Chapter 4

Data Analysis Results

In order to further understand the shortcomings of A financial company's credit product marketing, this study uses the questionnaire survey method to investigate the customers of A financial company and understand the problems existing in A financial company's credit product marketing from the perspective of customers.

Survey design

1. Survey purpose and objects

The purpose of distributing the questionnaire this time is to understand the actual needs of microfinance product customers for products, prices, company services, etc., and to ask customers to evaluate the marketing status of A financial company, to assist in the discovery of microfinance products of A financial company The inadequacy of marketing.

The objects of the questionnaire survey are the customers of A financial company's credit products. The purpose of the questionnaire survey is explained to them through Internet contact and their willingness to participate is asked. Finally, the questionnaire is distributed to 476 customers.

2. Survey content and implementation

The content of the questionnaire survey is divided into four parts. The first part is the personal information of the respondents, mainly including gender, age, and income; the second part is the information about the respondents' understanding and use of credit products, which involves financing channels., the main purpose of credit funds, the focus of credit products, etc.; the third part is the survey respondents' evaluation of the sales status of A financial company's credit products. Combined with the 4P marketing mix, this paper separately analyzes product strategy, price strategy, channel strategy and promotion strategy. The content of the questionnaire was designed in four aspects. Since there is no mature scale for measuring the current situation of credit product marketing, this paper adopts a self-made scale to design the questionnaire, and uses the factor analysis method to test the reliability and validity of the questionnaire; the fourth part is for the respondents to purchase credit products of A financial company The survey of willingness, the questionnaire of purchasing willingness comes from the purchasing willingness scale designed by Dan Mingxiao et al. It contains one dimension and 4 items in total, and Cronbach'α is 0.847. The contents of the complete questionnaire are listed in the appendix.

According to the customer directory in the background of A financial company, random sampling is adopted, and questionnaires are distributed to the survey respondents in the form of online questionnaires and WeChat questionnaires. The specific arrangements are shown in Table 4.1.

Table 4.1 Questionnaire survey implementation process

Survey Arrangement	Details
Survey time	Twelve 8, 2023 to Twelve 18, 2023
Survey object	476 customers of A financial company XX branch
Survey method	Distribute electronic questionnaires to customers based on the customer directory
investigate subject	It mainly includes four parts, which are the customer's personal situation, the surveyor's understanding and use of credit products, the customer's evaluation of the marketing situation, and the survey of the surveyor's willingness to purchase credit products from A financial company. It includes a total of 24 survey items
inspector	The author completed it independently
survey results	A total of 476 electronic questionnaires were

	recovered, 443 valid questionnaires were obtained after removing 33 invalid questionnaires, and the effective questionnaire rate was 93.1%

3. Sample characteristic analysis

3.1 Sample characteristics

The statistical results of the samples participating in the survey are shown in Table 4.2

Table 4.2 Demographic characteristics of the sample

Project	Category	Number Of People	Percentage
Gender	Male	303	68.4%
	Female	140	31.6%
Age	Under 25 Years Old	72	16.3%
	25-40 Years Old	215	48.5%
	41-60 Years Old	156	35.2%
Annual Income	Less Than 40,000 Yuan	105	23.7%
	40,000 To 60,000 Yuan	172	38.8%
	60,000 To 100,000 Yuan	127	28.7%

Table 4.2 shows that among the clients of Financial Company A who obtained microfinance products, in terms of gender distribution, male clients accounted for 68.4% and female clients accounted for 31.6%, showing obvious gender differences. In existing surveys, it has also been found that the proportion of men who use microfinance loans is significantly higher than that of women, and the ratio of men to women even reaches 3:1. The results of the questionnaire survey are more consistent with the existing research, indicating that there is no obvious deviation in the sample selection of the questionnaire. In terms of age distribution, customers under the age of 25 accounted for 16.3%, customers between the ages of

25 and 40 accounted for 48.5%, and customers between the ages of 41 and 60 accounted for 35.2%. In the survey, the proportion of customers between the ages of 41 and 60 was significantly higher than that of China Merchants Union Finance's "Report on the Life of Youth Borrowing Loans". They tend to borrow offline rather than online through the Internet and mobile apps. In terms of customer income distribution, people with an annual income between RMB 40,000 and RMB 60,000 and RMB 60,000 to RMB 100,000 are the main groups of microloans of A Financial Company, and the proportion of customers with an annual income of more than RMB 100,000 applying for microfinance is only 8.8%, which shows that the customers of A Financial Company's microfinance products are mainly low- and middle-income groups, and its microfinance products are inclusive to a certain extent.

3.2 Survey on sample consumption habits

The main financing channels of customers are shown in Figure 4.1.

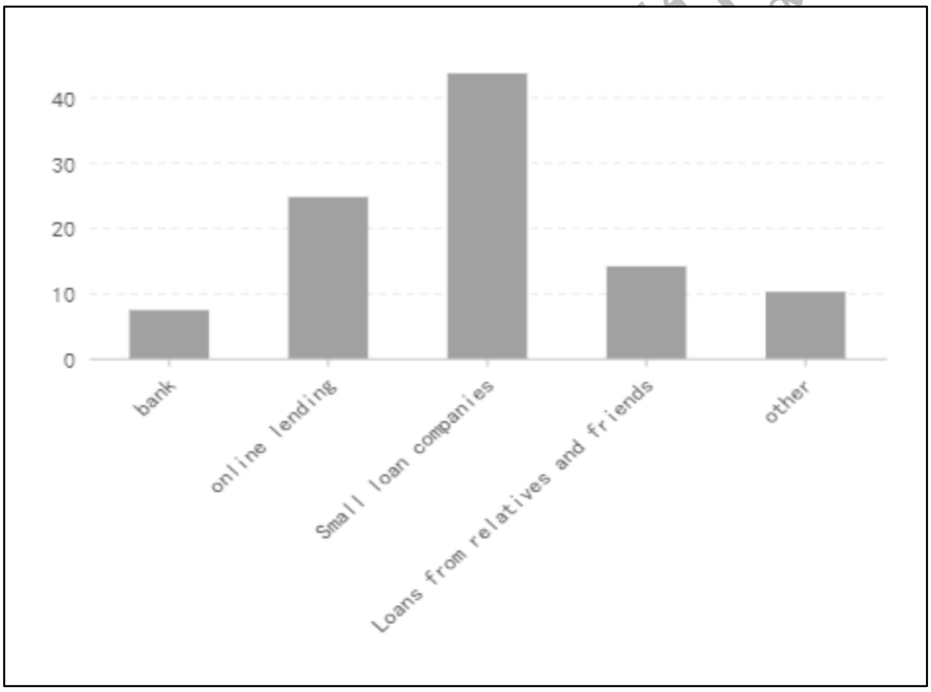

Figure 4.1 The main financing channels of customers

Figure 4.1 shows that microfinance companies are the main financing channel for customers, while banks with lower financing costs and loans from relatives and friends are not the preferred financing method for customers. This reflects from the side that A financial company's customer credit may be relatively poor, it is not easy to obtain bank loans or loans from relatives and friends, and it needs to obtain financing from small loan companies with high interest costs. Figure 4.2 shows the main channels through which customers learn about A financial company's micro-loan products.

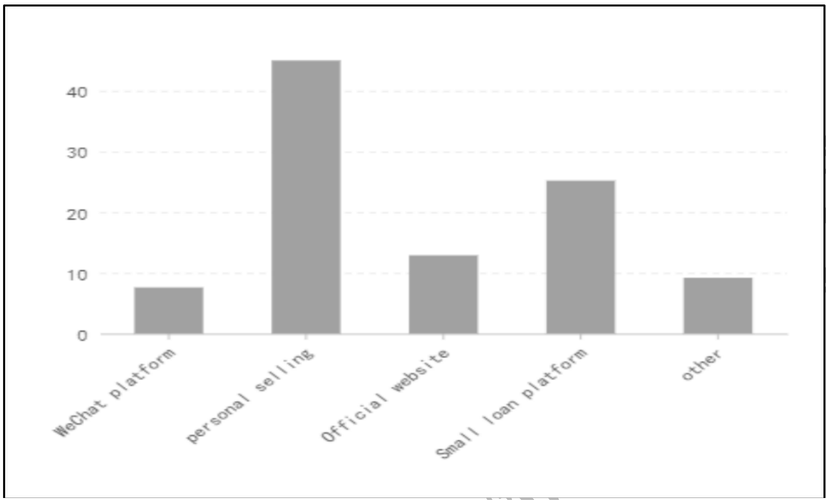

Figure 4.2 The main channels through which customers learn about A financial company.

Figure 4.2 shows that personal selling is the main channel for customers to learn about A financial company's microfinance products. This may be because A financial company's personal sales are composed of direct marketing by its employees, Ping And Group employees, agencies and other different personnel, which further expands the coverage of A financial company's personal sales. In addition, the small loan platform is also an important channel for people to understand the microfinance products of A Financial Company, accounting for 25.2%. Since microfinance products are mainly suitable for people with relatively poor credit status, who are difficult to obtain loans from banks and have strong loan needs, and these people account for a small proportion of the total population, A Financial Company will not Carry out mass marketing on traditional media or online media, and choose forums, post bars, and platforms with relatively concentrated audiences for advertising. The target customers of the small loan platform are relatively concentrated, and the advertising effect is better, which is conducive to the promotion of A financial company's credit products.

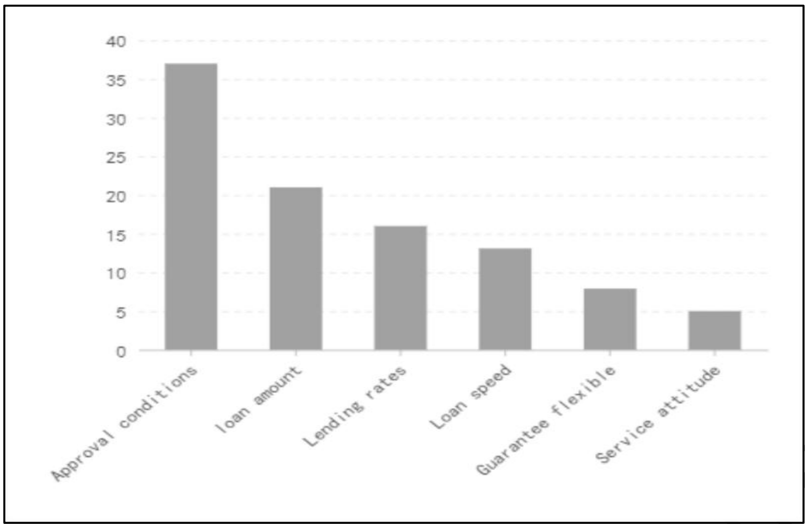

Figure 4.3 The primary concerns of customers when choosing microfinance products.

As shown in Figure 4.3, when customers choose microloans, the elements they pay attention to in descending order are the looseness of approval, loan amount, loan interest rate, lending speed, service attitude, and guarantee method. This provides important data support for A financial company to adjust its marketing focus. Dong Lijie believes that all microfinance products have relatively high interest rates, and ordinary people will not give priority to microfinance loans when facing a shortage of funds, but prefer to apply for loans in commercial banks, because the most important issue for loan applicants is whether they can A question of getting a loan, not the cost of credit or the quality of credit service. The survey results of this paper are more consistent with Dong Lijie's research results.

4.1.4 Reliability and validity analysis of the questionnaire

The third part of the thesis design questionnaire is the respondents' evaluation of the marketing status of A financial company's microfinance products. This part usually needs to meet the requirements of reliability and validity testing to ensure that the survey results can reflect the opinions of customers relatively comprehensively and accurately. This paper mainly uses factor analysis to test the reliability and construct validity of the third part of the questionnaire.

Firstly, KMO and Barlett sphericity tests were carried out on the data. When the correlation between variables met the condition that the KMO value exceeded0.5 and the Barlett sphericity test value was less than 0.05, the next step of factor analysis was performed.

Using SPSS22.0 to carry out KMO and Barlett spherical test, the test results are shown in Table 4.3.

Table 4.3 KMO and Barlett's test of sphericity

Kaiser - Meyer - Olkin Metric of Sampling Sufficiency		0.935
Bartlett 's test for sphericity	Approximate chi-square	2 989.614
	df	1 36
	p	0.000

It can be found that the KMO value is 0.935, greater than 0.5, and the p value of Bartlett's sphericity test is 0.000, less than 0.05. It shows that the relevant index data of product marketing customer evaluation can be analyzed by factor analysis.

(1) Validity analysis

Each indicator of product marketing customer evaluation can be represented by public factors. The variance of the public factors indicates the degree to which the public factors express each indicator. The higher the variance value, the better the interpretation of the public factors to the variance. Table 4.4 shows

Table 4.4 Common Factor Variance of Product Marketing Customer Evaluation Index

serial number	Level 1 indicators	serial number	common factor variance
A	product evaluation	A 1	0.902 _
		A 2	0.871 _
		A 3	0.900 _
		A 4	0.886 _
		A 5	0.890 _
B	price evaluation	B1 _	0.839 _
		B 2	0.886 _
serial number	Level 1 indicators	serial number	common factor variance
C	channel evaluation	C 1	0.919 _
		C 2	0.747 _
D.	Promotion evaluation	D 1	0.910 _
		D2 _	0.867 _

The common factor variance of all indicators is greater than 0.5, and the degree of common factor extraction is acceptable. The variance explanation rate of common factors can be judged by observing the total variance explanation table, which is shown in Table 4.5.

Table 4.5 Total Variance Explanation Table

Ingredients	Initial eigenvalue			Extract square and load			Rotate sum of squares loading		
	total	% of variance	Cumulative %	total	% of variance	Cumulative %	total	% of variance	Cumulative %
1	2.72 _	2 6.19	2 6.19	2.72 _	2 6.19	2 6.19	2.33	23.25	2 3.25
2	2.14 _	2 1.40	47.5 9	4.8 6	2 1.40	48.6 0	2.25	42.4 8	42.4 8
3	1.25 _	1 2.51	6 0.10	1.25 _	1 2.51	6 0.10	1.5 6	1 5.64	5 8.12
4	1.09 _	1 0.86	70.96	1.09 _	1 0.86	70.96	1.2 8	1 2.84	70.96
5	The eigenvalues of the remaining components are less than 1, omit								

According to the standard extraction factors whose initial eigenvalues are greater than 1, it can be found that the eigenvalues of 4 factors are greater than 1, the eigenvalues are 2.72, 2.14, 1.25, and 1.09, and the cumulative contribution is 70.96%, indicating that the 4 common factors can better explain Product marketing customer evaluation status. Public factor 1, public factor 2, public factor 3, and public factor 4 are named product evaluation, price evaluation, channel evaluation, and promotional evaluation in sequence. To sum up, the product marketing customer evaluation questionnaire designed in this paper has good construct validity.

(2) Reliability analysis

The factor analysis method was used to calculate the Cronbach's α coefficient of the four dimensions and the overall questionnaire, and the results are shown in Table 4.6.

Table 4.6 Reliability Analysis Results of Product Marketing Customer Evaluation

variable	product evaluation	price evaluation	channel evaluation	Promotion evaluation	Product Marketing Customer Evaluation Overall
measurable variables	5	2	2	2	11
Cronbach 's alpha _	0.86 2	0.84 1	0.83 7	0.85 1	0.84 9

Table 4.6 shows that in the product marketing customer evaluation questionnaire proposed in this paper, the overall Cronbach's α of product evaluation, price evaluation, channel evaluation, promotion evaluation, and product marketing customer evaluation all exceeds 0.6, which meets the reliability requirements of the test scale. To sum up, the product marketing customer evaluation questionnaire designed in this paper has good reliability.

Results

The results of the research can be analyzed and summarized as follows:

1. The status and problems existing in the marketing strategy of financial holding companies in the digital age.

The results of data analysis are divided as follows:

1.1 Analysis of a financial holding company's credit product marketing problems

Based on the 4P marketing mix framework, this paper designs corresponding questions, conducts a questionnaire survey on A financial company's product customers, and finds that the problems in A financial company's credit product marketing mainly focus on four aspects: product, price, channel, and promotion.

1.1.1 Single credit product and serious homogeneity

From the analysis in Table 4.8 and Figure 4.4, it can be found that A financial company is generally satisfied with the current situation of product marketing, but the product types are relatively small, which cannot meet the diverse product needs of customers. Combined with the actual marketing of credit products of A Financial Company, it can be identified that the microfinance products of A Financial Company have problems of low loan amount and homogeneous products. If you don’t consider the mortgage credit products of A Financial Company, but only observe its Internet credit and offline unsecured credit products, you can find that the financing amount that customers can obtain small loans from A Financial Company is mostly between 20,000 yuan and 150,000 yuan. In contrast, WeBank’s Weizhongdai product provides credit lines for individual customers ranging from 500 yuan to 300,000 yuan, which also does not require mortgages and guarantees, and the comprehensive fee rate is between 7% and 18%. It can be considered that WeBank, which also operates small loans across the country, provides customers with higher credit lines and lower rates, and the competitiveness of its products is significantly higher than that of A Finance Company. The credit line of Ant Jiebei under Alibaba is between 1,000 yuan and 300,000 yuan. It also does not have high requirements on the credit status of customers. The daily interest rate is 0.045%, which is slightly lower than the i-loan product of A Financial Company. But the difference is that the maximum credit limit of idai is about 20,000 yuan, while the credit limit of Ant Zaibai can be as high as 300,000 yuan. Through the above comparative analysis, compared with the credit products of well-known Internet companies in China, the microfinance products of A Financial Company have a relatively low credit limit and a slightly higher interest rate, which is difficult to compete with the microfinance products of companies such as Tencent, Alibaba, and JD.com. Products compete directly, and there is a certain degree of insufficiency in the competitiveness of products.

The homogeneity of A financial company's microfinance products is mainly manifested in the lack of scene functions and personalized services. Comparing the three types of microfinance products of A financial company, it can be found that A financial company mainly focuses on the customer's monthly income, housing assets, and vehicle assets, and determines the customer's credit line, credit interest rate, and repayment period based on this, without combining the customer's The specificity of setting up special microfinance products. For example, although some customers do not own their own vehicles or real estate, they own production equipment, land lease rights or unfinished projects, etc. These assets still have a high value and can guarantee the customer's repayment ability, but A Financial Company has not yet Specialized microfinance products have been developed for these scenarios. The homogeneity of products also makes A financial company have to compete directly with various financial institutions such as commercial banks, WeBank, and MYbank, which is not conducive to the sales of microfinance products of A financial company to a certain extent.

1.1.2 The price of credit products is high

A financial company's microfinance product rate is relatively high. According to Figure 4.4 and Table 4.8 , customers generally believe that the product price is too high. Further comparing the microfinance products of WeBank and Ali Microfinance, although the interest rate of microfinance products of A Financial Company is relatively close to them, customers still need to pay management service fees and insurance premiums, making customers use the credit products of A Financial Company. rate is clearly too high. Among the many influencing factors for customers to choose microfinance products, the loan interest rate is the third factor. The high interest rate of A financial company's credit products also affects the competitiveness of its products, and it is difficult to develop with many well-known domestic microfinance products. compete.

A financial company has a variety of microfinance products with different rates. Among them, the rates of premium housing loans and car owner loans are relatively low, but they have certain requirements for the applicant's real estate or vehicle, which raises the threshold for applicants, which is also not conducive to the market competitiveness of A financial company's small loan products. In general, under similar loan threshold conditions, the comprehensive fee rate of A financial company's small loan products is relatively high.

1.1.3 Some personnel in direct sales and agency channels are not professional enough.

From the questionnaire survey, the investigators agree with the channel marketing status of A financial company’s credit products. 65.0% of the customers gave positive comments on the diversity of channels, and 60.4% of the customers gave a positive comment on the coverage of offline service outlets. A financial company's channel marketing strategy performed well in general. Channel construction is an area that A Financial Company is relatively good at, and its biggest feature is its direct sales channel. Relying on the abundant human resources of the company itself and its parent company, A Financial Company has implemented a relatively active channel construction strategy, encouraging sales through direct sales and agency channels The personnel actively carry out marketing activities, but there are still two problems.

First, the professional ethics of some sales staff is low. In the perception of many new customers, the only fee to pay for a loan is the loan interest and no other fees, but in fact, most small companies will require the loan applicant to pay a handling fee or management fee. In order to guide loan applicants to purchase the credit products they provide; some sales staff will deliberately only inform the loan interest rate while ambiguously explaining other expenses. Applicant dissatisfaction with salesperson. A financial company stipulates that the sales staff must inform the user of the various fees that need to be paid in detail. Some sales staff will not directly violate the company's regulations, but they will take a vague approach and inadvertently inform customers of relevant information, resulting in customers not being deeply aware. Recognizing that management fees, insurance premiums and other expenses eventually lead to conflicts between the two parties. This phenomenon shows that some salespersons do not put serving customers first, but deliberately harm the interests of customers to achieve performance growth, and their professional ethics are questionable.

Second, the professional ability of some sales staff is insufficient. The lack of professional ability of sales staff is mainly reflected in their inability to inform users of the reasons clearly and clearly for paying various fees. From the above analysis, the product fee rate of A financial company is relatively high. When there is a choice, most customers will choose products such as WeBank and Ali Micro Loan, which are relatively cheap, and will choose a higher threshold after encountering the loan approval threshold. Low A financial company. This also determines that the overall credit of A financial company's customers is relatively poor, and if they want to obtain a sufficient amount of loans, they need the guarantee of a guaranteed company. Moreover, A financial company also needs to cover possible credit risks by increasing the loan rate. Therefore, users of A financial company usually need to pay higher insurance premiums and management fees, but some sales staff did not clearly inform the loan applicants, resulting in differences in the understanding of the credit contract between the two parties, which affected the user's consumption experience.

1.1.4 Product promotion ignores target customers.

A financial company does not perform well in terms of product promotion. In Figure 4.4, it can be found that the average value of customer ratings for product promotion is the lowest, which lags behind product, price and channel ratings. Customers gave significantly lower ratings on both the promotion method and the promotion intensity of its product promotion, with the average score less than 3.0 points, indicating that A financial company has a big deficiency in product promotion.

Since the establishment of A Financial Company in 2015, it has carried out many public welfare activities to enhance the company's popularity and brand image. For example, in 2020, it launched the "Dimension C Action" and donated 10 million to the residents and small and micro enterprises in difficulties in Hubei. Yuan, and provided 24-hour consulting services and online credit services for small and micro enterprises in Hubei epidemic areas. In addition, in 2018, A Financial Company began to implement the "Three Villages Project", providing 15.7 billion yuan of low-interest credit support for the development of rural areas to help rural development. These are all helpful to create a responsible and positive brand image of A Financial Company, but A Financial Company rarely provides credit promotions to target customers. Only at the beginning of the company's establishment in December 2015, to quickly increase the company's brand awareness and attract customers to experience the credit products of A Financial Company, A Financial Company launched a "National Loan Festival" event. For example, customers with excellent housing loans can get Interest-free opportunities, providing i-loan customers with opportunities to smoke Apple mobile phones, etc. Due to the neglect of target customers in the promotion, many customers do not have a strong perception of A Financial Company’s promotional activities. In the questionnaire survey, 21.0% of customers did not approve of A Financial Company’s microfinance business promotion method, and 42.0% of customers said they did not agree. Its promotion method has no feeling, which also confirms that the promotional activities of A financial company are not the target customers.

To sum up, financial company A's promotional activities mainly focused on brand promotion, and almost did not promote the sales of credit products through profit-sharing, resulting in customers' low evaluation of its product promotions.

2. Analysis of causes of business marketing strategy problems of a financial holding companies

Through the interview of A financial company's business marketing strategy and the analysis of its specific objective situation, the existing problems, deficiencies and gaps are investigated. Use the 7P service marketing theory to analyze the causes of A financial company's business-related problems, lay the foundation for further problem solving, and propose effective improvement strategies.

2.1 Subjective reasons

2.1.1 Internet financing increases industry competition

In recent years, various institutions have continuously expanded their tentacles to rural areas that they had never realized before through network marketing, and began to set up locations for counties with active market economies, which has made the competition among the counties of A Financial Company intensify year by year, making A Financial firms struggle to maintain their market share. Although other institutions do not have brick-and-mortar outlets, they continue to compete for potential clients from A Finance Corporation through mobile marketing systems, online loan applications, and other means.

In addition, Internet financing increases. Due to the lack of A financial company's technology and online marketing methods, customers who lack Internet support are constantly robbed by Internet banks, and the customer base is seriously threatened. Internet finance is increasingly deepening in the fields of ever-changing financial services and matching capital needs. Compared with the business practices of traditional financial institutions, Internet financial institutions have the advantages of equality and inclusiveness. In the field of financial services, the Commission also adopted a proposal for a Directive on the harmonization of the laws of the Member States relating to turnover taxes. New media such as WeChat, Alipay, and third-party payment constantly update their business models and ways of thinking through their huge databases and advantages in products and channels, allowing more and more customers to learn and adapt to Internet finance.

2.1.2 Relevant management personnel do not pay enough attention to service marketing.

As far as the current situation is concerned, A's financial marketing is very good, and the company has been listed. However, in the process of researching and determining marketing strategies, it was pointed out that some managers lack awareness of marketing services, especially in terms of work details that need to be improved and improved. In the process of marketing services, the guidance of the marketing center and managers must be fully considered to play an important role and influence on specific work, and to a certain extent affect the effect of specific business development. Related work must also be carried out with the support of managers.

2.2 Objective reasons

2.2.1 Product cause analysis

First of all, the main leaders lack systematic marketing concepts and product development awareness, especially for products from competitors in the region, lack of systematic analysis and benchmarks, which eventually lead to serious product homogeneity and lack of core competitiveness.

Secondly, A financial company has not established a clear and specific marketing concept at this stage, especially the lack of overall product planning for financial companies, lack of understanding and in-depth comparison of competitors, and the only way to achieve competition is through low-interest marketing strategies. They ignore long-term and overall interests, and do not pay attention to thinking and understanding the market in a more systematic and higher dimension.

Finally, A Financial Company lacks individual products. Judging from the current development situation, the goals and direction of A Financial Company in the development of small and micro enterprise loan companies are not clear enough, the corresponding service target groups and main service content are too rough, and the products of small and micro enterprise loan companies lack differentiated features. Although A financial company can currently provide customers with differentiated services, such as identifying customer needs and then providing similar small and micro enterprise loan products and after-sales services, these products lack certain characteristics. In addition, the adaptability of loan products for small and micro enterprises is relatively poor, and most loan products for small and micro enterprises cannot be promoted to the public.

2.2.2 Analysis of price reasons

In the face of fierce market competition, A financial company should put the market first, gain a foothold in the market, and seek development in the fierce competition. However, the overall promotion of commercial banks is not enough, and advertisements and advertisements are important factors affecting product marketing. A financial company's advertising method is too outdated and outdated, it does not make full use of modern advertising media, and its marketing strategy is not systematic. In addition, there are no different activity methods for different customers, no careful study of the actual needs and characteristics of customers, and no professional activity methods. On the one hand, old customers use activities to maintain old customers, but only for old customers without queuing up, how much interest can be reduced by issuing loans, from the perspective of customers, it cannot really meet the needs of customers, the company does not realize the stickiness of customers' sex. For new customers, the company only focuses on loan marketing and does not carry out similar sales mixes based on customer characteristics. For example, the preferential conditions for new customers and old customers are the same, and the interest rate is reduced by 2 percentage points, which leads to the loss of new customers.

2.2.3 Channel cause analysis

First, regarding the development of new customer channels, A Financial Company will cooperate with some intermediary channels to develop similar customers. However, due to factors such as different marketing models between different channels, customers will be charged a certain fee for consignment sales of these products through certain channels, which increases the difficulty of acquiring customers through channels, and increases the difficulty of successfully converting customers into loan customers. Threats to A Financial Company's products and services have been added. Secondly, due to the development of financial Internet business, commercial banks have stepped up the development of loan products. At present, the cooperation between A financial company and the financial channel is one of the important factors restricting its development, because the cooperation with the financial intermediary channel is not only a cooperative relationship, but also a competitive relationship. The product creates some competition with commercial banks.

2.2.4 Analysis of Promotion Reasons

First, there are obvious problems with current promotions and promotions. A financial company lacks thinking about network marketing, especially the insufficient use of network tools, such as timely dissemination and analysis of information, causing customers to receive information from other channels, which is a potential risk for A financial company. Secondly, the communication of product content and the interaction with customers are not enough, and the lack of in-depth communication with customers leads to a lack of understanding of customers' potential needs and corresponding consumption preferences, resulting in a lack of targeted marketing.

2.2.5 Analysis of personnel reasons

First, through the analysis of A financial company's talent structure, it can be seen that the relevant personnel lack work enthusiasm and service awareness. Even overall, the quality of the staff is excellent. There are many staff with a bachelor's degree or above and professional titles, but they do not have enough understanding of marketing enthusiasm, customer service awareness and details.

Secondly, the business personnel of financial company A lack initiative and have some misunderstandings about customer resources, so they cannot treat customers as they really are. At the same time, no scientific marketing methods have been adopted, and a complete marketing strategy system has not been established. In addition, A financial company's internal coordination ability is also weak, lack of communication, and it is difficult to form a common force, which often leads to contradictions and conflicts. On the other hand, the account manager of Financial Company A did not systematically classify customer resources, did not know much about the information of most customers, did not distinguish between key items and non-key items, and did not design different services for different customers, which greatly reduces customer maintenance, and customer management services lack depth. Many businesspeople believe that providing loans to small and micro enterprises is a one-time action-the lack of later customer management and maintenance, small and micro enterprise loan information and information exchange, and lack of the focus on customer relationships does not help maintain long-term customer relationships. All these reasons will affect the poor sales of small and micro enterprise loan products and will not allow customers to experience satisfactory services.

2.2.6 Analysis of reasons for tangible display

First, there is a lack of consideration for customer needs. In the process of product positioning and segmentation, there is a lack of different execution methods, especially the lack of analysis of customer needs. Secondly, Financial Company A's descriptions of standardized service processes, product content, and product benefits were not specific or targeted. Especially when launching new products, there is a lack of specific display measures and strategies for customer information and information coverage.

2.2.7 Cause analysis of service process

At present, the well-trained employees in the front-line sales positions of A financial company show the phenomenon of "high education, low output". Although they have higher education, their performance output is lower. In addition, marketing positions require long hours, industry seniority, and experience that can play an important role in the business development area of day-to-day work. However, more and more new businesses appeared in the company. At present, the work experience of the corresponding employees does not match, and it is difficult to meet the requirements of business development.

Although A financial company has set up a service center, it has no corresponding business outlets, which also brings some difficulties to loan services.

First, the lack of high-end loan managers has resulted in one person wearing several hats. In addition, due to the simple design of the institution, it is difficult for A financial company to meet the needs of customers. In addition, the risk management awareness of managers is not obvious, and the lack of relevant knowledge leads to a serious lag in the internal risk management system, which not only affects the staff's work philosophy and efficiency, but also hinders the development of A financial company. In addition, A financial company also has an important problem, that is, the future development and positioning of the company are not clear, and internal management is prone to disagreement, which often leads to low work efficiency and seriously hinders the company's development. Competing for potential customers of Financial Company A through mobile marketing systems, online loan applications, and other means.

In addition, Internet financing increases. Due to the lack of A financial company's technology and online marketing methods, customers who lack Internet support are constantly robbed by Internet banks, and the customer base is seriously threatened. Internet finance is increasingly deepening in the fields of ever-changing financial services and matching capital needs. Compared with the business practices of traditional financial institutions, Internet financial institutions have the advantages of equality and inclusiveness. In the field of financial services, the Commission also adopted a proposal for a Directive on the harmonization of the laws of the Member States relating to turnover taxes. New media such as WeChat, Alipay, and third-party payment constantly update their business models and ways of thinking through their huge databases and advantages in products and channels, allowing more and more customers to learn and adapt to Internet finance.

3. Analysis of the factors that affect the marketing strategies of financial holding companies in the digital age.

The results of data analysis are divided as follows:

3.1 Customers' evaluation of A financial company's marketing status

The 11 items in the third part of the questionnaire collectively reflect the customers' evaluation of the current situation of A financial company's credit marketing and customers' purchase intentions. The scoring results are shown in Table

4.8 . Items 1 to 5 in Part 3 reflect the customer's evaluation of the current situation of product marketing, items 6 to 7 reflect the customer's evaluation of the current situation of price marketing, and items 8 to 9 reflect the customer's evaluation of the current situation of product marketing. For the evaluation of the current situation of the channel, the 10th to 11th items reflects the customer's evaluation of the current situation of the promotion.

Table 4.7 Customers' evaluation of the marketing status of A financial company's credit products

Serial number	the project	very disagree	Disagree _	don't know	relatively agree	Agree Very much	score average
1	A 1: Whether the credit product can meet the needs of customers	1 3.1%	3 0.9%	2 5.9%	1 8.1%	12.0 %	2.85 _
2	A 2: Market competitiveness evaluation of credit products	9.6 %	2 1.4%	3 0.5%	2 2.9%	15 .6%	3.14 _
3	A 3: Evaluation of the convenience of APP operation	8.5 %	2 0.3%	3 5.6%	2 0.7%	14 .9%	3.13_
4	A 4: Evaluation of approval and disbursement speed of small loans	2.0 %	7.9 %	2 1.0%	4 1.1%	2 8.0%	3.85
5	A 5: Evaluation of the popularity of microfinance products	6.0 % _	1 8.1%	2 5.1%	3 0.0%	2 0.8%	3.42
6	B 1: Evaluation of the credit product price of A financial company	2 3.9%	3 7.0%	19.0 %	12 .2%	7.9 %	2.43
7	B 2: Evaluation of the flexibility of credit product pricing methods	5.6%	1 2.2%	41.6 %	2 8.4%	1 2.2%	3.29
8	C 1: Evaluation of credit product promotion and channel diversification	0.0%	14.0 %	2 1.0%	3 4.1%	3 0.9%	3.82
9	C 2: Evaluation of the coverage of offline service outlets	4.6%	14 .6%	2 0.4%	3 9.4%	2 1.0%	3.58
1 0	D 1: Evaluation of credit product promotion methods	14 .9%	2 1.0%	4 2.0%	16 .0%	6.1%	2.77
1 1	D 2: Evaluation of promotion efforts of existing products	2 1.0%	2 6.2%	3 0.9%	14 .9%	7.0 %	2.61

In order to express the opinions of customers on different marketing strategies of A financial company more clearly, calculate the average value of customers' product evaluation, price evaluation, channel evaluation and promotion evaluation, as shown in Figure 4.4.

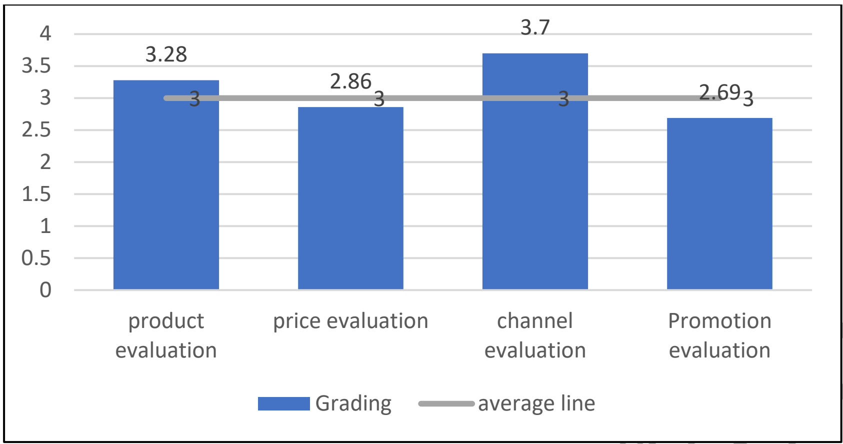

Figure 4.4 The average value of customers' ratings on the marketing status of A financial company

According to the scoring standard in the questionnaire design, if the customer's average score is higher than 3.0, it means that the customer has a high degree of recognition of the marketing status in this aspect. In Figure 4.4, customers have a relatively high evaluation of A financial company's products and channels, with an average score higher than 3.0, and a relatively low evaluation of A financial company's price and promotion status, with an average score of more than 3.0 point. It shows that customers generally have a high degree of recognition of A Financial Company's credit products and channel construction, but a low degree of recognition of product prices and promotion status.

To further explore the shortcomings of A financial company in the marketing of microfinance products, combined with Table 4.8 , it can be found that among the five items of product evaluation, when asked whether the credit product meets customer needs, 13.1% and 30.9% of the respondents They strongly disagree or somewhat disagree, and the average final score of the project is 2.85 points, which is less than 3.0 points, which shows that A Financial Company can provide relatively few types of microfinance products and cannot satisfy customer needs well. Moreover, the current shortage of product types also drags down the market competitiveness of products to a certain extent. The average score of the respondents on the market competitiveness of their products is 3.14 points, which is close to the median score of the 5-level scoring method. The microfinance products of A Financial Company still have a lot of room for improvement.

Customers' evaluation of the credit product price of A financial company is 2.86 points on average, and their recognition of the product price is relatively low. Further analysis of items 6 and 7 in Table 4.8 reveals that 37.0% of customers disapprove of their credit product prices, and 23.9% of customers strongly disapprove of product prices. This result shows that the pricing of credit products of A financial company is too high, or the pricing method is not reasonable, and has not been widely recognized by customers. In terms of the flexibility of the pricing method, the average score is 3.29 points, which is higher than the median value of 3.0 points, indicating that A financial company's credit product pricing is relatively flexible and basically meets customer needs.

Customers agree with the channel marketing status of A financial company. In terms of the diversity of product promotion channels, 39.4% and 21.0% of customers respectively agree or strongly agree with the variety of promotion channels. In addition, customers also have a high evaluation of the coverage of A Financial Company's offline service outlets, with 39.4% and 21.0% of customers agreeing with and very agreeing with the coverage of the service outlets respectively. The results show that A financial company has diversified marketing channels, and the construction of offline channels is better than that of online channels.

The customer's evaluation of the current situation of financial company A's promotion is relatively low. First, the average value of promotional evaluation in Figure 4.4 is 2.69 points, which is 3.0 points lower than the median score. And pay further attention to the corresponding items of product promotion in Table 4.8, 42.0% of customers are unclear about the promotion method, and the proportion of people who agree or disagree is relatively close. In terms of evaluation of promotional efforts, 21.0% and 26.2% of the customers said that they strongly disagreed or somewhat disagreed with their promotional efforts, indicating that A Financial Company's promotional activities lacked characteristics and had no promotional strength, and customers did not think highly of it. 3.2 Regression Analysis

Using SPSS22.0 software, the relationship between A financial company's credit product marketing strategy and customer purchase intention is analyzed, to demonstrate that A financial company's adjustment of its product marketing strategy can affect the effectiveness of its customer's purchase intention. Firstly, use the Pearson difference analysis to explore the correlation between customers' product evaluation, price evaluation, channel evaluation, promotion evaluation and customer purchase intention of A financial company. The results are shown in Table 4.8.

Table 4.8 Correlation analysis among variables

variable	Product evaluation	Price evaluation	Channel evaluation	Promotion evaluation	Purchase Intention
product evaluation	1				
price evaluation	0.547 **	1			
channel evaluation	0.501 **	0.515 **	1		
Promotion evaluation	0.469 **	0.504 **	0.547 **	1	
Purchase Intention	0.426 **	0.398 **	0.334 **	0.453 **	1

Note: * means p<0.05, ** means p<0.01

Taking the customer's evaluation of the four aspects of the credit product marketing strategy of A financial company as the independent variable, and the customer's willingness to purchase the credit product as the dependent variable, the regression analysis is carried out, and the results are shown in Table 4.9.

Table 4.9 Regression results of A financial company's credit product marketing strategy on customer purchase intention

model	*B*	standard deviation	*beta*	*t*	*p*
c	-0.355	0.193 _		4.23 ** _	0.000
product evaluation	0.366	0.051	0.353	8.45 **	0.000
price evaluation	0.307	0.046	0.294	6.13 **	0.000
channel evaluation	0.221	0.048	0.179 _	4.57 ** _	0.000
Promotion evaluation	0.215	0.042	0.168 _	5. 26**	0.000
R^2	0.344				
Adjust R2 –	0.341				
f	3 9.806**				

As shown in Table 4.9, customer product evaluation (β=0.353, p<0.01), price evaluation (β=0.294, p<0.01), channel evaluation (β=0.179, p<0.01), promotion Evaluation (β=0.168, p<0.01). It can be considered that A financial company's four types of marketing strategies can significantly and positively affect customers' purchase intentions. However, different types of marketing strategies have different influences on customers' purchase intentions. Product strategies have the greatest impact on customers' purchase intentions, followed by price strategies, channel strategies, and promotion strategies. Therefore, special attention should be paid to the company's product and price strategies. Optimization, and channel and promotion strategy optimization cannot be ignored.

3.3 The hypothesis testing

The hypothesis test results showed that:

H1: Customer's gender, age and annual income positively impacts Marketing Strategy of Financial Holding Company.

The hypothesis was tested at the significance level of 0.05, as follows:

$$H_1: \beta_i \neq 0$$

When

H1 is the independent variable; i affects the dependent variable.

The results of the data analysis indicate that the customer's gender, age and annual income variables are significantly related to the marketing strategy of a financial holding company with the adjusted R square (R2) of 0.341 that accounts for 34.10% of instances when the independent variables that influenced the dependent variable are observed in descending order as in product (β=0.353, p<0.01), price (β=0.294, p<0.01), Place or channel (β=0.179, p<0.01) and promotion (β=0.168, p<0.01). The acceptance of H1 was significant at the level of 0.05 (p value <0.01).

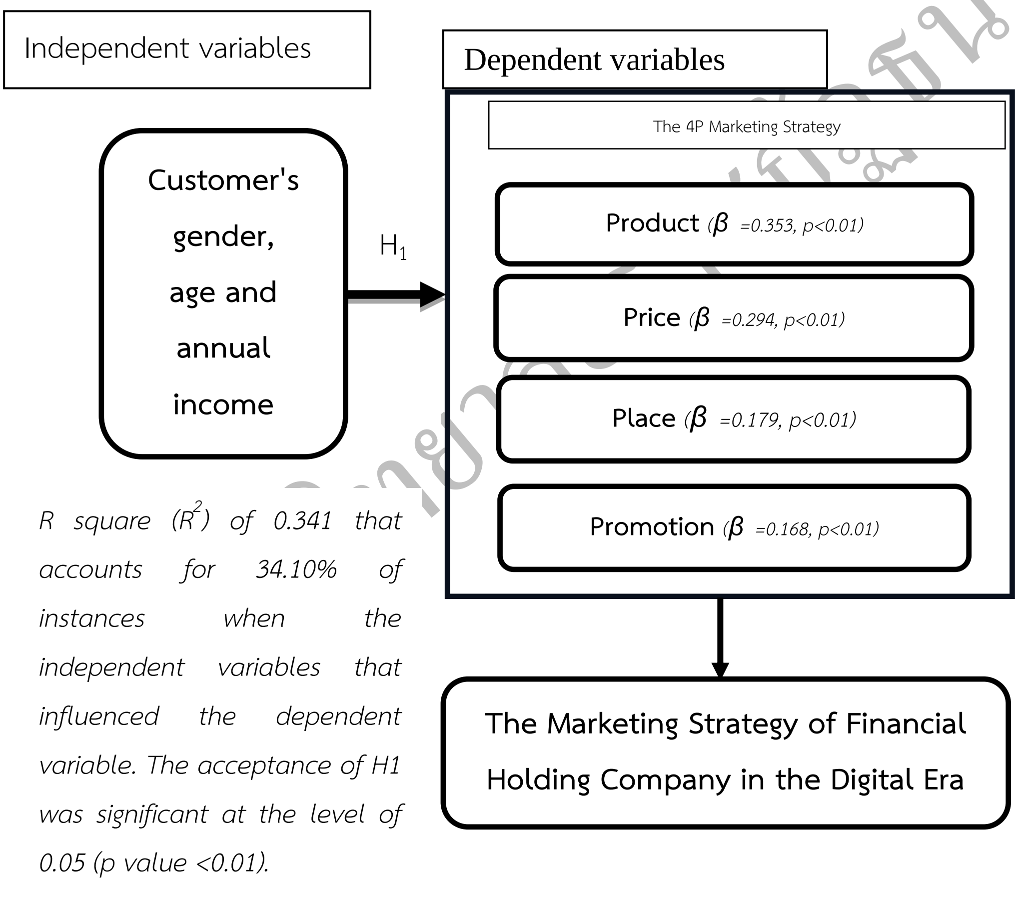

Figure 4.5 Conceptual framework for Multiple Linear Regression Analysis.

4. Analysis of the marketing strategy of financial holding companies in the digital age.

The results of data analysis are divided as follows:

4.1 Strategy optimization of credit product marketing in a financial company

4.1 Optimization of Product Strategy

4.1.1 Introduce differentiated characteristic credit products.

First, Financial Company A specially designed low-interest microfinance products for customers with better credit from the parent company. A financial company is obviously different from ordinary microfinance companies or commercial banks. Its parent company, Ping, and Group has extremely strong comprehensive strength, a huge sales team, and sufficient financial resources. Customer information, which provides important support for A Financial Company to launch characteristic microfinance products with low-risk characteristics. As of June 2022, the number of individual customers owned by the parent company has reached 220 million. The parent company has accumulated a large amount of customer information in transactions with these individual customers and can make more accurate judgments on the risks of individual customers, thereby Realize efficient management of customer risks. Under the condition that the customer's risk is controllable, A financial company can provide customers with credit products with lower interest rates and can also guarantee the sales profit of A financial company's products. A financial company can cooperate with the financial technology company under the parent company to design and launch a customer credit risk assessment model to conduct a comprehensive evaluation of the parent company's individual customer credit risk and digitize the risk of this part of the individual customer group. Then A financial company designs microfinance products with different interest rates according to the risk levels of different individual customer groups, so as to realize the differentiation of A financial company's credit products. Competitors of financial company A include city commercial banks, online merchant banks and WeBank in various places. Due to the lack of detailed information of customers, these banks make it difficult for them to accurately judge their risks, resulting in higher interest rates on their credit products. It is difficult to compete with A financial company. Second, based on customer portraits, it launched individual-oriented medical loans, education loans, housing renovation loans and other special products. According to the characteristics of customer portraits released by Ping An Group, it can be found that the age of its insurance customers is generally concentrated between 31 and 40 years old. They are more concerned about the health and pension issues of individuals and family members and have the label attributes of investment and quality consumption. In addition, the insurance customers of Ping and Group are most concerned about pension insurance, followed by critical illness insurance. Therefore, A financial company should also design credit products such as medical loans, education loans, and housing-related loans based on the characteristics of target customers to a greater extent. meet the needs of target customers. Although most of the target customers have medical insurance and critical illness insurance, the coverage of the existing insurance types is relatively limited, and the scope not covered by the insurance types still needs to be purchased by customers with their own funds, which is prone to capital turnover difficulties. If A financial company launches medical credit The product will be able to better solve customer difficulties. In addition, the insurance channel of the parent company can also be used in marketing to jointly carry out product promotion and reduce the marketing channel costs of A Financial Company to a certain extent. In addition, target customers who pursue quality of life may have higher pursuits for children's education and personal living environment. Therefore, if A financial company launches education loans, it can also meet the needs of target customers for upgrading education consumption.

4.1.2 Focus on developing offline credit products.

The development of financial technology has provided many conveniences for financial institutions to serve the public, including commercial banks, microfinance companies, and Internet banks are actively expanding online financial services, and consumers can apply for credit products through the Internet. A financial company was established relatively late, and lacks the flow advantage of Internet finance, and it is difficult to form a strong competition with Tencent's WeBank and Alibaba's MYbank. Therefore, A financial company's online credit products have room for development relatively limited. However, A Financial Company has an obvious advantage in offline marketing channels. There are sales staff or agency service points of the parent company from cities to rural areas across the country, which provides convenience for A Financial Company to carry out credit business offline.

Compared with online credit products, offline credit products also have their own advantages. First, the sales staff has a deeper understanding of the local economic situation and the credit status of residents, and it is more convenient to carry out applicant risk investigation, which is conducive to controlling the credit risk of customers. Secondly, offline financial services are more in line with people's consumption habits. Since financial products are invisible and intangible virtual products, some middle-aged and elderly people are unwilling to carry out financial services through the Internet based on risk control. The advantages of A financial company's offline channels can Satisfy the financial consumption characteristics of this group of people, so that the credit products of A financial company are more popular. In addition, in order to improve the approval efficiency of credit products, A financial company can move the offline approval process to the Internet, that is, at the terminal, the sales staff of A financial company or the sales staff of the parent company receive the customer's credit application on behalf of the customer and upload it to A financial company In the loan review center, after the approval is passed, the sales staff will sign a credit service agreement with the customer and issue a loan, and finally realize the sale of credit products.

4.2 Optimization of price strategy

4.2.1 Implement a competitive price strategy.

To make up for the cost of human resources and reduce the risk of credit product customers, A financial company implemented a high price strategy. This pricing strategy has affected the competitiveness of its credit products and the expansion of enterprise scale. In 2021, Internet companies have joined the credit business competition one after another. The operating income of A Financial Company's credit business fell by 12.4% year-on-year, and credit product operations fell into an unfavorable situation. Through the SWOT analysis of A financial company's credit products, it is identified that A financial company is facing a good market opportunity, and the company itself has a strong capital advantage, which can meet the credit needs of large-scale customers, and is more suitable for the implementation of growth or reversal. strategy. Under the background of the development strategy of the enterprise, its price strategy should also be adjusted accordingly, and the market share of the product can be increased by appropriately reducing the credit product rate, that is, the price strategy of the product must conform to the development strategy of the enterprise.

In terms of specific operations, there are two ways. The first way is: use WeBank and MYbank as the main comparison objects and drop one percentage point from the pricing of their credit product rates to make profits for customers. At the same time, for customers with relatively poor credit, combined with the rate situation of the local guaranteed market and the microfinance market, we will provide such customers with a combination of guarantee and credit services. The overall price is two percentage points lower than the market rate, increasing A Market competitiveness of credit products of financial companies. The second method is: classify customers, and customer group classification helps A financial company to judge the business development situation, and at the same time, it helps the leadership to distinguish and analyze the key points when deploying policy rules, which in turn helps A financial company to deal with high-risk customers in the quota strategy Increase the amount to improve asset quality, and reject or reduce the amount for low-risk customers to ensure that asset quality will not decline. For example, A, B, C, D, E, F, and G are used to represent customer group levels. Category A is the best, and the interest rate of this type of customer group can be priced the lowest. Although it is not profitable, it can attract more high-quality customers; B and C only Secondly, the pricing of such customers is a little lower than that of other Internet companies. This is also the price competition strategy of A financial company to compete for customers of Internet financial companies; D and E customer groups need to be paid attention to, and these customers have relatively high interest rates. It is also the company's main profitable customer group, screening customers with the lowest risk and providing loans. Generally, it is difficult for such customers to obtain part of the funds from banks and other institutions, so payattention to the customer's repayment situation; F and G customers Focus on group investigation, this type of customer group has the worst qualifications, but after risk identification, some of them can be given a quota, and the lower quota can also reduce the risk of company losses, so focus on investigation, and only those who pass the inspection can loan.

4.2.2 Implement an intuitive price comparison strategy.

The interest sources of A financial company's credit products are mainly divided into three parts, namely the interest charges of credit products, service fees and insurance costs. The product pricing method is obviously different from that of commercial bank credit products, and many customers are more familiar with business The bank’s product pricing method often only pays attention to interest expenses and ignores other expenses when purchasing credit products from A financial company. It is found that the actual rate of the product is much higher than expected, which also leads to many cases on the Black Cat platform. The complaint against A Financial Company has affected the reputation of the company.

As a large national credit company, A Financial Company has already formed a nationwide brand awareness. It does not need to hide part of the service fee to induce customers to buy products. The intuitive way of displaying credit product rates can better show A Financial Company’s reputation. sincerity. When showing the rates of different products to customers, the sales staff can take WeBank and the main products of local microfinance companies as price comparison objects and display the comprehensive rate of credit products of A Financial Company and competitors, so that consumers can quickly discover the pricing advantages of A financial company's products. Since A Financial Company has advantages in capital scale and capital cost, it is difficult for local microfinance companies to compete with it in terms of price. Using an intuitive price comparison strategy in product display can better highlight the product features of A Financial Company, thereby promoting the sale of credit products.

4.3 Optimization of Direct Sales and Channel Personnel Service Strategies

A financial company has more than 50,000 employees and has a strong offline channel advantage. In addition to the cooperation with the parent company'smarketing channel, its offline channel advantage has been further enhanced. However, A Financial Company also needs to optimize its channel strategy from two aspects to provide support for its growth-oriented product development strategy.

4.3.1 Optimize personnel management of direct sales and agency channels.

The problem of low professional ethics of some sales staff at work is related to the fact that A financial company pays too much attention to the performance of sales staff. To obtain high commissions and achieve monthly performance targets, sales staff may resort to deception in the mentality of eager for quick success and quick profits, causing customers to purchase credit products that do not meet their needs. Therefore, it is necessary for A financial company to strengthen the control and guidance of the salesperson's behavior. Considering the relatively complicated situations that salespeople face at work, it is difficult for Financial Company A to restrict the specific behaviors of salespeople, and too many restrictions on salespeople are not conducive to the normal development of salespeople's work. Therefore, A financial company can optimize the personnel management of direct sales and agency channels from the following two aspects:

First, A financial company can increase the assessment of the customer complaint rate of sales staff on the basis of performance orientation. When the customer complaint rate exceeds a certain standard, the commission ratio of sales staff will be reduced, thereby guiding sales staff to take compliance measures. sales methods for product promotion. For example, the post-loan score is added to the KPI of in-service salespersons, with a full score of 100, a pass score of 80, and a discount of 50% for all incentives below 80, 20% off for scores above 80, and no discount for full scores. This will help to strengthen the sales staff's emphasis on customer satisfaction, and at the same time improve financial company A's satisfaction in customer psychology.

Secondly, A financial company needs to prepare a sales framework guidance plan and a sales suggestion process for credit products and strengthen the working skills of sales staff. Specifically, A financial company can adopt a stage method of management, that is, divide employees into several stages: "newcomer internship period-regular period-mature period-senior sales consultant", and adopt different training and training plans for employees at different stages. To enable them to learn the knowledge and skills required for credit product marketing in a targeted manner and strengthen their work skills through various methods such as situational training.

4.3.2 Promoting the Construction of Agency Channels

Promoting the construction of agency channels will help to solve the dilemma of A financial company's own sales staff with high cost, reduced profitability, and increased income without increasing profits. Therefore, A financial company needs to actively develop agency marketing channels and realize product sales through agency channels. Specifically, it can be expanded from the following two aspects:

First, promote the promotion of the professionalism of agency personnel sales services. For the personnel of the agency, Financial Company A needs to provide brief training and guidance services, such as emphasizing the need to fully inform customers of the comprehensive rate of credit products, repayment methods and the penalty mechanism for default repayment. A financial company can also use financial technology to guide the work of agency personnel, such as integrating the customer identification function in the APP, classifying customers into three categories according to customer information, and recommending credit products for them. In addition, A financial company can set up agency service centers in various places, and its own sales staff will be responsible for the training and technical guidance of agency marketing channel personnel on a part-time basis, to guarantee the service quality of agency channels to a certain extent.

Secondly, promote the management of agency channels by region or scale. The construction of agent channels can be divided into two aspects, by region and by scale. Specifically, the division of agency channels by region is beneficial to avoid unhealthy internal competition of agency channels, and at the same time, it can ensure the planning and purpose of agency channel development. Taking Tianjin as an example, a general agency channel center can be set up in six districts of the city to manage the operation and distribution of personnel in all agency channels. It has jurisdiction over suburban counties, and an office can be set up in each suburban county to facilitate centralized management of personnel. The agency channels divided by scale help to clear out agency companies without production capacity, ensure the continuous output of performance, and achieve the dual goals of saving company costs and increasing product sales at the same time.

4.4 Optimization of Promotion Strategy

4.4.1 Strengthen promotions for high-quality customers.

When A financial company operates credit business, it needs to consider two key points: risk management and revenue scale. If large-scale promotional activities are implemented to pursue the growth of operating income, some customers with poor credit levels will obtain the credit of A financial company. For credit products, credit defaults in the later period will undoubtedly bring huge losses to A financial company, so A financial company needs to carry out targeted promotional activities based on customer characteristics.

On the one hand, broaden customer acquisition channels through high-quality customer management. The high-quality customers of A financial company mainly come from three sources, namely old customers who have cooperated with each other in the past, high-quality customers from the parent company and high-quality customers from outside. The information of these customers is relatively complete, and A financial company can accurately judge their credit risk, thus providing them with credit products. For example, A financial company can carry out promotional activities by reposting in the circle of friends to obtain discounts. When high-quality customers share the promotion information of financial company A in their circle of friends or other social media, they can get interest rate discounts, so as to realize product promotion. Acquire more new customers while increasing customer stickiness.

On the other hand, let the "customer endorsement" achieve the effect of precise promotion. Since the customers directly referred will be more accurate than the customers obtained by forwarding the circle of friends, the trust of customers will be higher, and the sales staff will work more smoothly. Therefore, in addition to reducing the interest rate, we can let customers participate in the form of lottery. Refer to a customer, you can participate in the exclusive lucky draw for company customers, and the prize value is set at 5,000-10,000, so that customers are more motivated to participate. This helps to broaden the audience of A financial company's credit products, not limited to customers who have loan business cooperation with A financial company, customers who have not successfully approved funds and temporarily unapproved intended customers have become potential target audiences.

4.4.2 Promoting cooperation with online media.

New media promotion has the advantages of fast speed, quick results, low cost, and wide scope. Combined with the characteristics of target customers of i-loan products, A financial company needs to focus on cooperating with Baidu, some credit forums, and social self-media. Advertisements are placed on the credit forums and some opinion big V places to attract target customers to buy the Internet credit products of A financial company. Through relatively accurate Internet advertising network placement, it can reduce advertising costs and promote product sales.

Taking the promotion of short videos as an example, A financial company can set up a small new media team without hiring high-traffic and big Vs. The daily tasks include editing short videos, writing copywriting, and requiring daily updates. The content includes but is not limited to loan success stories, loan professional knowledge explanation and analysis, financial industry development trends and other related content. Through forwarding and pushing, customers can understand the relevant knowledge of credit products and at the same time stimulate the credit demand of potential customers.

4.4.3 Strengthen the comprehensive marketing management of sales staff.

At present, A financial company is facing the threat of multiple online and offline competitors. Although relying too much on price strategies can enable A financial company to gain a short-term competitive advantage, it will also damage the profitability of A financial company. A financial company has offline with the advantage of marketing channels and the large number of sales staff, we should give full play to the advantages of offline channels and realize product sales through high-quality customer service.

On the one hand, the change of thinking from "managing products" to "managing customers" has formed a close relationship between sales staff and customers. A financial company can require sales staff to regularly push value-added service information based on the customer information it has mastered, so that customers can benefit from the preferential activities of the group company, thereby improving the stability of A financial company's income. For example, in car insurance services, most of the customers of Financial Company A are the bosses of small and medium-sized enterprises and some corporate elites. Most of these people are customers who own cars, and they need car insurance if they have a car. It is possible to open the authority of the employees of A financial company, to handle auto insurance for customers, and to give back the auto insurance commissions to customers in the form of rebates, to win the favor of customers.

On the other hand, develop new customers and maintain old customers at the same time, and lock in the stock of customers. The value of old customer maintenance is mainly reflected in three aspects: the lifetime value of the demand dimension, the lifetime value of the time dimension and the lifetime value of the influence dimension. Therefore, the human capital possessed by old customers is also a blank market that salesmen need to explore. For example, medical check-ups can be offered to regular customers. According to the customer's loan amount, if the amount is less than 300,000 yuan, the customer will be given a physical examination card, and if the amount exceeds 500,000-yuan, multiple physical examination cards can be provided for the customer to send to relatives and friends. By shortening the distance between A financial company and loyal customers, the maintenance of old customers can be achieved.