

CHAPTER 2

OVERVIEW OF BRAND MARKETING

2.1 Brand marketing concept

Brand marketing Simply speaking, is the enterprise's product specific image through a means of a profound reflection into the hearts of consumers. Brand Network in the brand strategy experts, brand marketing refers to the enterprise through the use of consumer demand for products, and then use the product quality, culture and unique publicity to create a brand in the hearts of users to recognize the value of the final form of brand effectiveness marketing strategy and process. It is a process of using various marketing strategies to make the target customer form the cognition-recognition-recognition of enterprise brand and product and service through marketing. Brand marketing from the high level is the image of the enterprise, visibility, good reputation and so on display to consumers or customers in the eyes of customers and consumers to form a product or service brand image of the enterprise, this is brand marketing. "The key point of brand marketing is to find a differentiated personality for the brand, can deeply infect the heart of the brand core value of consumers, it allows consumers to clearly and clearly identify and remember the interests of the brand and personality, is to drive consumer identity, love and even love a brand's main strength." "The premise of brand marketing is the quality of products to ensure that in order to be recognized by consumers." Brands are based on tangible products and intangible services. Visible refers to the product of the new packaging, unique design, as well as the name of the rich symbolic attraction. The service is in the sales process or after-sales service to the customer satisfaction feeling, let them experience to do real "God" happiness. Let them always feel that the choice to buy this product is the right decision. Buy happy, with ease. Looking at the market, with the current technical means to promote the view, the current quality of the product is almost, from the standpoint of consumers, they are often the value of businesses can provide services and how effective. From the long-term competition, the establishment of brand marketing is a necessary way for long-term development of enterprises. For enterprises, not only to meet their own interests, but also to take into account the customer satisfaction, pay attention to win, win lifelong customers. Brand is not only the identification of enterprises, products and services, but also a kind of intangible assets reflecting the comprehensive strength and management level of enterprises, which plays an important role in the commercial war. (Porter, 2005). For an enterprise, only the use of brands, operating brands, in order to win the market. Under the global commodity market, the competition of the product has actually transited to the brand competition. Therefore, actively carry out brand marketing, for all enterprises are urgent.

2.2 Brand marketing elements

2.2.1 Quality is uppermost

Any product, long-lasting, vigorous vitality comes from stable, reliable quality. We take drugs that are closely related to the life of the public to illustrate that, as a special product, the consumer's expectation of quality (curative effect) is quite high, thus leading to a high degree

of loyalty and abandonment of the brand. Once the patient is approved of a drug, its purchase and use of the behavior will likely be long-term, such as well-known safflower oil, Bao Ji pill and other traditional brands with a long history. On the contrary, even if only one failure of the experience, the patient may henceforth "into some league, never to use."

2.2.2 Honesty first

People without faith, the same, brand loss of integrity, will eventually go far. Why some brand image can endure? Why are some brands outspoken only 35 years? In addition to product market attributes and life cycle factors, the more important reason is that the former rely on down-to-earth, integrity-based, the latter relies on flashy advertising and virtual concept hype, time is to test the integrity of the ruler.

2.2.3 Accurate positioning

Market positioning is the soul of the whole marketing. Indeed, successful brands have a feature, that is, in a consistent form of the brand's function and the psychological needs of consumers to connect, and the brand positioning of the information accurately conveyed to consumers. Market positioning is not the action of the product itself, but the creative thinking of the existing products, and the psychological action of the potential consumers. Therefore, the extraction of the most attractive competitive points for the target population, and through a certain means to convey to consumers, and then into the psychological understanding of consumers, brand marketing is a key link. (Guo, 2015)

2.2.4 Specific character

A successful brand will never exaggerate its role and effect. Just like Jeeps are suitable for off-road, cars suitable for smooth, car suitable for sports competitions, must be fully reflect the unique personality based on the single and accurate. Single can win the target group more stable loyalty and single-minded preference, accurate to improve the integrity index, become the focus of brand marketing. We often see the advertising appeal language, not to mention the language of individuality, naturally it is impossible to accurately describe the personality of the brand. And like some personality full, distinctive and unique appeal, it is easier to get consumer identity, brand image is accompanied by these catchy slogans and quickly established.

2.2.5 Ingenious communication

In homogeneous market competition, only communication can create differentiated brand competitive advantage. In the 80 's of the last century, simple advertising is enough to build a brand; By the 90 's, the overwhelming amount of advertising investment can also prop up a brand; today, the creation of the brand is far from so simple, in addition to the above four aspects as a solid foundation, unique product design, excellent advertising creativity, Reasonable forms of expression, appropriate media, the best time to invest, perfect promotional

mix, and so on many aspects are inseparable. Why do some enterprises, despite the spread of the best but ultimately naught? The main reason is that products or ideas are weak and cannot support the continuity of their dissemination. Why a lot of small and medium-sized enterprises are really good products, but it is difficult to impress more consumers? The main reason is the lack of careful integration of marketing planning ideas, nature will not be able to fully receive the effect of market transmission.

2.2.6 Set up a brand

Brand is a symbol; it is a symbol that concentrates various important information of enterprise. The enterprise's reputation, culture, products, quality, science and technology, potential and other important information condensed into a brand symbol, and strive to shape its broad social visibility and reputation, branded to the public heart, so that products with brand symbols into the heart of consumers. The process is to build a brand. The brand alphanumeric value is not calculated according to its investment. Strong brand low input, high income. The resulting high profits, many times more than the market average. The brand is the image, is the prestige, is the asset. Brand is a yardstick to measure the social credibility of enterprises and their products. Brand competitiveness is the core competitiveness of enterprises. Global economic integration, market competition, depends on brand competition. (Zhang, 2014)

2.3 Brand marketing significance

The survival of enterprises, should be tightly around the corporate brand promotion strategy, no matter what kind of marketing, are to their own brand of implant transmission, brand promotion, shape the corporate brand image, Brand marketing. The establishment of a good brand not only to have a higher visibility, but also have a better reputation. The realization of brand marketing has the special significance, concretely manifests in which aspect: the strength maximization, through the sharing lets each participant become the stakeholder, no longer is indifferent, the armchair, from the past brand holder exerting power independently to become the stakeholder to work together, the marketing thrust and the demand pull direction is consistent, According to the principle of mechanical synthesis, the ultimate force is the most natural. Efficiency maximization, because of the interest in the past does not care about sales change into the current common concern, so that passive marketing into active marketing, stakeholders can be more positive treatment of work, natural labor is the most provincial, more efficient. Especially in the past, consumers who are indifferent to brands become brand stakeholders, and the investigation, research and marketing work is no longer nowhere near, and efficiency is naturally incomparable. Risk minimization, by stakeholders to share the market risk, the risk of their respective natural minimum, especially the active participation of consumers interaction, marketable product development is the easiest to achieve, at the same time everyone's interests are relatively consistent, easy to United, the coefficient of internal friction risk is greatly reduced. Cost minimization, in each marketing node, from the original brand holders to pay costs to the various stakeholders to pay their own costs, from the past brand operators to control costs alone into the various stakeholders to control costs, so that the

stakeholders to obtain more reasonable benefits.