

## Research on Strategic Marketing in Leisure Sports Enterprises

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### ABSTRACT

By means of literature material, logical analysis and synthesis and induction, the article takes leisure sports enterprises as research objects, analyses China's current status of strategic marketing in leisure sports enterprises, and summarizes the existing problems from the point of view of corporate strategic marketing. The authors thought, under construction of building a sports power, leisure sports enterprises should establish marketing frame, confirm steps of marketing and formulate a marketing strategy.

**Keywords: Sports power, Leisure sports, Strategic marketing**

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### INTRODUCTION

In recent years, some scholars have put forward index system and goal of establishment aiming to the problems of building sports power. Among the proposal that should take competitive sports, mass sports and sports industry as guide so as to reflect the overall development level of every field in sports development at this stage, including sports science, sports education, sports culture, stadium and so on(Qiu, Xue. 2010) is most representative. The article takes leisure sports enterprises as research objects, discusses the problem of strategic marketing in leisure sports enterprises from the point of view of corporate strategic marketing. The authors thought, under construction of building a sports power, leisure sports enterprises should establish marketing frame, confirm steps of marketing and develop a marketing strategy.

#### 1. The role of China's leisure sports enterprises in building a sports power

To build China into a sports power in the world is not only the urgent desire that several generations have been longing for after new China was found, but also the ideal China sports circles have been striving for since the reform and opening-up(Qiu, Xue. 2010). The present Mr. Hu clearly put forward "to promote China to step into a sports power from a major sport country" in Beijing Olympic Games, Paralympic Games sum in recognition of the General Assembly, which marked the development of China sports entered a new historical stage (Dong, Delong, Fan, Anhui & Liang, Jianping. 2010), and the establishment of a sports power in China enter a new stage from theoretical research to practical construction. From the sports industry indexes in building a sports power we can see, the powerful indexes of sports industry mainly embodies in some macroscopical indexes, for example the proportion of the output of sports industry in GDP; the proportion of personal sports consumption expenditure in total expenditure; Meanwhile, the number of sports, fitness and recreational clubs also reflects the importance of self perfection attached by people as people's fitness consciousness is continuously improved. From the other side we can see the important position of fitness recreational industry in overall sports industry (Qiu, Xue. 2010). Among leisure sports industry plays an important role in overall sports industry and is an important element in building a sports power.

## **2. The existing problems of strategic marketing in China's leisure sports enterprises**

Strategic marketing means, from strategic height, based on overall goals and plans of enterprise, in order to seek corporate survival and development, enterprises make global long-term plans about their competition in the field of industrial market, so as to gain long-term competitive advantages and sustainable market concepts, methods and processes (Shen, Fei. 2008). Strategic marketing emphasizes on directivity, competition, creativity, coordination, chronicity and win-win. Directivity means to hold macroscopical environment, master the changes of customer demand and confirm operation objectives. Competition is the nature of strategy and the core of success or failure of an enterprise; Basic connotation of creativity is what can and cannot do. What can do is to centralize the resources in order to shape advantages in target market and what cannot do is to prevent excessive front, to avoid trade-off. Coordination means to penetrate strategic marketing into the overall process of production and operation in enterprises so as to come to a high degree of unity of various functions, targets, policies and activities; Chronicity means that the enterprise can discover not only customers' current needs but also their potential demands; win-win means enterprises not only make their own profit, but also realize the win-win with their stakeholders. In the development practice of leisure sports enterprises in China, relevant enterprises more or less ignore the aspect of construction. Firstly, the marketing speculation in leisure sports enterprises is very severe, lacking of the combination of leisure sports programs with brand image, brand feature and customer psychology; secondly, the marketing process of leisure sports enterprises lack coherence and persistence, marketing approaches short-term sales promotion but not strategic marketing, wasting relevant sports resources and failing to return; Thirdly, the marketing methods in leisure sports enterprises are simple, lacking of the integration of mature marketing mode, resources and channels; Fourth, the consumption demand-pull effect by marketing in leisure sports enterprises is very limited, and the specialized degree of whole operation is very low, lacking of competitiveness in the international market; Fifth, the obstruction of non-market factors in leisure sports is very large, the approval power in some links is basically controlled by government departments; Sixthly, the media development level of leisure sports is very low, the concentration ratio of TV sportscast is very high, the phenomenon of recourse monopolization very severe, weakening the utilization space of media in leisure sports industry (Wang, Juyang. 2009). The foundational way to solve the problems above is to formulate strategic marketing in leisure sports enterprises in China.

## **3. The strategic marketing in leisure sports enterprises in China**

### **3.1 Establish the frame of strategic marketing**

To establish the frame of strategic marketing, firstly, analyze China's economic and social development status and tendency, as well as the influences of various economic indicators' fluctuation may brought by strategic marketing in leisure sports enterprises (for example, the price of real estate, stock index, the fluctuation of energy price); Secondly, predict the future development tendency of strategic marketing in leisure sports enterprises in China, for example, the development tendency of customer experience products, the rate and direction of flow of talents in sport industry, the industrial barriers and the change of the number of competitors; Thirdly, analyze the structure of China's leisure sports industry and confirm main competitors and their products innovation and price variation; Fourthly, aim to different client group to determine the customer group in China's leisure sports market; choose corresponding marketing channels and design products with different prices and forms.

### 3.2 Confirm steps of strategic marketing

To confirm steps of strategic marketing, firstly, fix enterprises and products: enterprises should be located in new sports-culture company; products should be fixed in experience products with added value in leisure sports culture; secondly, combined leisure sports products, realizing the combination of products individualization with specialization. For example, the combination of Shaolin, Wudang with Tai Chi; the combination of fitting recreation and self-defense, make the clients obtain the psychological satisfaction in the process of recreation; thirdly, develop and popularize new products. For example, after the film "Ye Wen" came out, social people had great interest in Yongchun Quan, so clubs should explore the new product combining Yongchun Quan with its cultural philosophy thoughts and develop relevant experience products such as the tourism of finding Ye Wen, roll play et.al in the hometown of Ye Wen; Fourthly, confirm corporate short-term and long-term goals. Short-term goal is set as: prompt brand of leisure sports, obtain market acceptance, occupy market share and get return on investment as soon as possible. The long-term goal is set as: shape leisure sports brand into world famous brand with culture added value, form steady supporting production and marketing chain of relevant products including fitting recreation, Kung Fu tourism, Wushu equipment, supporting Wushu clothing and so on.

### 3.3 Formulate strategic marketing policy

Marketing mainly includes service marketing, culture marketing, relationship marketing, brand marketing and so on. Service marketing means a series of service activities enterprises adopt in the process of marketing in order to meet customer's need, which results from enterprises' deep awareness of customer demand. At the present the differences of quality of products in enterprises reduce or disappear, so market competition has transformed from traditional price and price to non-price added value. Therefore, when formulating service strategic marketing policy, we should make great effort on providing various added services, making the products (entity and service) provided by ourselves superior to rivals. Meanwhile, shape image through service, strengthen competitive capacity of leisure sports enterprises.

Culture strategic marketing policy is a marketing way that through profound understandings of carrier, provisions and connotation of culture, entrepreneurs permeate cultural factors into all processes of corporate marketing, promote the added value of products and services and realize market exchange better. We understand culture more from abstract view of point, which conform to current market competition status that means the transformation from tangible competition to intangible competition. Culture marketing means to help the enterprises to obtain remarkable marketing effect as "moisturizes things in silence" and win in the market (Xie, Xiaolong & Li, Chuanwu. 2006). Therefore, China's leisure sports enterprises should set themselves up as popular fitting clubs with traditional cultural added value and dedicate to occupy people's 'third leisure space' so that to lock the profit space in that space. For example, such supporting facilities as exquisite Wushu demonstration in the spot, traditional classical music background, anecdotes about Wushu culture, the newspapers and magazines about film and TV, entertainment, leisure and tourism, elegant traditional classical jewelry, delicate personalized Wushu equipment, classic-style Wushu sports wears and so on, strive to build fashionable, romantic and cultural feeling and atmosphere for customers, making learning Kung Fu and Wushu thoughts and philosophy become a kind of life experience and make clients feel when enjoying physical exercises, they are not only seeking recreation but also experiencing fashion and culture (Li, Shihong & Wang, Xingyi.

2009).

Relationship strategic marketing policy means to see marketing activities as the process that an enterprise interacts with customers, suppliers, distributors, competitors, government departments and other publics. The core of strategic marketing policy in China's leisure sports enterprises is to establish and develop the relationship so that the enterprise obtains support and cooperation to achieve mutual benefit.

The brand in branding marketing is a kind of name, term, mark, symbol, design or their combination, whose goal is to identify certain seller or certain group of sellers' products and services, and distinguish them from competitors' brand. Brand has some personalities. For example, the personalities of Pepsi-Cola are: cultured, influential, competent; the personalities of HP are: overconfident, wealthy, modest. For some famous brands in China, the personality of the brand is particularly outstanding. For example, Wahaha stands for a kind of happiness, well-being, and hope. Besides, China Hongdou Group attracts numerous domestic and foreign customers with the cultural connotation of love red bean. Endowing a brand some cultural connotation is to meet customers' taste need of pursuing brand culture. China's leisure sports brand strategic marketing policy may refer to the successful case of brand marketing above to design products with different cost and price aiming to different groups' consumption psychology, in order to meet customers' need for leisure sports as much as possible.

#### **4. Conclusions**

The enterprises of strategic marketing, from the height of strategy, based on corporate overall goals and plans, in order to seek corporate survival and development, make global long-term plans about their competition in the field of industrial market, so as to gain long-term competitive advantages and sustainable market concepts, methods and processes. When establishing the strategic marketing policies in China's leisure sports enterprises, it's necessary to analyze the influence of China's economic and social development state and various economic indicators may bring to strategic marketing in leisure sports enterprises in order to fix positions of enterprises and products, meanwhile, service marketing, culture marketing, relationship marketing and brand marketing should also be used to promote the development of China's leisure sports enterprises.

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