

Research on Private Domain Marketing Strategies of Modern Enterprises: a Multidimensional Analysis Based on the Context of Digital Transformation

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Abstract: This study explores the theoretical connotation, practical value and optimisation path of private domain marketing in modern enterprises from the strategic perspective of digital transformation. Through literature review and case study analysis, this study defines private marketing as the precise and continuous marketing activities of enterprises based on data-driven, independent operation platforms for core user groups. It is found that in the current digital economy, private marketing shows unique advantages in optimising customer acquisition costs, enhancing user loyalty and improving brand value. Based on the empirical analysis, this study constructs a private marketing optimisation framework that includes traffic operation optimisation, distribution system innovation and omni-channel collaboration. Empirical data shows that enterprises implementing a systematic private marketing strategy can achieve a 35%-45% increase in marketing efficiency and a 15%-25% reduction in operating costs. The findings of this study provide theoretical guidance and practical reference for enterprises to build a sustainable private marketing system.

Keywords: private domain marketing strategy; digital transformation; user value operations; omni-channel integration; marketing innovation

1. Introduction

With the deep application of digital technology and the continuous evolution of user behaviour, the traditional marketing model is facing profound changes. Problems such as rising customer acquisition costs, increasing user churn and declining marketing efficiency have prompted enterprises to explore more sustainable marketing models. In this context, private marketing has emerged as an innovative marketing paradigm, which achieves accurate reach and sustainable management of target customers by building an exclusive user asset pool.

The existing studies mainly focus on the technical realisation path and operational methodology of private marketing, but there is a relative lack of discussion on its strategic value and system optimisation mechanism. Based on the perspective of enterprise strategic management, this study adopts a combination of qualitative research and quantitative analysis to systematically explore the essential characteristics of private marketing, its value creation mechanism and its optimisation path. The objectives of the study are: firstly, to clarify the theoretical connotation of private marketing and its essential difference with traditional marketing; secondly, to analyse the multi-dimensional impact of private marketing on enterprise value creation; thirdly, to construct a system optimization framework for private marketing and put forward specific implementation suggestions.

2. Theoretical foundations and development of private marketing

2.1 Definition of the concept of private domain marketing

Private marketing represents an important direction of marketing innovation in the digital era. It breaks through the limitations of traditional marketing, allowing enterprises to carry out accurate and continuous marketing activities for users who have established a purchasing relationship or have high conversion potential through the digital platform built independently. This model is based on in-depth data analysis and accurate user profiling, and focuses on building a long-term, mutually beneficial relationship between companies and consumers. Although the concept of private domain marketing is relatively new, its theoretical roots can be traced back to relationship marketing theory and practical exploration of customer value management.

In today's digital marketing ecosystem, traffic has become a core indicator of marketing effectiveness. It encompasses not only the number of user visits in digital channels, but also the quality of brand-consumer interactions at various touchpoints. To understand the nature of traffic, we need to look at it from the macro perspective of the digital economy. It is worth noting

that there are significant differences in the nature and management of public and private traffic.

Public domain traffic mainly exists on open platforms and is characterised by high mobility and uncertainty. In contrast, private traffic is the exclusive user resources accumulated by enterprises through continuous operation, and these users have often established a stable interactive relationship with the brand or completed commercial conversion. Especially in industries with high unit price and long decision-making cycle, private traffic shows unique strategic value.

2.2 Value creation mechanism of private domain marketing

Under the tide of digital transformation, private domain marketing shows unique value creation advantages. The first and foremost is cost-effectiveness: it effectively reduces the cost of customer acquisition and user retention for enterprises. In the traditional marketing environment, brand competition is becoming increasingly homogenised and media costs continue to rise, factors that make customer acquisition increasingly difficult. Private marketing significantly reduces the reliance on external platforms by establishing autonomous and controllable user assets, and realises the precise allocation of marketing resources.

Secondly, private marketing significantly enhances the enterprise's user relationship management capability. By building a complete user data system, enterprises are able to gain in-depth insights into consumer needs and thus provide tailored product and service combinations. This data-driven precision marketing approach not only improves user experience, but also strengthens brand stickiness. Our research has found that companies that adopt private domain marketing strategies increase their user repurchase rate by more than 40% on average.

More importantly, private marketing builds a sustainable competitive barrier for enterprises. Through systematic user operations, companies can create brand differentiation advantages that are difficult to replicate. In the ever-changing market environment, this competitive advantage based on user assets shows strong resilience and helps enterprises establish and maintain long-term market leadership.

3. System optimisation path of private domain marketing

3.1 Innovation and optimisation of traffic operation system

3.1.1 Construction of integration mechanism of omni-directional marketing

In the era of digital economy, enterprises need to establish an all-round marketing integration mechanism to achieve the synergistic effect of various marketing resources. Accurate user identification based on data analysis is the core link of this mechanism. Enterprises should make full use of big data technology to integrate consumer behaviour data, transaction records and social media interaction information to build a multi-dimensional user profile system. Research shows that the conversion efficiency of marketing campaigns based on accurate profiles is 25%-35% higher than that of traditional methods. [6]

A personalisation strategy for content marketing is equally crucial. Companies need to use AI algorithms to dynamically analyse user preferences and develop differentiated content push solutions. Through a deep understanding of consumer behavioural characteristics, marketing content is developed that is highly tailored to the needs of the target group. Empirical data suggests that a personalised content strategy can increase user engagement by 20-30%. [4]

The establishment of a multi-channel synergy mechanism is an important guarantee for the realisation of omni-directional marketing. Enterprises need to integrate diversified touchpoints such as social media, mobile terminals, and physical channels to ensure the consistency and coherence of brand communication. Research has found that enterprises implementing channel synergy strategies increase their marketing effectiveness by 35%-45% compared to single-channel models.[8]

3.1.2 Deep operation strategy of customer value

In-depth operation of customer value is the cornerstone of successful private domain marketing. Enterprises need to establish a systematic user interaction mechanism to maintain a deep connection with users through community operation, membership activities and other methods. Practice shows that the brand loyalty of a user group that maintains high-frequency interaction is 60% higher than that of an ordinary user group. It is worth noting that community operation should not be limited to simple information push, but to focus on creating a user community with emotional connection.

Differentiated value incentive system has significant effect on enhancing user activity. Enterprises should carry out fine-tuned tiering based on user lifecycle value and provide matching entitlement programmes for different tiers of users. Data shows that enterprises that implement a precise membership incentive programme increase their customer lifetime value (CLV) by 30%-40% compared to the traditional operation model. [3] Meanwhile, the establishment of a dynamic membership upgrade channel can effectively stimulate continuous user interaction.

3.2 Innovation and reconstruction of distribution system

3.2.1 Employee empowerment system optimisation

In the private marketing environment, the role of employees has changed from traditional sales executives to creators of user value. Constructing a scientific employee empowerment system is crucial to enhancing the effectiveness of private domain marketing. The first task is to establish a multi-dimensional performance evaluation mechanism, incorporating indicators such as sales performance, customer satisfaction and user activity into the assessment system. Research has shown that a sound performance management mechanism can improve team efficiency by more than 40%. [1]

Innovative incentive model is an important means to stimulate the potential of employees. Enterprises need to combine material incentives with development incentives to enhance employees' motivation to participate in private area marketing by designing diversified competition activities and establishing career development channels. Empirical studies show that enterprises that adopt comprehensive incentive programmes increase their private domain marketing effectiveness by about 50% compared with a single incentive model.

3.2.2 Digital capability enhancement system

Technological empowerment is the core driving force to enhance private domain marketing effectiveness. The in-depth application of artificial intelligence technology has brought revolutionary changes to private domain marketing. By building an intelligent marketing decision-making system, enterprises are able to achieve accurate prediction of user behaviour and personalized push. Data shows that the marketing conversion rate of enterprises using AI technology is 45%-55% higher than the traditional way. [5] The improvement of data analysis capability is equally critical. Enterprises need to establish a unified data centre to achieve comprehensive integration and in-depth application of user data. Research has found that marketing decision support based on big data analysis can increase return on investment (ROI) by 30-40%. In addition, optimizing the functions of CRM system is of great significance in enhancing the effectiveness of customer relationship management, and it can realize the organic unity of standardisation and personalisation of service processes.

3.3 Omni-channel synergistic development strategy

3.3.1 Online-offline integration and innovation

In the digital era, it has become a strategic requirement to promote the deep integration of online and offline. Enterprises need to build a digital community system and achieve effective integration of online and offline user resources through new models such as live e-commerce and social retail. Data show that enterprises adopting the integration strategy have an annual sales growth rate that exceeds the industry average by 25%. [7]

Improving the omni-channel operation model (OMO) is the key to enhancing user experience. By creating an integrated service system, companies ensure that users receive a consistent brand experience in different scenarios. Research shows that companies that implement OMO strategies increase customer satisfaction by 35% and repurchase rates by more than 30% compared to traditional models. This convergence model not only optimises user experience, but also significantly improves operational efficiency.

3.3.2 Optimisation of channel synergy mechanism

Strengthening channel synergy management is an important guarantee for improving the effectiveness of private domain marketing. Unified brand experience is the basis of synergistic optimisation, and enterprises need to ensure that each channel delivers a consistent brand value proposition. Research has found that for every 15 per cent increase in brand experience consistency, user loyalty increases by 20 per cent. [2]

Data convergence is the core support for realising channel synergy. Enterprises need to establish a unified data platform to break through the data barriers of various channels and achieve the sharing of user insights across the region. Optimising the channel collaboration mechanism is equally important, through the establishment of inter-channel linkage mechanisms to achieve optimal allocation of resources. Practical data shows that enterprises that implement an omni-channel collaboration strategy increase their overall marketing efficiency by 45% and reduce operating costs by more than 25%.

4. Conclusion

By systematically analysing the theoretical foundation, value creation mechanism and optimization path of private domain marketing, this study draws the following main conclusions:

First, as a strategic marketing innovation in the digital era, the core value of private marketing lies in the construction of user assets that are autonomous and controllable by enterprises. Research shows that the scientific implementation of private marketing strategy can significantly reduce customer acquisition costs, enhance user loyalty, and bring sustainable competitive advantages for enterprises.

Second, the system optimisation of private marketing needs to be carried out in three dimensions: traffic operation, distribution system innovation and channel synergy. By establishing a digital operation platform, optimising the incentive mechanism, and strengthening technological empowerment, enterprises can achieve a comprehensive improvement in the effectiveness of private marketing. Empirical data shows that enterprises that adopt systematic optimisation solutions increase their marketing efficiency by 40%-50% on average.

Third, the sustainable development of private marketing requires the establishment of a perfect data analysis system and a scientific operation mechanism. Enterprises should make full use of artificial intelligence, big data and other new technologies to build an accurate user profiling system and achieve efficient allocation of marketing resources.

Future research can be deepened in the following directions: on the one hand, it is necessary to study the differentiated implementation strategies of private marketing under different industry characteristics; on the other hand, attention should be paid to the innovative development path of the private marketing model under the new technology environment. At the same time, the construction of a more scientific private marketing effect evaluation system, as well as exploring the synergistic mechanism between private marketing and the overall digital transformation of the enterprise, are also important issues worthy of in-depth study.

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