Discussion on the Dilemma and Innovative Methods of Enterprise Marketing Based on the Perspective of Business Administration

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Abstract: With the continuous development of the economy and society, the marketing ability of enterprises is also more and more emphasized by enterprises. From five aspects to understand the dilemma of enterprise marketing at this stage, for the above problems this paper in the perspective of business administration, the establishment of marketing SD model, simulation of the interrelationship between market share and marketing control factors. It can improve enterprise efficiency, improve the efficiency of employees, and ensure the market competitiveness of enterprises. Then the dynamic decomposition processing is implemented to the enterprise marketing dynamic system, so as to obtain the marketing system model structure. The results of the study show that when the service input is 400 yuan/unit, the 1st wave of sales revenue is 106,000 yuan and the 2nd wave is 133,000 yuan.

1. Introduction

In order to further improve the financial efficiency and comprehensive benefits of enterprises, enterprises should innovate the marketing model, improve the management system, develop targeted solutions, and combine the actual needs of their own development with the development of economic management model innovation and development [1]. This can effectively improve the science, appropriateness and content of the internal financial management system, effectively improve market competitiveness, and promote the operational efficiency of enterprises [2].

V.F. Volodko considered the following six innovative models of marketing activities: event marketing, brand immersion marketing, geo-targeted Internet marketing, lead generation Internet marketing, single commodity distribution and trade service networks, van sales. Even marketing is the systematic execution of events that serve as platforms for product presentation while capturing the attention of potential consumers and exerting an emotional impact on them. The model addresses four target audiences: consumers, partners, markets and their own personnel [3].Bondarenko O discusses the importance of optimizing the advertising budget of a business in the context of fierce consumer competition. Emphasizes the principles that business owners should consider when developing marketing budgets and notes the changing influence of marketing in the sales channel. The process of optimization of advertising budgets is described and the main ways and methods of formation of marketing budgets of enterprises are highlighted. The method is considered in detail, along with the effectiveness of the use of marketing budgets. Recommendations for budget allocation within the advertising channel are also made, based on the goals and size of the enterprise [4].

This paper begins with a comprehensive understanding of the current dilemmas of enterprise marketing, and under the perspective of business administration, targeted effective control and management of the various aspects of enterprise production, to ensure the rational allocation and use of resources within the enterprise. Then the marketing SD model is constructed, and the behavior of the system is observed through the model. The company's marketing dynamics system is divided into a combination of interrelated systems individual marketing subsystems, starting from the model research of each marketing subsystem, and finally obtaining the overall model structure to realize the innovation of the enterprise's marketing methods.

2. Dilemma of enterprise marketing

Marketing management is very important in the management of a business [5]. It will have a significant impact on the financial performance of the enterprise. However, Chinese enterprises have problems in marketing management. This is because their marketing concepts are relatively backward compared with other countries. The lack of professional skills in the marketing system and marketing process has led to poor marketing results and hindered the development and growth of large enterprises [6-7]. The problems of business marketing include:

(1) Lack of brand influence dilemma. If an enterprise's brand influence is insufficient, it may lead to being ignored in market competition, making it difficult to attract target customers and affecting sales and market share [8]. To establish a branding strategy aimed at strengthening the association between the brand and target customers through differentiated and emotional brand positioning, we will utilize social media and digital marketing tools. These tools will help increase brand exposure and build brand awareness and loyalty through interaction with customers.

(2) Traditional promotional methods may no longer be effective. Consumers' numbness to advertisements and information overload make it difficult for companies' promotions to attract enough attention and resonance [9-10]. To enhance our marketing efforts, we will adopt creative, interactive digital marketing strategies such as virtual reality (VR) and augmented reality (AR) technologies, along with personalized content marketing.Through social media and content creation, we create compelling stories to improve the publicity effect, while paying attention to social trends and changes in consumer behavior to adjust the publicity strategy.

(3) Inadequate after-sales service may lead to an increase in customer complaints, reduce customer satisfaction, and negatively affect corporate reputation and repurchase rates [11]. To enhance our customer service experience, we will establish a comprehensive after-sales service system. This includes online support that responds quickly to customer needs, customer communities, and customized after-sales service. Additionally, we will utilize artificial intelligence and big data technology to improve service efficiency. Through continuous analysis of customer feedback and data, we aim to optimize our after-sales service to enhance customer satisfaction and loyalty.

3. Based on the business management perspective of enterprise marketing innovation methods

Business administration is a theoretical model to design enterprise production management, financial management, quality management, and human resource management, and other internal affairs management according to the enterprise's business strategy. It adopts the management mode with more detailed characteristics to improve enterprise efficiency, improve the efficiency of the staff, and ensure the market competitiveness of the enterprise. This is to make it develop in the direction of science, high efficiency, and coordination.

The normal operation of the enterprise involves the joint role of many departments, in the business management perspective, to clarify the consumer market structure in the new period affected by the transformation of the economic structure, combined with relevant policies and strategies to strengthen the business management of enterprises. Thus, we can effectively control and manage all aspects of enterprise production, ensure the rational allocation and use of resources within the enterprise, improve the management level of the enterprise, enhance the credibility and integrity of the enterprise, maximize the benefits of the enterprise, including economic and social benefits, and improve the core competitiveness of the enterprise.

3.1 Marketing SD model cause and effect

The SD model provides a systematic framework for firms to gain a deeper understanding of market dynamics, respond to dilemmas more flexibly, and innovatively adjust their marketing approaches to achieve long-term economic profit improvement. The marketing system model causal diagram is shown in Figure 1. The model clearly demonstrates the behavior of the real market, and

the behavior of the model trends roughly in line with the behavior of the business, enabling it to be determined that the model is working well.
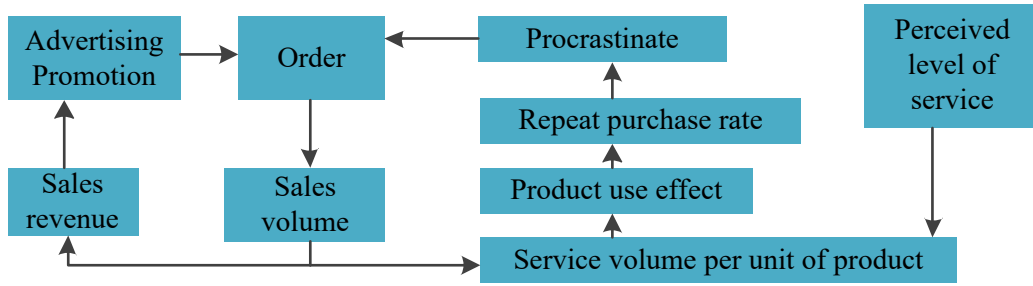

Figure 1 Marketing system model cause and effect

3.2 Determination of marketing system model structure

Set $X_i(t), U_i(t)$ to represent the n_i-dimensional marketing state vector of the i th marketing subsystem at moment t, respectively, and m_i the marketing control vector $i = 1, 2, \cdots, M$, that is:

$$X_i^T = \{x_{i1}(t), x_{i2}(t), \cdots, x_{im}(t)\}, U_i^T(t) = \{u_{i1}(t), u_{i2}(t), \cdots, u_{im}(t)\} \tag{1}$$

Thus, the structure of the equation of state for the i th marketing subsystem $i = 1, 2, \cdots, M$ can be determined as follows:

$$X_i(t) + 1 = A_i(t) X_i(t) + B_i(t) U_i(t) + C_i(t) Z_i(t) + V_i(t) \ \ i = 1, 2, \cdots, M \tag{2}$$

Where $Z_i(t)$ is a p_i-dimensional coordinated association vector, i.e:

$$Z_i(t) = \sum_{j=1}^{M} \{D_{ij} U_j(t) + G_{ij} X_j(t)\} \ \ i = 1, 2, \cdots, M \tag{3}$$

D_{ij}, G_{ij} which describes the constant matrix.

4. The empirical firm and its marketing system

This paper has chosen an enterprise that has received a lot of attention in the field of business administration in order to gain insights into the challenges it faces in marketing and the innovative means by which it responds to them. Faced with a highly competitive market environment, the firm was forced to adjust its prices and maintain its product price at the level of $11,800 per unit in the subsequent period. However, due to market price pressures and declining profits, the firm eventually began a large-scale price reduction in December 2023, lowering the product price to approximately $0.45-0.50 million per unit. This process highlights the firm's struggle with price wars and the impact on profits during market volatility. This paper employs an innovative approach to marketing SD modeling, whereby the strategy is adjusted by increasing the amount of service per unit of product and increasing the service investment. Specifically, the service investment is increased to $200 per unit of product. The sales rate and sales revenue are shown in Figure 2. The wave peaks of the ordering rate and sales rate basically remained around 9 units, which did not change significantly from the previous one. However, the peak sales revenue increased to $89,000 from $81,000 previously. Overall, the shape of the sales rate and sales revenue runs were essentially flat.
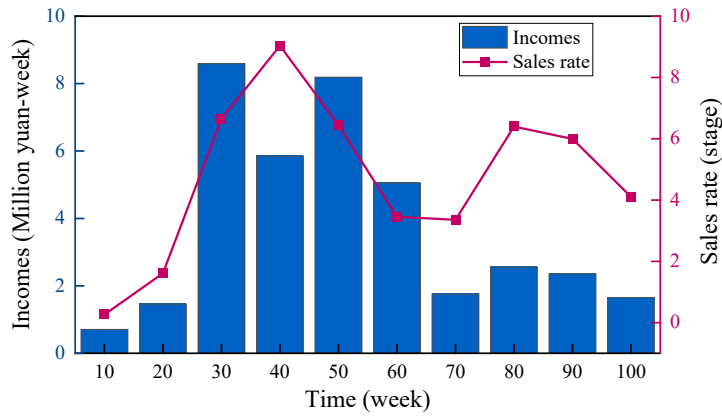
Figure 2 Sales rate and sales revenue for service inputs of $200/unit

With a product service input of $300 per unit, for example, by looking at Figure 3, we can see that the first wave of sales rate peaks at about 10 units, while the second wave peaks at as high as 16 units. At the same time, the peak sales revenue rises to $90,000 from $89,000 previously. The overall operational shape of the sales rate has changed significantly, not only in the value of a large increase, the effect is very obvious, but also the value of the subsequent wave peaks exceeded the previous first wave peak, showing a very clear upward trend. This indicates that the system shows a more positive sales trend when the service investment is $300 per unit. Service investment in the range of $300 to $400 not only ensures product quality and customer satisfaction, but also creates more favorable conditions for sales. This stable service investment standard is the key to achieving long-term sales growth, not easily reduced or changed. Therefore, companies should focus on maintaining and improving their service investment levels to ensure that they continue to be superior. By maintaining high service standards, companies can build trust and loyalty with their customers, thereby laying a solid foundation for long-term sales growth.
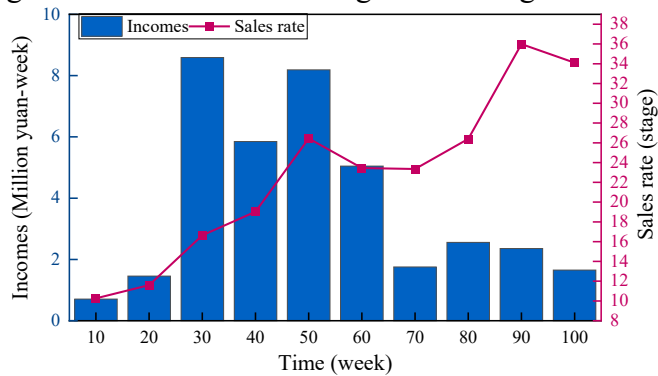

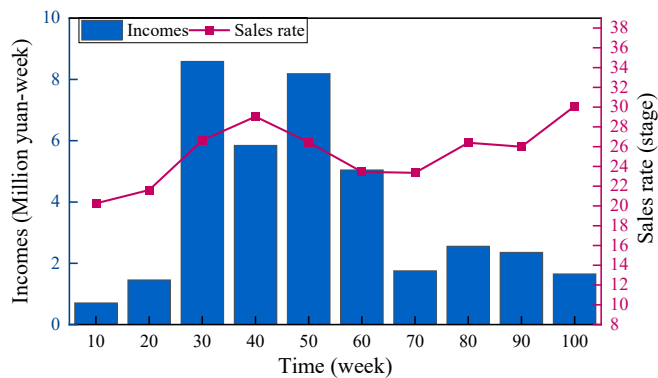Figure 3 Sales rate and sales revenue for service inputs of $300/unit

Figure 4 Sales rate and sales revenue for service inputs of $400/unit

Taking $400 per unit of product service input as an example, the observation in Figure 4 shows that the sales volume reaches 12 units in the first wave, while it is up to 30 units or more in the

second wave. In terms of sales revenue, it reaches $106,000 in the first wave and soars to $133,000 in the second wave. This indicates a significant change in the behavior of the system, showing a clear growth trend.

5. Conclusion

In today's business management viewpoint, it becomes crucial to explore new ways of enterprise marketing model. Firstly, the current problems of enterprise marketing are interpreted, and the marketing SD model is constructed from the perspective of business management in order to observe the behavior of the system through the model and coordinate the various economic activities of the enterprise so as to achieve the economic and social goals of providing effective products and services, satisfying customers and making profits for the enterprise. Then, the dynamic system of enterprise marketing is divided into a number of interrelated marketing subsystems, starting from the model research of each marketing subsystem, and finally obtaining an overall model structure to realize the innovation of enterprise marketing methods. The results of the study show that when the service input is 400 dollars/unit, the 1st wave of sales revenue is 106,000 dollars and the 2nd wave is 133,000 dollars.

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