

## Research on Marketing Strategy From the Perspective of Value Chain

Hong Cheng

Dalian Vocational and Technical College (Dalian Radio and Television University), Dalian, Liaoning,  
116035, China

chhong09@dlvtc.edu.cn

**Keywords:** Value Chain, Enterprise, Marketing, Strategy.

**Abstract:** In the enterprise competition is more and more intense today, the enterprise marketing request is also higher and higher. And if enterprises want to develop steadily, they must make clear their own value chain system and understand the law between income and expenditure, so as to ensure the correct marketing strategy of enterprises. This paper mainly explains the content and development of the value chain, then explains the competitive advantage to the enterprise from the perspective of the value chain, and finally explains the choice of the marketing strategy of the enterprise from the perspective of the value chain, so as to provide the corresponding help for the development of the enterprise.

### 1. Introduction

With the development of computer technology, human beings are different from before. And the internal and external links should be closer. As far as the internal development of the enterprise is concerned, in marketing, the enterprise should actively strengthen the structure construction, make clear the economic development situation, and appropriately add the corresponding information content to meet the actual development needs of the market. Under the influence of the inside and outside of the enterprise, the original marketing strategy of the enterprise is no longer in line with the needs of the development of the times, it should be actively innovated to improve the cost management of the enterprise, so as to provide the corresponding help for the stable development of the enterprise.

### 2. Content and Development of the Value Chain

For an enterprise, if it wants to find a place in a fierce market, it must ensure that the work of the enterprise can provide value for the corresponding relationship chain, such as shareholders, employees and so on [1]. In terms of value chain, the process of obtaining economic benefits in enterprise development can be decomposed into different components, and this part can be called "value-added activity ", and the whole activity is the value chain, as shown in figure 1, the enterprise marketing development process. No matter what type of enterprise is engaged in, it is one of design, production and sales. Each part of this activity is an important component of the value chain. The enterprise's value chain can reflect the enterprise's own development content, history and so on to a certain extent.

For the value chain, can be divided into basic and auxiliary two kinds of value-added activities. For the basic value-added activities of the enterprise, that is, refers to the supply of materials needed for the production of enterprises, production, marketing and so on. These activities are inseparable from the processing process of the enterprise. The auxiliary value-added activities of enterprises refer to the contents of personnel management, technology development and so on. The techniques and corresponding strategies involved include not only the productive technologies but also the corresponding management of the technologies[2]. For example, information technology, procurement management and so on.



Figure 1 Enterprise marketing development

Each link of the value chain is closely linked, one of the link problems will directly affect the enterprise link. According to the status of enterprise products in the value chain, the value activities for enterprises can be divided into two parts, upstream and downstream, respectively. In the basic activities of enterprises, for the production of materials, product development and other links are upstream, and marketing is downstream. Upstream is more about products, while downstream is more about customers.

### 3. Problems in Enterprise Marketing

Companies are becoming more and more productive, in which case prices can no longer be the only means of marketing. In the process of marketing, enterprises need to pay more attention to each link of enterprise value chain, and make clear the important link among them, as shown in figure 2, the content of enterprise marketing environment. However, as far as the current enterprise is concerned, the consideration in marketing is not comprehensive enough. Enterprises and markets do not fit enough, a lot of information does not come from the market, so that the rapid transformation of products can not be guaranteed. There is also that the enterprise and customers do not determine the contact, marketing personnel for the customer identification ability is weak, will only rigidly introduce the product, do not have the ability to identify customer needs, did not really form a personalized marketing system.



Figure 2 Corporate marketing environment

### 4. The Competitive Advantage of the Enterprise from the Perspective of Value Chain

From the perspective of the value chain, it is considered that the value activities involved in the enterprise do not mean that every link can create value for the enterprise. The value income obtained by the enterprise mainly comes from the specific value activities in a certain link of the enterprise. And these corresponding links that can create value for the enterprise are actually the "strategic link" in the value chain. It is an advantage for an enterprise to operate steadily in the market development [3]. And fundamentally speaking, the advantage that the enterprise can say is actually refers to the monopoly advantage of the enterprise in the specific link in this industry, if the enterprise can make clear this link in the development, it shows that the whole value chain content of the enterprise has been understood. And what really determines the operating income of the

enterprise is marketing. From the actual situation of different industries, its determinants are also different. For example, clothing industry, the important step is to design, only design to meet people's aesthetic needs, can achieve better economic benefits.

Although the content of different industry value chain is different, the actual role of the same link in different industries does not want to experience. However, for some large enterprises, some companies can use the important link in the value chain to expand their business, and use this method to effectively enhance the market advantage of the company. The company has a wide range of economic benefits in marketing, and this benefit is obtained through the corresponding resources suitable for the needs of the enterprise, which can be used not only as management experience, but also as marketing skills. Because in the whole process of the value chain, almost can find the existence of universal elements. Then, when the core links in the value chain of different industries need the same elements, the company can expand its business well and gain better economic advantages.

When the company is selling globally, the economic advantage in the market can be transferred and effectively involved in other market categories. According to the country's own market environment, companies can have a plan to choose suitable products to infiltrate into the market. In the market research and the corresponding channel can form the scope economic effect, especially with the help of the promotion behavior, can help the enterprise to establish the correct image. Philips, for example, introduces various types of appliances and uses ads to create a corporate image[4].

It can be seen from this form that if an enterprise wants to gain an advantage and always maintain an advantage in the market, it can not proceed from all activities, but must ensure that the key position on the value chain is in the monopoly situation. The key position directly affects the internal development of the enterprise, many enterprises are not necessary activities can use the contract method to carry on the contract, use this method to improve the flexibility. For the key position of monopoly, can take a variety of methods, such as monopoly key position can be from talent, raw materials and so on.

## 5. Selection of Marketing Strategies for Enterprises from the Perspective of Value Chain

From the content and development of the value chain, it can be found that the key position of the value activity of the enterprise lies in the upstream link, mainly from the mass production, which can be shown as "global" competition for the competitive goal, as shown in figure 3, the micro environment of enterprise marketing. Therefore, if some enterprises want to really rely on upstream competitive advantage, they can use the marketing strategy of "globalization ". And the same applies to consumer demand in many international markets.



Figure 3 Marketing microenvironment

Although the market development of each country varies, the market product requirements of each country are roughly the same. Every country's consumers are choosing the right quality products, not only materially, but also spiritually, in a context in which the direction of consumption across cultural boundaries begins to change[5]. Most of this has come from education, access to

higher levels of technology and the ability to differentiate between people's lives. In addition, especially the continuous development of the Internet, but also to a certain extent accelerate the development of this direction. It is precisely because of these information technologies that people can immediately get the information they want in their lives. For the communication between economy and culture is no longer blocked, the international communication of each stage is more and more, the world is developing towards integration.

For some enterprises with high reputation, such consumption mode can obtain better economic benefits for the company, and it is also the result of the enterprise's efforts in the continuous development. Once the enterprise can recognize the common characteristics in the cultural exchange, it can design the general product, use the corresponding method to explain the text, and use its own method to establish the image in the market. Under the view of value chain, the marketing of enterprises should choose the goods suitable for people's material needs, and be more able to meet people's spiritual needs.

The opposite is the economic activity in the downstream link, the main content of this part comes from the customer, all kinds of different activities have very important connection with the customer. The competitive advantage of the enterprise comes from the local actual demand, for the marketing of a product, it has the advantage of the downstream link, most of the enterprises who use the advantage of the downstream link have some limitations in marketing, and the successful marketing method in the local area may not be suitable for other aspects.[6].

## **6. Conclusion**

In a word, the marketing of enterprises need to follow many aspects from the perspective of value chain, more need to ensure the scientific management of enterprise development, pay attention to the construction of correct management system, and use scientific and reasonable methods to ensure that the production and development of enterprises remain unchanged all the time. Under the continuous development of enterprises, there are many problems in the production and operation of enterprises, and marketing directly affects many aspects of enterprise product sales, market position and so on. Therefore, we must choose the correct marketing strategy according to the actual situation of the enterprise to enhance the value of the enterprise and increase the economic benefits of the enterprise.

## **References**

- [1] Wang, Yaoyi. Research on innovation path of enterprise marketing management. Modern Salt Chemical, vol. 47, no. 01, pp. 92-93, 2020.
- [2] Yang, Ling, Yun. (Higher vocational marketing professionals training based on enterprise demand. Tax Payment, vol.14, no. 05, pp. 186, 2020.
- [3] Pei, Shenchuan. Discussion on strategic innovation of enterprise marketing in big data era. Modern Marketing (Information Edition), no. 02, pp. 245, 2020.
- [4] Wu, Na. Marketing cost control of small and medium-sized enterprises. Modern Marketing (Business Edition), no. 02, pp. 113, 2020.
- [5] Chen, Linjing. Marketing strategy analysis of Chinese enterprises in the era of big data [J]. Modern Marketing (Business Edition), no. 02, pp. 122-123, 2020.
- [6] Ke, Yinghong. Research on innovation of enterprise marketing mode under the background of "Internet+". Modern Marketing (Business Edition), no. 02, pp. 124-125, 2020.