Exploring Digital Marketing for Brands in the Internet Era

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Abstract: With the rapid development of the Internet, "digital" has fully penetrated into daily life and business operations. And with the development of new technologies, brand marketing has also continued to change its approach. With new marketing methods such as "live commerce", "KOL" and "community marketing" appearing one after another, digital marketing has become an important engine of growth for enterprises. This article summarizes the underlying logic and methodology by combing through the history of digital marketing development to provide a reference for brands to better cope with future adjustments.

Keywords: digital, brand marketing, digital marketing

1. Overview of digital marketing

Digital marketing is not a new concept, before the advent of the digital age, marketing concepts such as "interactive marketing" and "online marketing" were already mentioned and used. Since the dawn of the digital age, all marketing techniques that use the Internet and other forms of digital communication to promote brands and connect with potential customers are collectively referred to as "digital marketing".

Digital marketing is characterised by "fluidisation", "refinement" and "interactivity".

1.1 Fluidisation

Along with the development of Internet technology, 4G and 5G network coverage is increasing, giving rise to many new online platforms and programs, such as QQ, Jitterbug, Xiaohongshu, Taobao and WeChat. The number of Internet users is huge, and unlike traditional marketing methods, digital marketing can use mobile to integrate users' fragmented time and quickly cover marketing content to users, forming a "ubiquitous" mobile marketing.

1.2 Refinement

The precision features of digital marketing are mainly reflected at the level of customer data analysis. The focus of digital marketing has shifted from a focus on overall marketing to a focus on the needs of individual users, and big data has given marketing the possibility to reach and convert precise groups of people. Diverse digital touchpoints and big data give companies the possibility to build specific relationships in ways that users will enjoy. Digital marketing can address the differentiated and diverse needs of consumers through digital methods, technologies and tools. By segmenting large audiences and achieving precise delivery of campaigns according to different types of groups, unnecessary capital expenditure can be reduced and marketing results are more desirable.

1.3 Interactivity

In contrast to traditional marketing, which involves sending marketing content to users, digital marketing uses the internet as a carrier and relies on the interactive nature of the internet itself to deepen the communication, exchange and interaction between companies and their customers. Interactive experience is one of the major advantages of digital marketing.

2. History of Digital Marketing

Before 2000, traditional marketing methods were mainly based on "reach", with television, radio and outdoor media as the carriers, covering a wide range of consumers, and the indicators to measure the effect dimension were the number of media coverage, circulation and viewership; As the Internet era kicked off, digital marketing gradually entered the public eye, and marketing methods began to be mainly "interactive".

2.1 Phase I: Internet Marketing (2000-2010)

The rise of portals is an important feature of this stage, this stage of digital marketing has not formed a professional system, but with the rapid development of website construction, Internet applications continue to develop, the rapid development of enterprise website construction, increasing specialisation, online advertising forms continue to innovate,

search engine marketing began to develop, the formation of natural search-based search engine promotion methods and paid search engine advertising and other The mode. Internet forums, blogs, RSS, chat tools, online games and other online media continue to emerge and develop.

2.2 Phase 2: Content Marketing (2011-2017)

The emergence of social media has given marketing activities a content carrier. Marketing methods at this stage are changing very quickly, from Weibo to WeChat to Jitterbug and Racer short videos, and the emergence of KOL is an important feature of this stage. KOLs are starting to get vertical traffic by virtue of outputting their views, and at this stage, what brands lack most is traffic. With traffic, there is commercial potential, which can generate high market value, and then you can get a relatively high investment. So marketing campaigns that are primarily aimed at competing for users are reflected in the competition for traffic at the end of the day. The Vlogger can connect with consumers in a more personal way than a celebrity endorsement and can quickly find a market segment, promote marketing content that meets consumer insights, and quickly expand brand reach and increase brand awareness through "grassroots" and "reviews". The brand is then working with KOLs. Brands then start to work with KOLs, and at this stage, "content creators" emerge, focusing on creating original content, and brands compete fiercely with each other to gain the attention of users by subsidising them and returning profits to them in a short period of time, increasing their stickiness to the brand and attracting traffic through content marketing. is the most dominant way of digital marketing.

2.3 Phase 3: Territory-wide marketing (2018-2019)

First of all, in this stage, the phenomenon of competing for traffic as the main purpose has been much less, enterprises realize that traffic is momentary, if it cannot be retained, it is difficult to form a business, and the degree of professionalism of digital marketing has been greatly enhanced in this stage, at the same time, communication carriers and communication methods are blossoming, for example, Jieyin, Raptor, Xiaohongshu and short videos have appeared one after another, as well as vertical categories of knowledge sharing and content creation The diversification of digital channels and the fragmentation of media channels and information also mean that the medium and ways of communication between brands and consumers are becoming more widespread. Therefore, at this stage, companies focus on building an omnichannel digital marketing approach, using all possible channels of contact with consumers to communicate and exchange with users in both directions, with their own official websites, public numbers, opinion leaders, as well as third-party trading platforms and e-commerce, integrating online with offline to form an end-to-end marketing closed loop.

2.4 Phase 4: Smart Marketing (2020 onwards)

The rapid development of AI, big data, cloud computing and other new technologies is an important feature of this stage. In this stage, user operation is the core of digital marketing, using new technologies to layout digital marketing, cutting starts with the user, all for the user, adopting a user-centric strategy to accelerate business model innovation and improve user experience in order to achieve new growth.

3. Digital marketing trends

3.1 Artificial Intelligence

In recent years, AI has become an almost essential and important element of digital marketing and is now a key trend in digital marketing. Algorithms influence the social media messages we swipe to, search results and even highly accurate targeted advertising. by using machine learning algorithms, customer behaviour data can be analysed more effectively to provide more relevant and personalised suggestions and ads to improve the user experience. ai can also automate some marketing processes, saving marketing teams more time and resources.

Marketing is becoming smarter with the power of AI, automating tasks such as customer segmentation, lead generation and campaign management, dramatically improving the efficiency and effectiveness of digital marketing campaigns.

3.2 User Experience

As digital marketing moves from 'traffic' to 'retention', user experience is particularly important in digital marketing, as it greatly influences how people perceive and interact with a brand. It determines not only the repurchase rate of a brand, but also the probability of a brand being recommended.

Marketing is all about people, and it is only by understanding consumers that brands can activate their sense of choice and get them to tick "your brand" off their list of potential consumers. In the digital age, the customer has a great deal of say, so it is essential to meet their needs in a timely manner. Marketing teams are therefore required to think further ahead, taking

into account the entire process of their interaction with the brand from start to finish and ensuring that all communication channels are simple, convenient and intuitive for the user. Reaching users precisely and understanding their real changes is a key to successful marketing.

3.3 Combining online and offline

With the support of digital tools, physical shops and offline sales channels will further become an important channel for brands to connect with customers and enhance service experience, and will help brands to significantly improve ping efficiency, product efficiency and people efficiency, achieving a double increase in overall operational volume and quality.

3.4 Content creation

The biggest feature of digital marketing is to use users' fragmented time to achieve pervasive marketing, but in the era of fragmented reading, each customer's time is becoming more and more valuable, and it is becoming more and more difficult for companies to attract audiences. In order to create a better customer experience and help customers establish a closer and more direct connection with the brand, the requirements for marketing content are getting higher and higher, not only for the required content Not only is the quality of the content required, but the presentation of the content has also changed, just as digital marketing started with text, WeChat tweets and Weibo graphics, later short videos emerged, and with the development of AI, meta-universe, etc., the content of digital marketing is bound to not remain the same.

3.5 Digital transformation

At the national level, the focus of the national "new infrastructure construction" strategy is to further expand and upgrade the application of digitalisation in the industrial sector, the primary manifestation of which is the acceleration of digital marketing transformation in the B2B business model. From the enterprise level, the digital economy started with B2C digital marketing and gradually penetrated into the industrial Internet. B2B enterprises gradually saw the inevitability and value of digital transformation and started to seek digital opportunities from marketing and e-commerce to production, supply chain, internal operations and organisational talent management. A very representative case is that WeChat, as a tool for internal management and external marketing, has accelerated the pace of digitalisation into enterprise operations and marketing management.

4. Conclusion

Digital marketing is no longer a marketing concept, it is now a tool for sales enablement. In this regard, enterprises need to understand the external environment of digital marketing, and combine their own actual situation to carry out digital marketing work, and then develop a more big picture, comprehensive digital marketing strategy, truly play the value of digital marketing, to create more marketing revenue for the industry and enterprises.

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