

How to Use Marketing to Create the Four Advantages of Products

Peilin Yang^{1,2}

¹Hanyang University, Korea

²Soongsil University, Korea

Abstract: Marketing is process management not result management, and the most important thing in process management is how to integrate resources to create product advantages and enterprise competitive advantages. So it is very important how to form the competitive advantage of the enterprise through cost advantage, brand advantage, product advantage and channel advantage.

Keywords: Marketing to create cost advantage, marketing to create product advantage, marketing to create brand advantage, marketing to create channel advantage.

1. Introduction

Marketing in general is through an industrial value chain to do competition, then how to integrate resources, and through the operation of the sales occupation product sales to form their own advantages is very important. The four most important advantages of marketing products, namely, product cost advantage, brand advantage, product advantage and channel advantage, accurately speaking, these four advantages of the product on the development of the enterprise industrial value chain and improve the efficiency are of great significance.

2. Marketing to Create Cost Advantage

2.1. Characteristics of Cost Advantage

In the case of undifferentiated products and bulk raw materials, the upstream and downstream of the centralised industrial value chain are highly complementary and total cost strategy. Then how to control the upstream and downstream resources becomes the key of cost advantage.

2.2. Methods to create cost advantage

In China, Shenhua Group has a Shendong Coal Mine [], which was on the verge of closure in 1998 because of duplicated construction and lack of control over resources, and the lack of government funds led to a large number of small coal mining companies with mineral resources selling them for money, and after Ye Qing took office, he used the national enterprise loan and the special funds for the national strategy of turning coal into oil to build railways and harbours to transport the coal out of the country, as the small coal mining companies were unable to transport the dug-out mineral resources out of the country. The transport routes are open is equivalent to indirectly control the underground coal mines.

So the competitive strategies to create cost advantage are: 1) Concentration strategy 'Strategy means concentration in a sense'. 2) Total cost leadership strategy. 3) Differentiation strategy. 4) Cost optimisation strategy '3' Supply chain cost optimisation.

2.3. Supply Chain Cost Optimisation

Select cost-effective suppliers and co-operate with high-quality and competitive suppliers to ensure the lowest purchasing cost. At the same time, long-term relationships can be established to obtain more favourable prices.

In addition, we can improve logistics and inventory management to reduce the backlog of inventory and improve the efficiency of capital turnover through optimised inventory management, and reduce transportation and storage costs through an efficient logistics system.

2.4. Outsourcing and Co-operation

Outsourcing the non-core business of an enterprise (such as customer service, IT support, logistics, etc.) to a professional company reduces the management and operation costs of the enterprise. At the same time, you can share resources and co-operation, sharing facilities, equipment or technology with other enterprises to avoid duplication of investment, thus creating a more accurate cost advantage for the enterprise.

3. Marketing to Build Brand Strength

3.1. Definition of Brand

A brand is equivalent to a trademark 'CI planning CIS' and goodwill 'popularity, reputation, loyalty'.

The two foundations of brand building are advertising and public relations.

The core of brand building is brand positioning, i.e., making a differentiation in the consumer's impression. The core foundation of building a brand is stable, continuous, guaranteed, customer-perceivable quality.

The formula of a brand can be said to be category, quality plus taste, and can have a distinctive and differentiated quality.

3.2. The Need for Branding

In product marketing, the more asymmetric the information, the more you should have a brand; the more symmetric the information, the less you should have a brand. Therefore, the key to see whether a brand is needed is to see whether the product is asymmetric or not.

For example, disposable cups do not have product information barriers, and everyone knows that they do not

need a brand, while pharmaceuticals have the endorsement of a big brand, and consumers are more assured when they buy them.

3.3. Brand positioning and differentiation

Brand positioning and differentiation are key strategies that help brands stand out in a competitive market. Brand positioning determines how consumers perceive the brand, while differentiation ensures that the brand is unique in the minds of consumers. Firstly brand positioning firstly requires clarity on who the target market is and what specific need or problem the brand is trying to solve. Secondly the value proposition is clear, the brand has to communicate a clear value proposition to the consumer about why they should choose your brand over a competitor's brand. Finally brand positioning should not only fulfil the basic needs of consumers, but also resonate with their emotions. For example, the Apple brand is not only positioned as a high-end smart device, but also conveys the values of 'edginess and individuality' through design and innovation.

Secondly, the three main focuses of brand differentiation are product differentiation: ensuring that your product is different from others in the market by innovating in terms of functionality, design and quality. Service differentiation: for example, by providing better customer service and a more personalised after-sales experience to create a distinctive brand feeling. Cultural differentiation: Create a differentiated emotional connection with consumers through the uniqueness of your brand's culture, values and philosophy. For example, Nike inspires people to go beyond themselves through 'Just Do It', which conveys a positive brand culture.

3.4. Content Marketing

Content marketing is the strategy of creating and sharing valuable content to attract, educate, and retain target audiences, ultimately driving sales conversions. It's not just about selling products, it's about building brand authority and trust by providing valuable information.

Creating the impact of good content starts with a clear goal; the core objective of content marketing is to build a relationship through continuous interaction with your audience. Content can be in the form of blog posts, videos, social media posts, eBooks, case studies, etc. Next understand who your target audience is, what their concerns are, what their needs are, and what their interests are. By deeply analysing the psychology and behaviour of your audience, create content that is relevant and interesting to them for your corporate brand story.

And good content marketing should be value-driven, not just salesy. For example, you can increase the appeal of your content by addressing customer pain points, sharing industry insights or providing practical resources.

3.5. Diversify channels to create branded content

Good content marketing should be value-driven, not just a sales pitch. For example, you can increase the appeal of your content by addressing customer pain points, sharing industry insights or providing practical resources. And you can deliver the message through multiple channels, such as social media platforms (e.g., Facebook, Instagram, Weibo), blogs, video platforms (e.g., YouTube, TikTok), etc. By communicating across platforms, you can reach a wider audience.

Brand culture content across multiple channels then needs

to be updated regularly and remain interactive with your audience. Maintain a long-term relationship through comments, feedback, interactions on social media, etc.

3.6. Brand Storytelling

A good corporate brand must be a brand that can tell a story, and storytelling is a strategy that engages and impresses the audience by telling stories related to the brand. Compared with traditional advertising and direct marketing, storytelling can make a brand more emotionally connected and resonate with consumers, thus strengthening brand memory and loyalty.

Firstly, storytelling can touch consumers' emotions and make them establish a deep emotional bond with the brand. Stories can be the story of the brand's creation, customer success stories, and the technical innovation behind the product. Secondly a good story usually has a clear protagonist, goal, conflict and solution. For example, a brand's story could be about how it overcame difficulties and ultimately achieved its goals, or how a customer solved a problem by using your product.

But the story doesn't need to be overly complex. A concise, touching story is better able to capture the attention of consumers. The language doesn't need to be overly flamboyant, what matters is that simple content resonates better with mass consumers.

Finally, the brand's story needs to be consistent across all communication channels to help consumers clearly understand the brand's values and mission.

4. Marketing to Create Product Advantages

4.1. Product Segmentation

The first thing you need to do to gain product advantage is to understand what types of products you can use to create specific product advantages. Firstly, the first is the core product of the enterprise, which belongs to the benefit that customers only want to buy the most. The second category is tangible products, mainly composed of design, appearance, packaging and style. The third category is intangible products, which can be said to belong to the service type.

4.2. Total Product Cost Leadership Strategy

Along an industrial value chain, find the key part of the chain that controls costs and master it. After that, start to research and develop high-quality products. Any simple product made into a high-quality product has a world-class advantage, and the competition of enterprises is firstly the core product, and no matter how to change the brand positioning of the enterprise, the core product can not be changed, it is also futile.

4.3. Comprehensive product trend

First of all, the core product should be a high-quality product with core competitive advantages. High-quality products can not only enhance the trust of consumers, but also reduce the negative impact and after-sales costs due to quality problems. Ensure that the production process of lean management and strict quality control. Secondly, the most important part of intangible products lies in the design and appearance of the product, whether it can enhance consumers' favourable impression of the product and their desire to buy it. Secondly, whether it has the functionality and practicality

of the product and the degree of quality control to reduce the cost of after-sales service. Then we have to focus on the advantages of intangible products, that is, services. The first is the most basic customer experience, create a fine product at the same time and give customers excellent service experience, to ensure that customers in the purchase or use of the process every step of the way can feel professional care. The second is the personalisation of the customer to enhance customer adhesion. Lastly, there is a unique and innovative service model, according to the product attributes of the enterprise through technological innovation or process optimisation, to enhance the efficiency and convenience of the service, and slowly make the customers lose the function of the product after-sales and become dependent on it.

4.4. Differentiation and Market Segmentation

First of all, we need to find the precise positioning of the product market, clarify the needs and preferences of the target consumer groups, and meet the specific needs of the market segments through product differentiation. For example, in the sports shoes market, brands can launch different types of products according to the needs of different consumer groups (running, basketball, fashion and leisure, etc.) to meet segmented needs. Secondly product competitiveness can also be improved by creating personalised products. By offering customised options or services, consumers can personalise the product to suit their needs. For example, customised accessories, colours or unique designs make the products more personalised and unique and enhance market competitiveness.

4.5. Sustainability and environmental friendliness of products

Environmentally friendly materials and production methods for products are very important. More and more consumers are concerned about the environmental characteristics of products, especially the younger generation. The use of sustainable materials, environmentally friendly production processes, and the reduction of negative impacts on the environment can enhance the market competitiveness of products.

And companies enhance the added value of their products through social responsibility. For example, commitment to reduce carbon footprint, support public welfare undertakings, etc. Through these initiatives can not only achieve the corporate carbon emission standards to reduce taxes but also to build a good image of the brand.

4.6. Product Horizontal Strategy

Through cross-border co-operation with other brands, create joint products or activities to enhance brand exposure and market competitiveness. And it is possible to form strategic alliances with companies that satisfy different needs of the same type of customers to form value-added services. For example, the strategic alliance between TCL Refrigerator [] and Farmer's Orchard [] in China, the refrigerator can not give customers experience before buying, so TCL Refrigerator and Farmer's Orchard alliance, TCL refrigerator in the national outlets of the Farmer's Orchard fridge inside the drinks, in the summer sales promotion time to give the customer a cup of ice cold drinks to let the customer experience to the refrigerator refrigeration, on the contrary, TCL free of charge to Farmer's Orchard national outlets configure the refrigerator display cabinets, Farmer's Orchard

to TCL free of charge to provide drinks, and Farmer's Orchard to TCL. The Farmer's Orchard provides TCL with free drink demonstration products. The formation of one plus one equals four results. Do you do product marketing with me, I do product marketing with you.

4.7. The amount of product industry memory

Marketing to do products, if the industry has stock resources do not look at the incremental above. Otherwise, the more incremental resources do industry the worse. So the most important thing is to do product resource integration. Through the operation of resources, their own enterprises have the resources that others want, they can mobilise, dominate, use other people's resources. So first of all, we have to see what resources our own enterprises have that others want.

5. Marketing to Create Channel Advantage

Doing marketing in fact, two shop, the first is to shop to the consumer in front of the eyes called channel, the second is to shop to the consumer awareness called brand, belongs to the relationship between complementary.

5.1. Important assets

The purpose of operating goods is to operate assets, operating assets is to operate capital but the ultimate goal is to better operate goods.

Channels are the most important assets of an enterprise, and its asset is that once a channel is formed, it can be used for capital operation. Moreover, channels are the best and cheapest financing channels for enterprises.

5.2. Sharing of channels

Good products are all tools for digging channels, and any products can be circulated when channels are well dug, because channels are shared, so they are innovative. In 2000, China Lifan Motorcycle [] boss Yin Mingshan found that Zhejiang Province motorbike factory price war led to the downturn in the motorbike industry, through another branded Lifan liquor products with the original Lifan motorbike channel sales Lifan liquor, Lifan motorbike sales channel network to distribute Lifan liquor. The advantage is that it can cleverly avoid the main channels of sugar, tobacco and alcohol and other fierce competition. So it proves that the channel is shared and has innovation. Where the customers of the core products with perfect channels gather, or where they can reach a large number of their own customers, that place is likely to become the enterprise's sales channel point. Along this line of thought marketing innovation, channel innovation.

5.3. Channel Management

The most important thing in channel management is control. There is always a game between channel manufacturers, and only when they are in control can there be order. The best way to control is to replace the function, the best service is to let the customer lose the function, no function will produce dependence, because of dependence so loyal.

Channels and dealers can become friends, but the friendship is very fragile, so we need to improve the channel capacity, value-added and value-added. Overall channel management is divided into four parts: 1 let dealers rely on. 2 let dealers earn money. 3 weaken the function of dealers, and

ultimately only rely on the enterprise's own channels to make money. 4 improve the channel inventory management, customer base management, structure management.

5.4. Diversified Channel Layout

In the information and data-driven society, the network channel is also the focus of creating channel advantages, combining online and offline, relying on the combination of e-commerce platforms and traditional retail channels to expand market coverage. Online channels can increase coverage, while offline channels can increase customer trust and brand exposure. And cross-regional channel development is possible, by opening distribution channels or partners in different regions to break geographical restrictions and enter new markets. Afterwards, it can carry out horizontal strategic cooperation with other related industries to form industrial alliances or cooperation networks, thus expanding the channel network and achieving mutual benefits and win-win situation.

5.5. Build a strong brand influence

Enterprise's channel is the most important asset of the enterprise, so the identity of the enterprise's channel should also be regarded as the key point by providing stable product supply, rich marketing resources and marketing support, to enhance the identity of the channel businessmen, so that they are more willing to invest more resources in the promotion of the product, and turn the channel into the capital of the enterprise more quickly. And get brand communication support, provide brand promotional materials and advertising support for channel partners to help them enhance their market influence, so as to form a brand advantage.

6. Summary

The core of the new marketing strategy is to enhance the competitiveness of enterprises in the market through comprehensive advantages. Through the cost advantage, enterprises can achieve more efficient production and operation, reduce unit costs, thus providing consumers with attractive prices and enhancing market competitiveness. Brand advantage, on the other hand, through accurate brand positioning, emotional marketing and word-of-mouth communication, establishes a deep connection with consumers, enhances brand awareness and loyalty, and makes the brand stand out in the fierce market.

By creating product advantages, companies can ensure the uniqueness and competitiveness of their products in the market through continuous innovation and improvement of product quality and user experience to meet the diversified needs of consumers. Channel advantages, on the other hand,

optimise channel management and expand market penetration through diversified sales channel layouts (e.g. online platforms, offline retailing, social e-commerce, etc.), and enhance the coverage of the distribution network through channel co-operation, so as to increase product accessibility and market share.

Enterprise Competitive Advantage. Along an industrial value chain, either upstream can master resources, or downstream to master the customer, one of the two must be. The key is what advantage the product marketing is built on for the business. The importance of four advantages in different industries

Overall, companies in the new marketing era need to form a comprehensive advantage in a number of areas, such as cost, brand, product and channel, in order to continue to improve competitiveness and maintain long-term market leadership.

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