

Research on Marketing Strategies of High-Tech Enterprises

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Abstract: In the current era of rapid technological development, high-tech enterprises have become a crucial force in promoting economic growth and innovation. However, fierce market competition poses numerous challenges to high-tech enterprises. The formulation and implementation of marketing strategies are of vital importance to their survival and development. This paper deeply analyzes the marketing characteristics and existing problems of high-tech enterprises, and proposes targeted innovative strategies, aiming to provide useful references for high-tech enterprises to enhance their market competitiveness and achieve sustainable development.

Keywords: High-Tech Enterprises; Marketing Strategies; Innovation; Market Competition

1. Introduction

With the rapid development of the global scientific and technological revolution and the continuous breakthrough and wide application of cutting-edge technologies such as big data, artificial intelligence, Internet of things and blockchain, high-tech enterprises are playing an increasingly important role in the economic development pattern. Relying on these advanced technologies, they continue to develop innovative products and services, such as intelligent wearable devices that can accurately monitor various physiological indicators of the human body and provide a scientific basis for personal health management; The smart home system can realize the remote intelligent control of household equipment and greatly improve the convenience of life. These achievements not only reshape people's lifestyle in an all-round way, but also promote the transformation of traditional manufacturing to intelligent manufacturing at the industrial level, help the financial sector to achieve more efficient risk

prevention and control and precise services, and then drive industrial upgrading and in-depth adjustment of economic structure. However, in this process, the market competition has also become unprecedentedly fierce. Influenced by diversified information, consumers' demands are increasingly diversified and personalized, and the cycle of technology iteration and updating is continuously shortened. A new generation of products may emerge in just a few months. These complex and changeable factors put forward extremely stringent requirements for the marketing ability of high-tech enterprises. Therefore, in-depth and comprehensive research on the marketing strategy of high-tech enterprises has important practical significance in the current business environment full of challenges and opportunities.

2. Marketing Characteristics of High-Tech Enterprises

2.1 Product R&D-Driven

Most of the products launched by high-tech enterprises rely on cutting-edge technologies, and the R&D process behind them is fraught with difficulties. Taking the semiconductor industry as an example, Intel, as a leading enterprise in the industry, has invested a huge amount of billions of dollars in chip research and development every year. When developing an advanced chip, Intel's engineers started a long journey from the initial technical ideas in the laboratory. They need to invest a lot of manpower, including senior chip design experts, experienced process technologists and many skilled R&D personnel, to work together to overcome technical problems. Moreover, it usually takes several years for an advanced chip to be put into the market from conception to product. During this period, we should not only deal with various technical challenges, such as improving the operation speed of the chip and reducing energy consumption, but also continuously optimize the process to

ensure the yield of the chip. This high investment in research and development process makes Intel's chip products have a very high technical content, and innovation has become its core advantage in the market competition. Similar situations are common in other high-tech enterprises. For example, Apple also invested a lot of resources in the development of new mobile phones. From hardware technology to software system innovation, each link contains a lot of manpower, material resources and time costs, which also makes product technology and innovation become the key competitiveness of marketing [1].

2.2 High Uncertainty of Market Demand

It is difficult to accurately predict the consumer demand for high-tech products. The reason is that, on the one hand, due to the highly professional and complex technology, consumers' awareness and acceptance of products are uneven. Faced with complex technical principles, ordinary consumers often have difficulty in understanding the core value of products, resulting in low acceptance of products. On the other hand, the emergence of emerging technologies is like a double-edged sword. It may not only create brand-new market demand and bring unlimited business opportunities to enterprises, but also make existing products quickly replaced and fall into the situation of no one cares. Take virtual reality (VR) technology as an example. Although VR technology shows great market potential and attracts many enterprises, consumers' demand for VR equipment is affected by many factors. Content ecology is one of the important factors affecting the demand for VR equipment. If there is a lack of rich and high-quality VR content in the market, even if consumers purchase the equipment, they will reduce their demand for products due to poor experience. At the same time, the hardware experience can not be ignored. The wearing comfort, picture definition, delay and other issues of VR devices will directly affect consumers' purchase intention, making it difficult to accurately grasp the market demand [2].

2.3 Close Association between Brand and Technology

In the high-tech field, the brand image of an

enterprise is closely related to its own technical strength. When consumers judge a high-tech brand, they usually base on the key elements such as the technological innovation ability, product quality and reliability of the enterprise. Take apple for example, it has significant advantages in core technologies such as smart phone chips and operating systems. Apple continues to invest a lot of resources in chip research and development, making its mobile phone chip far superior to many competitors in performance, bringing users a very smooth use experience. In terms of operating system, IOS system is famous for its simplicity, ease of use, security and stability, and the new functions constantly launched also lead the industry trend. With these technological advantages, Apple has successfully established a high-end and innovative brand image, and has won widespread favor among consumers worldwide. No matter in the streets of prosperous cities or in the corners of remote areas, people can be seen holding apple products. This broad recognition fully shows the key role of technology leadership in shaping brand value and influence. Many consumers are willing to pay higher prices for Apple products because of the brand charm given by its powerful technical strength. The continuous innovation of technology not only improves the product quality, but also becomes the core driving force for Apple brand to move forward and expand market share, and also provides a valuable reference example for other high-tech enterprises in brand building [3].

3.2 Single Marketing Channels

Many high-tech enterprises still rely mainly on traditional marketing channels, such as participating in industry exhibitions and holding product conferences. These enterprises tend to be too persistent in the traditional mode and make insufficient use of the emerging online marketing channels. In the current Internet era, online channels have significant advantages such as wide dissemination range, low cost and strong interactivity, but some enterprises have failed to keenly capture this trend, let alone effectively integrate online and offline channel resources. For example, due to the lack of online marketing experience, some small high-tech enterprises have many difficulties in expanding the market and are greatly limited. They are unable to skillfully

use various online platforms to deliver product information to potential customers in a timely and accurate manner. These enterprises often suffer from the lack of attention to their products, but they do not know that it is due to the limitations of marketing channels. They struggled on the road of traditional marketing, but ignored the vast online world, resulting in the slow pace of development of enterprises and unable to occupy a dominant position in the fierce market competition [5].

3.3 Lack of Precise Marketing Strategies

The target customer groups of high-tech enterprises usually have unique needs and significant characteristics. However, some high-tech enterprises did not pay enough attention to the importance of market segmentation and precise positioning when carrying out marketing activities. These enterprises blindly adopt the "one size fits all" marketing method, trying to cover all customers with a set of general strategies, but ignoring the huge differences between different customer groups, unable to meet the diversified personalized needs. Taking the software industry as an example, the needs of enterprise users and individual users are quite different. Enterprise users usually need software with powerful function integration, stable system performance and high data security to adapt to complex business processes and multi person collaboration scenarios. Individual users pay more attention to the ease of use, personalized customization and low cost of software to meet the simple needs of daily life and work. However, some software enterprises failed to investigate the demand differences between these two customer groups, and lacked pertinence in product development, promotion, pricing and other marketing strategies. In the process of product development, functions are not optimized according to different user needs; Failed to highlight the selling points concerned by corresponding groups during promotion; The difference in affordability between individual users and enterprise users is also not considered in pricing. This series of problems led to the difficulty of the product in meeting the complex business needs in the enterprise market, and the high price or complex operation in the personal market deterred users, ultimately reducing the competitiveness of the

product in different markets [6].

4. Innovative Marketing Strategies for High-tech Enterprises

4.1 Customer-Oriented Marketing Innovation

In the current competitive market environment, high-tech enterprises must decisively shift their marketing concept to customer-centric if they want to stand firm and stand out. Enterprises can use big data analysis tools and organize professional teams to carry out comprehensive user research activities, so as to deeply analyze customer needs and pain points. By collecting a large number of customer data and using advanced data mining technology, enterprises build accurate customer portraits. Taking Tesla as an example, Tesla's technical team works closely with the marketing team. They use the massive data generated during the driving process of the vehicle and arrange special personnel to actively collect user feedback. Based on these valuable information, the R&D team continues to optimize the automatic driving function and continuously improve the user experience, so as to meet the growing expectations of consumers for smart cars and effectively improve customer satisfaction and loyalty.

At the same time, high-tech enterprises should also actively integrate online and offline marketing channels and fully carry out Omni channel marketing. Online, the marketing department of the enterprise relies on the social media platform, e-commerce platform and the official website of the enterprise to formulate a detailed promotion plan, vigorously promote products and widely spread the brand image. Offline, the operation team of the enterprise provides customers with product experience and sales services by carefully creating experience stores and cooperating with high-quality dealers. For example, Xiaomi company, Xiaomi's marketing team actively promotes online and offline collaborative development, and arranges technicians to access online and offline data. With the help of these data, the marketing team can achieve precision marketing and personalized services, thus achieving good market effect [1].

4.2 Precise Positioning and Brand Strengthening

High tech enterprises need to take the initiative to subdivide the market in detail according to key factors such as customers' industry attributes, size and technical needs, so as to accurately identify the target customer groups. Taking Huawei as an example, Huawei has a keen insight into the differentiated needs of different industries in the process of digital transformation, and has specially set up a professional R&D team to launch customized 5g solutions. Through in-depth understanding of the characteristics of various industries, Huawei has ensured that its 5g technology can be accurately adapted to meet both the manufacturing industry's demand for production process optimization and the medical industry's expectation for telemedicine, thus greatly enhancing the adaptability and competitiveness of products in the market. After the completion of market segmentation, enterprises should give full play to their technical advantages and actively use artificial intelligence and big data technology. Enterprises can use big data to analyze customers' past purchase records, browsing preferences and other information, deeply tap customers' potential needs, and then customize personalized products and services for different customer groups. At the same time, the use of artificial intelligence algorithm to achieve the precise push of marketing content and methods to ensure that each marketing information can accurately reach the target customers. In addition, enterprises themselves should always adhere to the path of technological innovation and continue to invest a lot of resources in technological research and development. For example, BYD's research team has been deeply involved in the field of battery technology for many years, and has achieved major breakthroughs in battery technology through continuous experiments and exploration. This breakthrough not only enabled BYD to have stronger endurance and more stable performance in the new energy vehicle market, but also greatly improved its competitiveness and popularity in the market. At the same time, enterprises also need to carefully layout brand communication strategies and use multi-channel to spread brands. In addition to continuing to pay attention to the role of traditional advertising in improving brand awareness, it is also necessary to keep up with the trend of the

times and actively display product highlights with the help of the characteristics of strong interaction and fast communication speed of social media. For example, the market team of Dajiang UAV has carefully planned to fully display the product performance through the release of video content such as the UAV's wonderful flight performance and unique shooting perspective on the social media platform, which has successfully attracted the attention of a large number of users. In addition, enterprises can also actively participate in industry forums, share cutting-edge technologies and successful cases, establish an authoritative image of the industry, pay attention to word-of-mouth marketing, win customers' recognition and recommendation through high-quality products and services, and expand brand influence in an all-round way [2] [3].

4.3 Diversified Cooperation to Expand the Market

In terms of industry university research cooperation, high-tech enterprises should take the initiative to strengthen the cooperation with universities and scientific research institutions. Enterprises, universities and scientific research institutions have their own advantages, and can form a strong joint force through cooperation. Enterprises can provide practical application scenarios and financial support for universities and scientific research institutions, while universities and scientific research institutions can help enterprises carry out technological R&D and innovation with professional knowledge and scientific research equipment. This cooperation mode helps enterprises to obtain cutting-edge scientific research results, so as to significantly improve their own technical strength and brand image. For example, baidu attaches great importance to industry university research cooperation and actively carries out AI research with many universities. In the process of cooperation, baidu provided data resources and application needs, and the scientific research team in Colleges and universities used professional knowledge to conduct in-depth research. The cooperation between the two sides promoted the continuous breakthrough of artificial intelligence technology, and also made Baidu more stable in the leading position of technology in the industry.

At the level of inter enterprise cooperation, high-tech enterprises should take a long-term view and establish strategic cooperative relations with upstream and downstream and complementary enterprises. This kind of cooperation can realize resource sharing and complementary advantages, and inject strong impetus into the development of enterprises. Taking apple as an example, it cooperates closely with TSMC, which, with its advanced chip manufacturing technology, ensures the high-quality supply of Apple mobile phone chips and keeps Apple products ahead in performance. At the same time, Apple also cooperates with many software developers, who develop rich and diverse applications for Apple devices and constantly enrich Apple's application ecology. Through this series of cooperation, Apple has successfully expanded market channels, significantly improved product competitiveness, and occupied an important position in the global market [4] [5].

5. Conclusion

In today's highly competitive market environment, high-tech enterprises must pay attention to the innovation of marketing strategies if they want to achieve sustainable development. High tech enterprises need to deeply understand their own marketing characteristics and existing problems, and improve their market competitiveness and meet the increasingly diversified and personalized needs of consumers by taking a series of innovative measures such as

customer-centered marketing concept remodeling, Omni channel marketing integration, precision marketing strategy formulation, strengthening brand construction and communication, and cooperative marketing strategy. At the same time, because the market environment and technology are constantly changing, high-tech enterprises should continue to pay attention to the market dynamics and adjust their marketing strategies in time to adapt to the development and changes of the market, so as to remain invincible in the fierce market competition.

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