

Analysis of Public Management Policies from the Perspective of Marketing

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Keywords: Marketing, Public management, Policy

Abstract: In the context of global informatization development, the influence of marketing theory on public management policies is becoming increasingly significant. With diversified thinking and methods, marketing provides a new perspective for the development of public management work. This article focuses on the application of marketing concepts and strategies in the field of public management policies, hoping to provide theoretical support for practical exploration in related fields.

1. Introduction

With the diversified trend of social development demands in recent years, the field of public management urgently needs to obtain new management ideas and methods, to improve its own service efficiency. As a comprehensive management discipline, marketing can provide new solutions for service optimization and policy formulation in the public sector. Therefore, exploring the application of marketing concepts in public management policies can not only promote innovative development of public management policies, but also provide important support for improving the efficiency of government departments and public satisfaction.

2. Application of Marketing Concepts in Public Management Policies

2.1 Customer Orientation and Public Service Improvement

In public management policies, the integration of marketing concepts has become one of the important strategies to improve service quality. Customer-orientation emphasizes the needs of service recipients. Therefore, in public management, the government needs to prioritize the needs of the public. By further understanding the expectations and needs of the public, more accurate and comprehensive public services can be designed and provided, and this approach can continuously improve service satisfaction and public trust. For example, public opinion surveys and public consultation are important links that cannot be ignored in policy making. By collecting and analyzing data, government managers can accurately understand the specific needs of different groups, and thus develop more inclusive and targeted policy measures ^[1]. In addition, the construction and improvement of user feedback mechanisms are also significant manifestations of customer-oriented concepts in public services. This approach can ensure the transparency and traceability of public services are improved, further enhancing the sense of responsibility of government and the advantage of continuity in service work. Therefore, applying customer-oriented concepts in marketing to the process of public management policies is also a fundamental condition for improving work efficiency.

2.2 Brand Management and Government Image Shaping

Brand management is one of the most crucial components in marketing, and its skills and concepts play an increasingly significant role in shaping the government's image. As a provider of public services, the government's image often has a direct impact on the trust and policy acceptance of the public. In this process, brand management concepts need to build a positive and reliable government image. Through clear brand positioning, and the unified use of logos, slogans and even

colors in brand visual elements, it can also help the public further identify the government's image. Through storytelling or emotional connections, the government can establish closer connections with the public. The government can clearly communicate its own values and service direction, ensuring that this information leaves a deep impression in the minds of the people [2].

2.3 Market Segmentation and Policy Formulation

As a significant strategy in marketing, the application of market segmentation in policy formulation can better achieve the effective allocation of government resources. During this period, broad public needs will be divided into more specific groups, so government managers can accurately identify and understand the needs and preferences of different groups. This refined approach enables policy makers to tailor targeted policy plans according to the requirements of segmented markets, thereby achieving an improvement in policy targeting and effectiveness. For example, educational policies can be tailored to student groups of different age groups and socio-economic backgrounds to ensure that each group can receive corresponding educational resources and policy support. In the field of social welfare policies, market segmentation can help the government effectively identify vulnerable groups and provide more precise support measures.

3. Role of Marketing Strategies in the Reform of Public Management Policies

3.1 Integrate Marketing Communication and Policy Promotion

As a strategy integration for comprehensive coordination of information transmission, marketing communication plays a very significant role in the promotion of public management policy changes. In the context of ensuring consistency in all promotional channels and methods, the government can ensure the clarity and consistency of policy information, and establish the authority of policies through effective dissemination to the public. This mode of communication is particularly crucial in policy changes, as it not only effectively reduces negative emotions among the public, but also enhances the social acceptance of the change. For example, when promoting new environmental policies, integrating marketing communication can explain the necessity and participation methods of policies to the public with consistent information based on different media and activities, further meeting the achievement of policy objectives.

3.2 Relationship Marketing and Stakeholder Management

In the process of public management, relationship marketing is mainly transformed into in-depth management of stakeholders. This work places greater emphasis on establishing long-term and stable development relationships with all stakeholders. This strategic development direction not only focuses on timely transactions or the implementation of single policies, but also emphasizes lasting interaction and connections, thereby building interdependent partnerships in the process of cultivating trust. Therefore, stakeholders require government departments to fully recognize the unique needs of various groups. Whether standing on the side of citizens, enterprises or non-governmental organizations, the government should adopt proactive strategies to ensure the formulation and implementation of policies, which can fully meet the diverse interests and needs [3]. For example, when promoting urban planning projects, the government should use open seminars and regular progress reports to establish corresponding dialogue mechanisms with residents, businesses, and environmental organizations, to collect their feedback and guide them to participate in the decision-making process. This participatory process can further reduce conflicts and improve the adaptability of the plan.

3.3 Digital Marketing and Policy Communication Efficiency

In the context of modern development, digital marketing also plays an essential role in the efficiency of policy communication, which cannot be ignored. Especially with the development and popularization of the Internet and mobile technology, digital platforms have become a critical bridge for communication between government agencies and the public. By utilizing social media, email, and other digital tools, policy makers can disseminate policy information more quickly and

comprehensively, ensuring that important information can be provided to target audiences in a timely manner. Moreover, the data-driven nature of digital marketing makes policy dissemination more comprehensive and precise. Government managers can use the direction of analyzing online behavior and feedback to deliver targeted content, thereby fundamentally improving the relevance and attractiveness of policy promotion. For example, in the field of public health, digital marketing can provide assistance in educating specific age and risk groups, conveying relevant information and data resources for disease prevention. Meanwhile, the two-way communication nature of digital marketing also provides a key channel for the public to provide feedback on government work. In addition, the interactivity and diversity advantages of digital media also provide more diverse and dynamic forms of policy promotion. The use of videos, online seminars, and other methods can not only increase public participation, but also effectively enhance policy influence. So digital marketing can not only improve work efficiency in modern policy communication, but also further optimize the quality of interaction between government departments and the public.

4. Future Trends of Public Management Policies from a Marketing Perspective

4.1 Sustainable Marketing and Environmental Responsibility of Public Policy

Sustainable marketing is not only a significant promotion method for products and services, but also a comprehensive work strategy in current government work, emphasizing the long-term interests of social development and ecological balance. With the increasingly severe global environmental problems in recent years, the formulation and implementation of public policies have also placed greater emphasis on environmental protection and sustainable development requirements. Driven by the concept of green consumption, the government encourages enterprises to strengthen the application of environmentally-friendly production methods and provides basic support for sustainable development projects and related enterprises through policy assistance. In addition, the action of public policies on environmental responsibility has shifted from traditional regulatory and punitive mechanisms to incentive and cooperative models, using incentive measures such as tax reduction and green credit to further guide the environmental choices of enterprises and consumers. In the process of policy dissemination, the government is increasingly concerned about the importance of storytelling and emotional connection, aiming to help the public correctly understand and fully recognize the importance of sustainable development ^[4].

4.2 Innovative Marketing Strategies and Adaptability to Public Management

Adaptability is a necessary quality of public management in the face of constantly changing social needs, and innovative marketing strategies are a key tool to enhance this adaptability. With the rapid development of modern society, the expectations of the general public for government services are also constantly rising. Marketing strategies require the public sector to respond to the various needs of the public in a more flexible and innovative way. New technologies can be utilized to further improve the design, implementation, and supervision of policies, and social media and other interactive platforms can be used to further deepen communication with the public. In the process of public management, it is necessary to use data information to more accurately understand public needs and develop more reasonable response strategies based on predicting trends in data market data. Innovative marketing also requires the government to constantly try new communication methods to ensure that information can cover different audience groups more comprehensively. In other words, future public management will increasingly focus on the integration of innovative marketing strategies, in order to meet the diverse development needs of the public while improving service adaptability and work efficiency.

5. Conclusion

In summary, the in-depth promotion of marketing concepts and methods in the field of public management policies has led to a new development in the direction of public service innovation. The concept of customer-orientation contributes to the continuous improvement of public services,

and brand management strategies also provide a new perspective for shaping government image. The application of integrated marketing communication fundamentally enhances the influence of policy promotion. Looking ahead to the future, the combination of sustainable marketing and environmental responsibility highlights the transformation of public policies towards green development, and the proposal of innovative marketing strategies will continuously improve the adaptability level of public management. The development and promotion of these trends mean that China's public policies will develop towards a more efficient and transparent direction, and this highly participatory social development approach will also lay a solid foundation for the construction of a harmonious society.

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