



# Research on Innovative Marketing Strategies in the Digital Era

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**Abstract:** The rapid development of information technology and the widespread use of the Internet have not only changed consumers' shopping habits, but also reshaped the market pattern. The wide application of emerging technologies such as big data analysis, artificial intelligence and social media enables enterprises to have a more accurate insight into consumer needs and realize personalized marketing. This paper aims to explore the innovative strategies of marketing in the digital era, in order to provide a useful reference for enterprise practice.

**Keywords:** Digitalization; Marketing; Innovation strategy

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## 1. Introduction

With the rapid progress of Internet technology, consumer behavior patterns, information transmission channels and market competition have encountered unprecedented changes. The diversified and personalized needs of the current market are increasingly prominent, which makes the traditional marketing strategy difficult to adapt. Therefore, for enterprises, seeking and implementing innovative marketing strategies has become the core path to break through the bottleneck of development and ensure sustainable development.

## 2. The current situation of enterprise marketing in the digital age

### 2.1 Growth in market size

In recent years, China's digital marketing industry has shown vigorous development vitality, and the continuous expansion of its market scale has become the focus of attention in the industry. According to the authoritative report "2024-2029 China's digital marketing industry development potential assessment and in-depth investigation and prediction report" issued by the China Institute of research and development, from 2018 to 2023, the market size of the industry has steadily increased from 375.9 billion yuan to 556 billion yuan, with a compound annual growth rate of 6.7%[1]. This data not only highlights the strong growth momentum in the field of digital marketing, but also indicates its unlimited development potential in the future. Further observation shows that the growth trend of digital marketing is not an isolated phenomenon, but closely related to the vigorous development of digital trade in China. The "China Digital Trade Development Report 2020" released by the Ministry of Commerce clearly pointed out that by 2025, the total import and export volume of China's digital trade in services is expected to exceed US \$400 billion, accounting for more than half of the total trade in services[2]. This trend highlights the leading position of China's digital trade in the global market, and further reveals that the influence of digital marketing, as an important force to promote the development of service trade, is continuously expanding.

### 2.2 Technological innovation

In today's rapidly changing digital era, the field of marketing is experiencing unprecedented changes and challenges. The ultra-high speed and low latency characteristics of 5g technology have greatly broadened the application scenarios of marketing, and also profoundly changed the consumer experience and interaction mode. Taking smart tourism as an example, the introduction of 5g technology has brought tourism marketing into a new stage of development[3]. Through the "5g+smart tourism" mode, tourism enterprises can make use of advanced technologies such as real-time high-definition live broadcast and VR panoramic tour to create an immersive tourism experience for tourists, so that the distant scenery is close at hand. On this basis, enterprises can capture the location information and interest preferences of tourists in real time, so as to push highly customized tourism products and greatly improve the marketing effect and user experience. In addition, 5g technology has also spawned new media marketing forms such as "5g+ar" live broadcast. These innovative means have enriched the marketing channels of enterprises and enhanced the interaction and stickiness between brands and consumers.

### **3. Difficulties faced by marketing management of small and medium-sized enterprises in the digital era**

#### **3.1 Lack of digital marketing talents**

As a complex and multidimensional field, digital marketing covers many professional levels, such as strategic planning, content innovation, media delivery optimization, social media platform management and in-depth data analysis, which puts forward high requirements for the comprehensive ability of practitioners[4]. Unfortunately, many small and medium-sized enterprises are often limited by resources and capabilities when building digital marketing teams, and it is difficult to form a systematic talent training mechanism. In addition, compared with large enterprises, small and medium-sized enterprises do not have significant advantages in brand influence and compensation and welfare, which further aggravates the loss of high-quality marketing talents and the difficulty of recruitment[5].

#### **3.2 Insufficient application of digital marketing tools**

Although there are a wide range of digital marketing tools in the current market, covering multiple dimensions from website construction, e-commerce platform operation, social media promotion to search engine optimization, data analysis and so on, aiming to provide comprehensive and refined solutions for enterprise marketing activities, the performance of small and medium-sized enterprises in this regard is not satisfactory[6]. Compared with large enterprises, small and medium-sized enterprises often lack strong financial support and are difficult to bear the high subscription or purchase costs. Therefore, they often have to choose some free or low-cost tools, which are often limited in function, performance and user experience, and can not meet the complex and changeable marketing needs of small and medium-sized enterprises.

#### **3.3 Weak customer data management and analysis capability**

As the core asset of digital marketing, the quality of customer data management and analysis is directly related to the formulation and implementation effect of precision marketing strategy. However, enterprises often lack systematic planning in the data collection stage, resulting in serious data islands between different departments, different data standards and lack of collection specifications. More importantly, small and medium-sized enterprises generally lack an efficient data management platform, and lack advanced concepts and practical experience such as data warehouse, master data management and metadata management. Customer data is scattered everywhere, such as business systems, office systems and even social media. It is difficult to form a unified data view and application entry, which seriously restricts the in-depth mining and effective use of data.

#### **3.4 Low degree of cross channel marketing integration**

Under the traditional marketing mode, small and medium-sized enterprises take products as the core driving force, focusing on displaying the characteristics and advantages of products through offline channels, but often ignoring the growing personalized needs of consumers[7]. This product centered strategy is difficult to provide consumers with customized marketing experience, which will affect the market effect. In terms of online channels, SMEs also face many difficulties. Due to the lack of cross channel marketing technology infrastructure and mature private traffic operation system, they often can only rely on short-term traffic acquisition means, such as price promotion, to attract consumers. Although this simple and crude marketing method can bring certain sales growth in the short term, it can not effectively precipitate the brand tone and enhance the brand influence.

### **4. Innovative marketing strategies in the digital era**

#### **4.1 Focus on user personalized experience and highlight the unique competitive advantages of enterprises**

Deep insight into user behavior and the construction of accurate user portraits are the basis of digital marketing. With the support of big data technology, small and medium-sized enterprises can collect and analyze user behavior data across channels (including search engines, social media, online advertising, shopping websites, etc.), such as browsing records, purchase history, interest preferences, etc., so as to achieve a comprehensive insight into user needs. This multi-dimensional data collection and analysis helps enterprises accurately segment target customer groups and understand the characteristics, needs and potential value of different user groups. Through the algorithm model, enterprises can predict customers' purchase intention, loyalty and future value, and provide scientific basis for the formulation of personalized marketing strategy. On this basis, enterprises design differentiated product recommendations, pricing strategies and promotional activities for different

user groups to improve marketing efficiency and conversion rate. At the same time, the integration of online and offline channels has become the key to improving customer experience. Enterprises should break the boundaries of traditional channels, conduct product display and promotion information push online, and guide customers' offline experience or purchase; Offline stores can also use ar/vr technology to improve shopping experience, collect customer feedback, and enrich online databases. In the new media environment, social media has become an important position for enterprise marketing. With the wide spread and interactivity of social media, enterprises can release valuable content such as industry information, product evaluation, user stories and establish emotional connections with users to enhance user stickiness. Use the big data analysis tool of social media platform to monitor user feedback in real time, quickly respond to market changes and adjust marketing strategies. Through the cooperation between KOL (key opinion leader) and UGC (user generated content), expand brand exposure, improve brand image, and form word-of-mouth communication effect[8].

## **4.2 Content marketing in e-commerce era**

In the context of the vigorous development of e-commerce, it is particularly important to establish the goal of content marketing. When creating content, enterprises need to closely focus on brands or products to create attractive narratives, which is the core strategy to shorten the psychological distance with consumers. Through the storytelling technique, the content can be endowed with fresh vitality and become fascinating, so as to more effectively attract and maintain the attention of consumers. These story materials can cover the breeding process of the product, the true feedback of users and the historical accumulation of the brand, and strengthen the emotional connection between consumers and brands with the help of the power of emotional resonance.

In the dissemination of content, brands should make full use of official websites, social media platforms, blogs and other channels to broaden the scope of content dissemination. In this process, it is essential to maintain the unity of brand image and the coherence of information. No matter in the form of text, image or video, the content should be highly consistent with the overall style and tone of the brand, so as to create a clear and unified brand image. At the same time, the introduction of a/b testing technology in content marketing can provide a more accurate means of strategic evaluation for brands. Through detailed comparative analysis of different content forms, themes or communication channels, brands can intuitively see which strategies can better touch the heartstrings of the target audience. Based on the feedback of the test results, the brand can adjust and optimize the content strategy in a targeted way to ensure the best performance of each marketing activity. This content optimization strategy based on data analysis can significantly improve the efficiency of marketing activities, and bring more stable and sustainable development power to the brand.

## **4.3 Improve cross channel marketing integration**

In the digital era, the market is changing rapidly, and consumer demand is increasingly personalized, which requires enterprises to have the ability to respond to market changes quickly. Therefore, small and medium-sized enterprises should actively explore and practice the agile marketing organization mode, and establish a cross departmental marketing project team. The team should be composed of elites from product, marketing, operation and customer service departments to form a matrix project team to jointly plan and coordinate the implementation of the marketing plan. Through this mode, enterprises can speed up decision-making, optimize resource allocation, and ensure the efficient implementation of marketing activities. Secondly, as the core hub connecting the front and rear businesses, the marketing platform can integrate the marketing business processes and realize the sharing and reuse of data and business components. Based on the idea of data middle office and business middle office, small and medium-sized enterprises should start to build a standardized and modular marketing middle office system. The system should cover multiple functional modules such as member management, commodity management, order management, content management, etc., to ensure that the data and business components of each channel can be seamlessly connected and quickly support the marketing scenario application of each channel. In addition, for qualified small and medium-sized enterprises, doing well in private traffic management is also an important way to improve the degree of cross channel marketing integration. Private domain traffic refers to the user resources accumulated by enterprises on their own platforms. It has the advantages of low cost, strong cohesion and can be used repeatedly. Small and medium-sized enterprises should cultivate private traffic assets, build private traffic matrix through public accounts, small programs, video numbers, communities and other contacts, give play to the superposition effect of traffic fission and distribution, and further expand market share.

## **5. Conclusion**

To sum up, in the current era of digital wave, the key to the survival and development of enterprises lies in the innovation of marketing strategies. With the powerful power of digital technology, enterprises can have in-depth insight into consumer

needs, achieve accurate and efficient marketing positioning, effectively expand marketing channels, and enhance brand influence. However, in this process, enterprises should avoid falling into the misunderstanding of technology supremacy, blindly pursuing technological innovation and ignoring other key elements. While promoting technological innovation, enterprises also need to ensure the overall planning, consistent implementation and sustainable development of marketing strategies, and strive to achieve the deep integration and coordinated development of technological innovation and marketing strategies.

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