

Corporate Marketing and Innovation Strategies Based on Brand Management

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Abstract: In a highly competitive business environment, effective brand management is crucial. A brand is not only a symbol of products and services, but also an external manifestation of corporate culture and values. A successful brand can evoke emotional resonance among consumers and establish long-term trust. Marketing, as a key component of brand development, directly impacts brand recognition and reputation through strategic planning and implementation. Initially, enterprises should focus on market positioning by conducting thorough preliminary research to understand market demands and competitive dynamics, thereby identifying a target market that aligns with their unique characteristics. Today, brand communication channels are diverse, allowing companies to convey their values to consumers in various ways and establish a positive brand image. Furthermore, leveraging the advantages of the internet and social media platforms through precise data analysis can help businesses quickly grasp consumer needs, adopt personalized marketing approaches, and enhance their market competitiveness, thereby generating greater economic benefits for the company.

Keywords: Brand Management Strategy, Marketing, Innovation Strategy

1. Analysis of Relevant Concepts

1.1 The Concept of Brand Management

As a core part of corporate management systems, brand management extends beyond simple quality control. It involves the comprehensive shaping and maintenance of a brand. The primary task of brand management is positioning, which requires deep market insight and understanding of consumer needs to determine product roles, quality standards, and expected service quality. Brand positioning encompasses not only the physical attributes of a product or service but also the emotional perception and expectations of consumers. Successful brand positioning can touch the hearts of consumers and establish a deep emotional connection. Brand promotion, another crucial aspect of brand management, involves using various channels such as advertising, public relations, and social media to communicate the brand's philosophy and values to consumers, thereby enhancing brand recognition and reputation [1-4]. Continuity and consistency in promotion are essential to maintain the stability and reliability of the brand image. Sustaining a brand requires ongoing investment in product and service quality. Only by consistently meeting and exceeding consumer expectations can a company earn trust and loyalty. Companies must also actively address consumer feedback and continually improve their products and services to maintain their competitive edge and market position [5-6].

1.2 The Concept of Marketing

Modern enterprise marketing, based on strategic development needs, involves clarifying market targets and conducting a series of marketing activities centered around these targets. To understand marketing, consider three aspects: First, marketing is highly targeted. Companies must define their market goals and develop specific marketing strategies accordingly. This targeted approach ensures that marketing efforts effectively meet consumer needs, thereby increasing market share. Second, marketing emphasizes the balance between input and output. Significant resources are required for marketing activities, so companies must evaluate the ratio of input to output to ensure that these activities yield tangible economic benefits. An imbalance can lead to resource wastage and adverse

financial impacts. Lastly, marketing methods and content must continually innovate[7-8]. As markets and consumer demands evolve, companies must keep pace with the times, exploring new marketing channels and methods and innovating content to achieve sustainable development in a competitive environment.

2. The Significant Role of Brand Management in Marketing

2.1 Enhancing Brand Awareness

Marketing is a key tool for increasing brand awareness, shaping brand image, and building a bridge between the brand and consumers. In a diversified market environment, brands need to employ various marketing strategies to stand out (Figure 1). Multifaceted approaches allow brands to present themselves to consumers in a vivid and direct manner, quickly making a lasting impression. Social media has become a new platform for interaction between brands and consumers, enabling direct engagement and feedback, which in turn helps continuously improve products and services. Marketing activities enhance brand recognition and strengthen consumer trust. When faced with multiple options, consumers tend to choose brands they are familiar with and trust[9-10]. This trust arises from long-term marketing efforts and coordinated brand management strategies, making the brand irreplaceable in the hearts of consumers.



Figure 1: Ways to Enhance Brand Awareness

2.2 Shaping Brand Image

The value of marketing in shaping brand image cannot be understated. Brand image is more than just logos or slogans; it is the overall perception and cognition of the brand by consumers. Marketing activities can accurately convey the core ideas and values of a brand, thus creating a unique brand image in the minds of consumers. A successful brand image should reflect positive attributes such as reliability, innovation, and environmental awareness[11]. Through marketing strategies, companies can skillfully utilize various marketing tools, such as advertising, public relations, and social media interaction, to display these attributes and build strong emotional connections with consumers. However, shaping a brand image is a long-term and continuous process that requires ongoing commitment and resources. Marketing activities should be continuously adjusted based on market feedback and consumer needs to ensure that the brand image remains relevant and aligned with market demands and trends. Regularly reviewing the brand image is a focal point in brand management strategies[12]. Companies must closely monitor market dynamics and consumer feedback, adjusting their marketing strategies promptly to ensure the brand image always remains at its best.

2.3 Increasing Customer Loyalty

In today's competitive market environment, the success of a business depends not only on providing high-quality products or services but also on building and maintaining a positive brand image. Through well-planned brand management strategies, companies can establish a trustworthy and valuable brand image, attracting and retaining loyal customers who are not just faithful advocates but also the foundation for long-term development. During a company's journey, customer loyalty represents a stable source of revenue and indicates that the brand has achieved a certain level of reputation and influence in the market. To establish close ties with customers, companies need to employ marketing strategies such as customer reward programs, promotional activities, and personalized services to meet customer needs and expectations. Through these strategies, companies can establish a unique and positive brand image in the minds of customers, thereby earning their long-term support. Additionally, loyal customers become fervent advocates of the brand, willing to share their purchasing experiences and satisfaction on social media and in everyday life, bringing more potential customers to the brand and enhancing its recognition and reputation[13-14].

3. Corporate Marketing and Innovation Strategies under Brand Management Strategy

3.1 Defining Market Goals

Companies should analyze market changes dynamically, segmenting the market into different consumer groups to precisely identify the most potential target customer groups. This can be achieved through market surveys, research, and analysis to understand market size, growth trends, competitive landscape, and consumer needs, preferences, and buying habits. With thorough preparation, companies can better seize market opportunities and develop targeted marketing strategies, thus increasing brand market share. During the target market positioning process, companies need to focus on several aspects, as shown in Figure 2. On one hand, comprehensive market surveys and research are necessary to collect various market information, such as market size, growth rates, and competitive structures[15-16]. This information helps companies understand basic market conditions, providing a basis for subsequent market segmentation and target customer selection. When segmenting the market, companies need to consider various factors such as geographical distribution, age groups, gender ratio, and income levels of consumers. Each segment has its unique consumption characteristics and needs. Companies should choose the most potential and most suitable markets for deep cultivation based on their product characteristics and resource conditions. This approach enhances customer satisfaction and loyalty, strengthens brand competitiveness, and achieves sustainable business development.



Figure 2: Steps in Target Market Positioning

3.2 Scientific Pricing Strategy

In the product market demand, pricing is a primary influencing factor, as shown in Table 1. High-price strategies are common in marketing, often combined with intensive promotional activities. This strategy is particularly effective during the promotion of new products as it quickly attracts consumer attention and facilitates preliminary product understanding through high promotional activities. High prices are often associated with high quality and value[17]. Although costly, some consumers are willing to pay the price. This strategy helps companies quickly build a high-end brand image and recover substantial amounts of product development funds in a short period. However, low-price strategies also have unique advantages. They attract a broader consumer base by lowering price barriers. When employing low-price strategies, companies need to choose suitable channels for disseminating pricing information to ensure that it reaches the target consumers quickly and accurately. This strategy helps increase market share and reduce costs through economies of scale, achieving long-term profitability. Thus, price undeniably plays a crucial role in exploring product market demand, directly influencing consumer purchasing decisions and affecting the company's profits and market share.

Table 1: Description of Marketing Strategies

Marketing Strategy	Description	Advantages
High price strategy	It is used with high promotion strategy to promote new products and quickly improve product awareness	<ol style="list-style-type: none"> 1. Quickly build a high-end brand image 2. Recover product development funds in a short period of time 3. Attract consumers willing to pay a premium
Low price strategy	Through the lower price to attract consumer attention, promote product sales	<ol style="list-style-type: none"> 1. Attract a wider consumer base 2. Increase market share 3. Reduce costs through scale effect

3.3 Communicating Brand Stories

Brand stories are a key bridge for establishing emotional connections between brands and consumers. Engaging brand stories can profoundly move consumers, fostering a sense of identification with the brand, which in turn makes them more inclined to choose and support the brand. To effectively communicate brand stories, companies need to employ diversified strategies. In advertising, creative and emotional content can vividly present brand stories to consumers, making them feel the brand's unique values while watching the ads. For example, Telunsu's micro-film "A Better Youth" focuses on topics such as career choices, children's concept development, and student growth, showcasing the brand's care for young people. This emotional content not only resonates with consumers but also conveys the brand philosophy that "there are no standard answers in life," further deepening consumer identification and loyalty. Public relations activities are another important channel for disseminating brand stories[18]. Companies should establish stable partnerships with the media, ensuring support during crucial moments by regularly communicating and providing valuable information, directly enhancing brand recognition and reputation.

3.4 Shaping Intelligent Brands

In the digital era, brand shaping no longer solely relies on traditional marketing strategies and intuitive judgments. In practical work, the powerful capabilities of AI technology can be leveraged to more accurately grasp market dynamics and consumer demands, providing strong support for brand shaping. On one hand, through big data analysis, AI can gain insights into consumers' purchasing habits, interest preferences, and consumption trends, helping businesses to precisely define market segmentation and positioning. Additionally, AI technology can deeply analyze competitors' brand strategies, providing robust market intelligence support for businesses. On the other hand, based on a clear market positioning, AI technology can predict market trends through algorithms, providing a basis for decision-making in adjusting brand strategies. Through continuous learning and optimization, AI can track market changes in real-time, predict future opportunities and challenges, and help businesses adjust their brand strategies timely to respond to market changes and development.

3.5 Building Virtual Brand Spaces

With the rapid development of technology, the concept of the metaverse is gradually moving from science fiction to reality. As a new digital world that integrates cutting-edge technologies like virtual reality, augmented reality, and blockchain, the metaverse offers businesses a novel marketing platform. In this platform, businesses can create brand-specific virtual spaces, such as realistic virtual stores and creative exhibition halls, providing consumers with an immersive shopping and experiential environment. This immersive experience can enhance consumers' awareness of the brand and stimulate their desire to purchase. At the same time, the social attributes of the metaverse provide businesses with opportunities for deep interaction with consumers. Businesses can host various online events and interactive games in the metaverse, attracting consumer participation and strengthening the emotional connection between the brand and consumers. This interaction can effectively increase the brand's exposure and reputation, enhancing consumer loyalty and attachment to the brand[10].

4. Conclusion

In the rapidly changing business environment, effective brand strategy management ensures steady progress for companies. It not only clarifies the core values of the brand and establishes its position in consumers' minds but also directs the company towards its target market. However, in a rapidly changing environment, having a strategy alone is not enough; the bridging role of marketing is essential to convey the brand's philosophy and values to the audience. Furthermore, combining industry development needs and company characteristics, past marketing strategies should be innovated based on to meet the ever-changing consumer demands, ensuring that the brand remains at the forefront of the industry. Brand management strategies, marketing, and innovation strategies complement each other and collectively form a strong driving force for continuous business development. Therefore, companies should highly value the comprehensive application of these strategies to maximize brand value.

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