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## Analysis of corporate image marketing

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### Abstract

Corporate image is the public and employees to enterprise's overall impression and evaluation, an external manifestation of the spirit of enterprise culture, a kind of enterprise assets, credit status, representing the enterprise sales effectiveness and potential sales. Marketing essence is a commercial behavior. Which is generated by the great wealth of goods production, it was the time that goods was panda. The essence of this kind of behavior is a trading behavior through a particular form of organization structure, to currency as a medium of exchange. Since the reform and opening up, the commodity production by supply has changed to oversupply, the production capacity more than sum of market demand, the competitiveness is bigger, so, one company want to obtain a place in the fierce market competition, it is essential for he to start corporate image marketing. Based on the misunderstanding and correction analysis in the word, we hope it can better service to enterprises and create immeasurable wealth.

### Keywords

Corporate image marketing, Interest community, Corporate behavior image marketing, Enterprise material image marketing.

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## 1. Overview of Corporate Image Marketing

### 1.1 The Concept and Introduction of corporate Image Marketing

From the perspective of consumers, the corporate image is the subjective evaluation and impression of the overall formation of the enterprise by the public, that is, the interest groups analyze, think and organize the various activities of the enterprise through various means and media. The company's spiritual outlook and business philosophy; from the perspective of the enterprise is the company's intangible assets and special "products", representing the status and credit of the company, is the potential sales of the company. In order to make the company's potential sales become a reality of sales, it is necessary to carry out corporate image marketing. Corporate image marketing is to combine the image of the company with the public relations department and the marketing department, use various media to convey information about the company's products to the public and relevant interest groups, and improve the trust and dependence of consumers on the corporate image. Corporate marketing interests and market share increase, increase market share, and promote faster and better development.

### 1.2 Classification of Corporate Image Marketing

#### 1.2.1 Corporate Image Marketing

The corporate philosophy is the guiding ideology, entrepreneurial spirit, management philosophy, value pursuit and corporate vision of the company reflected in the production and operation process[1]. The corporate philosophy is the core driving force and strength source of the company's sustainable development. It is the foundation and foundation of the corporate behavior image and material image. It is the value orientation of the enterprise and the employees. It is the basic belief and the company's dependence in the process of pursuing the interests. The goal will not change once

it is formed. It is not exclusive to the manager, but a guideline that every employee in the company should be involved in.

#### 1.2.2 Corporate Behavior Image Marketing

The corporate behavior image is an external manifestation of the corporate image. The corporate behavior image is the various rules and regulations of the company based on the characteristics of the work process and work and the behavior of the company in various activities. Behavioral image marketing is to start from the daily activities of the company, to enhance or form the public's impression of the company's behavior, thus helping enterprises to improve economic efficiency.

#### 1.2.3 Corporate Material Image Marketing

The material image of an enterprise is the product image of the enterprise and the environmental image of the equipment. As a modern enterprise, it is understandable to have advanced equipment and equipment, which not only wins the favor of partners or investors, but also helps companies produce more standard and standardized products. A good product image is the foundation of all marketing activities and the basis for corporate image marketing. Consumers rely on products to meet their various needs and desires, including tangible products and intangible products. In addition, knowledge, intelligence, and innovation are also products, which are the "intangible products" of enterprises [2]. In marketing, the needs or interests of buyers and sellers must be realized through products. If the product is not good enough, the quality is not good, then the best image can not make the company have higher returns.

### 1.3 The Development Stage of Corporate Image Marketing

Enterprises aiming at the public, consumers and various interest groups, then carrying out image marketing is to put themselves in the interests of interest groups and consumers to ensure that the products and services provided achieve a "win-win" situation for enterprises and consumers. The development of corporate image marketing has gone through four stages of development.

The first stage: with the "external image of the product" as the core. At this stage, companies only pay attention to the external image of products and services, such as color and shape. Attempts to attract consumers by appearance, to achieve the purpose of expanding sales.

The second stage: with the "product concept image" as the core. At this stage, the company vigorously promotes the selling point of products, induces consumers to come to buy, and enhances the visibility of products and enterprises. For example, "Golden Jujube Plus Duobao" specifically mentions "Golden Tea Herbal Tea" when it promotes its products, which not only highlights the efficacy, but also shows its appearance. Therefore, the "Jiduobao" has been popular in the north and south in a short period of time, and the sales volume has also been greatly improved.

The third stage: the core of "corporate image recognition". The enterprise uses the corporate image recognition strategy to design and realize the identification of products, credits and concept systems, so that the company can create a unique image in the public consciousness field and enhance the public's recognition and recognition of the corporate image.

The fourth stage: centered on "image marketing." The previous three stages of marketing are based on the company itself, inducing consumers to generate purchasing desires, and the consumer's own needs are rarely analyzed. Therefore, this stage makes up for the shortcomings of the previous three stages, focusing on marketing from the perspective of consumers, so that the corporate image is deeply rooted in the hearts of the people and achieves the purpose of image marketing. At this stage, in addition to providing tangible products, a number of additional products and values such as services and after-sales are added, and "active" marketing is implemented, and certain public relations are used to conceptualize, value, and behave. Such as comprehensive and systematic analysis and dissemination, and then to shape the unique image of the enterprise, to achieve the ultimate marketing purpose of the enterprise [3].

## **2. The Status Quo of Corporate Image Marketing**

In the process of image building, some enterprises are only “fashionable” and “seeking novelty”. There are not many image marketing actions. “Thunder and rain are small.” Some enterprises have taken a series of actions despite certain investment. However, because the understanding is not correct, the means adopted are somewhat inappropriate, so the effect is not too obvious or has no effect at all, and even has some negative effects, which is not conducive to the image marketing of the enterprise. Therefore, in order to better achieve image marketing, we must recognize the following misunderstandings:

### **2.1 Focus only on Appearance Image Marketing, Ignoring Material Image Marketing and Event Image Marketing**

Some enterprises think that the corporate image relies on several advertisements, or several outdoor advertisements can well shape the corporate image and implement image marketing, instead of working hard, technological innovation, excellent quality, and thoughtful service. This is simply "should take the end, and ask for fish"[4]. These enterprises can quickly establish a corporate image in a short period of time, but the image thus established is "external and strong in the middle", marketing power is weak, there is no strong vitality, it is a method of opportunism, if only rely on this kind of abuse Fortunately, to implement marketing and manage the enterprise, then the enterprise will eventually drift with the flow, lose its own characteristics and distinct personality, and even go to "death", then, at this time, this company has no image marketing at all. [5].

### **2.2 Fictional Image**

Some companies use false advertisements and slogans to over-declare corporate image, fictional corporate image, rely on this false image to attract consumers' attention and achieve marketing purposes. This behavior is a behavior that deceives consumers and violates enterprises. The most important one in marketing is to talk about "reputation", that is, to stress the integrity of consumers. If you use the trust of consumers in a short period of time, it will only be counterproductive and will not achieve the expected results. Only by seeking truth from facts can you get the consumption. Permanent trust and loyalty [6]. Adding the appropriate emotional color to the propaganda, it is necessary to properly polish the color. If the degree of control is moderate, it will have an unexpected effect, but the excessive exaggeration, the false color is serious, once the consumer sees the flaw, the enterprise If the established image has doubts or doubts, or even distrust, it will cause the company to lose certain consumers and customers, which is counterproductive.

### **2.3 Changing the Corporate Image at Will, Regardless of Market and Customer Recognition**

As we all know, Coca-Cola is always insisting on “delicious and happy”, so it has established a unique and distinctive corporate brand image in the hearts of consumers, and the difference between its mainstream consumer groups and Pepsi-Cola, making it a young person’s mind. There is an irreplaceable image [7]. Another example is Haier Group, which always adheres to the principle of “customer first”. Therefore, for consumers, it has an irreplaceable position in other fields of white goods, and its appeal in consumers’ hearts will only become stronger and stronger. While some companies, sales of products or services are declining, market share and market penetration are weakened, or market conditions are changing, they are eagerly suspicious of the existing image of the company and want to reshape the corporate image in order to overthrow the past. It is confirmed that the decline in corporate performance in the past was due to the misalignment of the corporate image, not the management or product. Some enterprises have rushed to shape their corporate image and arbitrarily propaganda when they have not made a decision on the market positioning, market segmentation and market selection of their products or services. The thinking of this type of enterprise is to "find the market while doing it." "There are two kinds of results, that is, "in vain" or "a cat encounters a dead mouse", whichever is the kind, is irresponsible to businesses and consumers.

#### **2.4 The Internal and External Personnel of the Enterprise do not Pay Attention to Restraining Themselves and Destroying the Corporate Image Inside and Outside the Enterprise, so that the Corporate Image Marketing Begins to Lose Trust and Loyalty Within the Enterprise, not to Mention the External Interest Community and Consumers**

Corporate image marketing is not only the responsibility of senior managers of enterprises, but also the joint responsibility of personnel at all levels within the enterprise. The bosses, CEOs, and workers on the production line should all establish a sense of “group”. Instead of relying solely on the sales department and the public relations department, we are striving for the sense of urgency of “one glory and one glory, one loss and one loss”[8]. In fact, for the enterprise, the internal employees of the enterprise are some of its consumers, but this part of the consumers are living inside the enterprise, and they are familiar with the products and services of the enterprise and the production process. If the internal employees of the enterprise are in the enterprise Internal and external smearing of corporate image, publishing some unrealistic news that is not conducive to corporate image marketing, or not paying attention to controlling their own behavior, and doing something that is detrimental to corporate image marketing, then this is different from the corporate image marketing The damage caused by the actions of outsiders is greater and wider. Imagine that even if the company's own employees do not believe in the company's products and services, but instead strike it, the external consumers are even less likely to believe in the company, which will greatly reduce the credibility of the company and affect the corporate image. The effect of marketing.

#### **2.5 The Image of the Company is Vague, Resulting in Poor Marketing Results**

Some enterprises often pursue diversified development when positioning their corporate image. This is mainly because many companies are pursuing diversified development. This is not a fault, but the company believes that the more cross-industry operations and the wider the cross-region The more products you sell, the better. As everyone knows, the more diversified a company is, the more ambiguous its core competitiveness is. This will not only make the company's competitiveness more effective, but also make the image of the company vague, which is not conducive to the image marketing of the enterprise [9].

#### **2.6 When Shaping Corporate Image and Image Marketing, Only Paying Attention to Corporate Interests and Neglecting Ecological Balance and Healthy Development of People**

In today's society, under the guidance of the sustainable development strategy, human beings are paying more and more attention to the protection of the environment. “It is better to have green mountains and green waters, not to Jinshan Yinshan”, which shows that human environmental awareness has become higher and higher, and “green” has already It is an indispensable part of contemporary human life. "Green life" is the ultimate life that people pursue. At the same time, the concept of “green health” has also been deeply rooted in the hearts of the people. However, some companies only pay attention to the interests of enterprises when they conduct marketing activities, but ignore the concept of “green and health”[10]. Just like the melamine incident and the waste oil incident, merchants and enterprises only care about their own economic interests, avoiding heavy weight during product promotion, ignoring the harmful factors, but simply spreading the slogans such as “China Well-known Trademarks” and “National Inspection-Free Products”. Consumers' trust and reliance on them encourage consumers to be wary of their ignorance, misunderstanding that the product is trustworthy and ultimately mistakenly buying unspecified products, which greatly undermines the image of consumers. Some manufacturers have promoted "nuisance-free green products", but in fact they have added a variety of pigments and ripening products, which is undoubtedly a slap in the face of the manufacturers themselves. These behaviors run counter to the original image and concept of the company, exploiting the trust of consumers, abusing their own credibility, and causing irreparable loss to the future image marketing of the company.

### **3. Optimize the Strategy of Corporate Image Marketing**

The difference between image marketing and traditional marketing is that image marketing does not treat products or services as simple value attachments, but uses the unique role of public relations department and marketing department to embody the corporate concept image contained in products or services. The material image and behavioral image are better displayed in front of consumers, and the product or service has a “halo” to enhance the competitiveness of the enterprise. Image marketing by enterprises not only helps consumers to identify brands and products, but also helps companies to communicate with all stakeholders and consumers, thereby reducing resistance, reducing operating and sales costs, increasing marketing profits, and better. The image design itself is the free selling point advertisement of the enterprise. When the products satisfying the consumer's taste are viewed by the consumers in the shopping mall, the communication performance is no less than the prime time of the few seconds after the completion of the 7-minute "News Network" every night. Paragraph TV commercial [11]. Through image marketing, companies not only sell products, but also spread the image of the company, which not only improves economic benefits, but also gains additional benefits. Therefore, good image marketing is very important for enterprises. In order to improve the existing situation and let the corporate image reach the hearts of the people, the following measures can be taken:

#### **3.1 To Improve the Quality of Products or Services and the Development of Corporate Image Marketing, and Make Progress Together**

In the course of business operations, enterprises should not only focus on the quality of products or the shaping of corporate image, but should judge the situation and rationally match the two. Focusing only on the quality of products, regardless of the image of the company and marketing according to the appropriate marketing plan, then the products or services of the company will decrease the sales volume because the sales path is reduced or not known to the consumers; if only the corporate image is promoted To convey the corporate philosophy to consumers, but not paying attention to improvement in the quality of products or services will cause consumers to lose confidence in the company, and will also cause the collaborators or investors of the company to doubt the creditworthiness of the company, thereby reducing The amount of investment or termination of cooperation cases. Therefore, for enterprises, it is impossible to carry out "single choice", but to let the two develop simultaneously, improve together, and jointly cultivate [12].

However, they can focus on different periods, pay attention to the quality of products or services during the investment period, and seize the market by means of a series of marketing methods such as rapid penetration. At this time, it seems that there is no image promotion but consumers once purchased the price. Cheap goods, will be "word of mouth", invisible for the company has a strong image marketing, this kind of marketing is more convincing than advertising, because this is what consumers really appreciate; in the growth period A large number of marketing activities can be carried out, so that consumers can more deeply understand the concept and image of the company, and can better achieve the sales target; by the time of maturity, the marketing activities adopted by the company must be based on stabilizing current interests, but at the same time Some means can also be used to increase revenue; during the recession, attention must be paid to improving product quality or finding new sub-target markets to attract other consumers[13].

#### **3.2 Find Ways and Means to Shape Corporate Image, Organically Link Brands, Enterprises and Trademarks, form New Marketing Methods, and Create More Wealth for Enterprises**

For enterprises that have different trademarks, brands and existing names due to historical and cultural reasons, in order to better achieve marketing, the three can be organically unified, and the name or brand that is most accepted and recognized by the public. For the new image, use its wide recognition and trust in consumer awareness to drive the image marketing of the company. As mentioned above, Haiguanshengyuan Group owns famous trademarks such as “Big White Rabbit”, “Buddha” and “Huawei”. In order to make full use of existing brands and trademarks, the Group has established new branches with its own trademarks. Encourage it to develop better.

If the company itself has a high reputation, it can use the company's own trademarks and brands to drive sales of other brands' products. For example, "Haier" started out as a home appliance, and its products are well-known in the field of white goods and black appliances. However, when Haier Group is involved in the mobile phone business, it uses its own image and brand "golden signboard". Soon, it has a place in the mobile phone field, which is the mining and utilization of intangible assets [14].

For a professionally-operated company, it is necessary to organically link the three from the beginning, develop simultaneously, and jointly improve.

However, this strategy is not applicable to all enterprises. For companies with a business structure or diversified businesses, because the product width is not relevant, or the correlation is very small, you must use other methods for image marketing. .

Brand joint promotion is also a new way for companies to shape their image. Through joint promotion, you can avoid the disadvantages of multiple parties and achieve win-win results. For example, in 2003, Supor conducted a joint promotion with Arowana in more than 800 stores nationwide. Although they are the first brand in the industry, Supor was only a small seesaw for Arowana. In the face of huge differences, the two cross-domain brands have achieved another increase in the brand and market through joint promotion and reduced costs. Arowana has increased its market share and brand trust has been further strengthened. Supor has strengthened the product and brand positioning of the first brand of Chinese kitchen utensils and won the favor of many consumers [15].

### **3.3 Strengthening Cultural Cultivation and Penetration of Employees Within the Enterprise, Especially Marketing Personnel should Strengthen the Sense of Belonging of Enterprises and seek Benefits for Enterprises**

First of all, the top management and middle-level personnel of the enterprise should improve their own management quality, enhance their awareness, raise the corporate image marketing to the strategic height of the enterprise, and reflect the business philosophy of the enterprise on the corporate image, so that they can better lead their subordinates to image marketing. To play the role of "leader", pay attention to "people-oriented", regard people as "actors" rather than "rational people", pay attention to the deep thoughts of employees, and note that some of the employees' ideas also represent the outside. Some of the consumer's ideas should maximize the wisdom and potential of employees, guide employees' sense of enterprise, and create a sense of honor and mission. At the same time, it is necessary to establish a standardized and orderly concept system and operational mechanism within the enterprise, establish a scientific organizational structure and strict rules and regulations, and form an organizational guarantee for corporate image marketing.

Secondly, as the grassroots personnel at the bottom of the enterprise, we must abide by the rules and regulations of the enterprise, regard the enterprise as its own "home", know how to maintain it, respect it, and always pay attention to it inside and outside, and be a member of the enterprise. The behavior represents the behavior of the enterprise. It is the "mirror of the enterprise". Everything is based on the corporate image, and does not make things that damage the corporate image. When you are amateur, you should always study corporate culture and values, cultivate your temperament, and deepen your understanding of the company.

Finally, as a member of the public relations department and marketing department of the company, we must always pay attention to the fact that we represent the "reduced version" of the company, and we must always practice the pursuit and values of the company when negotiating with partners or investors or even consumers. Do not discredit the corporate image.

### **3.4 Paying Attention to the Role of Public Relations Departments and Advertising**

Nowadays, consumers no longer receive information transmitted by enterprises in one direction. While using products, they are also involved in the construction of product brands. With the application of new media, public relations and advertising are like the wings of a bird in the image of a company[16]. The pursuit of corporate image marketing is fundamentally based on the image established by the company in the minds of consumers. The shaping of corporate image in the minds

of consumers depends on the trust and recognition of the enterprise in the community, which depends on the activities and advertising of the public relations department. Advertising is a long-term investment for companies, and its impact on consumers is subtle [17].

The combination of Yili's brand Anmuxi and today's hottest variety show "Running Brothers" is one of the best examples. With the development of the times, the audience's film and television behavior is also changing, and only the existing programs can no longer meet the user's viewing needs. Anmich wants to regain the attention of the audience, improve brand exposure and goodwill, strengthen corporate image marketing, and drive product sales, so you have to find another way, and the most popular reality show "Running Brothers" The joint efforts are new ideas in the field of image marketing. To this end, Yili proposed the "Anmuxi running men's money-carrying" project. Since the long-term attention to entertainment variety shows is mainly for people aged 18-40, and they are all mobile phone users, with the current "shake" hot, "shake" represents the beautiful moments in the audience's life, and has become a young man. Mobile phone users like to share and interact with well-known brands in a fashion way, while watching TV and film works, more than half of the audience's mobile phones do not leave [18]. Therefore, Anmuxi decided to use Tencent's unique influence and interactive ability in the field of mobile media to connect this "shake" surprise with the promotion of brand reputation: shake out long exposure. Anmuxi broke through the existing interactive mode that can only be shaken during the live broadcast period, creating the first live broadcast + on-demand period "full-time" network platform linkage shake, after period control, each period based on the current program content factors to create interaction During the live broadcast period, suspense according to the content, guess the team wins and loses, upload the avatar during the on-demand, the whole people participate in the men's refueling declaration, let the user enter the brand interaction in different time periods, complete the communication volume to maximize the volume; shake out the high volume. Grasping the characteristics of users' favor and watching while chatting, Anmuxi will make different hot topics in advance according to each period of content. Users can use the shake to indirectly conduct content discussion and strengthen the brand's voice volume; When watching the video, the brand interactive production declaration, after shaking the mobile phone for the current diverse background and making the avatar material, you can get the Anmuxi surprise coupon to drive the e-commerce promotion.

And the marketing effect that Anmush received in this event is not to be underestimated: long exposure. 33.26 million WeChat shakes WeChat interaction; high volume. Mobile topic topic 41.06 million, 2.94 million mobile social sharing; real effect. 165,000 e-commerce coupons were received; 4 customer praise evaluation. Compared with the hard and wide, Anmuxi "shake" money technology can effectively deal with the phenomenon of audience escaping in a hard time and wide period, using the full-time cross-interesting content of different film and television, and the benefit of the surprise, let the user Automatically join and insist on long-term communication with the brand, greatly improving the brand's goodwill and exposure.

### **3.5 Defining the Corporate Image, it is not Allowed to Change at will, But it cannot be Ambiguous and Perfunctory**

Accurate image positioning is critical to a company's image marketing. However, in the real economic life, many companies only care about making the enterprise bigger, but there is no clear concept for the product positioning, image positioning and market positioning of the enterprise, so that blind expansion, what to do when making money, is often "defective" "Sesame has lost watermelon", and I don't know what it is really suitable for. In the end, it may disappear in the game of the market economy [19]. For example, OA software reference:

With the development of information technology, many small and medium-sized enterprises urgently need to use information tools to improve market competitiveness. The introduction of collaborative software is often their first choice. However, due to the weak strength of small and medium-sized enterprises, they often make many mistakes in the process of collaborative software introduction. For example, the introduction of OA software that has been widely popular in the market, but because the information volume of small and medium-sized enterprises is small, the structure is relatively simple,

and can not be perfectly matched with the traditional OA software. Once a conflict occurs, most functions of the OA software will be idle. Aside, it causes waste. In fact, SMEs should choose the appropriate OA software to meet their needs according to their actual situation.

In today's diversified business, we must avoid the trap of diversification, that is, the image is vague. Enterprises must be clear about where their mainstream is, where they need to focus, where the resources are placed, what the core products are, etc., and must be accurately positioned. Only when the company is positioned accurately, the image positioning of the company will be accurate.

#### 4. Conclusion

The marketing of modern enterprises has entered the era of "the third carriage", namely the corporate image marketing [20]. The previous product power and sales power have been declining. It is not possible to market well with these two kinds of products. Modern enterprises must also add "image marketing" to better adapt to market changes. A good corporate image can strongly establish brand preferences in the minds of consumers and form a strong sense of dependence. Therefore, through corporate image marketing, companies can survive and develop in an increasingly competitive market environment. A group of loyal "fans."

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