



INSTITUTO
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**Study on improvement of marketing plan of X Financial Software
Company's product**

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Master in Applied Management

Supervisor:

Professor Miguel Lage, Invited Assistant

ISCTE-IUL

September 2024



Department of Marketing, Operations and General Management

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I have learned a lot during my study at ISCTE Executive College, including high-level, professional and friendly teachers and friendly and helpful classmates. During the completion of each assignment and thesis, I was always prompted to think about how to solve problems. In the process of applying what I learned, my professional ability and work efficiency were improved. The successful completion of the project cannot be separated from the careful guidance of the tutor. Here I would like to thank my supervisor Prof. Miguel Lage for his valuable advice in the process of writing the project.

Abstract

With the rapid development of financial technology and the intensification of market competition, X financial Software Company is faced with the challenges of enhancing brand awareness, increasing market share, improving customer satisfaction and improving marketing cost structure. Companies need to develop an effective marketing plan to address these challenges and ensure that their products and services remain competitive in the marketplace. X Financial Software Company has some problems in its current marketing activities, such as lack of brand awareness, slow growth of market share, unimproved customer satisfaction and insufficient improvement of marketing cost structure. These problems limit the company's further development and expansion in the market. Therefore, the company needs to deeply analyze the root causes of these problems and develop corresponding improvement measures. This project aims to enhance brand awareness, increase market share, improve customer satisfaction and improve marketing cost structure by improving X Financial Software Company's marketing plan. Specific objectives include: developing innovative and competitive marketing strategies to increase market penetration; Strengthen customer relationship management to enhance customer satisfaction and loyalty; Improve the allocation of marketing resources and improve the efficiency and accuracy of marketing activities. In order to achieve these goals, the project collects and analyzes relevant data, and the project team has an in-depth understanding of market demand, competitive situation and the changing trend of customer demand. On this basis, the project team developed a detailed marketing plan, and defined the specific implementation plans and KPI indicators of each activity.

Keywords: Financial technology, marketing programs, marketing strategies

JEL Classification: M15

Resumo

Com o rápido desenvolvimento das fintechs e o aumento da concorrência no mercado, a X financial software enfrentou desafios como aumentar a notoriedade da marca, aumentar a participação de mercado, aumentar a satisfação do cliente e otimizar a estrutura de custos de marketing. As empresas precisam desenvolver um plano de marketing eficaz para enfrentar esses desafios e garantir que seus produtos e serviços permaneçam competitivos no mercado. A X financial software tem alguns problemas em suas campanhas de marketing atuais, como falta de reconhecimento da marca, crescimento lento da participação de mercado, satisfação do cliente a ser aprimorada e estrutura de custos de marketing não otimizada o suficiente. Estes problemas limitam o desenvolvimento e a expansão da empresa no mercado. Por isso, as empresas precisam analisar em profundidade as raízes desses problemas e desenvolver as melhorias correspondentes. Este projeto visa aumentar a notoriedade da marca, aumentar a participação de mercado, aumentar a satisfação do cliente e otimizar a estrutura de custos de marketing da X financial software, através da melhoria do seu plano de marketing. Os objectivos específicos incluem: desenvolver estratégias de marketing inovadoras e competitivas e aumentar a penetração no mercado; Melhorar o CRM para aumentar a satisfação e fidelização dos clientes; Otimize a alocação de recursos de marketing e aumente a eficiência e precisão de suas campanhas. Para atingir esses objetivos, o projeto coleta e analisa dados relevantes. A equipe do projeto tem uma visão profunda das necessidades do mercado, situação competitiva e tendências de mudança nas necessidades dos clientes. Com base nisso, a equipe do projeto elaborou um plano de marketing detalhado, com planos específicos de execução e indicadores de KPI para cada atividade.

Palavras-Chave: Tecnologia financeira, plano de marketing, estratégia de marketing

JEL Classification: M15

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1. Introduction

1.1. Study background

Founded in 2003, X Financial Software is a high-tech enterprise specializing in IT services in the financial field. At present, it has branches in Beijing and Shenzhen, and R & D centers in Wuhan, Xi 'an, Jinan and Chengdu. The total number of employees is more than 800 people, of which more than 90% are professionals with high education, high quality and experienced. The main customer base includes funds, insurance, securities, banking, trust, private equity and other asset management companies.

The company is mainly engaged in the study and development of marketing systems related to financial products and services, the construction of financial data center, the study and development of investment study management platform and asset management platform, investment performance analysis and risk control and compliance products, and the in-depth processing and service of financial information. In recent years, the company focuses on increasing investment in study and development, closely around the innovation concept of "micro innovation, deep innovation, pragmatic innovation", actively carry out innovation work, encourage all employees to innovate from all dimensions, and the innovation results have been recognized and affirmed by many parties.

The company has been recognized as "Shanghai High-tech Enterprise", "Shanghai Xuhui District Enterprise Technology Center", "Shanghai Specialized and special new enterprise", and has passed ISO9001 quality management system certification and ISO27001 information security management system certification. And in the "big data collection, analysis, release", "data processing model", "low code development platform" and other fields obtained 7 invention patents; In addition, it has 5 high-tech achievements transformation projects, 23 trademarks and 70 Copyrights.

In 2020, the sudden outbreak of the novel coronavirus pandemic around the world has had a huge impact on the economies of various countries, especially the production and management challenges of enterprises. The same is true in China, where the COVID-19 epidemic has forced a halt to the pace of rapid economic development, and a large number of enterprises have stopped work, production and business operations due to the epidemic, and their survival and development are facing serious threats. Under the wise decision-making leadership of the Central Committee of the National Party of China, the epidemic has been effectively controlled in China, since 2021, the resumption of work and production has become the main theme of social and economic development, and various industries have gradually recovered vitality, the advent of the post-epidemic era, global economic growth has

generally slowed down, the scale of investment has been significantly reduced, and relying on big data and other information technology to build a new economic order will become a direction and trend. The government continues to promote the expansion of domestic demand, support innovative development, and improve the business environment, which is a new development opportunity for software enterprises.

Marketing plan is the overall design of enterprise marketing activities, is an important part of enterprise strategy, scientific marketing plan helps enterprises to better sell products, win the victory of market competition, and then promote the sustainable development of enterprises. With the development of information technology and the popularization of Internet technology, new technologies such as big data, artificial intelligence and cloud services have greatly promoted the development of China's software and information technology industry, and the software industry has been expanding both in scale and business income. The modern financial industry is inseparable from systematic and information-based standardized management. Affected by the epidemic, the entire software industry has been affected to a certain extent, and business revenue has declined. X financial Software Company urgently needs to adjust its business layout and marketing plan. It needs to achieve performance growth, better adapt to the internal and external environment, grasp the market trend, and re-establish a new office in the post-epidemic era to achieve breakthrough.

1.2. Study the problem

Since the outbreak of the novel coronavirus pneumonia, X Financial Software Company has joined hands with various enterprises to fight the epidemic and launched remote development, study and deployment of information integration platform and other projects. However, affected by various internal and external factors, its business development and market expansion have still been affected to varying degrees. In particular, the company's operating income has declined significantly in 2020, and the growth rate of revenue has decreased significantly. Poses a threat to the company's continued development. Therefore, this project intends to focus on the marketing status quo of X financial software Company in the post-epidemic era, analyze its marketing problems, propose effective marketing improvement plans, solve the market development difficulties of financial software in the post-epidemic era, and realize the simultaneous improvement of business performance and market share.

1.3. Study objectives and significance

Taking X Financial Software Company as an example, based on the background of the post-epidemic era, this project aims to analyze the marketing environment and marketing plan

status quo of X Financial Software Company, and put forward suggestions for improving the marketing plan in the post-epidemic era.

1.3.1. Theoretical significance

At present, there are a lot of studies on marketing and marketing strategies of software enterprises, but few studies specifically discuss the marketing status quo, existing problems and marketing improvement plans of financial software enterprises in the post-epidemic era. Based on the characteristics of the post-epidemic era, this study discusses the marketing problems faced by financial software companies under the premise of this market environment. To a certain extent, this study will improve the marketing plan theory of financial software companies in the post-epidemic era.

1.3.2. Practical significance

First of all, it provides guidance for X Financial Software Company to make marketing plans in the post-epidemic era. In the post-epidemic era, X financial software company's marketing has been affected in order to better adapt to market competition. Both marketing concept and marketing model need to be adjusted. To promote X financial software company to implement precision marketing, help it to better expand the market and improve market competitiveness.

Secondly, the study on X Financial Software Company's marketing problems in the post-epidemic era can provide some references for other similar software companies to make marketing plans during this period.

2. Literature Review

2.1. Study on enterprise marketing

Foreign scholars have a wide range of study fields on enterprise marketing, from traditional marketing theory to relationship marketing, network marketing and so on have more comprehensive study. In recent years, the domestic scholars' study on enterprise marketing is increasing, which involves the marketing development process, the marketing system improvement, the marketing plan improvement and the marketing of enterprises in various industries.

2.1.1. Marketing basic theory study

The 4P marketing theory proposed by E.J. McCarthy, a professor at the University of Michigan, in 1960, is one of the most basic and classic theories in marketing. The 4Ps stand for Product, Price, Place and Promotion respectively. These four elements constitute the basic framework of enterprise marketing activities.

The marketing mix model is a variety of marketing mix methods that expand and deepen on the basis of 4P theory, including traditional marketing mix (4P), extended marketing mix (7P), big marketing mix (6P) and global marketing mix (11P). According to different market and enterprise needs, the marketing elements are more comprehensive and detailed division and combination to help enterprises better formulate marketing strategies and achieve marketing objectives.

The theory of market segmentation was first proposed by American marketer Wendell R. Smith in 1956. The core idea of this theory is to divide the overall market into several consumer groups according to the different characteristics of consumer (or user) demand. This process requires enterprises to deeply analyze consumer demand, purchasing behavior, purchasing habits and other factors to find the differences and similarities between different consumer groups. Each consumer group is a market segment. In order to develop more in line with the market demand of products and services. At the same time, market segmentation also helps enterprises to improve marketing efficiency, enhance market competitiveness, and reduce market risks.

Since then, the American marketing researcher Philip Kotler has further developed and improved Wendell Smith's theory, and eventually formed the mature STP theory, namely market Segmentation, Targeting and Positioning. STP theory has become the core content of strategic marketing, which provides an important basis for enterprises to formulate accurate marketing strategies, and is widely used in the marketing activities of enterprises.

The theory of differentiated competition was put forward by Michael E. Porter, who is known as the "father of competitive strategy". In the strategic management of enterprises, it is necessary to establish a core concept, that is, "not the same can create profits". It states that enterprises should gain a competitive advantage in the market by offering products or services that are different from others. This differentiation can be reflected in product features, brand image, customer service, sales channels and many other aspects. Differentiated competition enables enterprises to stand out in the fierce market competition, attract and retain customers, and thus improve market share and profitability. In business practice, differentiation competition strategy is widely used in all walks of life, which provides powerful guidance for enterprises to formulate competitive strategy. Based on the system theory, Morgan (2004) discussed the correlation between marketing and business performance of enterprises, and believed that enterprises should organically combine strategy, business performance and

marketing, which also became one of the methods to identify the differences in corporate performance.

Xu (2017) discussed the application of synergy theory in enterprise marketing from the perspective of synergy theory, proposed the influence of synergy marketing in the process of enterprise marketing, and believed that collaborative marketing was of great significance for strengthening enterprise marketing.

2.1.2. Relationship and network marketing study

The concept of relationship marketing was put forward by the famous American scholar and marketing expert Barbara Bender Jackson in 1985, which made people's study on marketing theory to a new level. Relationship marketing emphasizes the establishment of a broad and close relationship between enterprises and customers, rather than simply conducting a simple transaction. In relationship marketing, price is no longer the most important means of competition, but pay more attention to the cultivation of customer loyalty. Through relationship marketing, enterprises can establish a unique asset - marketing network, which helps enterprises to maintain an advantage in the competitive market environment.

The concept of network marketing is based on the rapid development of the Internet and marketing practice and gradually formed. The popularization of the Internet and the progress of technology have provided the foundation for network marketing. The rapid development of the Internet makes information dissemination more convenient, and enterprises can carry out product promotion, brand publicity and sales activities through online platforms. From the perspective of marketing theory and practice, network marketing is also a supplement and development of traditional marketing theory. Traditional marketing theory emphasizes the combination of product, price, channel and promotion, while network marketing pays more attention to the interaction and relationship building with consumers. Network marketing through social media, search engine improvement , email marketing and other means to achieve accurate communication with consumers and personalized services, thereby improving marketing effects and customer satisfaction. The birth of Internet advertising in 1994 is considered to be an important year for the development of Internet marketing, and Internet-based well-known search engines have also appeared one after another, providing more possibilities and choices for Internet marketing. Some enterprises and individuals also began to try to use the Internet for marketing activities, and achieved a certain success.

George(2003) analyzed and pointed out the needs of the era of network marketing. He believed that under the background of the development of the Internet, the marketing methods of enterprises have undergone fundamental changes, and the boundaries of traditional

marketing have been broken. For enterprises, network marketing can greatly improve marketing efficiency and reduce marketing costs, so through the network, many marketing links are omitted and the circulation of products becomes simpler, so it is conducive to the marketing improvement of enterprises.

DUTU(2017) pointed out that in order to improve the relationship between enterprises and customers and increase the success rate and frequency of transactions, enterprises should attach importance to the theory of relationship marketing, maintain customer relationship from a long-term perspective, cultivate the emotion with customers, make customers more trust in enterprises, improve loyalty and satisfaction, and thus bring qualitative changes to the overall sales of enterprises.

2.1.3. Marketing plan study

Zhu (2018) pointed out that in the process of development, enterprises should constantly explore scientific marketing plans and constantly innovate to adapt to market changes. Different marketing plans should be used in different periods according to the actual situation of enterprises, especially the change of price strategy and the value of experience marketing in current marketing work. In addition, it is necessary to combine the development of information technology to achieve the combination of marketing and technology, so that it will not be eliminated by The Times and the market.

Elements of strategic social media marketing: A holistic framework Reto Felix, Philipp Rauschnabel, Hinsch(2016)The theoretical contribution of this study is threefold. First, this study provides a comprehensive definition and conceptualization of strategic social media marketing. This conceptualization goes beyond an isolated focus on consumers and/or communicative aspects discussed in existing social media marketing literature. Findings, frameworks, and theories from disciplines such as Human Resources (Sivertzen et al., 2013), Organizational Management (Baird & Parasnis, 2011), Public Relations (Eyrich, Padman, & Sweetser, 2008), and Communications (Linke & Zerfass, 2013) represent important elements of strategic social media marketing. Second, the current study defines a theoretical framework outlining the crucial dimensions on which strategic social media marketing decisions are made and the trade-offs involved in positioning a firm along each of the key continua. Third, this study integrates social media marketing into a more strategic marketing and management context. In sum, the findings of this study provide an advanced theoretical understanding of social media marketing that can guide managers' decision making when developing and improving their strategic social media marketing activities.

2.1.4. Brand marketing study

Tsai(2011) concluded that the project conducts an exploratory investigation and a cross-regional survey, alongside the statistical technique of structural equation modeling, confirms the appropriateness of the entire model structure as well as the causal path pattern explicated by the proposed Strategic Management of Service Brand Relationships model.

According to the Strategic Management of Service Brand Relationships model, service brand commitment and service brand love partially mediate the effects of eight relationship components on service brand loyalty. Moreover, amid the eight relationship components, there are three components (satisfaction of affective attributes, trust, and self-concept connection) also exercising a direct positive influence on service brand loyalty.

The Strategic Management of Service Brand Relationships model delineates the antecedents and consequence of positive service brand relationships. Specific indicators of the latent constructs as well as the causal pathways among these constructs provide strategic principles for fostering strong and durable brand loyalty through consumer-brand relationships in the context of service brand marketing.

Wang,Tzeng (2012) When consumers purchase products, they will consider the brand first, because it indirectly leads consumers to associate the products with the quality, functions, and the design. Based on the smiling curve, it showed enhancing the marketing or R&D will create value-added to the products or brands. Thus, this study intended to use brand marketing to create brand value. However, there are many criteria among the strategies, and they are interrelated.

2.2. Study on marketing strategies of software enterprises

The study of marketing strategy of software enterprise is discussed from two angles of marketing model innovation and marketing plan. From the perspective of study on marketing model innovation, foreign scholars have carried out discussions from the aspects of brand building, differentiation strategy, utilization of public resources and social relations, product and service innovation and so on. Domestic scholars on software enterprise marketing strategy study, from the aspect of marketing model innovation, the representative point of view includes marketing channel innovation; From the perspective of marketing strategy, there are many studies on countermeasures proposed around 4P and 4C theories, in addition, they also include all-employee strategy, integration strategy, and customer attraction strategy.

2.2.1. Study on marketing model innovation of software enterprises

Ling(2021)In today's society, with the rapid development of Internet technology, we are faced with a veritable avalanche of different data. This effectively symbolizes the advent of the big

data era. What new opportunities and challenges can this availability of information bring to our lives? How will the formulation of marketing strategies of related enterprises be affected and changed at the advent of this new era? In today's fast-growing Internet environment, how to entice enterprises to make rational use of the advantages available in big data, and how to guide enterprises to formulate and plan important marketing strategies are just two of the various practical problems that all entrepreneurs should be considering. This project will focus on analyzing the actual impact of massive data and information on an enterprise's marketing strategy. At the same time, we should also put forward the optimal thinking with regard to guiding marketing strategies of enterprises through big data, according to the actual situation of those enterprises. The main purpose of this study is to actually help the relevant enterprises improve their ability to formulate marketing strategies in this new era of big data, At the same time, enterprises should learn to use big data as a means to influence and create the new advantages and driving forces that are conducive to enterprise development.

Zork ciova et al. (2013) pointed out that the software industry is facing a complex environment, customers' requirements for products are constantly increasing, market competition is becoming more and more fierce, and enterprises are under great pressure. In this case, software companies should combine the market environment and their own product reality, based on brand building and product upgrading, innovative marketing strategies to attract customers and win customers.Zhang(2016) investigated and analyzed the difficulties existing in the development of the software industry. They believed that the development of the software industry should start from the change of marketing concepts, then improve marketing strategies, expand marketing channels, constantly strengthen the market competitiveness of software enterprises, and solve the current bottleneck problems.

Varadarajan(2015) believes that 4PS marketing strategy is an important marketing tool for software enterprises. It should grasp every link of product, price, channel and promotion well. At the same time, it should fully obtain the support of government departments and make use of public relations, social relations and other resources to continuously improve the visibility of enterprises and their products. Create software products that consumers trust and support.Biaton(2015) also puts forward marketing improvement strategies for software enterprises based on 4PS theory. He believes that in order for enterprises to obtain more profits and win more competitive advantages, they should create products and services that customers are satisfied with and trust.

2.2.2. Study on marketing plan of software enterprises

Henley(2006) pointed out that the market competition of software enterprises is more intense than that of other industries. Because the marketing strategy of many software enterprises attaches more importance to network marketing, hoping to occupy more software market share and obtain more profits with the power of network, network marketing constantly changes the profit model and development direction of the software industry. Grace(2018) pointed out that software enterprises should focus on customer demand, and software products and services should be based on customer demand. With the development of the Internet and digital economy, software enterprises should adapt to new market changes, adopt network marketing models that are more acceptable to customers, and make use of micro-blog and other tools. Strengthen the network promotion of software products, build a new information system, and improve the level of marketing management by means of big data analysis. Hao (2016) believes that software products have many characteristics, such as abstractness, knowledge and intelligence, durability and dissemination; In the era of information technology, software products should start from satisfying the actual production and life needs of consumers, carry out marketing with the marketing mode that consumers are willing to accept, and give full play to the role of network marketing.

Mathur(2013) analyzed the marketing systems of many developed countries, pointing out that the marketing systems of these western countries are relatively perfect, and she introduced the marketing system construction cases of some countries with the method of case analysis. For example, the American software industry has built a marketing system to attract customers and gather word-of-mouth based on the network marketing model. J.(2016) pointed out that in the current market competition situation, software enterprises should do a good job in market study, develop scientific and reasonable marketing programs, so as to change their passive position in the market and meet the diversified needs of different consumers.

Scott et al. (2019) made a comprehensive comparison of 4P, 4C, 4R and other marketing theories, analyzed the advantages and disadvantages of various marketing theories, and took software enterprises as an example to analyze the application of marketing mix strategy. Xu (2012) took 4P and 4C marketing theories as an example to study the marketing mix strategy of the software industry. Through the study, he pointed out that the 4P theory is the basic framework theory, which can provide the basis for the formulation of marketing strategy of software enterprises; 4C theory can be flexibly applied to all aspects of marketing, and the organic combination of 4P theory and 4C theory can help software enterprises improve and

adjust their marketing strategies. Zhang(2013) analyzed the current situation of the software market in China by means of quantitative analysis, and analyzed the internal and external environment of the software industry with the help of SWOT, PEST and other tools. He proposed the basic marketing strategy of software enterprises from the aspects of product, price, promotion, brand and service, and considered it the main idea of marketing improvement of software enterprises. Hao (2017) believes that the software market has turned to a buyer's market, so the marketing concept of software enterprises should be changed in time, and the marketing strategy should be adjusted and innovated based on the 4P theory to make it match with the enterprise strategy. Taking small and medium-sized software enterprises as the study object, Quelch (2018) combined with new concepts such as service marketing, experience marketing and network marketing, and pointed out the direction and path of marketing strategy improvement for small and medium-sized software enterprises.

Kettani(2019) made a strategic analysis of the software market, and studied the internal and external environment, consumers, cultural customs and other aspects. Finally, he pointed out that software enterprises should pay attention to market risk prevention and grasp market opportunities, so as to seek survival in the complex and changeable external environment. Pan (2014) took Qingdao software enterprises as an example to analyze the development environment of the software industry and pointed out that software enterprises should attach importance to the establishment of the marketing concept of all employees and strengthen the marketing promotion of software products. Shi (2016), based on the innovation of marketing concepts, proposed that software enterprises should take the integration and improvement of internal and external resources as a task, establish the concept of integrated communication marketing, reduce marketing costs, and improve the profitability of software enterprises. Li(2017) focused on the analysis of the internal environment of software enterprises and believed that human resources were an important factor restricting marketing effects, so it was necessary to strengthen marketing human resources management. Shi(2018) believes that in the context of the internationalization of the software industry, software enterprises should establish an international marketing concept, integrate software products and services, and gain advantages in the international market competition. Huo (2019) pointed out that at present, the competition among software enterprises is intensifying. Besides relying on corporate brands and products to attract consumers, software enterprises should also pay attention to the improvement of marketing strategies and carry out some rich marketing activities to attract more consumers. Last week (2019) analyzed the impact of the policy

environment on the software industry around the specific content of the national software industry policy. He believes that some national policies have brought uncertainty to the software market, and software companies should deeply understand the changes in the macro environment, promote marketing and strategic transformation, and better adapt to the future development of the software industry and national policy changes.

2.3. Study on enterprise marketing in the post-epidemic era

Ding and Li(2020) note that different countries adopted different response strategies to combat and control COVID-19 during the COVID-19 pandemic. This national response strategy can be divided into three categories according to its basic philosophy: strict control of unlimited resources, unremitting contribution of limited resources, and crude rationality of limited resources. The study points out that enterprises should adopt targeted marketing innovation strategy to obtain short-term business and long-term business to maintain their survival and development. He and Harrisb(2020) explore how the COVID-19 pandemic has affected the development of corporate social responsibility and marketing, arguing that the COVID-19 pandemic provides an excellent opportunity for companies to shift to more authentic corporate social responsibility to help address pressing global social and environmental challenges. M. rick and DaveCrick(2020) pointed out that although cooperative competition will have a positive impact on company performance, it is not clear how to implement these business-to-business marketing strategies in large-scale emergency situations. Collaboration with competitors can lead to business models that improve performance, network relationships can help owners and managers overcome inadequate resources, the potential paradox of cooperative competition requires effective management, and collaborative business models may develop or end after the COVID-19 pandemic.

Zhang(2020) analyzed the marketing difficulties of physical bookstores in the post-epidemic era based on the perspective of private domain traffic marketing, and took physical bookstores as the study object. He proposed strategies for the marketing transformation of physical bookstores from the aspects of strengthening customer experience, integrating online and offline resources, innovating knowledge payment models, and realizing precise marketing diversion. Zhang(2020) believes that contactless consumption should become a strong engine in the post-epidemic era, achieve high-quality development of the whole society, and make people's lives better. Tian(2020) discussed the changes of outdoor advertising marketing in the post-epidemic era: environmental scenes, outdoor media, outdoor media communication, and the new order of media marketing is waiting to be re-established. Hong (2020) introduced

the development status of fresh e-commerce, analyzed the impact of the epidemic on fresh e-commerce, and proposed the development trend of fresh e-commerce in the post-epidemic era: contactless distribution, staff sharing, quality improvement, brand creation, cross-border integration of live + fresh e-commerce, and cold chain logistics services. Tong (2020) analyzed the origins and existing difficulties of e-commerce live broadcasting, and proposed the basic principles and top-level design ideas that e-commerce live broadcasting should follow in the post-epidemic era. Zhou(2020) believes that in the post-epidemic era, radio marketing needs to break the ice, break the current dilemma, give full play to the advantages and value of radio marketing, and strengthen the role of radio marketing around customer needs and market development.

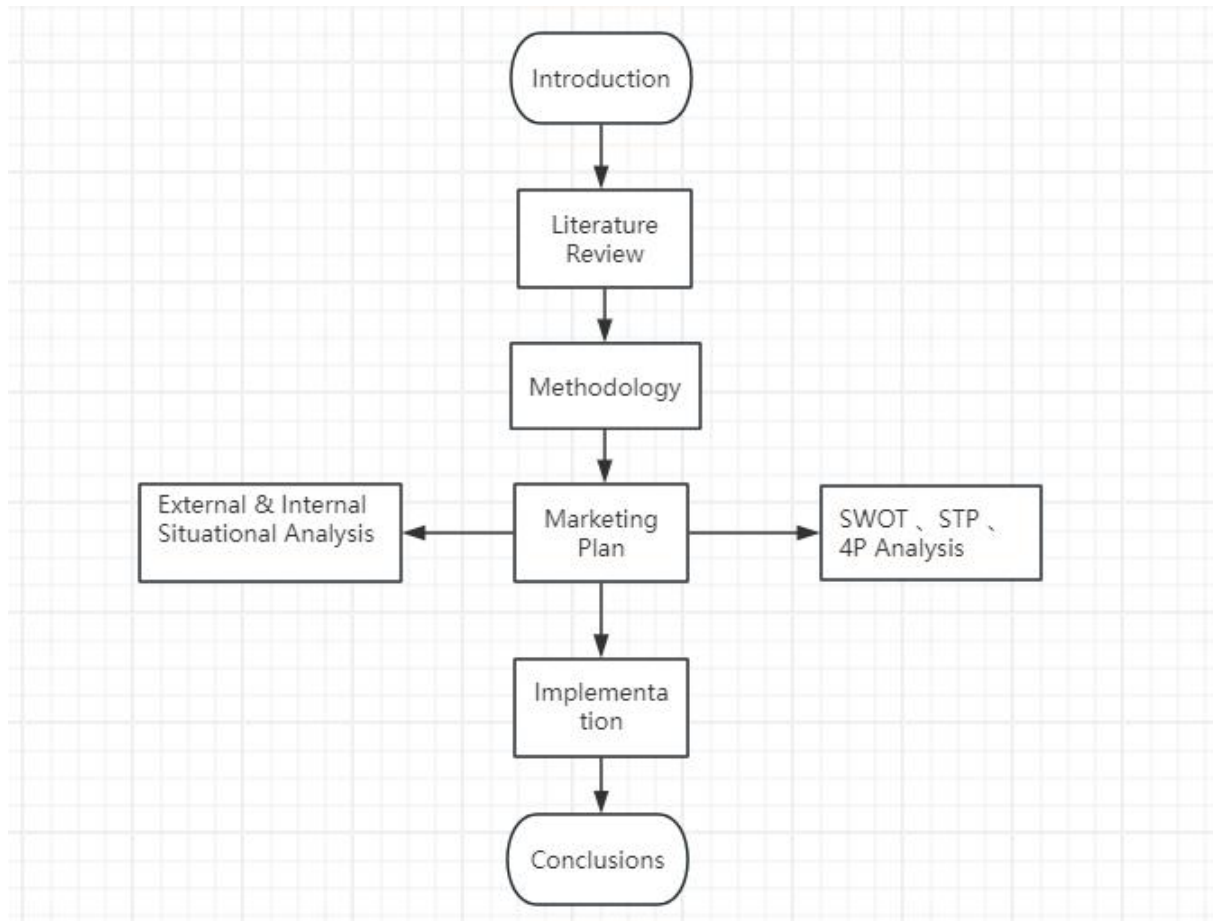
2.4. Review of study status

Through the introduction of relevant scholars at home and abroad, it is not difficult to find that there are a lot of study literature on enterprise marketing, including journal articles and dissertations; In terms of study methods, there are both qualitative study and quantitative study, both mathematical empirical study and case empirical study. The study content covers marketing concept, marketing method, marketing strategy, marketing management and other aspects, covering various industries. There are also a lot of studies on the marketing strategy of software enterprises, and domestic and foreign scholars have basically formed a relatively mature theoretical system on the study of software marketing, and it is also widely applied. The basic theory of marketing has been tested for a long time and has been verified and developed. The application study of software enterprise marketing theory is not few, which has great significance for the development of software industry marketing. A large number of studies show that marketing strategy has a significant impact on the development of software enterprises. Scientific marketing strategy can broaden the marketing channels of software products, improve customer satisfaction and loyalty, improve the marketing effect of software products, and then realize the improvement of software enterprise brand, market competitiveness and profit. Therefore, in the post-epidemic era, with the changes in the internal and external environment of Chinese software enterprises and the wide application of big data, the marketing strategies of software enterprises need to be adjusted and improved in a timely manner. This project intends to discuss the improvement of marketing strategy of software enterprises in the post-epidemic era by combining the new situation of software enterprises' marketing in the post-epidemic era.

3. Methodology

Based on the study results of domestic and foreign scholars, this project studies the improvement methods of marketing strategies in the financial software industry from X financial software Company.

Figure 3.1 Study design thinking map



Source: Author (2024)

Based on the analysis of X Financial Software Company's marketing plan and the actual situation of the company's development, this project conducts scientific discussion and analysis, aiming at promoting X Financial Software Company's sales, conducts in-depth study, and proposes a feasible improvement plan. Specific study methods are as follows:

3.1. Literature analysis

Through CNKI, foreign literature websites, libraries and other channels, read literature related to marketing strategy and domestic and foreign marketing strategy in the field of financial technology, collect and sort out literature and monographs related to marketing, marketing

strategy and marketing strategy of software enterprises, and understand the study trends and theoretical basic knowledge related to the topic selection. It provides data reference for the study of this topic and the construction of the framework of the article, which lays the foundation for the writing of the project.

By studying a large number of marketing theories and in-depth understanding and analysis of the current situation of X financial software Company, the marketing situation of the financial software industry in the post-epidemic era and the points to be improved are obtained. At the same time, feasible improvement plans for the improvement of X financial Software Company's marketing plan are proposed.

3.2. Case analysis

Taking X Financial Software Company as an example, through the analysis of the company's internal and external environment, industry environment, marketing management status and existing problems, the optimization countermeasures of the company's marketing strategy in the post-epidemic era are proposed to provide some help for the improvement of the company's market competitiveness.

3.3. Study content and structure

The 3 main study questions that this thesis will address are :

(1) What are the internal and external marketing environment and industry environment of X financial Software Company in the post-epidemic era?

(2) What are the marketing status quo and existing problems of X Financial Software Company in the post-epidemic era, and what are the difficulties in its marketing management?

(3) How should X financial software company's marketing plan be improved in the post-epidemic era?

Chapter One: Introduction. This project introduces the study background and significance, research methods and content. The purpose of this chapter is to introduce the reason and value of this topic from a macro perspective, and introduce the main methods, content and structure of this project.

Chapter Two: Literature review. Have an in-depth understanding of the study status of the topic selection and grasp the current study trends.

Chapter Three: Study design and study ideas.

Chapter Four: Marketing plan.

This project analyzes the current marketing plan and operation status of X Financial Software Company and analyzes the internal and external environment of X Financial

Software Company's product marketing in the post-epidemic era. The PESTE analysis method is used to analyze the political, economic, social and technological environment of X Financial Software Company. With Porter's Five Forces model, this project analyzes the suppliers, competitors, buyers, substitutes and potential competitors of X financial software company. Through SWOT analysis, the external opportunities, threats, and internal strengths and weaknesses of X financial software company are analyzed. This project probes into the dilemma of marketing management of X financial Software Company in the post-epidemic era. From STP strategy improvement , product strategy improvement , pricing strategy improvement , channel strategy improvement , promotion strategy improvement , etc., this project puts forward the improvement suggestions of X financial software company's marketing plan in the post-epidemic era. This project proposes the marketing improvement plan of X Financial Software Company in the post-epidemic era, aiming to provide some guidance and help for X Financial Software Company's marketing work in the post-epidemic era.

Chapter Five: Conclusion.

4. Marketing Plan

4.1. Executive Summary

At present, under the economic situation of the post-epidemic era, the overall market competition of the financial software industry is fierce. The purpose of improving the marketing plan of X Financial Software Company is to analyze the operating situation from the perspective of X Financial Software Company and put forward suggestions and measures for marketing improvement .

Considering the overall goal, PEST analysis method will be used to conduct external analysis of political and legal, economic, social, scientific and technological factors faced by the company, internal analysis from the company's internal situation, SWOT, STP, 4P analysis and other aspects of X financial software Company to conduct a comprehensive analysis. Finally, according to the analysis results, the author puts forward the implementation suggestions of marketing improvement for X Financial Software Company to achieve the purpose of satisfaction.External Situational Analysis

4.1.1. PESTE Analysis

PESTE analysis is a strategic tool used to assess the macro environment faced by enterprises, including Political, Economic, Sociocultural, Technological and Environmental factors. For X Financial Software Company, we can analyze it from the following aspects:

4.1.1.1. Political and Legal Context

Policy support and supervision: The Chinese government has actively promoted digital transformation, especially in the post-epidemic era, where digital technology has played an important role in epidemic prevention and control, telecommuting, online education, etc., providing a broad space for the development of digital service enterprises such as X Financial Software Company.

Data security and privacy protection: With the introduction of laws and regulations such as the Network Security Law and the Data Security Law, the government's supervision of data security and privacy protection has been strengthened, which has put forward higher compliance requirements for data processing and storage enterprises such as X Financial Software Company.

International political environment: The uncertainty of the international trade environment, such as Sino-US trade friction, may have an impact on X Financial Software

Company's overseas business expansion. At the same time, changes in the international political situation may also affect global technology exchanges and supply chain stability.

4.1.1.2. Economic Context

Economic growth and market demand: The continuous growth of China's economy has provided stable market demand for digital service enterprises such as X Financial Software Company. Especially in the post-pandemic era, the demand for digital transformation has further increased, bringing more business opportunities for X financial software companies.

Financial market and financing channels: With the continuous improvement of the capital market and the expansion of diversified financing channels, X Financial Software Company can raise funds through IPO, bond issuance and other ways to support its technological innovation and business expansion.

Economic Volatility and Risk: Global economic volatility and uncertainty may have an impact on X Financial Software's overseas markets and supply chain. In addition, emergencies such as the epidemic may also lead to an economic downturn and reduced market demand.

4.1.1.3. Socio-Cultural Context

Popularization of digital lifestyle: In the post-epidemic era, digital lifestyles such as telecommuting, online education, and online medical care have been further popularized, increasing the public's dependence on and acceptance of digital technologies. This provides a broader market space for digital service companies such as X Financial Software Company.

Changing consumer preferences: As consumer preferences change, there is a greater focus on convenience, personalization, and security. X Financial Software company needs to continuously improve its products and services to meet the diverse needs of consumers.

4.1.1.4. Technological Context

Technological innovation and iteration: The rapid development of artificial intelligence, big data, cloud computing and other technologies has provided more technical support and innovation opportunities for X financial software company. Companies need to continuously increase investment in study and development to maintain technological leadership.

Technical cooperation and sharing: Strengthen cooperation and sharing with universities, scientific study institutions and upstream and downstream enterprises in the industrial chain to promote technological innovation and industrial upgrading.

4.1.1.5. Environmental Context

Sustainable development and green computing: With the global emphasis on sustainable development, green computing has become an important trend in the development of enterprises. X financial software company needs to pay attention to issues such as energy efficiency, energy conservation and emission reduction to promote the development of green computing.

Natural disasters and emergency response: Emergencies such as natural disasters may cause damage to infrastructure such as data centers and affect the normal operation of enterprises. X Financial Software company needs to strengthen its emergency response capabilities to ensure that services can be quickly restored in the event of an emergency.

In the post-epidemic era, X financial software company is faced with a complex macro environment. Companies need to pay close attention to political, economic, social, technological and environmental changes and develop strategies and measures to meet challenges and seize opportunities.

4.1.2. Sector Analysis

Financial technology (Fintech) industry is a deep integration of finance and technology, through the use of big data, cloud computing, artificial intelligence, blockchain and other emerging technologies to improve the efficiency and quality of financial services, reduce operating costs, and promote the innovation and development of the financial industry. The fintech industry covers banking, insurance, securities, payment, lending, financing, wealth management and other fields, providing financial institutions and financial consumers with a full range of fintech services.

According to the data of authoritative institutions such as the Priceprice Research Institute, the market size of the fintech industry continues to grow. For example, the overall market size of fintech in China reached 532.1 billion yuan in 2022 and is expected to exceed 600 billion yuan in 2023. This shows that the fintech industry still maintains strong growth momentum. The fintech industry continues to strengthen technological innovation and investment in scientific and technological talents, significantly driving the increase in the number of patent achievements. The application level of blockchain, privacy computing and security technology has been significantly improved, and the comprehensive characteristics of technology-enabled finance have become more and more obvious. The competitive landscape of the fintech industry shows a diversified trend. There are both high-tech enterprises such as X financial software company that focus on IT services in the financial field, and companies from the Internet and technology giants that cross the border into the financial technology

field. At the same time, traditional financial institutions are also actively carrying out digital transformation and improving their financial technology service capabilities.

Digitalization and intelligence are the most significant development trends of fintech. Traditional financial institutions are actively embracing digital transformation, improving service efficiency, reducing costs, and providing customers with more convenient and personalized services through advanced technologies such as big data, cloud computing, and artificial intelligence. Blockchain technology has brought revolutionary changes to the financial field. Its decentralized characteristics make transactions more transparent and secure, effectively reducing transaction costs and risks. In the future, with the maturity of technology and the expansion of application scenarios, blockchain technology will play a greater role in the field of financial technology. Financial institutions use artificial intelligence technology to conduct in-depth analysis and mining of massive data to identify risks, predict trends and formulate corresponding risk control strategies. This intelligent risk management method not only improves the risk prevention and control ability of financial institutions, but also provides a strong guarantee for the steady development of the financial industry. The development of financial technology has provided broad application prospects for inclusive finance. Through big data risk control technology and Internet channels, financial institutions can more accurately assess the credit status of vulnerable groups and provide more inclusive and sustainable financial services.

The core pain point for the fintech industry remains how to strike a balance between data fusion applications and security protection. Concerns about data security and privacy protection risks are one of the main difficulties in working with financial institutions and technology companies. In addition, the constant changes in regulatory policies have also brought certain challenges to the development of the fintech industry. The fields of digital supply chain finance, green finance and scientific and creative financial services are considered to be the blue ocean application areas of the fintech industry, providing new development opportunities for fintech enterprises. At the same time, with the continuous progress of technology and the expansion of application scenarios, the fintech industry will usher in more opportunities and challenges.

To sum up, the fintech industry where X Financial Software is located is a field full of opportunities and challenges. The company should continue to increase investment in study and development, improve the technical level and service quality, in order to meet the

challenges of industry changes and market demand, and seize the opportunity of industry development to achieve long-term development.

4.1.3. Competitor Analysis

As a rapidly developing emerging industry in recent years, the field of financial technology has attracted the attention and investment of many enterprises. This field involves a wide range of technologies and services, including but not limited to payment settlement, credit financing, wealth management, insurance technology, blockchain, etc. As a high-tech enterprise focusing on IT services in the financial field, X Financial Software Company is facing fierce competition. Due to the extensive and dynamic nature of the fintech industry, X Financial Software's competitors may include enterprises at multiple levels, including but not limited to the following categories:

Large fintech groups: These enterprises usually have strong financial strength, advanced technology study and development and innovation capabilities, and extensive market layout. They have a deep presence in multiple segments of the fintech sector and are in direct competition with X financial software companies.

Financial IT solution providers: These companies focus on providing IT solutions for financial institutions, including but not limited to the information construction of banking, securities, insurance and other industries. They have more profound experience and technology accumulation in the financial industry, and are important competitors of X financial software company in the field of financial technology.

Emerging Fintech startups: With the rapid development of the fintech industry, many new startups continue to emerge. These companies often have innovative technologies or business models that are able to respond quickly to market changes and meet customer needs. They may compete with X Financial Software in some segments.

X Financial Software's main competitors in the fintech sector are as follows:

1) Hundsun Electronics Co., LTD. :

One of the leading enterprises in the field of financial IT in China, providing overall IT solutions and services for the financial industries such as securities, banks, funds, futures, trusts, and insurance. IT has deep industry accumulation and technical strength in the field of financial IT, and its products and services have a high reputation and market share in the financial industry. As two major enterprises in the field of financial IT, Hundsun Electronics and X Financial Software Company may have direct competition in many segments.

Main features

- Financial software and network service provider: Founded in 1995, Hundsun Electronics focuses on providing overall IT solutions and services for financial institutions such as securities, banks, funds, futures, trusts and insurance, as well as wealth management tools for individual investors.
- Technology core competitiveness: The company takes technology as its core competitiveness, focuses on the field of wealth asset management, and has profound financial technology study and development strength.
- Full-field coverage: As a full-field financial IT service provider, Hundsun Electronics' products and services have covered a number of financial sectors, becoming a leader in the full field of financial technology coverage.

Major competitive advantages

- Leading market position: Hundsun Electronics is the absolute leader in the field of financial technology in China, and has been selected in the FINTECH100 list of global financial technology for many years, with high market influence and brand awareness.

Sales proposition

- Technology-enabled Finance: Enabling financial institutions to achieve digital transformation and upgrading by providing advanced IT solutions and services.
- Full-service: To provide financial institutions with a full range of services from consulting, planning, implementation to operation and maintenance, to meet the diversified needs of customers.

2) Beijing North Information Technology Co., LTD. :

Mainly provide business process outsourcing services (BPO) and information technology services (ITO), and also involve related services in the field of financial technology. With rich experience and good reputation in business process outsourcing and information technology services, we are able to provide comprehensive service support for financial institutions. Although Beijing North has a broad business scope, it may compete with X financial Software in certain segments of the fintech field.

Main features

- Financial IT Integrated Service provider: Beijing North is committed to providing information technology services and business process outsourcing services to domestic and foreign financial institutions, and aspires to become the top financial IT integrated service provider in China.

- Extensive business layout: the company's business and service centers are all over the country, with a number of wholly-owned subsidiaries and branches, to provide customers with nationwide services.

Major competitive advantages

- Localization service capability: With strong localization service capability, Beijing North can respond quickly to customer needs and provide efficient and professional services.
- High service quality: The company follows strict quality standards and security measures to ensure service quality and customer data security.

Sales proposition

- One-stop solution: Provide customers with one-stop financial IT solutions from consulting, design, development to operation and maintenance.
- Operational excellence: Through specialized products and services, we help customers achieve operational excellence and enhance business competitiveness.

Compared with Hundsun Electronics Co., Ltd. and Beijing North Information Technology Co., LTD., X Financial Software Company has the following advantages:

1. Focus on IT services in the financial field

Industry focus: X Financial Software Company focuses on IT services in the financial field, providing a full range of IT solutions for financial institutions such as funds, insurance, securities, banks, trusts, and private equity. This high level of industry focus enables X Financial Software to deeply understand the special needs of the financial industry and provide more realistic products and services.

2. Strong technical innovation ability

Technological innovation: X Financial Software Company performs well in technological innovation, constantly increases R&D investment, and carries out innovation work around the concept of "micro innovation, deep innovation, and pragmatic innovation". The company has obtained a number of invention patents in the fields of "big data collection, analysis and release", "data processing model" and "low code development platform", and has a number of high-tech achievements transformation projects and software Copyrights.

Technical strength: X Financial Software Company has rich experience and technical strength in the fields of computer hardware and software, electronic products and

communication equipment, and can provide customers with high-quality technical services, design, system integration and sales services.

3. Rich product lines and services

Product line: The product line of X Financial Software company covers the study and development of financial products and service marketing related systems, the construction of financial data center, the study and development of investment study management platform and asset management platform. These products can meet the diverse needs of financial institutions in different business scenarios.

Customized services: X Financial Software company can provide customized solutions according to the specific needs of customers to meet the individual needs of customers. This flexible service model helps increase customer satisfaction and loyalty.

4. Extensive customer base and market layout

Customer groups: X Financial Software Company's main customer groups include funds, insurance, securities, banks, trusts, private equity and other financial institutions, as well as asset management companies. A wide range of customer groups for the company to provide stable market demand and development space.

Market layout: X Financial Software has a number of branches throughout the country, including Beijing, Shenzhen, Wuhan, Xi 'an, Jinan, Chengdu and other places, forming a relatively complete market layout. This layout helps the company better serve customers nationwide and enhance brand influence and market competitiveness.

5. Good enterprise qualification and certification

Enterprise qualification: X Financial Software Company has been recognized as "Shanghai High-tech Enterprise", "Shanghai Xuhui District Enterprise Technology Center", "Shanghai Specialized and special New Enterprise", etc. These qualifications reflect the company's advantages in technical strength, innovation ability, market influence and other aspects.

Quality management system: The company has passed ISO9001 quality management system certification and ISO27001 information security management system certification to ensure the quality and safety of products and services.

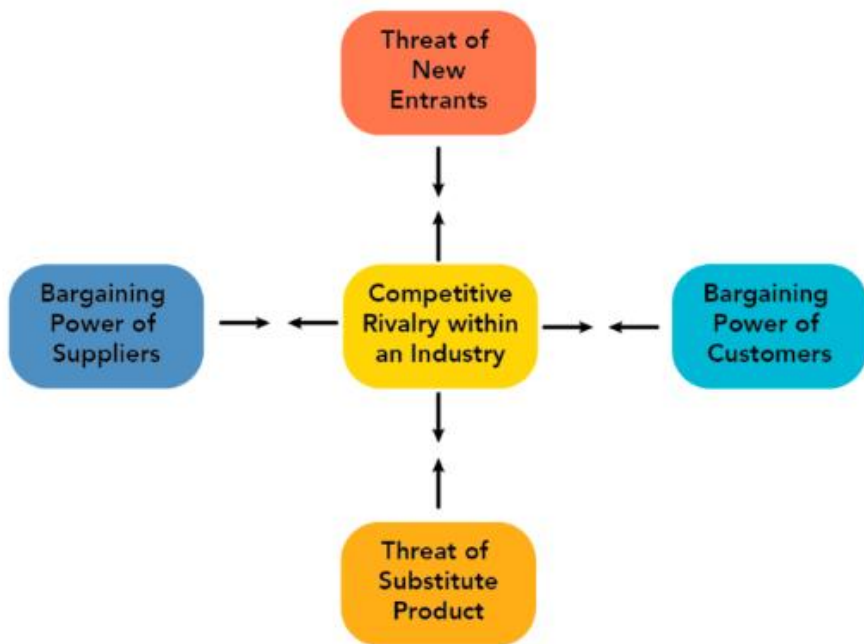
To sum up, X Financial Software Company has strong competitiveness and advantages in the financial technology industry, which mainly come from its focus in the financial field, technological innovation ability, rich product lines and services, extensive customer groups and market layout, as well as good corporate qualifications and certifications. At the same

time, X Financial Software is facing competitive pressure from multiple levels in the fintech field. In order to maintain a competitive advantage and achieve sustainable development, X financial software companies need to pay close attention to changes in industry dynamics and policies and regulations in order to adjust the strategic direction and business model in a timely manner. Constantly strengthen technological innovation, improve service quality, expand market share, and actively respond to market changes and challenges from competitors.

4.1.4. Porter’s Five Forces Analysis

In the post-epidemic era, the Porter's Five Forces model analysis of X Fintech companies can be carried out from the following five aspects:

Figure 4.1 Michael Porter's Five Forces Model



Source: network(2024)

4.1.4.1. Bargaining power of suppliers

In the post-pandemic era, with the adjustment of global supply chains and the rapid development of the technology industry, the bargaining power of suppliers may be affected by a number of factors. For X financial Software Company, its suppliers mainly include hardware manufacturers, software suppliers, technical service providers, etc.

High market concentration: The key suppliers of X Financial Software Company have a high market concentration, that is, a few suppliers occupy most of the market share, so these suppliers have relatively strong bargaining power.

High degree of product standardization: The products or services required by X financial software company have a high degree of standardization, and the competition between suppliers will be relatively fierce, thus reducing its bargaining power.

Higher switching costs: The costs that X Financial Software companies face when switching suppliers (such as reconfiguring systems, training staff, etc.) can also affect the bargaining power of their suppliers. Due to the high switching cost, X Financial Software company may be more inclined to maintain a partnership with the existing supplier, thus enhancing the bargaining power of the supplier.

4.1.4.2. Bargaining power of purchasers

The bargaining power of the purchaser is mainly determined by the amount of the purchase, the degree of demand for the product, and the availability of the market.

High purchase volume: X Financial Software company's customers mainly include funds, insurance, securities, banks, trusts and other financial institutions, and these customers usually have a high purchase volume, so they have strong bargaining power.

High product differentiation: The products or services provided by X Financial Software company have a high degree of differentiation and can meet the specific needs of customers, so the customer's bargaining power is relatively weak.

More market supply: In the post-epidemic era, as the competition in the technology industry intensifies, more similar products or services appear on the market, thus increasing the bargaining power of customers.

4.1.4.3. Threat of new entrants

New entrants pose a threat to incumbents by bringing new capacity and technology. For X Financial Software, the threat of new entrants depends mainly on the following factors:

High industry barriers: including technical barriers, capital barriers, brand barriers and so on. The industry in which X financial software companies operate has high barriers, and new entrants need to invest significant resources and time to overcome these barriers.

Limited market demand: In the post-pandemic era, market demand may be affected by a variety of factors, such as the global economic situation and the policy environment. With stagnant market demand growth and limited market capacity, new entrants will face greater competition and find it more difficult to gain market share.

Incumbents resist: Incumbents respond to the threat of new entrants by lowering prices, improving product quality or service levels, etc., so new entrants will face difficulties.

4.1.4.4. Threat of substitutes

Substitutes are other products or services that meet the same or similar needs of customers. For X Financial Software, the threat of alternatives mainly depends on the following factors:

Cost-effective alternatives: Alternatives are more cost-effective (i.e. lower price, better performance or better service), and customers tend to choose alternatives.

Higher switching costs for customers: Higher costs for customers to switch from X Financial Software's products or services to alternatives will reduce the threat level of alternatives, and customers will prefer to maintain existing relationships.

Technological progress: With the continuous progress of technology, new substitutes may continue to emerge, and there is an alternative threat to X financial software company's products.

4.1.4.5. Competition between existing competitors

X Financial Software Company is facing the competitive pressure from many domestic and foreign competitors in the field of financial IT services. These competitors compete for market share by lowering prices, improving product quality or service levels, and strengthening marketing.

Diversified competitive strategies: Competitors may adopt different competitive strategies to cope with market changes. For example, some competitors may enhance their product competitiveness through technological innovation; Other competitors may fight for market share through price wars.

Market share impact: The market share of each competitor will also affect its competitive strategy and behavior. Competitors with a larger market share may have stronger bargaining power and market influence.

To sum up, the analysis of the Porter's Five Forces model of X Financial Software Company in the post-epidemic era needs to comprehensively consider the above five factors. Through in-depth analysis of the changing trends and influencing factors of these factors, X Financial Software company can develop corresponding strategies and measures to cope with market challenges and opportunities.

4.1.5. Consumer Analysis

As a high-tech enterprise focusing on IT services in the financial field, X Financial Software Company has been focusing on IT services in the financial field since its establishment in 2003, providing high-tech solutions for various financial institutions and corporate customers. X Financial Software's clients are diverse, including large financial institutions, mid-sized asset management companies, and emerging investment management companies. In order to

more comprehensively understand the market positioning and service objects of X Financial Software Company, the customer groups are analyzed from the following aspects:

X Financial Software Company's main customer groups are concentrated in the financial industry, including banking, insurance, securities, funds, trusts, private equity and other financial institutions, as well as asset management companies. These institutions have a high demand for IT services, especially in the construction of financial data platforms, investment study management platforms, asset management platforms and so on. The IT needs of different financial institutions vary, and X Financial Software meets the diverse needs of its customers by providing customized solutions. These requirements include, but are not limited to, system study and development, risk control and compliance, data services, and technical support. The financial industry has a high demand for IT services, especially in the areas of data security, system stability, and performance improvement . With its professional technical strength and rich industry experience, X Financial Software company is able to provide customers with high-quality services.

X Financial Software's client base covers a wide range from large financial institutions to small and medium-sized asset management companies. As can be seen from the company's annual report inquiry letter, its customer structure is stable, and the last three years of revenue continued to grow, the growth rate of 30.23%, 9.53%, 15.97%. In particular, investment and study support services, as a new income, have a higher gross profit margin and a greater contribution to profits. This shows that the company has strong competitiveness and market adaptability in meeting the needs of different types of customers.

X Financial Software focuses on long-term cooperation with customers and ensures that customers can enjoy the latest technological achievements and service experience by providing continuous technical support and product upgrades. According to the specific needs of different customers, X Financial Software provides customized solutions to ensure the pertinency and effectiveness of services. This service approach helps to enhance customer stickiness and improve customer satisfaction. X Financial Software company has established a perfect after-sales service system to ensure that the problems encountered by customers in the process of use can be solved in time. This ability to respond and solve problems in a timely manner is one of the important factors for customers to choose X Financial Software company.

X Financial Software Company has a high market recognition in the field of financial IT services, and its products and services have been trusted and praised by many financial

institutions. This market recognition helps X Financial Software attract more potential customers and consolidate its market position in the financial IT services sector. X Financial Software company has strong technical strength and rich industry experience, and can provide customers with high quality and efficient IT services. This technical strength is one of the key factors for X financial software company to maintain its advantage in the market competition. X Financial Software company focuses on technological innovation and product study and development, and constantly introduces new solutions and service models to meet market needs. This ability to continuously innovate helps X Financial Software to stay ahead in the fierce market competition.

For the customer group of X Financial Software Company, its value is mainly reflected in:

- improving business efficiency. By adopting X Financial Software Company's IT solutions, financial institutions can improve business processing efficiency and reduce operating costs.
- Enhance risk management capabilities. The risk control and compliance products provided by X Financial Software help financial institutions improve their risk management capabilities and reduce business risks.
- Improve customer experience. Through data analysis and service improvement , X Financial Software helps financial institutions enhance customer experience and enhance customer stickiness.

To sum up, the customer groups of X Financial Software company cover securities, funds, insurance, banking, trust, private placement and other subdivisions, playing an important role in the financial industry. By providing high-quality and efficient products and IT services, X Financial Software helps financial institutions improve business efficiency, enhance risk management capabilities and improve customer experience, and has won wide recognition and trust from customers, so as to achieve win-win development for both sides.

4.2. Internal Situational Analysis

4.2.1. Characterization of the company

Founded in 2003, X Financial Software is a high-tech enterprise specializing in IT services in the financial field. At present, it has branches in Beijing and Shenzhen, and R & D centers in Wuhan, Xi 'an, Jinan and Chengdu. The total number of employees is more than 800 people, of which more than 90% are professionals with high education, high quality and experienced.

The main customer base includes funds, insurance, securities, banking, trust, private equity and other asset management companies.

The company is mainly engaged in the study and development of marketing systems related to financial products and services, the construction of financial data center, the study and development of investment study management platform and asset management platform, investment performance analysis and risk control and compliance products, and the in-depth processing and service of financial information. In recent years, the company focuses on increasing investment in study and development, closely around the innovation concept of "micro innovation, deep innovation, pragmatic innovation", actively carry out innovation work, encourage all employees to innovate from all dimensions, and the innovation results have been recognized and affirmed by many parties.

The company has been recognized as "Shanghai High-tech Enterprise", "Shanghai Xuhui District Enterprise Technology Center", "Shanghai Specialized and special new enterprise", and has passed ISO9001 quality management system certification and ISO27001 information security management system certification. And in the "big data collection, analysis, release", "data processing model", "low code development platform" and other fields obtained 7 invention patents; In addition, it has 5 high-tech achievements transformation projects, 23 trademarks and 70 Copyrights.

4.2.2. Mission, vision and values

Vision - To be the best technology partner for Chinese financial institutions!

Mission - Technology to help finance, always as a viable choice for professional investment institutions, reliable trust, to help them create unlimited possibilities!

Values-1) Cherish trust, achieve customers;

2) Think with the bottom line principle and work with the thin line principle;

3) Micro innovation, deep innovation, pragmatic innovation;

4) Adults reach themselves, let the enterprise become a platform for employees to achieve self-achievement;

5) Start with the end, result oriented, self-seeking;

6) Take the initiative to solve problems and seek effective paths.

4.2.3. Product range

X Financial Software Company is a high-tech enterprise specializing in IT services in the financial field. Its product range is wide and deep, mainly focusing on providing comprehensive IT solutions and services for the financial industry. The following is a detailed introduction to its product range:

- X Financial Software company is engaged in study and development of marketing systems for financial products and services, aiming to help financial institutions improve the market competitiveness of their products and services.
- Data center is one of the core infrastructures of modern financial institutions. X Financial Software provides data center construction services to help financial institutions realize centralized data management, efficient data processing and intelligent analysis.
- Aiming at the fields of investment study and asset management, X Financial Software has developed a professional management platform to support investment study to make efficient investment analysis and decision, and provide comprehensive asset management tools for asset managers.
- X focuses on investment performance analysis and evaluation, as well as risk control and compliance management product development, to help financial institutions maximize investment returns, while ensuring the safety and compliance of business operations;
- X financial Software company provides in-depth processing and services of financial information, including study reports, news public opinions, company announcements, government and court documents and other types of information convergence and push, for financial institutions to provide strong support for investment study and decision.
- In addition to standardized products, X Financial Software also provides customized solutions according to the specific needs of customers to meet the individual needs of financial institutions in IT services. X Financial Software company has a professional technical team to provide customers with a full range of technical support and services to ensure that customers can get timely and effective help in the process of using its products and services.

The product range of X Financial Software Company covers many aspects of IT services in the financial field, from system study and development, data center construction to investment study management, asset management, investment performance analysis, risk control and compliance management, etc., providing financial institutions with comprehensive IT solutions and services.

4.2.4. Competitive advantage

In the post-epidemic era, the competitive advantage of X Financial Software Company has been further consolidated and expanded. The following are X Financial Software's main competitive advantages in the post-pandemic era:

Continuous innovation: In the post-pandemic era, digital transformation has become an important trend for financial institutions. With its strong technology study and development strength, X Financial Software company keeps up with the development trend of the industry and continues to launch new products and new services that meet the market demand. The company focuses on "micro innovation, deep innovation, pragmatic innovation", and encourages all employees to innovate from all dimensions to ensure that it maintains a leading position in technology.

High-quality team: X Financial Software Company has a highly educated, high-quality, experienced professional team. In the post-epidemic era, talent has become one of the key factors for enterprise competition. X Financial Software Company continuously improves the overall quality and competitiveness of the team through the combination of internal training and external introduction. This talent advantage provides strong support for the company in technology study and development, market development and customer service.

Extensive customer base: The main customer base of X Financial Software company includes funds, insurance, securities, banks, trusts, private equity and other financial institutions. In the post-pandemic era, the need for digital transformation is even more urgent for these financial institutions. With its rich industry experience and quality service, X Financial Software has won wide recognition and trust from customers. The company is able to continue to expand its customer base, deepen cooperation with existing customers, and further consolidate its market position.

Qualification and certification: The company has a number of business qualifications and certifications to ensure the legality and compliance of its business operations. It has passed ISO9001 quality management system certification, ISO27001 information security management system certification and other international standard certifications. These certifications not only demonstrate X Financial Software's outstanding performance in terms of technical strength and service quality, but also provide strong support for its expansion in the international market.

To sum up, in the post-epidemic era, X Financial Software Company continues to maintain a leading position and achieve steady development in the field of financial IT services by virtue of its technological innovation and R&D strength, talent advantage,

customer relationship and market expansion, qualification and certification, service and after-sales and other competitive advantages.

4.3. SWOT Analysis

X Financial Software Company is an enterprise with rich experience and technical strength in the fields of computer hardware and software, electronic products and communication equipment. The following is a SWOT analysis of X Financial Software Company in the post-pandemic era:

4.3.1. Strengths

Industry focus and brand advantage: X Financial Software Company is a high-tech enterprise specializing in IT services in the financial field, and has a strong brand influence and market share in the financial software industry. Its products and services have been widely recognized and applied in the financial industry, and have accumulated a large number of high-quality customer resources for the company.

Technical strength and innovation ability: The company has a highly educated, high-quality and experienced R & D team, which can keep up with the development trend of the financial industry and constantly introduce innovative products and services. Outstanding performance in technological innovation, with a number of patents, software Copyrights and registered trademarks, showing the company's attention and strength in technology study and development and intellectual property protection. Especially in the field of big data collection, analysis, publication, data processing model, low code development platform and other fields, the company has achieved remarkable results, with a number of invention patents and Copyrights. The company has been recognized as "Shanghai High-tech Enterprise", "Shanghai Xuhui District Enterprise Technology Center", etc., which indicates that it has been officially recognized in terms of technological innovation and study and development.

Rich product line: The company has a rich product line and a sound product system, covering the study and development of financial products and service marketing related systems, the construction of financial data, the study and development of investment study management platform and asset management platform, and other fields, and can provide customers with comprehensive solutions.

Customized service ability: X Financial Software company focuses on meeting the individual needs of customers and can provide customers with "tailored" solutions. This customized service not only enhances the company's market competitiveness, but also

deepens the cooperative relationship with customers, which is conducive to the establishment of long-term stable customer relations.

Perfect after-sales service system: The company has established a comprehensive after-sales service system to provide diversified technical support and after-sales service, including telephone support, Internet service, field service, personnel outsourcing, regular return visits, etc., to meet the uninterrupted service requirements required by the financial industry.

Clear market positioning: X Financial Software Company focuses on IT services in the financial field and provides technical support services for core systems for financial institutions such as funds, insurance, securities, banks and trusts. This market positioning makes the company highly competitive in the field of financial IT services.

Solid customer base: X Financial Software Company has a number of well-known financial institution customers including Ping An Group, China Reinsurance Group, China Life Asset Management Co., LTD., Tianhong Fund, ICBC Credit Suisse, Huaifu Fund, Haifong Fund, etc. Therefore, it has accumulated rich service experience and service resources. While providing customers with professional and fast services, For the company to bring a stable source of income and market reputation.

4.3.2. Weaknesses

Slow iteration of technology update: The financial industry has very high requirements for technology, and the speed of technology replacement is also very fast. If X financial software company has a low ability to meet the requirements of technological upgrading and cannot follow up the trend of technological development in time, it may be at a disadvantage in the future market competition.

Lack of ability to retain talent: As a high-tech enterprise, talent is the most valuable resource of the company. However, with the intensification of market competition and changes in the talent market, X Financial Software Company is faced with the risk of brain drain and needs to constantly attract and retain high-quality professionals. The company needs to take effective measures to strengthen the construction of talent team and improve the sense of belonging and loyalty of employees, so as to maintain its leading position in technology and market competitiveness.

Relatively low brand awareness: Although there is a certain degree of visibility in the industry, compared with some large IT enterprises, X financial software company's brand awareness needs to be improved.

Limited market expansion ability: Currently, the company mainly serves the financial field. Although this field has high added value, it may also limit the company's market expansion ability in other fields.

Slow recovery of funds: informatization is a systematic project, the project implementation period is long, the recovery of funds is slow, which brings adverse effects on the asset flow, and the probability of bad debt loss increases.

4.3.3. Opportunities

Policy support: The state has issued a number of policies to continue to support and encourage the development of the software industry, and the state's support policies for high-tech enterprises and scientific and technological innovation provide a good policy environment and development opportunities for X financial software companies, helping the company to obtain more financial support and policy preferences.

Growing market demand: With the rapid development of the financial industry and the acceleration of digital transformation, the demand for financial software products and services is growing. X financial software company can seize this market opportunity to further expand market share and enhance brand influence.

Application of emerging technologies: The continuous development and application of artificial intelligence, big data, cloud computing and other technologies have brought new development opportunities to the financial software industry. X financial software company can increase study and development investment and innovation in these fields, promote the upgrading of products and services, and further enhance the competitiveness of its products and services.

Accelerated digital transformation of the financial industry: With the acceleration of digital transformation of the financial industry, the demand of financial institutions for IT services is increasing, providing a broad market space for X financial software companies.

4.3.4. Threats

Market competition intensifies: With the continuous increase of domestic demand for software, more and more enterprises enter the financial software industry, and the market competition in the financial software industry is becoming increasingly fierce. If X financial software company cannot maintain its competitive advantage and innovation ability, it may be eliminated in the future market competition.

Fast technology upgrading: The IT industry technology upgrading speed is fast, X financial software company needs to continuously invest R & D resources to maintain the

leading position in technology, otherwise it may face the risk of being eliminated by the market.

Changing customer needs: The needs of financial institutions for IT services are constantly changing, and if X Financial Software cannot meet customer needs in a timely manner, it may lose market share and customer trust.

Uncertainty of the economic environment: The uncertainty of the global economic environment may have a certain impact on the financial software industry, which in turn affects the business development and profitability of X Financial Software Company.

Technology security risks: As the digital transformation of the financial industry accelerates, technology security risks are becoming increasingly prominent. If X Financial Software company has vulnerabilities or problems in terms of technology and security, it may adversely affect the company's reputation and business development.

Post-epidemic impact: With the outbreak under control, various industries are gradually recovering. The same is true for X Financial Software Company. In the context of economic recovery, although the business volume has gradually picked up, due to the impact of the epidemic, the purchasing power of some customers has declined to varying degrees, which has brought constraints to the industry market promotion of X Financial Software Company.

To sum up, X Financial Software Company faces many opportunities and challenges in the post-epidemic era. X Financial Software Company should improve the existing marketing strategy in view of the existing marketing problems in the post-epidemic era. Although facing the disadvantages of low brand awareness, brain drain risk, limited market expansion ability and so on. At the same time, the accelerated digital transformation of the financial industry, the application of emerging technologies and policy support have brought development opportunities for X Financial Software Company, and the company should actively respond to market changes and competitive challenges in order to achieve sustainable development and long-term profitability.

4.4. Marketing Plan Objectives

X Financial Software's marketing plan aims around:

1. Enhance brand awareness and influence
2. Expand market share
3. Enhance user engagement
4. Promote sustainable business growth

Enhance brand influence: First, fintech software companies need to establish a clear, professional and trustworthy brand image. Through content marketing, social media promotion, participation in industry events and partnerships, improve the brand's visibility and recognition in the target market and establish an authoritative position in the industry.

Expand market share: Through accurate market positioning and effective marketing strategies, improve the company's product share in the target market. On the basis of consolidating the existing market position, we actively seek new market opportunities and continuously expand market share by expanding product lines, entering new markets or carrying out cross-border cooperation. At the same time, pay close attention to industry dynamics and competitor strategies, and flexibly adjust marketing strategies to maintain competitive advantages.

Enhance customer stickiness: Provide high-quality customer service and technical support, establish long-term stable customer relationships, and improve customer loyalty and re-purchase rate. Solve customer problems, promote communication and cooperation between customers, enhance customer emotional connection, and form a good user ecology.

Promote sustainable business growth: comply with relevant laws, regulations and regulatory requirements to ensure business compliance. Strengthen technological innovation and study and development investment, and promote the continuous improvement and upgrading of products and services. Focus on corporate social responsibility, enhance corporate image and promote sustainable development while maintaining business growth. Clear target customer groups, use big data and artificial intelligence technology to collect and analyze user behavior data, and provide data support for the formulation and improvement of marketing strategies. Use digital marketing tools to effectively reach and engage potential customers through precise market segmentation and targeting strategies. Demonstrate the unique value proposition of fintech software products and enhance customer trust in the products. Design efficient conversion paths, such as customized solutions, etc., to reduce the user trial threshold, etc., to promote conversion of potential customers.

To sum up, the marketing goal of a fintech software company is a multi-dimensional and systematic process, which needs to comprehensively consider multiple factors such as brand, market, product, user, data and technology.

4.5. Segmentation, Targeting and Positioning

4.5.1. Segmentation

Market segments are mainly divided into two dimensions: customer and region. Divide the different markets and find the best market for the company.

(1) Customer segmentation

The customers of X Financial Software company can be divided into banking customers, non-bank financial institution customers and other enterprises.

① Banking customers:

State-owned banks: such as Industrial and Commercial Bank of China, Bank of China, China Construction Bank, Agricultural Bank of China, etc. These banks occupy an important position in the financial system, invest heavily in the field of financial technology, and seek to improve service efficiency and customer experience through scientific and technological means. The demand for fintech software is broad and deep.

Joint-stock banks: such as China Merchants Bank, China Citic Bank, etc., these banks are more active in the application of financial technology, focusing on improving service quality and efficiency.

Urban commercial banks and rural commercial banks: These banks are numerous and widely distributed, and their demand for fintech software is regional and characteristic.

② Non-bank financial institution customers:

Insurance companies: such as New China Insurance, China Pacific Insurance, China Life Insurance, Ping An of China, etc., need financial technology software to improve product design and improve risk management level, and need financial technology software companies to provide risk assessment, data analysis, intelligent customer service and other solutions to improve the design and sales process of insurance products.

Securities companies, such as CITIC Securities and Huatai Securities, use fintech software to upgrade trading systems and improve customer services, and need fintech software companies to support the construction of their trading systems, risk control systems, and customer management.

Trust companies, finance companies, financial holding companies, etc. : These institutions also have varying degrees of demand for fintech software in their respective business areas.

③ Other industry customers:

Large enterprises: including central and state-owned enterprises as well as large private enterprises, they may need fintech software to manage funds, improve financial processes, etc.

Smes: Although smaller, they also need fintech software to improve operational efficiency and reduce operating costs.

To sum up, X Financial Software Company's customers cover many industries and fields. In order to efficiently improve the company's performance, the company **should be positioned in the range of high-quality customers.**

By high-quality customers, we mean:

- It has a high degree of demand, and has a strong demand and recognition for fintech products and services;
- High ability to pay, usually with high economic strength and ability to pay, to be able to afford the services provided by financial technology software companies;
- High willingness to cooperate, willing to establish long-term and stable cooperative relations with financial technology software companies to jointly promote the development of financial technology.

These customers not only have a high market position, but also have a strong demand and recognition for fintech products and services. This will provide a broad market space and development opportunities for financial technology software companies, and promote the continuous innovation and development of the financial technology industry.

(2) Regional segmentation

X Financial Software Company is located in Xuhui District, Shanghai, located in the city center and emerging technology development zone, unique geographical location and environmental advantages. At the same time, due to the drive and influence of the developed core region on the surrounding areas, the customer cases of X financial Software company have also radiated to the cities around Shanghai and Beijing, such as Hangzhou, Suzhou, Tianjin and so on. Considering the sales of X Financial Software Company's software products in various regions and the number of customers in recent years, the regional segmentation of customers can be considered from the perspective of regional distribution and economic development level. It is suggested that marketing investment should be distributed according to different proportions, and market expansion should be carried out according to the importance of each region.

Firstly, from the perspective of geographical segmentation, X Financial Software company's software is oriented to customers in the financial industry. Customers in the financial industry, especially in the four cities of Beijing, Shanghai, Guangzhou and Shenzhen.

The geographical distribution is as follows:

First-tier cities: Beijing, Shanghai, Guangzhou, Shenzhen and other first-tier cities are important customer gathering places for fintech software companies. These cities have

developed economies, active financial markets, numerous financial institutions, and strong demand for fintech products and services. At the same time, these cities are also the main gathering places of fintech enterprises, with a large number of fintech talents and technical innovation resources.

New first-tier cities and second-tier cities: Zhejiang (Hangzhou), Jiangsu (Suzhou), Tianjin and other regions with the continuous popularization of fintech, more and more new first-tier cities and second-tier cities have also begun to become important customer areas for fintech software companies. These cities have certain advantages in terms of economic development, population size, consumption level, etc., and the demand for fintech products and services is also increasing.

Regional financial centers: In addition to the cities mentioned above, some regional financial centers are also important customer regions for fintech software companies. These cities usually have a relatively complete financial system and a higher level of financial development, and the demand for fintech products and services is also relatively strong.

Economic development level division:

Developed regions: Due to the active financial market, numerous financial institutions, and diversified financial needs, the economically developed regions have a high demand for products and services of fintech software companies. Customers in these regions are often more focused on service efficiency, convenience and security.

Less developed regions: Although the financial market in less developed regions is relatively not active, with the promotion of inclusive financial policies and the popularization of financial technology, these regions also show a certain demand for the products and services of financial technology software companies. Customers in these regions are likely to be more concerned about the availability and cost-effectiveness of services.

To sum up, the regional segmentation of customers for fintech software companies is a complex and multi-dimensional process that needs to consider the combined impact of multiple factors. According to X Financial Software Company's own market positioning and development strategy, combined with the market characteristics and customer needs of different regions, according to these characteristics: strong payment ability, high professional degree, software products need to be customized according to each customer's needs, needs will be constantly iterated in the product development process, and high product quality requirements, it can be concluded that: X Financial Software Company's target customers are enterprises that focus on results output and enterprise informatization reform.

4.5.2. Targeting

Accurately capture key customers, help to improve work efficiency and market share, expand the field influence and competitiveness. According to market segmentation, the target market of X financial Software Company can be selected according to customer segmentation, specifically selecting large group companies, central enterprises, state-owned enterprises and other businesses. Relatively speaking, large and medium-sized customers have stronger paying ability than small customer companies, large and medium-sized companies have more stable project demand budgets, and large and medium-sized customers have more business types than small customer companies, so the renewal rate of sustainable development is higher. Therefore, the target market of X financial software company can focus on large enterprises such as central enterprises, state-owned enterprises and groups.

(1) Actively expand customers in economically developed areas

Accurate target market positioning helps to efficiently improve business performance. From the law of information construction, software investment is closely related to regional economic conditions. The pace of information construction in economically developed areas is faster, and the investment and application in software is significantly more than that in economically underdeveloped areas. From the regional market segmentation of X financial Software Company, we can see that customers in economically developed areas should be actively expanded. From the perspective of financial software demand, large and medium-sized customers have stronger payment ability, more business types, more software users, more demands, and more adequate information system budget than small customer companies.

(2) Expand the users of key institutions and units

Central enterprises, state-owned enterprises and group units are the key customers of X Financial Software Company, so X Financial Software Company should further expand the key customers of large group companies, central enterprises and state-owned enterprises, so as to occupy more financial software market, constantly penetrate X financial software company's products into various industries, and let more large and medium-sized enterprises apply the company's financial software. At the same time, actively expand users, tap the potential of old users and improve customer stickiness.

4.5.3. Positioning

The market positioning of X Financial Software Company can be summarized as "the professional provider and innovation leader of IT services in the financial field". The company is committed to providing financial institutions with efficient, secure and reliable IT solutions through technological innovation and quality services to help their business

development and digital transformation. Specifically, the market positioning of X Financial Software Company is reflected in the following aspects:

- **Strong professionalism:** the company has accumulated rich experience and technical strength in IT services in the financial field, and can deeply understand the business needs of financial institutions and provide professional solutions.
- **Innovation leadership:** The company focuses on technological innovation and study and development investment, and constantly introduces new products and services that meet market demand, leading the development trend of the industry.
- **Service quality:** Adhering to the "customer-centric" service concept, the company provides a full range of personalized service support to ensure the continuous improvement of customer satisfaction.
- **Safe and reliable:** The company attaches great importance to the security and stability of the system, through strict quality control and safety management system certification, to ensure that customers to provide safe and reliable services.

To sum up, X Financial Software Company has established a good brand image and market position in the IT service market in the financial field through precise market segmentation, clear target market selection and clear market positioning.

4.6. Marketing-Mix

4.6.1. Product

The marketing strategy is improved from the aspects of products, brands and services, so as to better meet the needs of customers and improve the software product competitiveness of X Financial Software Company.

(1) Strengthen brand effect

In order to gain a better competitive advantage in the highly competitive financial technology industry, occupy more market shares, and improve the quality of the brand is one of the important marketing ways for enterprises, which determines the healthy and sustainable development of enterprises. To this end, X Financial Software Company should increase the content of brand cultivation in the overall strategy of future development of the enterprise, and strengthen brand promotion from the perspective of internal management concept, corporate culture and values. To strengthen the management of intellectual property rights,

while attaching importance to the application of invention patents, utility model patents and software Copyrights, it is also necessary to strengthen legal awareness and safeguard the rights and interests of companies; Participate in some public welfare activities to establish a positive corporate image with social responsibility.

(2) Strengthen product innovation

For software products, its technology is the core of the product and a big selling point. With the development and market of emerging technologies

The field is constantly changing, and the importance of new technologies in software products is self-evident. Software companies need to strengthen product innovation,

Develop products using new frameworks and technologies, such as microservice architectures and low-code platforms. Carry out the extension and expansion of product types, achieve product diversification, occupy more business market. Financial software is mainly targeted at the needs of the financial industry, and the needs of similar business software are roughly the same. Compatible products can be adopted to reduce costs. For more personalized customer needs, the company can establish differentiated thinking, the implementation of customized development services, as far as possible to meet the needs of all types of customers. In view of the interconnection and sharing between different systems and databases caused by informatization, we should ensure that our products can be compatible with relevant systems and databases at home and abroad and run stably, so as to cultivate the market of specific industries. Do the data center, the system integration is completed, to achieve single sign-on, convenient customer management platform, effectively improve work efficiency and management level.

(3) Improve service quality

Customer demand is the fundamental starting point of financial software study and development, the company's business demand analysts should take the initiative to contact customers, through telephone, on-site visits and other ways, to understand customer demand and the use of existing software and problems encountered. Pay attention to customers' feedback, pay attention to customers' comments, messages, etc., timely understand some new ideas and new requirements of customers, provide basis for the improvement, improvement and innovation of projects or products, improve customer satisfaction with products, and enhance the competitiveness of the company. Based on the needs of customers, X financial software company needs to help customers design specific plans for resource integration, so that the end customer can see the architecture and style of the final product he wants to

present. For example, X Financial Software company, when writing solutions, combined with its static pages, shows customers the prototype of products that will take shape in the future. When writing software product solutions, we usually give customers a blueprint design PPT and form a "work statement". When making PPT, it needs to be simple and atmospheric with content. The "Statement of Work" needs to be closely integrated with the customer's needs and management system, and it should be written with chart analysis, case presentation and elaboration to the field.

4.6.2. Price

According to the different situation of customers, adopt the differential pricing strategy. Different pricing categories are formulated for customers of different sizes, grades and needs, which is more targeted for customer companies with different payment capabilities and different demand volumes, and helps to match more suitable services.

(1) Customer differential pricing

Middle and low-end market customers have high price sensitivity, and product quotation largely determines whether customers buy products. In the middle and low-end market, X Financial Software company has higher service capability and industry experience than other competitors, but its product price is higher than other similar companies. Consistent with market segmentation, mainly for high-end customers. In addition, because of the high-end large group companies or central enterprise customers, their financial expenditure is local finance, the government will support. Generally, the local government will give the budget of the procurement system to the high-end customers, and the budget quotation will generally be relatively high. Therefore, when X financial software company faces customers in the middle and high-end market, its quotation can be higher than that of middle and low-end customers. For mid-to-high-end customers, the company can combine cost-oriented, demand-oriented and budget-oriented strategies to set the final price.

(2) Demand differential pricing

There are various types of business in the financial industry, and differentiated pricing can be adopted for software that achieves various business needs in the fintech industry. For example, basic business requirements, take the basic quotation model. New business type requirements will increase a certain cost on this basis. Pricing varies according to different business needs. The cost, difficulty, and time required to achieve customized business needs increase the cost.

(3) Bundle pricing

In the software industry, there are annual maintenance fees. The general annual maintenance fee is 10% of the project amount, and the first year maintenance service fee is exempted from the date of the system launch. To ensure the stable running of the software system, technical personnel are required to provide support. You can purchase annual maintenance by yourself. The annual maintenance fee will cover some product updates and iterations during the year, as well as other business consulting and services. When pricing services, try to highlight the value of software operation and maintenance services so that the requirements can be iterated. At the same time, for interested customers, we can extend the free annual maintenance period or discount the annual maintenance fee to attract customers to place orders and gain more competitive advantages.

At present, the system storage server is generally Ali Cloud server or self-built server. Self-built servers require the customer company to have a certain amount of paying ability and technical resources to coordinate and manage the computer room, but small company customers basically do not have this ability. Therefore, most of the company's customers use cloud servers. X Financial Software Company can purchase this server by itself and sell it to customers by combining the system with the packaging model. When packaged and sold together with the system, it can provide lower than the price of the cloud server website or a longer time limit to the customer, increasing the total price advantage of the enterprise.

For other needs of customers, such as SMS reminders, industrial and commercial information reminders and other functional requirements. SMS reminders and industrial and commercial information can be provided by X financial Software company, and enterprise customers can consume in the form of pre-recharge. During the period of communication and negotiation with customers, we can show the function of pre-sending SMS and industrial and commercial information reminder to customers, so as to improve the advantages of the company to fight for the project.

4.6.3. Place

The main marketing channels are direct sales and distribution. At present, all products of X Financial Software Company are self-developed direct sales, and there is no agent for other products or distribution agents. At present, the Internet is so developed, channel sales are also divided into online sales and offline sales.

(1) Expand online marketing channels

In the post-epidemic era, the importance of online marketing is more prominent. The traditional offline channel model is not only costly and has a long cycle, but also subject to many restrictions, such as restrictions on site, scale, and personnel in the era of the epidemic,

and many people are "home" at home or in the company. In the context of the rapid development of the Internet, X Financial Software Company should further expand and strengthen its existing online marketing channels to meet the requirements of marketing channel construction in the post-epidemic era.

① Create a multi-channel online marketing cooperation platform

As a supplement to traditional marketing channels, the role of network marketing is constantly being amplified. X financial software company should combine the characteristics of the new era to build a multi-channel online marketing cooperation platform. In terms of joining agents, we should expand the construction of service centers, improve the construction of service centers in some areas, achieve uniform identification and uniform service standards, and ensure that the company can provide guaranteed door-to-door service after providing online marketing. In terms of channel recruitment, through Internet communication methods such as network broadcast, partners interested in cooperation can fully understand the company's products, channel policies and other information, and product experience and feedback can be carried out online, which is convenient to strengthen the cooperation between the two parties in the later stage.

(2) Adjust offline channel construction

X financial software company currently accounts for a large proportion of the direct sales model, so the next step should be adjusted appropriately. In places other than the headquarters and branches of the company, the distribution model can be properly considered to encourage partners to actively explore the market and create greater brand value and profits for the company.

① Expand and cultivate high-quality channel partners

Channel sales is a very important marketing model for X Financial Software Company, which has a good effect on rapidly opening the market and acquiring a large number of customers. To this end, the company should pay attention to the selection of channel partners, conduct classified management, objectively evaluate the business ability, reputation and customer resources of partners, and replace the partners with poor comprehensive strength in a timely manner. For partners with certain potential, the company should provide necessary marketing training, after-sales service training, etc., give necessary support to help them solve the problems in the marketing process, and then cultivate into the company's high-quality channel partners. Hold lectures or forums to popularize science and publicize the pain points and difficulties solved by financial software products and related successful cases, reflecting

the needs and values met by the products. Care about customer needs, build a relationship network with customers, and enhance the stickiness between customers.

② Improve the agent incentive policy

The agent system is a common channel model used by many enterprises to achieve sales promotion in different regions through agents. X Financial Software Company has set up general agents and agents at all levels in various provinces and regions, but the management of agents is not standardized enough, and the sales enthusiasm of agents needs to be improved. On the one hand, the company can take appropriate measures to improve the level of agents to stimulate the enthusiasm of agents at all levels, of course, this needs to be completed on the basis of scientific performance assessment, such as according to the completion of the sales task of each level of agents in the previous year, take agent fee return, agent level upgrade and other incentive measures. On the other hand, improving the reward standard of agents, increasing the proportion of agency fee return, giving year-end rewards, priority distribution of business opportunities and increasing the proportion of sharing, etc., are all better reward methods, which can be comprehensively adopted by X financial software company.

4.6.4. Promotion

Promotion strategy generally refers to the expansion of sales through sales, business promotion, public relations, advertising and other forms

The means. In the past, the company's financial software products basically adopted the form of offline roadshows to promote marketing. Under the background of post-epidemic era, online and offline promotion strategies can be improved.

(1) Increase product online publicity

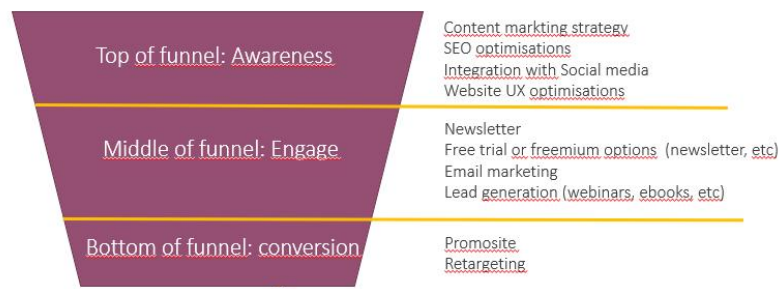
① Use "Internet + brand" to increase promotion efforts

Under the background of "Internet +", X financial software company should establish the promotion model of "Internet + brand" and build high-quality brands to make the company's product brands more dynamic. X Financial Software Company's "Internet + brand" promotion should use big data and other technologies to explore and analyze customers, highlighting two aspects of value: on the one hand, meet customer demand value, penetrate X Financial Software company's corporate culture in the process of brand marketing, and meet customers' spiritual, emotional, functional and other needs; On the other hand, the promotion should meet the company's marketing objectives, make the company's brand image show the value of the product through value mining, make the function of the product and service meet the needs of customers, and expand the brand influence.

② Enrich product online marketing methods

In the process of product online promotion, X financial software company should master the following marketing methods to better enhance the product online marketing effect.

Figure 4.2 Funnel model



Source: St. Elmo Lewis(1898)

First, online photo and video marketing. Network photo marketing means that designers design the company's software products with pictures, and information maintenance personnel transfer product information on Weibo, websites, and various forums to publicize the main products and functions of X Financial Software Company, so that more customers can contact and understand the company's products. Network video marketing: Design and produce high-definition network videos centering on the main software products of X Financial Software Company, and disseminate them on the Internet in a targeted manner, so that some interested customers can see them and forward them to improve the online transmission speed of the company's products.

Second, online product promotion. In addition to pictures and videos, content about product features, product benefits, white projects, industry case studies and more attracts potential customers to choose products. Carry out marketing in text mode and comprehensively promote Internet marketing to the market.

Third, satisfied customer recommendation. The concept of this method is "let the masses tell the masses, and promote themselves through others." X Financial Software Company can make full use of the power of existing customers and the interpersonal network of the company and employees to effectively publicize its products and service information.

Fourth, email marketing, sending free trial or freemium options (newsletters, etc.) in the form of email experiences, conducting lead development (webinars, ebooks, etc.), targeting customers based on feedback.

(2) Adopt diversified promotion methods

① Advertising

Financial software has a strong professional, in the process of advertising should pay attention to the targeted customer groups, to influence their purchase decisions. The advertising of X financial Software company should rely on both traditional media and new media, so as to improve the publicity effect. Traditional media advertising can be targeted in the "China Financial Review", "World Financial Weekly", "Chinese Financier", "China Finance" and other industry magazines advertising, so that industry people can understand the financial information while reading the company's product information. In terms of new media advertising, the company makes comprehensive use of computer Internet, mobile Internet and other platforms to display the product and service information of X financial software Company and attract customers' attention.

There is an old saying in China that a silver cup is not as good as a customer's reputation. Embodies the importance of word-of-mouth publicity among the masses. When X Financial Software company gives roadshows to new customers, it can properly introduce the achievements of similar old customers to new customers. Allow customers to intuitively and clearly understand the construction of the system. In the industry, the value of a successful customer case is immeasurable. In addition to introducing excellent customer cases to customers on roadshows, X Financial Software Company can also let customers know about the company's successful cases, so that new customers can learn about X Financial Software Company's soft power and professional service ability from old customers.

② Personnel promotion

Customer resources have always been a major advantage of X Financial Software Company. At present, more than 70% of the company's customers are long-term customers, which is the precipitation of the efforts of the company's marketing staff for many years. How to make good use of this resource and continue to create greater value for the company is one of the strategic plans that the company focuses on. The company should strengthen the management of sales promotion personnel, requiring them to have a clear understanding of financial industry policies and industry development trends in addition to professional marketing theories and marketing skills; To understand the company's corporate culture, in the promotion process to implement the company's values and spiritual ideas, to achieve the organic integration of personnel - products - companies; To be customer-centric, with win-win thinking, to maintain the company's image and customer interests.

Promoting the concept of full sales can improve the company's sales, and for non-sales personnel, it is also a channel and method to achieve salary promotion, which can enhance the

enthusiasm of employees. The software of X Financial Software company is aimed at customers in the financial industry. When some employees of the company have resources in this field, they can further expand the customer group of the company. In addition, due to the marketing of all staff and the promotion of the circle of friends, not only the marketing ability of X Financial Software Company has been enhanced, but also its brand awareness has been enhanced.

③ Relationship marketing

Maintaining a good relationship with customers is an important condition for achieving transaction objectives. In the promotion process, X Financial Software company attaches great importance to customer relationship management, strengthens the sales staff's awareness of relationship marketing, cultivates their communication ability, and keeps close contact with customers who may have needs at all times. Then, once customers have real needs, they will consider the products of X financial Software company. At the same time, the company should build a relationship marketing platform, through the organization of new product launches, customer appreciation meetings and other activities, so that new and old customers actively participate in the interaction, combined with the arrangement of games and other links, so that sales staff have the opportunity to interact with customers, enhance contact, enhance feelings, and lay the foundation for the later transaction.

④ Service promotion

After the sale of financial software products, users will inevitably have problems such as operation errors and system failures during use. Therefore, it is very necessary for X financial software company to do a good job of product maintenance and service in the later stage. On the one hand, timely solve the problems that customers have in the use of software products, provide necessary training, demonstration and explanation services, so that customers can master the characteristics, functions and use skills of the software as soon as possible, and effectively put into practical work. On the other hand, we provide regular software testing and maintenance services for customers. Even if the customer does not have any problems in the process of using the product and does not put forward specific suggestions for improvement, X Financial Software Company should organize technical and sales personnel to take the initiative to visit the company, understand the operation of the software and the use of the customer, improve the existing defects and deficiencies, or carry out necessary upgrade and maintenance of the software. Through service promotion, improve customer satisfaction, and then improve the company's market competitiveness.

4.7. Implementation

4.7.1. Schedule

Table 4.1 Schedule

	Time	Activity
Q1: Market analysis and strategy development	January	Conduct market study
	February	Analyze the changing needs of target customer groups
	March	Analyze the market dynamics of competitors
		Define annual marketing goals
		Develop a detailed marketing plan and budget
Q2: Brand promotion and product promotion	April	Online branding campaign
		Promote brand awareness through social media, industry forums, webinars, etc
	May	Hold or participate in industry exhibitions to showcase the company's latest financial software products
	June	Meet with potential customers face to face
Q3: Precision marketing and case sharing	July	Carry out precision marketing activities
	August	Use big data analysis technology to locate target customer groups and carry out customized marketing
	September	Publish a set of successful cases to demonstrate the successful application of the company's products in the financial industry and enhance customer confidence
Q4: year-end promotion and summary planning	October	Launch year-end promotions to attract customers to place orders
	November	Organize annual marketing review meeting to evaluate marketing effect
	December	Sprint to annual sales target
		Summarize the lessons learned and plan the marketing strategy for the next year

Source: Author (2024)

4.7.2. Budget

Table 4.2 Budget

Activity	Budget(RMB)	Comment
Market study expenses	120000	Understand the costs of market demand, competitor analysis, target customer positioning, etc., such as questionnaires, interviews, data purchase, etc.
Technology and tool costs	2000000	Technology and software expenses for using marketing automation tools, CRM systems, data analysis tools, etc.
Advertising and general publicity expenses	1500000	Including online advertising (such as social media advertising, search engine advertising, online video advertising, etc.) and offline advertising (such as outdoor advertising, print advertising, exhibition exhibition, etc.) delivery costs
Content marketing expenses	500000	This includes the cost of creating and distributing valuable content (such as blog posts, white projects, ebooks, videos, etc.), as well as the cost of promoting the content.
Digital marketing expenses	500000	Such as SEO (search engine improvement), SEM (search engine marketing), social media management, email marketing and other digital marketing channels expenses.
Public relations and media expenses	400000	Expenses for activities such as cooperation with the media, press releases, crisis PR, etc.
Personnel and training costs	300000	Staffing costs for the marketing team, as well as necessary training and development expenses
Assess and monitor costs	300000	Expenses required to evaluate and monitor the effectiveness of marketing campaigns, such as third-party data analysis services, market study companies, etc.
Product promotion expenses	400000	Including venue rental, guest invitation, promotional materials production, catering and accommodation costs.

Customer relationship maintenance costs	500000	Including customer return visits, gifts, customer service improvement and other expenses.
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Source: Author (2024)

4.7.3. Control and assessment

Table 4.3 Control and assessment

Objective	KPI
Enhance brand awareness	Brand exposure increased by more than 50% and social media attention increased by 30%
Increase market share	10% increase in target market share and 20% increase in new customer acquisition
Improve customer satisfaction	A customer satisfaction survey score of 90 or more increases customer retention by 15%
Promote product sales	Annual sales increased by 25% and core product sales increased by 30%
Enhance market competitiveness	Product innovation rate increased by 20%, and customer satisfaction and loyalty scores ranked in the top five in the industry
Improve marketing cost structure	Reduce marketing costs as a percentage of sales by 5% and increase ROI (return on investment) by 10%

Source: Author (2024)

5. Conclusions

With marketing strategy improvement as the theme and X financial technology company as the study object, this project combined with the marketing environment and characteristics of the post-epidemic era, analyzed the marketing status quo and existing problems of X financial technology company, analyzed the internal and external environment of the company, and proposed the improvement and implementation plan of X financial technology company's marketing strategy in the post-epidemic era. The conclusion is as follows:

First, X financial technology company has established a relatively sound marketing organizational structure and management system, with strong market competitiveness and wide customer distribution. However, there are still some problems to be improved. The compatibility of some software products needs to be improved, the pricing method is not flexible enough, the network channel construction is insufficient, the lack of high-quality core channel resources, and the promotion strategy problems. The reasons for these problems are, on the one hand, the restriction of the company's internal management level, and on the other hand, the impact of the epidemic.

Second, in the post-epidemic era, the internal advantages and disadvantages of X fintech companies coexist with external opportunities and threats, and their marketing strategies need to be improved. In the post-epidemic era, the external political environment, economic environment, social environment and technical environment facing X fintech companies are both opportunities and challenges, and the company needs to seize the opportunity to meet various challenges. In terms of industry environment, the suppliers of X Fintech company have strong bargaining power but little influence on the company; At present, the company's main competitors are not many, but the fierce competition among competitors in the industry is increasing; The bargaining power of purchasers is general, but it is also increasing with the intensification of market competition. The threat of alternatives is general, and the number of potential competitors for X fintech companies is slowly increasing. In terms of internal environment, X financial technology company has good corporate resources, human resources, relationship resources, material resources, intellectual property rights and other advantages are obvious; Enterprise ability is strong, especially study and development ability, marketing ability, financial ability has strong competitiveness.

Thirdly, SWOT analysis shows that the main advantages of X financial technology companies are technical advantages, brand and product advantages, and customer and service

advantages. The main disadvantages are poor market focus, poor product usability, and slow capital recovery. The opportunities mainly show that the country always attaches great importance to the rapid development of financial informatization; The threat is mainly manifested in the increasing competition in the industry market and the continuous impact of the epidemic.

Fourth, the marketing strategy improvement of X fintech companies can be carried out from several aspects, such as marketing strategy, product strategy, pricing strategy, channel strategy and promotion strategy. In the STP strategy improvement of X Fintech company, market segmentation is mainly carried out from two aspects: customer segmentation and regional segmentation; The target market can focus on actively expanding customers in economically developed areas and expanding the users of key institutions and units; Market positioning should be combined with the financial software market orientation, combined with their own brands, products and customers for accurate market positioning. Product strategy improvement, including strengthening brand effect, product innovation and adjustment plan; Pricing strategy improvement, including flexible pricing based on consumer level, adopt a robust pricing strategy; Channel strategy improvement, including expanding online marketing channels and adjusting offline channel construction; Promotion strategy improvement, including increasing online product promotion efforts, adopt diversified promotion methods.

Fifth, in the post-epidemic era, the marketing strategy of X financial technology companies can be guaranteed by establishing a management organization for all-staff marketing, improving departmental synergies, and improving various management systems. Establish a scientific staff training system to create an excellent team of marketing talents; Develop integrated marketing software and improve customer service system.

Sixth, the use of new we-media marketing means to promote products, the use of cutting-edge IT technology to carry out product innovation, set up lectures and forums to attract customers. From the internal perspective, X Financial Software company needs to strengthen its own comprehensive strength, improve the professional quality of internal employees, build a team with excellent technology and professionalism, improve the salary and welfare of employees, increase the investment in study and development, support product innovation and technology improvement, maintain good customer relations, and provide high-quality pre-sales and after-sales service.

In the post-epidemic era, to achieve long-term and stable development, enterprises need to take advantage of the trend, seize opportunities, and adapt to changes in the industry. The company's marketing strategy needs to be constantly adjusted with the changes of market environment, economic environment, national policies and technological changes. How to rebuild the management mode and realize the leap-forward growth is an inevitable problem. The epidemic has accelerated the upgrading and reshaping of offline business of software enterprises. As long as software enterprises change their thinking, they still have a good opportunity to be "reborn". The way out is to comprehensively promote 4P digitalization, realize the organic combination of online marketing and offline marketing, and constantly improve marketing strategies. The exploration of the improvement of X financial technology marketing strategy in this project is an attempt to combine marketing theory with practice based on the background of the epidemic. Due to the lack of ability and vision, as well as inadequate acquisition of relevant materials of the company, there is still a lot of room for improvement. In the future study and work, We will continue to pay attention to and explore the improvement and implementation of marketing strategies of X Fintech companies.

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