Effective Marketing Management Planning to Address Modern Business Challenges

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Abstract: *This research aims to analyze and design an effective marketing management design to overcome the modern business challenges faced by the company. Modern businesses are faced with increasingly fierce competition, rapid changes in consumer trends, and rapid technological advances. Therefore, proper marketing management design becomes an important key in positioning the brand, understanding consumer needs, and improving marketing performance. This research uses a qualitative approach by collecting data through observation, and document analysis. The data included information on market competition, consumer behavior, effective marketing strategies, and technology relevant to modern business. The collected data were systematically analyzed to identify the challenges faced by the business and design effective marketing strategies to overcome them. The results of this study show that designing effective marketing management to address modern business challenges involves several key strategies. First, a deep understanding of the market and consumer trends is key in designing relevant products and marketing strategies. Second, the utilization of digital technology to expand market reach, increase consumer engagement and build stronger relationships with customers. Third, the use of innovative and creative marketing strategies to differentiate businesses from competitors. Practical recommendations resulting from this research include the use of social media and digital platforms as key marketing channels, personalization in communication with consumers, product development that is responsive to consumer needs, and collaboration with relevant influencers or communities. The implications of this research include contributing to the theoretical understanding of effective marketing management to address modern business challenges, as well as providing practical insights for businesses in the face of rapid market dynamics.*

Kkeywords— **Marketing management design; Modern business challenges; Consumers; Technology.**

1. PENDAHULUAN (*Heading 1*)

In an era of continuous development and dynamic business, companies are faced with increasingly complex challenges. Intense competition, changing consumer trends, and advances in technology have drastically changed the business landscape. The nature of marketing is transforming. The rapid development of marketing technology [1] brings increased opportunities to communicate and engage with customers, and follow and analyze their behavior and sentiments [2]. These changing circumstances have changed the decision-making behavior of marketing managers [1]. In addition, a product marketing strategy is also needed that will increase sales and can expand market share. If this happens, the company will certainly get maximum results. Conversely, if the marketing strategy and process are not appropriate, there will be a decrease in sales which will have an impact on decreasing the income that will be received by the company [3]. To remain relevant and successful, companies need to design and implement effective marketing management to address these modern business challenges.

Effective marketing management plays a central role in a company's success. This involves a deep understanding of the market, consumers, and competition, as well as the ability to design appropriate marketing strategies to achieve company goals. In today's dynamic business environment, effective marketing management is becoming increasingly important to face challenges and take advantage of emerging opportunities.

Modern business challenges faced by companies include changes in consumer behavior, the adoption of digital technology, the speed of market changes, and increasingly intense global competition. Modern consumers are becoming smarter, more empowered, and more connected to technology. They have wider access to information and product choices and play a greater role in shaping the brand image. On the other hand, the development of digital technology has changed the way companies interact with consumers, changed marketing channels, and created new opportunities.

In this context, designing effective marketing management requires a comprehensive and innovative approach. Companies need to analyze market trends, consumer behavior, and strategies and tactics used by competitors to design relevant and effective marketing strategies. Approaches involving the use of digital technologies, personalization, marketing channel integration, and an emphasis on the customer experience are becoming increasingly important in achieving competitive advantage.

In this context, this study aims to analyze and design effective marketing management to address modern business challenges. By combining relevant marketing theory, in-depth market analysis, and an understanding of consumer needs and preferences, this research is expected to provide practical

insights and recommendations for companies in designing effective marketing strategies to face modern business challenges.

Through this research, it is hoped that a better understanding will emerge of the role and importance of effective marketing management in the context of modern business. The results of this research are expected to provide practical guidance and recommendations that can help companies overcome modern business challenges and achieve long-term success.

2. EASE TO USE

2.1 Definition of Marketing Management

Marketing is the process of creating, communicating, delivering, and exchanging products and services of value with partners, customers, and the general public. Marketing management is the process of studying, planning, and controlling how businesses interact with their customers to make money [4].

Management and marketing are two words that fall under the term "marketing management". Marketing is the process of analyzing, planning, implementing, and monitoring programs designed to create, establish, and maintain profitable exchanges with target customers to achieve business objectives. Management, on the other hand, is the procedures used to plan, organize, operate, and control to achieve organizational goals most effectively and efficiently [5].

Marketing management is the activity of planning and implementing organizing, directing, monitoring, and directing marketing activities in a company to achieve company goals effectively and efficiently [6], saying that marketing management is the process of analyzing, planning, implementing, and monitoring programs to create, collect, and maintain profits from markets through target markets to achieve the company's long- term goals. A company's overall marketing management is how it prepares, defines, and distributes products, services, and concepts that can satisfy target markets.

2.2 Marketing Management Functions

Analyzing operations is part of marketing management work. It involves looking at the market and the market environment to see how big the opportunities are to win the market and how big the threats are to handle. The following is an example of how an integrated and supportive marketing function can be described:[7]

a. Market Analysis

Although not all businesses have a formal marketing and sales department, all businesses are required to have one and perform various important aspects of marketing and sales activities with the main objective of attracting new and existing customers who are interested in continuing to use the department, the products, and services offered continuously.

Several things must be considered during the process of market analysis activities to find opportunities, threats, and consumer needs and want an analysis of consumer behavior, and examination of opportunities and threats

b. Market Segmentation

Dividing the market into different groups with almost identical characteristics is called market segmentation. Marketing activities can be carried out in a more targeted manner and resources can be used more effectively and efficiently by segmenting the market.

Market segmentation must meet the following requirements: Actionable so that all programs that attract and serve the market segment can be effective and efficient; accessible (affordable) so that it can be served effectively; so large that it may be profitable to serve; and measurable in terms of the size and extent of the market segment and purchasing power.

c. Defining the Target Market

The process of selecting one or more market segments to use after determining the asset value for each segment is called "target market setting". The process of determining the target market includes market share (size and expansion of segments, including information on age, income, and gender of customers of each segment), attractive structure from the point of view of profit, and evaluation of objectives and available resources.

d. Market Positioning

Before determining its position, the new company must be able to identify the position of its competitors with two options:

1) Fight for market share by positioning yourself next to current rivals. Pioneers can do this if they feel the company can make an unrivaled product, has a very large market, and has more resources.
2) Come up with a product that has never been sold before. Management must ensure that the superior product can be produced economically at the planned price level and that there are enough consumers who enjoy the product before making this decision."[7]

e. Marketing Planning

To achieve corporate objectives in general and marketing objectives in particular, a business needs to coordinate and direct its marketing activities. A marketing plan is an instrument for coordination and direction in marketing. A company must go through the four stages listed below when planning, regardless of the management style it uses:

1) Define the company's mission;

2) Identify the company's strategic business units

3) evaluate its portfolio; and

4) Identify new business arenas for the company to enter.

Consequently, it can be concluded that the purpose of marketing planning is to provide businesses with a methodical and neat approach:

a) Ensure that goals and objectives are met by balancing and aligning marketing activities.
b) Utilize marketing business practices effectively and motivate.
c) Fast, precise, and consistent control of marketing documents, concepts, and initiatives within the company.

2.3 Marketing Management Objectives

The objectives of marketing management are as follows:

a. Creating demand

The creation of demand in various ways is one of the objectives of marketing management. develop related methods to determine consumer preferences and tastes for goods or services produced to meet consumer needs.

b. Increase profits

The company's only revenue-generating team is the marketing group. The sale of the desired goods or services must generate a sizable profit. If the organization does not make a profit, then at that point, the organization cannot pay off. Likewise, profits are also essential for the development and improvement of the organization.

c. Creating new customers

Companies are established to provide customers with goods or services. As a result, the company's customers are its main source of revenue. Customers are the ones who make money for the business and decide what it will sell.

Expanding the scope of what customers want and need is necessary to acquire new customers. A business needs to acquire new clients if it is to grow and remain in operation. Therefore, it is important to analyze and understand customer needs.

d. Satisfying customers

It is not enough to generate new customers. To ensure customer satisfaction, businesses must create and distribute goods or services that meet customer expectations. Companies will not be able to cover expenses and achieve a reasonable return on investment if customers are not satisfied.

Satisfied customers do not just buy products or services that meet their needs. They can also help spread the word about the product or service being sold by recommending it to their closest friends and family.

e. Good product image in the eyes of the public

Another goal of marketing management is to create a positive brand image in society. The marketing team will create a positive image for customers by offering quality products and services at reasonable prices.

f. Grameds lets you read the book Applying Marketing

Management Tools to the Product Development (BP) Process, which will help you better understand the relationship between marketing management and product image."[8]

2.4 Key Tasks of Marketing Management

The main task of marketing management is to promote the company's various products to achieve long-term profits for the business and maintain continuous operation. The demand and tasks of marketing management are also inseparable. Therefore, the responsibilities of marketing management are not only to increase and develop demand for the company's products but the size, timing, and nature of the demand are determined according to the needs of the company.

The quantity required for a good or service that a company anticipates is usually greater than, less than, or equal to the quantity demanded. Different marketing tasks start from eight demand characteristics. Here are the eight demands:

a. Negative demand
Negative demand occurs when part of the market does not want the company's product or service and, possibly, the target market does not pay for it.

b. No demand
The situation known as "no demand" refers to a situation where all or some significant segments of a potential market have a low level of interest in a particular good or service, or even no interest at all.

c. Latent demand
Latent demand is when many people want a product or service that has not yet been created and can open up new opportunities for businesses or entrepreneurs.

d. Faltering demand

Faltering demand is a situation where the marketing department does not evaluate the situation or make any effort to improve it when the demand for goods or services fluctuates.

e. Irregular demand

Irregular demand is when there is a pattern of demand over time characterized by seasonal fluctuations or when demand cannot be accurately predicted, making it difficult for the marketing department to explain the benefits of a product over time.

f. Full demand

A condition known as "full demand" occurs when the amount and timing of demand match the amount that the business has planned. Because of this, the marketing department can meet all the needs of the potential market   and easily predict optimal long-term profits.

g. Overfull demand

A situation known as "demand overload" occurs when a company's willingness level is exceeded by the demand for a particular product or service. This situation often leads to an increase in the price of goods and services offered, making it difficult for businesses to meet all market demands.

h. Unwholesome demand

Unwholesome demand An unwholesome demand environment is one in which demand is considered unlawful or out of bounds, undesirable to offer, or contains less desirable elements. The product offered may be considered an illegal product that cannot be licensed for marketing if it is still valid."[9]

2.5 Marketing Management Concepts

The following describes the concept of marketing management, namely: [10]

a. Production Concept

To improve production and distribution efficiency, the production concept argues that consumers or customers will be attracted to products that are easily available and affordable. The oldest sales philosophy is based on this idea.

This idea still applies when there is more demand for a product than supply when the price of the product is higher, and when increased productivity is needed to lower the price.

b. Product Concept

Companies should constantly evaluate the idea that consumers will prefer products with the best quality and most innovative properties to continuously improve products.

c. Sales Concept

The idea is that a business will not be able to sell enough of its products to its customers unless it does a lot of selling and marketing. This idea is usually applied to things that people might not think to buy, such as insurance. To sell the company's products or services rather than the products that customers need, the sector must be adept at tracking down potential customers and promoting the benefits of the products to them.

d. Marketing Concept

According to this marketing theory, the success of a company depends on meeting the expectations and needs, and desires of its target audience more effectively and efficiently than its competitors. Sales began to decline, product growth slowed, buying habits changed, competition increased and sales costs increased, all leading to the application of marketing concepts.

e. Socially-minded Marketing Concept

Companies must define the needs, wants, and interests of their market and provide the desired satisfaction more effectively than their competitors to maintain or increase prosperity. [11]

Consumers and society according to the concept of community marketing. marketers community marketing. Marketers can take this idea to incorporate social and ethical aspects into their marketing strategies. This aims to achieve a balance between the three most important considerations, namely the company's profit margin, the fulfillment of customer needs, and the public interest."[12]

2.6 DIGITAL MARKETING STRATEGY

Digital Marketing is any type of marketing activity that uses electronic media such as the internet or known as online advertising, which is a concept or way of marketing products online that combines several humanist, psychological, anthropological, technological, and multimedia factors. Referring to the Indonesian Digital Association, the types of digital marketing are as follows:

1. Content Marketing is a type of Digital Marketing which focuses on creating and distributing content for target markets or visitors. The main purpose of the content is to attract profitable actions from potential customers. Examples of content marketing include Blog Posts, Videos, Podcasts, Case Studies, and E-Books.

2. SEO or Search Engine Optimization is the process of getting quality traffic either for free, or paid. In increasing attractiveness, we must carry out attractive activities to optimize content, such as determining relevant keywords for titles, images, and website

content, and building relevant backlinks.

3. Search Engine Marketing (SEM) is one of the strategies Digital marketing is used to increase the visibility of a website on search engine results (SERPs) such as Google, Yahoo, and Bing.

4. Social Media Marketing refers to using social media platforms to attract customers. The keyword at this point is how to build good relationships with customers such as complaints and sharing information.

5. Pay-per-click is a kind of marketing model like Google Adwords where you as an advertiser pay for every person who visits our website.

6. Affiliate Marketing, is one of the popular ways many people earn a portion of their business from online businesses.

7. Email marketing, using Email as a medium for promoting a product or service. serves to establish relationships with customers.

8. Instant Messaging Marketing or better known as Marketing via short messages includes using Whatsapp, followed by Facebook Messenger, and WeChat.

9. Radio Advertising or more precisely promotion through radio media is still quite interesting.

10. Television Advertising or marketing media through television Based on these types of digital marketing, we can recognize the characteristics of digital marketing that we do by compiling with the consumer needs of the products or services we want.[13]

2.7 MARKETING STRATEGY VS UPCOMING ISSUES

Practically determining the digital marketing strategy in optimizing product promotion and branding, several strategies are carried out including:

1. Defining the Brand

Marketing strategies in the digital era can be done by determining the brand first. Using a brand to define and consider USPs or Unique Selling Points makes it easier to build branding. Personal Brands have always played a role in the business world, especially with dynamic entrepreneurs building companies around them.

Brand image is something that is still considered important to consumers. Total Re-branding or refreshing brand image is very important and necessary to increase competitive business competitiveness in the future. Why is the digital marketing strategy carried out facing the issue of the next 3 years referring to the data obtained and how much

it is in answering the existence of a product and data service?

2. Developing Consumer Persona

The next strategy is to understand consumer demographic information such as gender, age, profession, location, and motivation to choose products or services using Google Analytics to create consumer personas and segments according to the keywords sought.

Marketing models have changed considerably over the past few decades, as education-based marketing has become an increasingly important component of the overall marketing mix. More traditional marketing and business development approaches such as Networking, Personal Selling, and Trade Shows.

3. Identifying the Target Market

Identify target markets using market research tools such as Google Trends, Google Keyword Planner, or Facebook Audience Insights to research and identify potential target markets.

Meaningful content creation has become easier (at least in theory). But if these functions are not aligned, sales and marketing may not even know what matters to consumers.

Account Based Marketing is a highly effective marketing approach, and it becomes increasingly difficult to reach key decision-makers and rely on traditional approaches.

4. Conduct Competitive Analysis

In doing digital marketing, it is also necessary to conduct a competitive analysis using tools in the form of web and social analysis which serves to analyze your business competitors and analyze SWOT.

5. Reviewing and Optimizing Campaign Performance

Another strategy to improve and optimize product marketing is to use digital marketing analytics tools such as Google Analytics to track, measure, and generate campaign performance reports [14].

3. RESEARCH METHOD

This study used a qualitative approach by collecting data through observation and document analysis. The data includes information on market competition, consumer behavior, effective marketing strategies, and technology that is relevant to modern business. The collected data is analyzed systematically to identify challenges faced by the business and design effective marketing strategies to overcome them.

4. CONCLUSION

Based on the discussion above, it can be concluded that marketing planning is the process of planning the stages of activities in marketing. If marketing planning is based on markets, customers, and products, then corporate planning is related to company resources. Benefits of marketing planning: 1) Marketing planning is a map of the market situation. 2) Marketing planning assists in management

control and strategy implementation. 3) Marketing planning provides information on the roles and functions of each new member of an enterprise. 4) Marketing planning shows a picture of coordinating all resources for implementation. 5) Marketing planning stimulates new thinking and optimal utilization of resources. 6) Marketing planning provides an overview of the division of responsibilities, tasks, and organization of activity schedules. 7. Marketing planning anticipates problems, opportunities, and threats.

Types of marketing planning: 1) New product planning: planning aimed at a product, service, product line, or brand that the company has not yet introduced. To make the plan, sometimes companies are required to make many assumptions based on similar or similar products or services. 2) Annual planning: planning aimed at products, projects, services, or brands that already exist within the company. It is a modification or adjustment of annual planning. The marketing planning process consists of 1) establishing a mission statement; 2) setting company goals; 3) conducting marketing audits; 4) conducting SWOT analysis; 5) making assumptions; 6) setting marketing goals and strategies; 7) forecasting expected results; 8) identify alternative plans and mixes; 9) determine budget; 10) make the first one-year implementation plan.

Corporate planning provides a long-term vision of the company. What the company stands for, taking into account the expectations of the shareholders, environmental trends, market resource trends, consumption market trends, and the company's specific competencies as seen in the management audit. Corporate planning is usually the application of business planning to different units within a business aggregate. A strategic plan is the organization's long-term direction or vision and not a day-to-day management issue. Strategic plans span more time than the next fiscal year. It usually spans a period of 3 to 5 years. Whereas a tactics marketing plan is a short-term plan.

5. ACKNOWLEDGEMENT

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