

# Optimization and Improvement of ICT Product Marketing Strategy of WY Company in Guangdong Province, China

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**Abstract:** In this chapter, for the problems occurred in the marketing process of ICT products of WY Company in Guangdong Province, the disadvantageous opportunity strategy in SWOT is adopted to carry out the optimization of marketing strategy suggestions, based on the product technical advantages and service advantages for market positioning, and the focus is summarized for the optimization of marketing strategy improvement suggestions for the ICT products of WY Company as follows. adopting the strategy of product differentiation and combination, flexible and reasonable strategy of the pricing mechanism of the products; Improve the product distribution channel strategy; achieve product promotion diversification strategy, then optimize the product service process, and use the standard internal and external systems, multi-dimensional relationship maintenance for protection, and ultimately to achieve significant performance results of WY company, and therefore enhance the future marketing competitiveness of WY company.

**Keywords:** marketing strategy; optimization and improvement

## 1 Introduction

The author has 15 years of marketing and management experience in the industry through the analysis of the current marketing situation of ICT products of WY Company in Guangdong Province, combined with Porter's Five Forces model to conduct multi-faceted competitive strategy research and the use of SWOT analytical tools to analyze the company's internal environment strengths and weaknesses and the external environment opportunities and threats, and found out that there are a variety of problems in the marketing of WY Company's ICT products, including single product with weak competition in differentiation. The problems include weak competition with single product differentiation, lack of reasonable pricing mechanisms, product distribution channels to be developed, and insufficiently diversified product promotions. The need for more flexibility in the existing ICT products has led to narrow customer coverage, high costs, and a lack of attention to promotions and channel promotions. Through the market segmentation and target market selection of ICT products of WY company, the author chose the most suitable market positioning for the future marketing development of WY company and optimize and improve the four aspects of product marketing, namely, product, price, distribution, and promotion, by combining the various problems of WY company in the process of product marketing as well as the disadvantageous opportunity strategies in SWOT marketing.

## 2 Optimization of product marketing strategies

Aiming at the status condition of ICT products, different customer demands, and various marketing problems in WY company, the author optimized the marketing strategy by combining the disadvantageous opportunities in SWOT marketing. Combining ICT products' old model A and self-researching new products'

model B forms the product differentiation strategy.

### 2.1 Optimized improvement of product differentiation portfolio

Although WY's self-developed ICT product model B is only in the trial stage, WY cannot just focus its ICT product strategy on the original ICT product model A. It must formulate product optimization proposals, adopt product diversification strategies to generate more diversified customer demands, cover a wider geographical area, and get its self-developed product model B recognized as soon as possible to differentiate its products and compete with other companies.

Measures to optimize and improve WY's products

(1) Enhancing the competitiveness of new product differentiation

The market positioning concludes that improving ICT product R&D capability is the most valuable thing in product innovation and competition. However, the innovation should not be blind. However, it should be combined with the customer and market demand for scientific innovation. WY company recognizes that ICT product model A only targets high-end customers and ignores the needs of most customers, so there is only one ICT product that can never get recognition in the market and has a core competitive advantage. WY combined its resource advantages and years of product precipitation, and through research and development, it continuously upgraded and optimized the functions of its self-developed Model B products. However, in the process of developing the B-model, it is necessary to strictly implement the new product development process as shown in Figure 1 below and carry out upgrading and improvement at a later stage to make self-developed products dispel the doubt of whether they are competitive and or not, and carry out the subsequent improvement of other functions and value-added services by this process.

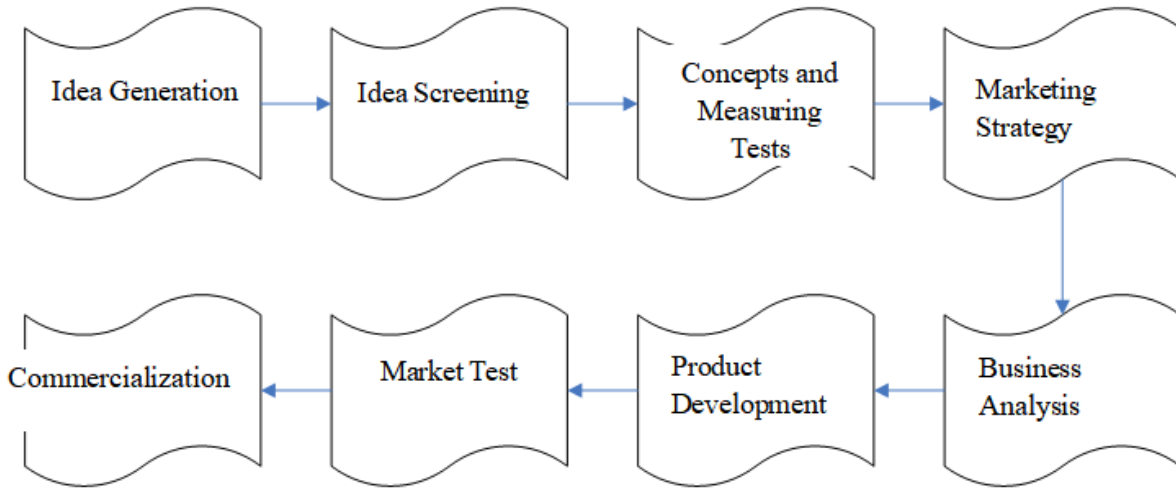


Figure1. New product development process

WY has many years of experience in ICT products, through the internal staff idea collection, as well as external customer demand analysis, customer complaints, competitors' behavior analysis, channel merchants or suppliers' suggestions, as well as industry institutions such as technical associations, technical websites or magazines, ICT-related universities and commercial laboratories to generate product ideas in line with China's market trends, and through the group ideas for product Improvement and idea screening to make self-developed ICT products more in line with the target market and competitive trends, and complete product concept testing to make ICT self-developed products more in line with the marketing strategy plan, including target market, product positioning, expected sales volume, expected market, profitability, planned price, distribution and channel strategy, promotion and publicity strategy, and even long-term sales targets, profit targets, marketing mix, and simultaneously meet the customer's requirements for the product. To meet the customer's expectations for product safety, the final goal is to satisfy the market and customer demand and to solve practical problems for the enterprise. Combined with the above process for self-developed product features constantly upgraded and updated as well as value-added features such as the free choice of the later to prepare, self-developed product B model only in the short term rapid optimization and improvement to keep pace with competitors, to meet the various expectations of customers.

(2) Optimization of ICT product cycles

All products exist in the development period, introduction into the market into the commodity period, the growth period, maturity, decline period, and ICT product model B due to independent research and development, in the research and development stage the enterprise will invest huge capital and manpower costs, through the existing ICT product model A can balance the self-developed products of the time pressure, not only the publicity of the WY company's ICT product brand, but also the simultaneous accumulation of several products that are not suitable for ICT product model A, but also need to use ICT to achieve the application of customers, and therefore the establishment of demand and customer relationship connection. But also need to use ICT to realize the application of the customer, and therefore the

establishment of demand and customer relationship connection, so that the self-developed products have more trial and error and transaction opportunities so that customers take the initiative to put forward the self-developed products for the B model of the proposals and expectations for the further growth and maturity of self-developed products to do a good job in preparation, to avoid self-developed products due to their lack of preparation led to the enterprise suffered a strategic loss.

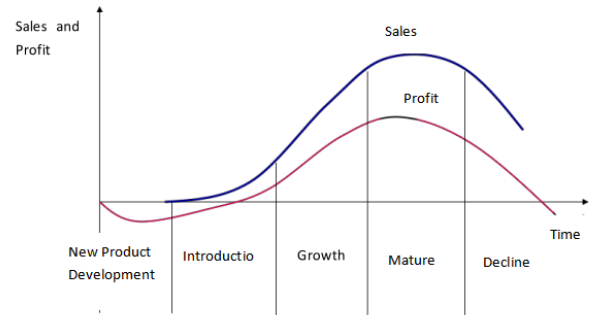


Figure 2. New product development process

WY's self-developed ICT product model B has no income in the research and development period and the early introduction stage. In the growth period, because of the rationality of the process layout of the self-developed product in the early stage, the relevant old customers' padding, and the maintenance of the demand of the new customers, the self-developed ICT product has gained the recognition of some customers, and in the case of perfecting the relevant marketing strategy, we quickly seize the market trend to prepare for the product maturity period and continuously updating and iterating the new functions so that the products can stay away from the recession period, and regain new life by adding new functions, improving the performance of the products, and possessing independent choices and security functions.

2.2 Formulating a reasonable product pricing mechanism

Price is significant for marketing, with the market recognition and corporate strategy, profits, and suppliers, customers, channels, and other stakeholders are closely related, with the economic reasons, Internet transparency, product policies, and regulations

under the influence of the WY company is facing urgent competition and rapid change of pricing situation, and irrational price cuts not only make the enterprise profit damage and triggered a series of price wars, pricing A poor pricing strategy can also damage the brand value of the company. Based on WY's two ICT products, we need to develop a pricing method based on the market positioning of different products with cost, demand, and competition as the core, and finally, formulate a differentiated pricing strategy based on the product-oriented pricing method.

#### (1) Pricing for lower platform resource costs

With WY Company's advantages of years of experience in the industry and sufficient platform resources, the platform covers an extensive range. To better adapt to market competition, WY Company needs to reduce the cost of the platform. Under the condition of ensuring the quality and stability of the platform and the demand for resource coverage, WY Company sends professional procurement personnel to conduct cost negotiation and strategic resource exchange cooperation with suppliers. Finally, the cost optimization of the entire platform architecture was carried out, and some high-cost and low-quality resources were eliminated. In addition, for the existing ICT product model A, it is necessary to conduct business negotiations with hardware manufacturers to try to reduce the cost of hardware manufacturers to compress the total cost of equipment, which cannot be entirely controlled by system and equipment manufacturers. Based on the platform resource cost reduction and cost refinement, cost-oriented pricing methods are carried out to improve the company's profit margin and pricing flexibility directly.

#### (2) Pricing based on customer demand value

Customers conduct value assessments based on their own needs, take customer value as the core, refer to customer requirements for product quality and product function, requirements for product flexibility adjustment, price sensitivity, and other value points, recommend appropriate products according to customer value points, and conduct reasonable price positioning.

#### (3) Pricing in conjunction with competitors

For some valuable customers, in addition to considering the pricing mechanism centered on customer value, WY company should fully collect the price system of competitors. For some valuable industry benchmark customers, WY company can conduct reasonable price adjustments to enhance the brand and promotion value through VIP customer transactions.

### 2.3 Improve product distribution channel strategy

#### (1) Distribution channel improvement and distribution policy establishment

WY Company has not adopted the distribution policy for many years since its establishment, and it mainly adopts the direct sales model, resulting in slow business development. However, the existing ICT product model A has no necessity of distribution due to the cost performance and the particulars of the customer type, so it mainly focuses on the distribution and promotion of the self-developed ICT product model B because the self-developed product model B has more patent rights and flexible control rights. As shown in Table 1, it is implemented in the following ways.

① A distribution team is separated from the sales department, or external professionals with industry experience or IT distribution experience are hired to form a professional distribution channel team, distributed in all parts of the branch, to promote the

distribution channel of ICT self-developed products. The technical staff of each branch is specially assigned to be responsible for the distribution of technical support. Whether sales or technology should be included in the quarterly assessment so that there are rewards and penalties.

② Establish a set of sound distribution systems and processes, formulate a distribution management system, form strategic distribution relationships with basic operators around the country, and develop at least five core agents in each first-tier and second-tier city. The distributor can only be responsible for the town it contracts, and explain the distribution precautions and confidentiality clauses in the document, and the two parties formally sign the distribution document to form a formal partnership.

③ The distribution price shall be set, and the distribution price shall not be the same as the direct selling price to form differentiation. The cost of the distribution channel must be more favorable than the price of direct sales to give the distributor confidence.

④ Conduct unified training of distributors in each region, and technical and sales explanations are made by professional product and technical personnel several times a month. Developing a good distribution rehearsal, one-stop response to improve the distribution experience and transaction rate.

⑤ Do an excellent job of after-sales service for distributor customers to improve the experience of distribution customers.

#### (2) Increase network channel

Establish network channels. First, the company opened a product display, free application test, and other sections on the official website. Secondly, we should make full use of the power of WeChat, push product information in the WeChat public account, share relevant experiences and technical highlights, and open a free test service application channel at the same time, encourage customers to take the initiative to test knowledge and provide channels to promote transactions further. In addition, through today's headlines, TikTok, Baidu, professional product technology websites, and other network channel platforms to conduct accurate user channel diversion, improve the effect of network channels, and direct access to business opportunities or problems for network channel expansion.

### 2.4. Achieve product promotion diversification

(1) WY Company's promotion, along with the rapid development of the Internet economy, has not carried out online Internet promotion and offline brand promotion, resulting in a weakening of the market's familiarity with WY Company and ICT brand and seriously delaying the sales of products by sales staff. Given WY Company's promotion problems, the following promotion strategy suggestions are made.

(2) Build brand value. Set up a particular Marketing Department for advertising promotion, recruit professional marketing personnel for related copy writing and beautification, attach importance to product brands, establish a unified product LOGO and brand culture, optimize the official website to promote brands and products, pay attention to the protection of brand intellectual property rights, and pay attention to the interaction with significant media.

(3) Online marketing through the Internet platform portal, such as the official website, WeChat product public account, APP, technical forum, directly apply to provide communication

and testing channels for product consultation. In addition, if the company's colleagues and customers are willing to forward and exchange related product content, it improves the value of communication.

(4) Offline advertising promotion. Carry out offline product promotion of various industry summits, industry product exchanges, industry salons, etc., through offline product speeches, thematic exchanges, technical interactions, get closer to customers, let customers intuitively feel the value of products to customers, and enable customers to take the initiative to find WY company for exchange and feedback of problems and solutions after exploring their own needs. Optimize the relevant publicity materials, provide bench-marking cases in the relevant industry to obtain a sense of identity, and simultaneously record product promotional videos for promotion and broadcast.

(5) Promotion of old customers. WY Company has accumulated thousands of old customers, can develop related simple online copy writing, and introduces ICT products by mail or WeChat or by return visits every month. Based on an established trust relationship, the transaction opportunity is very high as long as the product is excellent and cost-effective.

(6) Promotion of VIP benchmark. For the top several well-known customers in the industry, in the case of the company fully measuring the market value, the use of preferential policies for customer experience and transaction to expand the intangible value directly plays a role in publicity and promotion.

① The service process optimization and strategy management of the product

② Under the premise of the above product, price, channel, and distribution optimization, how can the process continue progressing smoothly, and can all the optimization be implemented in place? The company needs to optimize its service process management. Service process management is divided into two aspects: internal process management and external process management.

③ For the company's internal process management, to carry out the relevant process optimization and improvement, first in the service to optimize and improve, the company will set up a 7\*24 hours technical service center for 7\*24\*365 days of professional technical online services. When the customer feedback problems or internal system actively monitoring, problems will be directly by the after-sales 7\*24 hours technical service center through telephone, WeChat, QQ, mail, and other convenient service methods for customers to directly accept the problem, and directly by the technical docking to improve the response speed. In the process of processing, to communicate with customers more progress, after the need for a customer service department to contact customers for satisfaction confirmation. Improve the speed and consistency of service through process improvements to improve crisis and risk management capabilities and ultimately improve customer satisfaction.

④ In addition, in terms of the company's internal process management, the related sales process, technical process, project implementation process, etc., and conducted several trainings, the ultimate goal is to improve service and fault response, improve the company's internal work efficiency, enhance customer experience and brand value, and timely fault handling when a crisis occurs. In the face of significant failures, it is necessary to have a sound upgrade mechanism, a responsible person mechanism, and a sound process to deal with the final work after the crisis to avoid adverse

effects on the company due to inadequate product and service processes management. The company's internal service process management is to allow the company to have a healthy and orderly marketing environment.

⑤ For the external process management of the company, let customers participate in the process management, conduct more online and offline interview visits, understand customers' personal opinions on products and expectations for products, communicate with customers, and understand the actual pain points to make customers pay for products. At the same time, in the process of service and related processes, it is necessary to interact with customers promptly to understand what customers want, which is a more straightforward and more efficient process. By meeting customer expectations, the author can open the gap with competitors in process management and carry out adequate supervision to improve the subtle shortcomings so that the entire product marketing optimization can achieve the best results.

### 3 Company marketing internal and external system improvement measures

WY Company, because of too many branches, management is too scattered; The years are too long; the management needs to be more robust; There are too many old employees, and there are emotional and partial components in management. The reward system must be more open and transparent, and employees have no morale or passion. The promotion system is single, burying and forcing excellent employees away. The company bureaucracy could be more robust, leading to incompetent leaders and indirectly making subordinates lazy and irresponsible. The company needs an innovation award, resulting in slow innovation and research and development progress. Given the above problems of WY Company, it is necessary to re-customize the internal system to improve internal bureaucratization. Specific system improvement measures are as follows.

(1) Improve the sales management system, establish a reasonable incentive mechanism, and take sales performance as the goal of salary rise and fall, position promotion, quarterly assessment, salary incentives, and career promotion incentives.

(2) For two consecutive quarters of insufficient sales, semi-annual elimination through the sales management system to promote sales institutionalization.

(3) Product marketing is not only a matter of sales, due to the existence of professional technical requirements, technical personnel support, and cooperation related to the quality and efficiency of marketing, so also a need to improve the technical management system

(4) Implement the OKR work method within the company and conduct the evaluation and management mechanisms oriented by goals and results.

While improving the internal system, further enhancement and perfecting the external environment system are necessary. Specific measures are as follows.

(1) Establish the management system of the distributor and formulate a strict ICT channel distribution system to avoid WY company's direct sales and vicious competition among distributors.

(2) To avoid disputes between channel distribution and direct sales as far as possible, combined with WY Company's branch distribution advantages, WY Company's direct sales focus

on high-quality customers in the provinces where WY Company belongs, such as big customers ranked in China or the world's top 500, brand customers, some high-potential customers, other regions outside the provinces where WY company belongs, and most small and medium-sized customers. It can be handed over to regional distributors to follow up and avoid unnecessary conflicts.

(3) Distribution channel operators are mainly based on basic operators and core agents in each target region, and a distributor assessment mechanism is formulated to downgrade distributors who fail to meet quarterly targets.

(4) For the distributors who do not abide by the company's distribution system, such as maliciously fighting price wars, disclosing the company's distribution price to competitors, cooperating with WY company's internal sales to damage the company's interests, poor performance, and other behaviors, relevant penalties will be imposed. In severe cases, they will be required to withdraw from distribution.

Through internal and external system optimization and improvement, stakeholders' interests are guaranteed. Hence, enterprises are more suitable for changes in the internal and external environment and enhance competitive advantages and marketing strategic advantages. It is also essential to strengthen the guarantee of multi-dimensional relationships. People are the driving force of enterprise development. By establishing multi-dimensional relationships and communicating and interacting with all parties, the satisfaction and recognition of stakeholders are further enhanced.

## 4 Enhancing the assurance of multidimensional relationships for products

Multi-dimensional relationships are secured between customers and suppliers, competitors, distributors, employees, and more.

(1) The relationship with customers

① Understanding customer needs and pain points and serving with your sincere attitude.

② Through customer feedback, timely reply to internal technology and related institutions, combined with customer problems to optimize and improve products so that customers participate in product improvement.

③ Guaranteeing the quality of products, making innovations to the extreme, and allowing customers to experience value-added services in advance that are more favorable to the development of the customer's company is the most significant maintenance of the customer relationship.

(2) The relationship with suppliers

① Establish a comprehensive supplier procurement assessment system, supplier selection, and evaluation.

② Suppliers can choose a supplier, a few more quality suppliers, and potential suppliers.

③ Suppliers can not only choose more alternatives from several high-quality suppliers and potential suppliers but the problem that occurs can be switched promptly and do an excellent job of crisis control.

④ More interactive communication with suppliers, indirectly understanding the industry trends, and listening to the views of suppliers on the industry and products, both sides grow and develop together.

⑤ Do not choose poor quality suppliers to pursue low prices. Once the company forms a habit, it will indirectly lead to quality damage and even violate relevant laws and regulations to pursue cheapness.

(3) The relationship with competitors

① The company has not only a competitive relationship with other competitors but also a cooperative relationship.

② Companies often have multiple products, and competitors can also recommend WY products to relevant customers.

③ Preferential policies cannot be obtained without the alliance and fight of several peers and ultimately achieve the common interests of the entire industry.

④ Enterprises can only know how to accommodate and share if they maintain a good relationship with their competitors and have a lofty pattern and a broad mind.

(4) The relationship with distributors

The rapid development of enterprise products can not be separated from the distributor to take advantage of local resources to promote rapidly, so the enterprise must be a special team for distributor relations and interaction, regular distributor products and sales technology training, and fully cooperate with the distributor to close the deal, do not be too concerned about the distributor to earn high profits. Only let the distributor enjoy the benefits of the agent's products to have a reasonable distributor reliance and long-term development.

(5) The relationship with staffs

The core competitiveness of the enterprise must be distinct from the human factor, so employee care and loyalty are critical. In addition to establishing a sound system, the company should also carry out humane management, national laws, and regulations, implement the company's welfare system, and use scientific and reasonable management to stimulate the staff's innovative power and enterprising spirit to create a good communication atmosphere. This is to not only meet the basic material needs of employees but also to meet the needs of employees to pursue more possibilities. We can reduce staff turnover, improve customer satisfaction, and indirectly attract more new employees to join WY by satisfying them.

Establishing and interacting with multiple relationships with customers, employees, distributors, suppliers, and competitors allows the company to enhance its competitiveness further and deepen its future security.

## 5 Conclusion

Aiming at the actual problems and environmental status quo in WY marketing, the company chooses to optimize and improve the marketing strategy through disadvantageous opportunities, proposes to segment the market based on product attributes, selects the target market based on the growth potential of the product, and finally sums up the market positioning based on the technological advantages of the product and the advantages of the service. Therefore, WY company needs to accelerate the improvement of self-developed product model B and the current ICT product model A to carry out product differentiation combination of marketing strategy, product pricing flexibility, and reasonable and customer value-centred and competitors' prices as a reference for pricing strategy, self-developed products, efficient and effective distribution channel strategy, diversified promotional strategy of the proposal.

In this way, the author can solve the various problems existing in the marketing of WY company and finally promote the marketing of products. After the optimization suggestions, how to guarantee the optimization is a manager's responsibility. Therefore, through the product service process management the product service response process, and other related processes related to marketing, let the customer participate in the process management, the use of standardization of the company's marketing internal system and

the company's external system for system protection, and the use of multi-dimensional relationship maintenance for relationship protection, and ultimately make the Guangdong Province, YW company's ICT product marketing to get apparent results, to maintain the WY company's sustainable development and safe passage through the three-year epidemic crisis, as well as steady growth in the uncertain external environment of the post-epidemic era.

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