

Interactive Research on Technological Innovation and Marketing Mode Innovation Based on Differentiated Management

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Abstract: With the continuous development of the economy, most enterprises in our country have abandoned the previous traditional mode, combining innovative marketing methods and concepts with the characteristics of their own enterprises, and actively facing market competition. Technological innovation should aim at marketing and reflect market orientation. Only market-oriented technological innovation can bring new vitality to enterprises, enhance their competitive strength and bring rich profit returns to enterprises. Differentiated management is in essence a delicate differentiated management based on multiple thinking, which is a “reaction” to the “uniform” undifferentiated approach. Based on differentiated management, this paper will mainly study from the two dimensions of enterprise technology innovation and marketing innovation and their interaction, trying to explore the two and their important role in promoting enterprise development.

1. Introduction

With the continuous development of economic globalization, many enterprises in our country are facing various fierce competitions. If an enterprise wants to establish itself in today's society and get good development, we must adhere to the path of innovation and find an innovation path suitable for the enterprise [1]. As an innovative economy, knowledge economy emphasizes that innovation should be the engine of economic growth. Under the condition of knowledge economy, the competitiveness of an enterprise depends on its innovation ability. Generally speaking, new market growth points may be realized through two ways: one is the development and research of the technology itself, and the other is to find the gaps and needs of the market itself [2]. Market demand and the growth of technology itself should be combined in their respective feasibility. Enterprise innovation includes many aspects, and marketing innovation is one of its core elements. Only by vigorously carrying out marketing innovation can enterprises better meet the new challenges constantly emerging in reality [3]. Based on differentiated management, this paper makes a comprehensive analysis of marketing from the perspective of innovation. All kinds of marketing modes are closely linked. Only by closely combining all kinds of modes can enterprises take a better path of innovation.

2. The Theoretical Basis of Differentiated Management

2.1 Basis of Thinking

Differentiated management is essentially a kind of pluralistic thinking. It emphasizes the difference factors such as economy, environment and market subjects, thus requiring the implementation of differentiated management and policies to achieve in-depth transmission, but it is not a consistent effect [4]. To create quality differentiation advantages, the key lies in the establishment of strict quality control system from product development and design, experimental research, processing and manufacturing to sales and use. Differentiated management emphasizes differentiated management with multiple objectives, attaches importance to the correlation and interaction of various elements, and tries its best to minimize the social monitoring cost in the later period through this correlation and interaction.

2.2 Information Base

Enterprises should maintain a low-cost position, win with low prices, implement small profits but quick turnover, and improve economic benefits. This is the core of competitive advantage of cost differentiation, and create this advantage. For differentiated management, obtaining sufficient and effective information is the premise of differentiated management. It needs to establish an information transmission mechanism like regulation theory. In this way, the boss can influence the employees through psychological suggestion, which is a differentiated way of leadership behavior, so as to affect the operation efficiency of the whole enterprise to reduce the operation cost and obtain the success of differentiated management [5]. Therefore, the profit of the enterprise is not affected by cost changes. In this way, regulatory agencies can obtain more “hidden information” about enterprises.

3. The Relationship between Technological Innovation and Marketing Innovation

Technological innovation reflects a new pattern of economic development and social development, bringing new systems, ideas and new modes of production, life, thinking and behavior. Figure 1 below shows the interactive relationship between technological innovation and marketing model innovation.

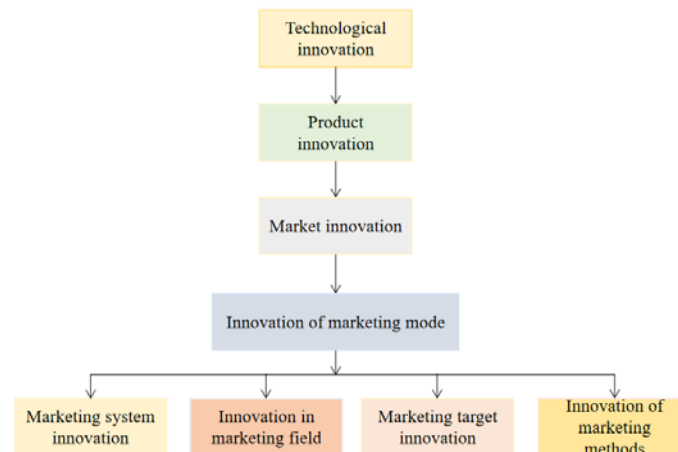


Fig.1 The Interactive Relationship between Technological Innovation and Marketing Model Innovation

The main driving force of technological innovation comes from the market, which is the basic starting point and final destination of technological innovation. The most important thing in technological innovation is to have market effect. New technologies and new achievements developed through technological innovation will eventually return to the market through commercialization. The most important thing for technological innovation is to have market effect. New technologies and new achievements developed through technological innovation will eventually return to the market through commercialization. Enterprise marketing must place the global market within its own marketing scope, analyze enterprise market opportunities, determine market objectives, formulate marketing strategies, implement and control marketing activities with a global perspective [6]. Technical innovation cannot be separated from the effective support of marketing, cannot exceed or lag the actual level of market demand, cannot ignore the affordability of market buyers and future trends, the success of marketing and the satisfaction of market demand cannot be separated from the contribution of technical innovation, and marketing itself is also faced with the task of continuous innovation. Innovative activities that transform the potential of science and technology into marketing advantages involve the whole process from new ideas to technological development, product development, production and manufacturing, marketing and after-sales service.

3.1 Technological Innovation Requires Innovation of Enterprise Marketing System

Looking from the external environment, the marketing system is a rule composed of conventions, ethics, laws, rules and regulations that are commonly used or adopted in the commercial society and are used to coordinate the interests of various marketing subjects. These rules play an important role in the business flow, logistics, information flow and currency flow from producer to consumer. Technological innovation and marketing innovation are not opposites, but an organic whole that permeates, connects, is the premise and supplement of each other [7]. The research and development department is good at solving technical problems. They are proud of the novelty and advance of production technology and do not care about the immediate sales profit. The marketing or sales department is good at understanding the market, likes those new products that can promote sales to customers, and has a sense of urgency to pay attention to costs. After the technical force vigorously promotes the product promotion, the terminal group not only pays attention to the unique product in their hands, but also focuses more on the durability, applicability and comfort of the product. It determines the degree of realization of the marketing subject's goal and the social benefits of the marketing activities of the enterprise. The imperfect marketing system will inhibit the marketing innovation power of enterprises and even lead to distortion of marketing behavior of enterprises. The affordability and future trend of market buyers cannot be ignored. The success of marketing and the satisfaction of market demand cannot be separated from the contribution of technological innovation.

3.2 Technological Innovation Requires Innovation in the Field of Enterprise Marketing

Technological innovation and its penetration into various fields of the national economy have driven the abnormal activity and growth of supply and demand, thus bringing broad opportunities for innovation in the field of enterprise marketing. How to attach importance to the differentiated management of modern logistics in marketing so as to reduce logistics costs is the fundamental interest of enterprises. Any enterprise can only be in an invincible position in the competition if it continuously carries out technological innovation and develops new products to replace the declining old products. However, technological innovation is a very complicated job with great risks. The degree to which an enterprise upgrades its technology and the level of products in the market are the core marks to measure the brand of the enterprise [8]. Generally speaking, there are eight stages in the process of technological innovation from the generation of ideas to the formal launch of the market, including: the generation of ideas, the selection of ideas, the development of product concepts, marketing planning, business analysis, product trial production, product trial sales and launch of the market. Other high-tech industries based on new technology groups such as bioengineering, new materials, new energy, space technology and marine technology will also become major new areas of enterprise marketing innovation.

3.3 Technological Innovation Requires Enterprises to Innovate Their Marketing Objectives

The dynamic imbalance of technological innovation leads to fierce competition among enterprises. Enterprises must put innovative products in the first place and intensify the development of new products when making product marketing objectives. If we want to keep up with the international pace and set up a global marketing concept, we should set up a marketing organization facing the whole world. When setting market targets, we must pay attention to the value created by technological innovation. When formulating development goals, it is necessary to list the introduction of technological innovation talents as the marketing goals of enterprises. At present, most enterprises in China are still limited to the stage of logistics for the sake of logistics. They only know that they have logistics business and neglect the purpose of logistics to serve customers. The survival and development of enterprises must be market-oriented and rely on scientific and technological progress and industrial upgrading to improve their competitive strength and economic benefits. Technological innovation must focus on the transformation and application of scientific and technological achievements, and must be organically coordinated with relevant factors such as system innovation, marketing innovation, channel innovation and service innovation.

Grasp the relationship between supply and demand in the market, combine costs and financial departments to formulate capital budget control measures and annual restocking. Based on this, discover the impact of technological innovation on the transformation of marketing mode, and then formulate the next marketing plan to make profits.

3.4 Technological Innovation Requires Enterprises to Innovate Their Marketing Methods

Technological innovation promotes the innovation of marketing methods, which is mainly manifested in the use of system theory, information theory, decision-making techniques and other methods for marketing. However, the leaders of our enterprises lack consideration of long-term plans, because the leaders focus on their work and fail to design a blueprint for the future development of the enterprise, thus the future development of the enterprise is lost. In carrying out technological innovation, enterprises should concentrate their own advantages and carry out key attacks in a certain project or in a certain period of development. The market is the basic starting point of technological innovation, but at the same time the market is the final destination of technological innovation. The success of technological innovation should be tested by the market. Enterprises use system theory to carry out integrated and cooperative marketing, and regard the marketing subject, object and marketing factors as an integrated system that is interrelated and affects each other. Enterprises use “information theory” and information technology to carry out differentiated management of marketing information resources. It can also serve as a model for the follow-up innovation activities, avoiding unnecessary major risks for the follow-up technological innovation activities, and more reasonably distributing the budget and resuming the profits.

4. Application of Differentiated Management in Technological Innovation and Marketing Innovation of Enterprises

4.1 Selective Strategy

Enterprises should selectively innovate in different markets and different technical fields. Select the blank areas of the market for innovation. In these fields, the competition pressure from large enterprises is less and the technology is not easy to imitate. Select applicable technologies. To enable consumers to fully realize that high-tech products can change their lives, knowledge can change their lives, so that consumers can take the initiative to buy high-tech products. With cultural affinity, all kinds of interest groups are closely linked together to give full play to synergistic effects so as to enhance the overall competitive advantage of the enterprise. Enterprises should pay close attention to the market demand, subdivide the market potential, adopt stride technology, intercept the final mature technical products, and carry out marginal and side-impact development, instead of engaging in more basic research and development. Make full use of all kinds of resources to expand the scale of market globalization and improve the marketing services and benefits of enterprises. Secondly, we should further expand the market share and become more familiar with consumption concepts and cultural traditions. The purpose of sales is to sell the existing products, while the purpose of marketing is to develop the products or services required by the market and give them to the buyers. As far as possible, technical personnel to develop the product will be sent to the site to guide customers to use the new product, improve customers' awareness of the product, enhance customers' satisfaction and increase the company's affinity.

4.2 Cooperative Strategy

Due to the limitation of its own strength, it is also necessary to flexibly adopt cooperative technological innovation strategies. In the initial stage of brand establishment, we should first establish a good image in the minds of consumers, and then gradually add new products according to market demand. Successful innovation requires the integration of research, development and marketing. For example, the marketing department should actively participate in the determination of innovation objectives, the screening of new product ideas, market testing, the formulation of innovation budgets, business analysis and the commercialization of innovative products. Horizontal

cooperative technological innovation. That is, a number of enterprises with high industrial relevance form an alliance to implement horizontal technical cooperation under the macro-control of the government to improve the overall economic strength of Chinese enterprises. In fact, if we want to carry out technological innovation, we not only need enterprises to bear risks, but also need enterprises to reorganize their own institutions according to the products or projects that require technological innovation, to shift the focus of the enterprise's work, and to formulate a series of systems and countermeasures related to the “technological innovation” according to the actual market needs. New products should have important characteristic creativity. We must adhere to the principle of technological advancement, boldly abandon traditional and backward production processes, boldly introduce and adopt new technologies, new materials and new processes, and strive to make new products developed reflect and reflect the new achievements of contemporary science and technology. When introducing to the market, we can more effectively guide our customers to choose commodities suitable for their own needs and maximize the company's economic benefits while satisfying different needs.

4.3 Product Innovation

Product innovation should focus on product standard innovation from a technical point of view. In the process of product development, on the one hand, enterprises should meet the requirements of international certification standards, on the other hand, it is not appropriate to mechanically copy a certain standard, but should take consumer requirements as the final standard, and strive to make products meet consumer needs to the greatest extent. To have a detailed understanding of the leading competitors in the same industry, to analyze its advantages and disadvantages, to have an in-depth understanding of its analysis, to find out where the gap between their peers and the leading competitors is; Because of its strong marketing capability, it is not only the guarantee for scientific research and production to invest in people, but also the commanding point for transforming the achievements of scientific research and production into benefits.

Technological innovation and core competitiveness are two important systems coexisting in an enterprise. It can also be represented by the following model (as shown in Figure 2).

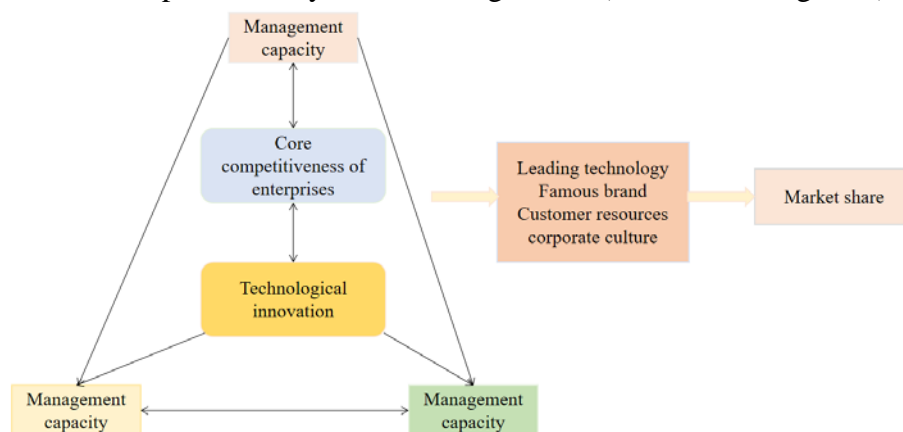


Fig.2 Influence of Operation Process on Enterprise Competitiveness

Enterprises can't guarantee to win in the competition only by relying on the leading technology innovation or the advanced technology level. Here, the marketing department is the direct feeling of the market changes, and it is the technological innovation department of the enterprise that makes rapid response according to the changes in market demand. Therefore, enterprises must fully understand the contribution of marketing to technological development and truly embody market orientation in the process of technological innovation. This requires that enterprises can respond quickly to the needs of consumers, develop new products or produce new marketing methods. Only by combining the two can they have a chance to defeat their competitors, and this enterprise can get a piece of the action in the heated competition environment.

5. Conclusion

In short, the success of marketing and the satisfaction of market demand cannot be separated from the contribution of technological innovation, and marketing itself is also facing the arduous task of continuous innovation. It should be said that differentiated management is opposite to the “one-size-fits-all” practice. The former is in essence a delicate differentiated management while the latter is an extensive differentiated management. Under the new situation and new environmental conditions, enterprises must vigorously promote new marketing concepts and marketing methods, and stimulate innovation consciousness, so as to continuously improve their own advantages. Enterprise technological innovation is a series of innovative activities centered on products and their production and operation processes, including conception, development and commercialization, in order to meet the changing needs of customers and consumers and improve their competitive advantages. To make a comprehensive analysis of marketing, enterprises should combine all kinds of marketing modes closely. All kinds of marketing modes are closely linked. Only by relying on the model of “scientific and technological achievements+mass production+marketing” can an enterprise achieve great development.

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