

Thinking Analysis of Marketing Strategies of Small and Medium-sized Technological Enterprises in the New Situation

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Abstract: In the traditional marketing of our country, we only regard marketing activities as a method or skill, rather than paying attention to marketing in the strategic direction. But for today's market, the marketing strategy of SMEs is directly related to the development of SMEs. The rationality of SMEs' marketing strategy is directly related to the realization of SMEs' strategic objectives. Based on the thinking analysis of SMEs' marketing strategy under the new situation, this paper analyses and explores the thinking of SMEs' marketing strategy.

At present, the stage of economic development is dominated by advanced science and technology, which has gradually been paid attention to by the economic fields all over the world, and has a great impact on the production and operation activities of small and medium-sized enterprises. The marketing management of small and medium-sized enterprises, which is at the core of microeconomic management, will lose precious development opportunities if it fails to carry out strategic transformation and innovation quickly and reasonably. Under such circumstances, the managers of small and medium-sized enterprises only set a longer-term goal and devote most of their energy to the marketing strategy of small and medium-sized enterprises, which will make the development of small and medium-sized enterprises better. Therefore, establishing new ideas and carrying out new strategies are the most important issues in the current marketing analysis of small and medium-sized enterprises.

1. The Thought of Marketing Strategy of Traditional Small and Medium-sized Enterprises

In the past, the traditional marketing strategy of small and medium-sized enterprises regarded the marketing mode of small and medium-sized enterprises as a single marketing mode, which was an effective way for small and medium-sized enterprises to expand the market and disappear, and an auxiliary way to transfer products to consumers. Usually, the traditional concept defines consumers as always buying goods with good quality and low price, but in the face of the state of goods, packaging, services, cultural connotations and other aspects are not as important as the price of goods themselves. Therefore, the focus of SMEs' work is to create more abundant products through the lowest production cost. The traditional view also holds that it is not necessary to divide the consumer groups, but to try to adapt to more consumer needs with a product. It is believed that only in this way can the production with the lowest cost be guaranteed. Such a concept also holds that the target of SMEs' marketing behavior not only improves their marketing performance and market share, but also improves their profits. The marketing strategy of SMEs in the traditional economic environment regards marketing mode as a means and skill rather than a strategic perspective to recognize and pay attention to it. At present, the marketing strategy of small and medium-sized enterprises has become the main component of the strategic thinking of small and medium-sized enterprises. At a certain level, the implementation and implementation effect of the marketing strategy of small and medium-sized enterprises directly affects the implementation and

implementation of the strategic thinking of small and medium-sized enterprises.

2. The influence of the formation of marketing strategy of small and medium-sized enterprises under the new situation

2.1 SMEs have good marketing technology and platform

At present, with the development of information technology, e-commerce has more and more influence on the development of small and medium-sized enterprises. It provides a favorable platform and technology for the overall development of small and medium-sized enterprises. The development of information technology has far-reaching significance for the overall marketing and production of small and medium-sized enterprises. The most important thing is to bring a very good development space and platform to the marketing of SMEs. SMEs can reduce the operating cost of products to the lowest through e-commerce platform, which can more rationally gather the information of consumers themselves, and then analyze the consumption and purchase of consumers in detail, so as to implement relevant marketing strategies.

2.2 The renewal cycle of products is gradually shrinking.

Due to the continuous renewal of technology, the production cycle of small and medium-sized enterprises is gradually shrinking, and the speed of renewal is gradually increasing. In this way, it will cause some difficulties to the development of new products for small and medium-sized enterprises to a certain extent, so that every aspect of marketing for small and medium-sized enterprises must strictly examine the products, and every stage of marketing methods for small and medium-sized enterprises will also incorporate the life cycle of their products.

2.3 Diversification of Consumer Demand

Nowadays, the market competition is particularly fierce, which makes the products of small and medium-sized enterprises gradually banned by other products. At present, consumer demand is gradually diversified and personalized. All commodity markets have also become consumers' markets, and the supply and demand relationship of the market has changed accordingly. The competition between SMEs and SMEs is becoming more intense. To some extent, this situation will speed up the detailed investigation of the product market of SMEs in order to meet the needs of consumers, so as to gain local advantages in the market.

3. Thinking Analysis of Marketing Strategy of Small and Medium-sized Enterprises under New Situation

For the above discussion, which will be characterized by the new situation and its impact on the formation of SMEs' marketing strategy, through the shortcomings and blind spots in the current marketing mode of SMEs, this paper explores the following points, in order to continuously create the idea of SMEs' marketing strategy under the new situation.

3.1 Define the concept of network marketing and use e-commerce to serve marketing

Information service industry is the central content of value added in the new era. Small and medium-sized enterprises should create service departments with consumers as the core, timely understand the needs of consumers, create high-quality products and perfect services, and create good links between small and medium-sized enterprises and consumers. In the current era of information technology-based economy, the speed, field and capacity of information transmission are broader and faster than any previous stage, which also creates more convenient conditions for SMEs to quickly seize market opportunities. In addition, under the new situation, the globalization and change of market competition can not be predicted. It requires SMEs to change their passive marketing concept rapidly and completely, and to change their market pattern into that of SMEs.

Internet marketing, through the search, preservation and transmission of information through the global Internet, has greatly exceeded the conventional media in terms of capacity, speed and

accuracy, providing a larger space for the development of small and medium-sized enterprises. E-commerce shortens the distance between SMEs and consumers, reduces many intermediate links in traditional marketing methods, and accelerates face-to-face contact opportunities between consumers and commodity producers through low costs.

3.2 Establish the concept of service marketing, divide the market and target marketing.

At present, the management of small and medium-sized enterprises should be changed into the concept of consumers, and the concept of consumers should be changed into the concept of "consumers are God, consumers are right and consumers are the most important". Under the new situation, due to the continuous development of information technology and network technology, many production and management technologies are in a leading and rapidly popularized state, thus speeding up the narrowing of the gap between SMEs in commodity entities, even ignoring the degree, can obtain the advantages of knowledge goods sales period service scope, mode and quality, while facing. As far as consumers are concerned, what kind of products of the same type can be purchased with the same benefits or effects as the products themselves. Only the sales service of the products can show the difference in purchasing. Therefore, in the future market competition, service competition will become more and more critical. Market segmentation has become one of the main ways for consumers to consume individually and to develop and differentiate their purchase modes. It has also become one of the main means to discover market opportunities.

3.3 Establishing Green Marketing Concept to Strengthen the Interests of the Whole Society and the Public

The ultimate goal of marketing is to gain consumer groups. In the past marketing management concepts, the core idea is to achieve the current needs of consumers. Such marketing concept only strengthens the attention to the current needs of consumers, so it will only show the current services to consumers, but ignores the role of consumers' own strategic resources in the future growth of SMEs' benefits. In the current process of industrialized economic development, the competitive advantages of SMEs lie in the specific stages of commodity production, performance, brand image and marketing strategies of SMEs. The competitive advantage of such products makes the stability of products and markets relatively strong. In the new situation of information and network, due to the rapid development of economy and technology, competition is gradually fierce, the market is also changing rapidly, and the change of target market is gradually unpredictable. Under such circumstances, SMEs must integrate all human, material, financial, technological, production management and market R&D strength as a unique form of operation, from focusing on SMEs' product competition to focusing on SMEs' ability competition, and maintain their product strength.

3.4 Define the concept of developing strategic marketing, reduce competitors and turn your attention to it.

If small and medium-sized enterprises want to grasp their own future and destiny, they can not simply plan while walking, but should grasp the development goals and prospects of small and medium-sized enterprises. But there are many uncertainties in the prospects of SMEs. Therefore, in the current economic period, the development strategy of small and medium-sized enterprises is more critical.

Faced with many small and medium-sized enterprises, it is impossible to carry out opportunism theory all the time. Don't be touched by what commodities are popular in the current market, because this way violates the law of marketing. Some basic marketing strategies, especially effective ways and tools, should be applied through continuous learning. Only in this way can we make use of it, and then avoid the occurrence of detours reasonably. Otherwise, small and medium-sized enterprises will easily lose themselves in the complex environment, go astray and fall into trouble. Small and medium-sized enterprises should establish strategic marketing thinking for development, reduce the number of rival small and medium-sized enterprises as much as possible, turn their attention to the innovation of commodities through rational way, gain the trust of

customers through differentiated commodities, and create their own market.

4. Conclusion

To sum up, in the new situation, the marketing strategy of SMEs should quickly break away from the traditional concept, examine the current new environment through a new concept and thinking mode, and create more targeted marketing strategies through these ideas. SMEs should actively find opportunities and constantly give full play to their advantages in order to make SMEs in a healthy state. Develop in the state.

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