purchase rate.

3.3.2 "Blockchain" traceability and trust marketing

"Blockchain" is transparent and tamper-proof, appropriate to trace the source of the product. Whole Food Market, FreshDirect and amazon retailers already began to set up "from farm to store" meat operation system, we can clearly know we eat hamburger meat, bacon are from which cow, and even its birthplace, growth, slaughter information can know, such information transparency, can help brand build trust with consumers. In this era of lack of trust, food safety is a big problem, food Category products can be marketed using the characteristics of "blockchain" support traceability source. In addition, luxury accessories, medical supplies, all worrying goods, can be traced to the "blockchain" for publicity. Marketing plays a very important role in the whole transaction process, whether in terms of publicity or customer psychology, only the perfect combination of many items can achieve good marketing and create hot style. But the role of marketing is limited after all, products or services is fundamental, want to do long-term, excellent, not only to rely on marketing, but also to rely on the products or services. Marketers should also participate in the research and development and expansion of products or services Increase the uniqueness and novelty of products or services to enhance the accessibility of customer experience.

3.4 Respect for the different countries

3.4.1 Fully seize the development opportunity of double cycle

Double-cycle construction is an important opportunity for Chinese enterprises to realize domestic development and implement international development. Therefore, in the process of formulating and implementing the marketing strategy, we must fully seize the development opportunity of the double cycle. On the one hand, according to the new economic development pattern overall strategy to examine its own marketing strategy, on the basis of update marketing concept and methods, follow the double cycle development strategy, timely examine and observe the corresponding changes of national policy, on the basis of formulate and implement enterprise marketing strategy, and the periodic review and change, make it can fully conform to the needs of double cycle development strategy. At the same time, we must strictly implement the marketing responsibilities Strengthen the leadership of the department, formulate and implement the marketing strategy from a strategic perspective, so that it can keep pace with China's double-cycle development strategy, and maintain the novelty and practicability of the enterprise marketing strategy. On the other hand, to fully combine the current situation of industrial market development, effective analysis of the market along the double cycle, from the product strategy, price strategy, channel strategy, promotion strategy and service strategy to optimize its marketing strategy, timely discover and solve the problems existing in its marketing strategy, and the effective analysis and research, fully improve enterprise marketing strategy, along the double cycle market competitiveness and market share Have a rate.

3.4.2 Clear the marketing positioning of enterprises

Effective market positioning is an important prerequisite for enterprises to implement the marketing strategy under the background of double cycle. On the one hand, according to the industry development status and trend of our country, the current and future competitive market effective analysis, from the development status of the enterprise itself, examine its marketing plan, make it to fully cater to the development of our market demand, look for their own development goals, according to the established goals to formulate and implement effective marketing strategy, through scientific and reasonable

market positioning to improve the enterprise own marketing strategy, improve the pertinence and accuracy of its marketing strategy. On the other hand, to the double cycle along the industry Of the development of the present situation, study the national market needs and preferences, in the process of going out strategy to look for the development of the market, the targeted marketing, avoid conflicts, to enhance the effectiveness of enterprise marketing strategy, make it can fully serve in the process of double cycle construction in the needs of enterprises, promote the healthy development of enterprises under the background of double cycle.

3.4.3 Improve the marketing planning and system

Marketing planning and system is an important guarantee for Chinese enterprises to implement marketing strategy under the background of current double cycle. Therefore, enterprises on the one hand, to set up advanced marketing concept, in the process of actual development, ready to meet the double cycle strategy, formulate and implement effective marketing planning, and strictly implement the relevant standards and regulations, effective supervision and management, avoid tasted behavior, in the form of perfect planning and system to improve the effectiveness of its marketing strategy, ensure its marketing strategy can be smooth and effective implementation and practice. on the other hand, To lead by enterprise management, set up a special marketing management department, study the marketing planning and system, market analysis and early warning mechanism, according to the changes of the marketing planning dynamic change, make it can fully meet the needs of double cycle enterprise marketing strategy, follow the pace of double cycle construction, to serve the development of the enterprise.

3.4.4 Cultivate and introduce professional marketing talents

The competition in the 21st century is the competition of talents, which has become the core power source of the development of Chinese enterprises. Therefore, under the background of double cycle, the marketing strategy and overall development of enterprises need professional marketing talents as the guarantee. Only under the promotion of talents can it improve the effectiveness of its marketing strategy and promote the development of enterprises. On the one hand, the existing marketing management department should carry out strict management, through regular training and external investigation and other ways, comprehensively enhance the understanding of the double circulation strategy, enhance their awareness and ability to implement the marketing strategy in this context, and the effect of its training is effectively assessed, So that it can improve the enthusiasm and initiative of self-learning, constantly enhance the overall quality of the existing marketing talents, give full play to the role of internal talents in promoting the enterprise marketing strategy. On the other hand, we should improve the internal employment mechanism, incentive mechanism and salary.

Reward mechanism and other measures, the introduction of professional marketing talents from external enterprises, universities and scientific research institutions, to enrich and expand the existing marketing team of the enterprise, give full play to the role of the external professional talent team in promoting the marketing strategy under the background of double cycle.

4. Conclusion

The implementation of the double-cycle development strategy not only brings opportunities for the development of enterprises, but also brings great development and competitive pressure. For enterprises, promoting and accelerating their own development through effective marketing strategies has become the strategic focus of realizing their healthy and long-term development under the background of the current double-cycle strategy. Businesses should be Explore the market segments and provide the intangible services behind the tangible pro The ducts, customized development, innovative marketing means, combine corporate marketing with new technologies, respect for the different countries, comprehensively promote the healthy long-term development in the context of double-cycle strategy.

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