



# Exploration of Marketing Strategies of New Retail Enterprises under Digital Marketing Mode

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**Abstract:** New retail, as a new business model combining online e-commerce and offline physical shops, is gradually changing consumers' shopping habits and enterprises' marketing strategies. In the context of digital marketing, new retail enterprises need to focus not only on product sales, but also on user experience and brand building. The digital marketing model provides enterprises with a wealth of tools and platforms, such as social media, search engine optimisation (SEO), content marketing, etc. These tools can help enterprises reach their target customers more effectively and improve marketing effectiveness. Based on this, this article studies the marketing strategies of new retail enterprises under digital marketing mode for reference.

**Keywords:** digital marketing mode; new retail; enterprise marketing; strategy analysis

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## 1. Introduction

With the rapid development of digital technology, new retail enterprises are facing unprecedented marketing changes. The marketing strategy of new retail enterprises under the digital marketing mode, how to use big data, artificial intelligence, social media and other tools to optimise customer experience, improve brand influence and enhance market competitiveness. Based on this, this paper aims to propose the future research direction through the strategies that new retail enterprises should adopt under the digital marketing mode.

## 2. digital marketing models for new retail businesses

### 2.1 Digital marketing model of e-commerce enterprises

The digital marketing model for e-commerce companies is a marketing strategy that relies heavily on the Internet and digital technology to attract, interact with and convert potential customers through various online channels. At the core of this model lies the use of data analytics to understand consumer behaviour in order to provide a personalised shopping experience and precise marketing messages. E-commerce companies connect with consumers through social media platforms, using content marketing and community interaction to enhance brand awareness and user loyalty. Social media is not only a platform to promote products, but also an important channel to collect user feedback and market trends. Personalised recommendation systems are a key component of e-commerce digital marketing. By analysing a user's browsing history, purchase history and search habits, companies are able to show users items they may be interested in, thus increasing conversion rates. The convenience of mobile payment is also an integral part of the e-commerce digital marketing model. With the popularity of smartphones, consumers are increasingly inclined to use their mobile devices for shopping. E-commerce companies are optimising the mobile shopping experience, such as streamlining the shopping process and providing one-click payment functions, to increase user satisfaction and purchase intent. The digital marketing model for e-commerce companies is therefore a multi-dimensional strategy that involves a number of aspects such as social media interaction, personalised recommendations, mobile payment optimisation and search engine marketing, with the aim of creating a seamless and engaging online shopping experience.

### 2.2 Digital marketing model of O2O enterprises

The digital marketing model for O2O (On line to Off line) companies is a strategy that combines online promotion with offline services, aiming to attract customers to physical shops through online platforms. The key to this model is to create a seamless connection between online and offline to enhance the overall shopping experience of the customer. O2O companies use social media and online advertisements to increase brand awareness and attract the attention of potential customers.

By posting engaging content and promotions, companies are able to build a brand image online and direct customers to visit offline shops. Location-based services (LBS) are an important tool in the O2O marketing model. Businesses use customers' real-time location data to push information about nearby shops and personalised offers to encourage customers to spend offline. This location-based marketing strategy can increase the rate of customer visits to shops. Instant delivery and reservation services are also key components of digital marketing for O2O businesses. By offering fast and convenient delivery options or appointment booking services, companies can meet customers' needs for convenience and increase customer satisfaction and loyalty. O2O companies also use data analytics to optimise the customer experience. By collecting and analysing data on customers' online behaviour and offline purchases, companies can better understand their customers' needs and provide more personalised services and product recommendations. Thus, the digital marketing model of O2O companies is a comprehensive strategy that combines the strengths of online promotion and offline services to provide customers with a seamless and personalised shopping experience through social media interactions, location-based services, instant delivery and data analytics, thus boosting sales and brand loyalty.

### **2.3 Online-offline integration of user experience**

The fusion of online and offline user experience is the key to the success of O2O enterprises, which creates a seamless, convenient and personalised shopping journey for consumers by integrating the strengths of online platforms and offline brick-and-mortar shops. The core of this converged experience lies in breaking down the boundaries between online and offline, enabling consumers to switch freely between different shopping scenarios and enjoy a consistent service and brand experience. The online platform provides detailed product information, user reviews and virtual try-on functions to help consumers get sufficient information to support their decision-making process. At the same time, features such as online booking and online customer service provide consumers with a convenient service portal, enabling them to plan their offline experience with ease. Offline brick-and-mortar shops enhance consumers' shopping confidence and satisfaction by providing physical experience, instant service and personalised consultation. In-store high-tech interactive installations, such as augmented reality (AR) fitting mirrors or intelligent shopping guide robots, also bring novel shopping fun to consumers. The online-offline convergence experience also includes cross-channel inventory management and order fulfilment. Consumers can place an order online and choose to pick it up offline or enjoy instant delivery services, or vice versa. This flexibility in shopping meets the consumer's need for time and location flexibility. By integrating online information richness and offline service intimacy, the online-offline converged user experience provides consumers with a comprehensive and personalised shopping environment, which not only enhances shopping convenience, but also deepens the emotional connection between consumers and brands.

## **3. Challenges of AI technology empowering digital marketing**

### **3.1 Data Privacy and Security Issues**

Data privacy and security issues are important topics that enterprises must face in the digital era. With the massive collection and analysis of user data, the need to protect personal information from unauthorised access and misuse is becoming increasingly urgent. Enterprises must adopt strict data protection measures, such as encryption technology, access control and data anonymisation, to ensure the security of user information. At the same time, compliance with relevant laws and regulations, such as the EU's General Data Protection Regulation (GDPR), is an indispensable part of a company's globalised operations.

### **3.2 The speed of technological innovation**

The pace of technological change is unprecedented in today's world. The emergence of new technologies and the obsolescence of old ones are occurring almost simultaneously, requiring businesses and individuals to maintain a continuous capacity to learn and adapt. For businesses, this means constant investment in research and development to ensure the competitiveness of their products and services. At the same time, companies need to pay attention to the ethical and social implications of technology to ensure that its application is consistent with social values and laws and regulations. For individuals, this means constantly upgrading their skills to adapt to the rapidly changing work environment.

### **3.3 Balance between user experience and marketing strategy**

The balance between user experience and marketing strategy is key to business success. While pursuing sales growth, companies must ensure that marketing activities do not harm the user experience. This means that marketing strategies should focus on delivering value rather than just selling, building trust and connection with users through meaningful content and interactions. Personalised recommendations and customised services can enhance the user experience while improving

the accuracy of marketing. In addition, companies should listen to user feedback and continuously optimise their products and services to ensure that marketing campaigns are aligned with user needs and expectations.

### **3.4 Market Insights and Competitive Advantage from AI Technology**

AI technology provides powerful support for gaining market insights and competitive advantages. By analysing massive amounts of data, AI can reveal consumer behaviour patterns and market trends, helping enterprises make more accurate decisions. This in-depth market insight enables enterprises to anticipate changes and respond quickly, thus gaining a head start in the competition. AI technology can also optimise supply chain management, improve operational efficiency and reduce costs. In addition, through personalised recommendations and intelligent customer service, AI enhances user experience and improves brand loyalty, among other things.

## **4. Analysis of marketing strategies of new retail enterprises under digital marketing**

### **4.1 Data analysis and user behaviour prediction**

Data analysis and user behaviour prediction is the core of modern marketing strategy, especially in the field of e-commerce and O2O. By collecting and analysing user behavioural data from online platforms, such as browsing habits, purchase history and search preferences, companies are able to gain insights into consumers' potential needs and behavioural patterns. Using advanced algorithms and machine learning technologies, enterprises can predict users' future purchase intentions, so as to push personalised product recommendations and marketing messages at the right time, increasing conversion rates and user satisfaction. This kind of data-based precision marketing not only enhances user experience, but also brings higher marketing efficiency and return on investment for enterprises.

### **4.2 Intelligent Recommender System and Personalised Marketing**

Intelligent recommendation system and personalised marketing are key strategies for modern e-commerce and O2O enterprises to improve user experience and sales efficiency. By analysing users' browsing, searching and purchasing behaviours, intelligent recommender systems can accurately predict users' interests and needs and push relevant products and services in real time. This kind of personalised marketing not only improves users' shopping satisfaction, but also increases the likelihood of purchase. At the same time, by constantly optimising the recommendation algorithm, the enterprise ensures a high degree of matching between marketing information and user interests, thus standing out in the competitive market and establishing brand loyalty and market advantages.

### **4.3 Chatbots and Customer Service Automation**

Chatbots and customer service automation are important tools for improving the efficiency of enterprise services and user experience. By integrating natural language processing technology, chatbots are able to understand and respond to user queries, providing instant and accurate service. This automated service not only reduces the burden of human customer service, but also ensures that users can get help at any time. In addition, chatbots can collect user feedback and behavioural data to help companies optimise service processes and product design, further increasing user satisfaction and loyalty. Through continuous learning and improvement, chatbots are becoming a key technology for enterprises to enhance customer service quality and efficiency.

### **4.4 Visual recognition and ad content personalisation**

Visual recognition and ad content personalisation is an innovative technology in the field of digital marketing. By analysing users' visual preferences and behavioural data, companies are able to create advertising content that is highly relevant to users' interests. Visual recognition technology identifies elements in images and videos, such as colour, style and product type, enabling ads to be personalised. This kind of precise advertising not only increases user engagement and the appeal of the advert, but also improves the conversion effect of the advert. With the advancement of technology, visual recognition and ad content personalisation will continue to bring more efficient marketing strategies and better user experience to enterprises.

### **4.5 Voice Recognition and Smart Home Marketing**

Speech recognition and smart home marketing is a product of the integration of technology and daily life, which provides users with convenient home control and information retrieval through voice assistants such as smart speakers and other devices. Enterprises use voice recognition technology to collect user preferences and behavioural patterns to achieve accurate marketing of smart home products. This type of marketing not only improves the convenience of users' lives, but also enhances users' knowledge of and loyalty to smart home brands. With the continuous progress of voice recognition

technology, smart home marketing is becoming an important bridge connecting users and smart life, opening up new market opportunities for enterprises.

## 5. Conclusion

In conclusion, the key strategies of new retail businesses in the digital marketing model have been gone through and the importance of these strategies for the success of the business has been emphasised. Key factors that should be considered by new retail businesses when implementing digital marketing, such as the collection and analysis of user data, the implementation of personalised marketing, and the use of social media. Future trends in new retail marketing, including the further application of artificial intelligence, the deepening of cross-platform integrated marketing, and the challenges of consumer privacy protection.

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