

Modern Logistics and the Selection of Marketing Strategy

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Abstract: Modern logistics is closely related to marketing. Modern logistics is the basis for marketing and marketing clearly points out the development direction for modern logistics. Logistics is an important component of enterprises' modern services. In the modernization of economic development, logistics is getting more closely related to marketing. The development of modern logistics is dependent of the support of marketing strategy. This paper mainly discusses the marketing strategy of modern logistics based on analyzing problems in the development of modern logistics, so as to provide reference for the development of logistics enterprises.

Marketing is the direction of operation and development for modern enterprises, which can enhance the popularity of enterprises and promote the sustainable development of enterprises on the basis of meeting customer demand. Logistics enterprises, as a kind of service enterprise, in order to obtain long-term development in market competition, shall formulate marketing strategy according to customer demand, market environment and the environment inside enterprise, so as to realize the comprehensive and long-term development of modern logistics.

1. The Relationship between Modern Logistics and Marketing

1.1 The operating cost is impacted by logistics cost.

The costs of modern logistics in the initial development stage of enterprises is higher, accounting for about 35% of merchandise cost. The close relationship between modern logistics costs and enterprise benefits requires marketing to formulate marketing program based on logistics cost so as to realize the maximum enterprise benefits. When logistics costs cannot be controlled, the greatest impact is the investment in marketing from enterprise. Thus, it is necessary to strengthen the construction of modern logistics management system, and reduce merchandise costs based on reducing logistics costs, so that more finance are put in marketing to realize the maximum enterprise benefits.

1.2 The speed of modern logistics services has an influence on service quality.

In the environment of market competition and the improvement of economic system, the competition between enterprises is mainly the response speed for market demand, so the speed of modern logistics services has an influence on service quality. When there is new product demand in the market, enterprises require to finish the market survey, design and production of new products in the shortest period of time and deliver new products to customers in the highest speed. In the stage of production, logistics transportation speed after the purchase of original materials will influences the production time. Modern logistics is a new logistics form combining traditional logistics with e-commerce, providing support for enterprises' marketing. The purpose of marketing is to transmit the advantages of products to market in the most effective way. When the modern logistics services is superior to other services, it will promote the development of marketing.

1.3 Modern logistics and marketing promote and influence each other.

Marketing is the pacesetter of enterprise and advance team of modern logistics. High-quality marketing program attracts more business for enterprises, at the same time, more transportation

business. Modern logistics is the basis of marketing, and highly-effective logistics services can help marketing to enhance the advantageous effect of enterprises. Both promote and influence each other.

2. Problems in Marketing of Modern Logistics

2.1 The weak logistics marketing concept

Logistics is mainly responsible for providing logistic services for merchandise. Low-cost and high-efficiency logistics services can help enterprises to realize the effective marketing based on reducing merchandise costs. However, at present, many enterprises have weak concept of logistics marketing and weak awareness of logistics marketing, resulting in insufficient expansion of logistics market and weak ability to study customer demand, which seriously hinders the market development of enterprises. The small scale of logistics will cause inaccurate market positioning, so that enterprises just pursue short-term business growth in the development, lacking in-depth study on modern logistics, and failing to form special logistics services. In addition, some enterprises fail to formulate long-term marketing plan and cannot provide effective and standard logistics services for customers, impacting enterprises' ability in market competition.

2.2 The limited marketing vigor by logistics costs

The vigor of marketing is actually the effectiveness of marketing. There are many factors influencing marketing activities, logistics is an important aspect and the most important influence is costs. In order to realize the maximum implementation of marketing program, logistics is the fundamental element for enterprises. Because of high-cost logistics, enterprises choose low-price logistics for merchandise transportation, in this way, logistics cannot meet the promise of marketing to customers, which limits the efficiency of marketing.

2.3 The unscientific logistics selection

Modern logistics provide diversified and all-round services for enterprises, and the standardized logistics management can realize the high-quality logistics services. The selection of logistics depends on the identification degree of enterprises for modern logistics, which, whereas, directly has an influence on marketing efficiency and enterprises' development scale. With the uprising e-commerce, the control and scientific management of logistics costs becomes an important problem for enterprises and marketing development.

2.4 The poor satisfaction with logistics marketing

There is a vast development space for modern logistics under the background of network development, and it is also the development space for enterprises. The unstandardized logistics management will have an adverse impact on enterprise operation. Logistics technology and efficiency also directly influences enterprise development efficiency. Enterprises have a poor satisfaction with modern logistics marketing, insufficient technology and low efficiency, causing that enterprises' marketing cannot make effective promise to customers. In this way, customers have bad experience, which influences enterprise image and hinders the existence and development of enterprises.

3. Modern Logistics and the Selection of Marketing Strategy

3.1 To clarify the marketing positioning of modern logistics

Modern logistics shall make positioning according to market demand, and choose target customers in accordance with its own conditions and development plan, so that it can obtain long-term development in market competition. The marketing positioning of modern logistics is an important component of strategy services in business, which decides which kind of customer modern logistics should serve and chooses customers from service industry, range and projects.

First of all, the positioning of marketing industry. In order to obtain competitive advantage in the market, modern logistics enterprises shall position business on several industries and provide services for customers from different industries. The logistics operating mode is different in different industries, thus, the positioning shall be more specific, so that modern logistics services will be more professional and advantageous. In general, industries with high additional value, large and mature services demand can be chosen as target customer group of modern logistics, such as manufacturing and commodity circulation.

Secondly, the positioning of marketing services range. From the perspective of services range, modern logistics can provide logistics services in specific area, and in the whole country. Chinese regional characteristics are obvious, and the economic development of each area is imbalanced, so it is difficult to implement all-round and balanced logistics services in the whole country. Therefore, it is required to position logistics services in certain area, province or region, so as to improve the quality of logistics services.

Thirdly, the positioning of logistics services project. Services project decides the target customer and industry to be served. Logistics enterprises shall fully consider the hardware and software conditions of enterprises, realize the positioning of transportation, storage and delivery, and increase additional logistics services.

3.2 To improve the quality of modern logistics services by standard management

In terms of modern logistics, it is necessary to standardize the management order of logistics, improve the efficiency of logistics management, and provide high-quality logistics services for customers, to satisfy the requirement for the efficiency of logistics services. Logistics costs influences the costs of marketing and logistics operating quality and efficiency. To enhance the quality of modern logistics services is the critical factor to promote logistics development and the healthy development of enterprises. The efficiency of enterprise marketing depends on the quality of logistics services from enterprise and logistics services experience by customers. The standard management of modern logistics can improve the quality of services and realize the coordinated development of enterprise and market. It should effectively respond to changes in logistics market demand based on careful survey market and consider market demand as the dynamics for the development of modern logistics. The development direction of modern logistics is the position of enterprise development, and the basis for the development of marketing. It is necessary to establish clear goal, take the development demand of enterprise as the position, and deal with the relationship between short-term and long-term benefits, to provide opportunity for enterprise marketing. When the development of modern logistics cannot be matched with marketing, it is necessary to provide support for the development of modern logistics from the macroscopic perspective to ensure the deep matching of modern logistics and marketing development and promote the sustainable development of enterprises.

3.3 To intensify logistics development channel by exploring market demand

First of all, market is the support for the development of logistics enterprises. The improvement of enterprise business efficiency takes the exploration of market opportunity as the premise. With the economic globalization, the competition of logistics market is fiercer. After international branded logistics enterprises enter Chinese logistics market, Chinese logistics enterprises shall analyze the demand and changes of logistics market, find out opportunity suitable for their development and formulate enterprise marketing and development strategy according to customer demand.

Secondly, enterprises, based on their development, choose logistics services projects according to hardware and software resources, such as delivery, storage, circulation and processing, choose appropriate city for logistics business activities, form professional logistics services of key business based on intensifying key business, make the brand and form market effect.

Thirdly, it is necessary to strengthen logistics marketing channel. In the fierce market competition, enterprises shall rapidly respond to market demand and changes. In view of the logistics demand of small batches and large varieties in the logistics market, enterprises should

design scientific and rational logistics operation channels according to actual conditions, and meet the logistics needs of small customers and scattered customers with fast and high-quality principle. Modern logistics marketing strategy should build logistics information management system based on strengthening information processing capability, carry out logistics management operations through modern network, and master the product inventory, midway transportation, and customer reception through the platform to ensure the smooth flow of logistics channels, at the same time, to improve the efficiency of logistics operation.

Fourthly, develop symbiotic marketing form competitive marketing. In the process of development, for modern logistics, it can choose to compete among enterprises, and can also choose enterprise cooperation and competition, promote enterprise cooperation through competition, share resources through complementary advantages between enterprises, realize the dependent entities such as supplier, manufacturer, distribution center and retailer in supply chain of modern logistics based on reducing logistics costs and increasing additional value of logistics operation, and promote the development of modern logistics on the basis of improving logistics efficiency.

Fifthly, realize symbiotic marketing strategy. The competitive goal of modern logistics operation is to obtain customer and develop enterprise by gaining the opportunity to provide services to the customer. Logistics enterprises need to fully position the service objectives, meet customers' service needs to the maximum extent according to the enterprise situation, and establish the core enterprise culture goal in the enterprise to provide customers with quality service. The purpose is to make customers satisfied with all links in the logistics chain and make the enterprise well-known brand enterprise recognized by customers. After the customer satisfaction is improved, customer loyalty to the company will also be improved. On this basis, the logistics operation function can be improved, and the healthy development of the logistics industry can be promoted while consolidating the status of modern logistics in the market.

4. Conclusion

Modern logistics is closely related to marketing, and both have wide background of strategic cooperation. In the era with rapid development of modern information, modern logistics and marketing shall be based on network platform to make them become the critic influencing factor of enterprise development. The strategic cooperation and development of modern logistics and marketing can enhance the development potential of enterprise and build vast space for the development of enterprise. Modern logistics, as the supporting system of marketing, influences the marketing and development of enterprise. It is necessary to take the means of enhancing marketing strategy, analyze logistics market demand, strengthen logistics operation channel, meet customer demand based on symbiotic marketing, enhance customer satisfaction and identification for enterprise and further improve enterprises' benefits.

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