



Innovative Strategies for Digital Marketing Management Models in the E-commerce Field

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Abstract: The arrival of the digital age has given birth to a new form of trade activity, e-commerce. In the field of e-commerce, the development of enterprise marketing activities requires a highly sophisticated digital marketing management model to provide strong norms and guarantees for the development of enterprise e-commerce activities, so that various e-commerce activities can truly achieve expected results and drive the growth of enterprise economic benefits. Based on this, this study will focus on the key characteristics of enterprise digital marketing management models in the field of e-commerce, explore feasible innovative paths for enterprise digital marketing management models, provide strong support for the development of enterprise e-commerce business activities, and further enhance the adaptability of enterprises to the overall situation of social development in the digital age.

Keywords: e-commerce; digital marketing; administration; innovate

1. Introduction

At present, various information and digital technologies including artificial intelligence, big data, cloud computing, etc. continue to develop. For enterprises that use these technologies to carry out e-commerce activities, technological innovation also drives them to continuously optimize and adjust their marketing management models, in order to make their digital marketing management models more precise, diversified, and intelligent. In the past, the marketing management model of combining graphics and text used in enterprise e-commerce marketing has become difficult to meet the needs of current enterprise e-commerce activities. In the traditional e-commerce platform marketing process, enterprises mainly rely on manual analysis of consumers, which is inefficient and has obvious shortcomings in timeliness. It is difficult to effectively control the changes in market situation and the consumption psychology and demand changes of the target consumer group, which affects the loyalty and stickiness of the target consumer group to the enterprise e-commerce platform. Therefore, carrying out more efficient e-commerce marketing and innovating e-commerce marketing management models and paths has become one of the most important tasks in the development of enterprises.

2. Key characteristics of digital marketing management models in the field of e-commerce

2.1 Highly diversified marketing forms

In the field of e-commerce, enterprises carry out digital marketing management activities mainly using a combination of online and offline marketing management methods. Among them, in online marketing management, enterprises will build a management platform for product marketing data by applying various types of digital technologies to promote the synchronous application of various digital marketing management methods. The product marketing models of enterprises in the e-commerce field are extremely diverse, and the commonly used marketing models include: firstly, the development of live streaming marketing models. In addition to conducting live streaming on e-commerce platforms to strengthen communication with consumers, enterprise e-commerce platforms also collaborate with short video platforms to invite groups such as celebrities and internet celebrities who carry a large amount of traffic to cooperate with brands to carry out live streaming activities. By leveraging the traffic of cooperative partners, brand traffic can be expanded to further improve the consumption conversion rate of target consumer groups. Another aspect is the expansion of advertising and marketing models. Through digital marketing data management platforms, big data analysis will be conducted on game types, video types, movies, TV dramas, and variety shows that are currently of high consumer interest[1]. According to the analysis of brand consumer data, enterprise e-commerce platforms can sponsor games, short videos, movies, TV dramas, and variety shows that the target consumer group is generally more interested in, and advertise during them. Alternatively, they can

collaborate with top influencers with high fan numbers on short video platforms to create brand short dramas and expand the brand's online promotion model, in order to increase brand traffic while more effectively promoting the conversion of consumer consumption rates.

2.2 Target consumer group's consumption demand positioning is more accurate

One important purpose of conducting marketing management activities for enterprises is to accurately target the target consumer group of the brand, so as to organize various marketing activities in a targeted manner and bring greater practical benefits to the enterprise. To achieve this, enterprises need to have a deep understanding of the consumption needs and psychology of the target consumer group in marketing management[2]. In the field of e-commerce, enterprises conducting digital marketing management can use advanced digital technology to timely record and analyze consumers' consumption preferences and abilities, and conduct in-depth intelligent analysis of consumers' search keywords, consumption types, consumption concepts, consumption demands, etc., to divide the target consumer group that is in line with their brand positioning[3].

3. Innovative strategies and paths for digital marketing management models in the field of e-commerce

In the context of the digital age, with the development of e-commerce, the role and significance of advanced digital technology applications in improving the effectiveness of enterprise marketing management are becoming increasingly prominent[4]. For enterprises in the field of e-commerce, it is necessary to comprehensively promote the overall optimization of the digital marketing management system from various dimensions such as conceptual innovation and technological application system optimization based on past digital marketing models, and effectively achieve innovation in digital marketing management. The feasible strategies and paths for innovation in enterprise digital marketing management models include:

3.1 Innovative marketing management concepts, focusing more on establishing corporate brand image

In the field of e-commerce, enterprise digital marketing management needs to guide personnel involved in product marketing and marketing management to further innovate marketing management concepts based on the application of previous digital marketing models, providing fundamental impetus for the innovation of enterprise digital marketing models. In the past, most enterprises tended to focus on the management of their marketing services when carrying out digital marketing management. This marketing management strategy can continuously strengthen the quality of enterprise product marketing services, enhance the loyalty and stickiness of existing consumer groups to enterprise products. However, this strategy is difficult to fully leverage the effect of expanding the consumer base of the enterprise brand in specific implementation. In response to this, enterprises need to further innovate the concept of marketing management, pay more attention to the establishment and promotion of corporate brand image in digital marketing management, and improve product marketing and publicity strategies based on this[5].

In practice, enterprises need to develop phased marketing strategies and improve the comprehensive utilization of marketing resources in the process of carrying out digital marketing management. The formulation of product marketing strategies can also highlight the characteristics of the enterprise's business operations and the products themselves, in order to highlight the brand's unique features. For example, in the marketing management of women's consumer goods, based on product characteristics, the packaging and advertising content design should be based on the theme of "women", and the brand marketing content should comprehensively cover all types of female consumer groups as much as possible. Finally, enterprises conducting digital marketing management should have a deeper understanding of the importance of consumer data analysis, further deepen the platform's information collection function in practical work, and provide more effective product recommendation services for consumers. For example, interior decoration companies can use digital platforms to customize intelligent whole house decoration solutions for consumers in digital marketing management, expand consumer product choices, and enhance the professionalism of enterprise brand services. At the same time, brand consumers can use various digital platforms such as big data platforms to visualize decoration plans and provide improvement suggestions based on their specific needs, so that service providers can have a more accurate understanding of consumer needs and provide better quality services[6].

3.2 Constructing a new data management and analysis platform to fully leverage the application of digital technology

Enterprises in the e-commerce field carry out digital marketing management, and the application effect of digital technology can have a decisive impact on the marketing management effect. In enterprise digital marketing management, data management and analysis platforms are the main areas involving the application of digital technology. To further enhance the effectiveness of digital marketing management, efforts can be made to optimize the data management and analysis platform. By building a new data management and analysis platform, the application of digital technology in enterprise marketing management can be more fully utilized.

In practice, firstly, the enterprise needs to rebuild the data collection and processing module. In the reconstruction of this module, enterprises should use big data technology as the technical foundation to construct larger databases and enhance the platform's data storage capacity. Based on this, big data analysis programs are introduced to endow the platform with stronger data analysis capabilities [7]. Based on the massive data and analysis results in the platform database, we will provide more targeted marketing services, while gaining a more accurate understanding of product saturation, determining the direction for upgrading and developing brand products in the future, reducing the occurrence of erroneous marketing decisions, and ensuring the development of the enterprise. Secondly, based on the enterprise marketing management platform, expand the dimensions of digital technology applications and construct multiple supporting digital platforms. Enterprise product management is achieved through real-time updates through various types of digital platform applications, comprehensively grasping relevant information such as enterprise product supply, information prediction, production planning, and market operation status. Based on this, it promotes the improvement of enterprise operating efficiency and further enhances the adaptability of enterprises to the market development situation[8].

3.3 Improve the data operation system and innovate the basic work structure of digital marketing management

On the basis of rebuilding the digital marketing management data platform with various supporting digital platforms, enterprises need to further improve the platform data operation system in digital marketing management, thereby promoting the innovation of the basic work structure of enterprise digital marketing management, and further promoting the innovation of enterprise digital marketing management from the perspective of work form.

Firstly, enterprise e-commerce platforms can collect consumer data from more diverse channels based on more stable and efficient data collection systems. Specifically covering the target consumers' website browsing history, search history, purchase history, social media activities, etc. The collected data is stored uniformly in the platform database for subsequent data analysis and management activities. Secondly, data cleaning is carried out through a data management and analysis platform to remove invalid and redundant data, and the remaining available data is standardized and normalized.[9] For the management of personal information of target consumers, it is necessary to anonymize all data in accordance with relevant national laws and regulations to avoid infringing on the privacy rights of target consumers. Finally, enterprise e-commerce platforms need to utilize data visualization and reporting tools to present data analysis results in a more intuitive form, promoting comprehensive sharing of target consumer data analysis results across the entire enterprise. This will enable all enterprise personnel, especially those responsible for marketing management, to have a deeper understanding of the current trends in the development of the enterprise's target market, the current preferences and consumption behaviors of target consumers, and thus achieve closer integration with target consumers from the marketing plan formulation stage, and develop corresponding marketing strategies through more advanced models such as implementation, sharing, and evaluation of responsibilities[10].

3.4 Build a multi-channel marketing integration plan to comprehensively improve the quality of enterprise marketing services

When enterprises in the e-commerce field carry out digital marketing management, based on the construction of e-commerce digital marketing management data platform, they can combine big data technology and digital marketing management more closely from a more diversified perspective, so that the progressiveness of big data technology can be brought into full play, thus improving the overall technical progressiveness of enterprise digital marketing management, and creating more favorable conditions for improving the quality of marketing management.

To this end, enterprises need to develop multi-channel marketing integration plans based on the needs of digital marketing management work, in order to promote the comprehensive improvement of product marketing service quality[11]. Based on this, in marketing management practice, enterprises can develop work plans for integrating marketing channels and

tools, and create management plans for the comprehensive development of online and offline marketing channels. Based on the different marketing needs of enterprise products in both online and offline fields, the massive database in the consumer data management and analysis platform is used to collect various consumer data in both online and offline dimensions. Data analysis is carried out according to the data processing and traffic analysis mentioned in the previous point to clarify the similarities and differences between online and offline consumers in terms of consumption behavior, interests, needs, habits, etc. Based on this, different marketing activity plans are synchronously set for both online and offline dimensions. In the setting of online and offline marketing plans, enterprises need to start from the commonalities reflected in consumer data in both fields, clarify the core goals and basic principles of marketing activities and management. On this basis, different marketing stages are set up by combining the nature of online and offline marketing and the specific differences in consumer data, in order to enhance the diversity of marketing methods and channels.

4. Conclusion

To sum up, when enterprises organize and carry out digital marketing management activities, they need to fundamentally innovate the marketing management concept, pay more attention to the establishment of enterprise brand image in the marketing management practice, and lay the basis of enterprise marketing management innovation. Based on this, enterprises should start to rebuild the consumer data management platform, optimize the process of consumer data analysis and processing, actively expand the marketing channels, and fully realize the innovation of marketing management mode.

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