Research on the Choice of Marketing Strategy Based on China's Digital Era

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Abstract. With the continuous development and progress of network information technology, the traditional marketing consumption model that enterprises are used to gradually began to appear limitations. Especially in the digital era, traditional marketing methods are exposed to more and more problems. With the advent of the digital age represented by the 'Internet+', the marketing environment faced by marketers has undergone tremendous changes. It has also fundamentally changed people's living habits and the production organization of enterprises. Accordingly, based on my experience and learning experience, this article will grasp the necessary information through methods such as consulting literature and analyzing cases and put forward some strategic suggestions from different perspectives, hoping to provide references for relevant units.

Keywords: Digital Era, Marketing Strategy, Marketing, Path Analysis.

1. Introduction

China's Digital Economy Development White Paper pointed out that China's digital economy will reach 48.9 trillion yuan in 2022, accounting for more than 30% of GDP, and has become the main driving force for economic development. It is foreseeable that in the days to come, digital technology will gradually penetrate all areas of society, including all aspects of production and life. Marketing is a series of activities that create, disseminate, transmit and manage consumer relationships. In the digital era, marketing concepts and methods have undergone fundamental changes from the perspective of consumers and enterprises. Therefore, it is necessary to grasp this characteristic and change the marketing strategy to succeed in the digital economy era. Based on the Chinese market, this essay explores how Chinese companies choose marketing strategies in the digital era and realize the transformation from traditional marketing to digital marketing.

2. Essential elements in traditional marketing

The traditional marketing strategy is to understand and meet the needs of consumers, gain insight into the deep needs of consumers, and provide products and services that are suitable for them [1]. The second is to determine the target market, establish a consumer group, carry out market positioning, segment products, and select the target group of products and services. In terms of products and services, build brands and improve consumer awareness and satisfaction, thereby creating more excellent value for consumers. To achieve the above goals, marketers must establish effective communication channels with consumers, including communication, distribution, direct sales, services, etc., to achieve effective conversion and value-added to target consumers. In the process of changing from demand to supply in marketing, the "4Ps" market combination starting from the main body of the market and the '4Cs' consumer marketing concept centered on consumers are gradually formed [2]. At the same time, in the marketing process, enterprises' competition and market environment are also external variables. The constant change in market competition and market environment makes it necessary for enterprises to adjust their marketing strategies according to the situation's dynamics and situation to gain a competitive advantage in the market.

3. Profound changes in digitalization

In the digital era, the foundations and concepts of traditional marketing strategies are still valid. However, at the inner level of the digital era, it has changed not only the way people live, but also how people get information and how marketers organize their production-a significant impact on the marketing environment.

Market information has become more transparent and flatter, and consumers have a more comprehensive range of choices. With the development of intelligent terminals and the Internet, consumers have obtained a wider range of information sources. The emergence of the Internet has made the information between consumers and marketers no longer asymmetric, breaking the limitations of regional marketing and forming a long-term tail end of the market that can meet the differentiated needs of more consumers. Marketing jobs are more complex and more competitive for marketers.

Consumers' lifestyles are fully transformed online and digital. This has led to fundamental changes in the way consumers communicate and purchase. According to the data, as of the end of 2020, the Internet usage rate of Chinese netizens was as high as 73%, and consumers used an average of 28.5 hours per week, while the total number of search engine consumers and the number of online shopping consumers were 80.3% and 81.6% respectively. Consumers conduct all kinds of interconnection, social interaction, entertainment, information, and travel online, and the Internet has completely taken up their fragmented time. Based on this, the marketing strategy must be closer to the consumer's life trajectory, to obtain the connection with the consumer, turn it into a marketing opportunity, and transmit the value of the product online.

New technologies provide new means and carriers for marketing. With the constant maturity of 5G networks and the continuous deepening of artificial intelligence, big data, Internet of Things, AR, VR and other technologies, new products and new scenarios continue to emerge [3]. For example, VR technology can immerse consumers in virtual reality and feel the whole process of products and services. Artificial intelligence can provide consumers with intelligent customer service and other applications, and through big data can accurately identify and improve the accurate conversion of the market.

4. Marketing strategies in the digital era

Marketers must adapt to the huge changes in consumer behavior and marketing environment in the digital era and transform and adjust marketing strategies to maximize marketing effects and gain a competitive advantage in the market.

4.1 In-depth understanding and exploration of consumer needs

Conflict marketing strategies can be adopted to understand and excavate consumers' needs. This strategy points out that the essence of marketing is a contradiction, first-class marketing produces contradictions, second-class marketing finds contradictions, and third-class marketing seeks contradictions [4]. Conflict marketing creates topics to spread on the Internet, attracting more attention, and thereby increasing market exposure. For example, the 'Vital Energy Forest', whose sales have skyrocketed in recent years, has seized the contradictions between consumers in terms of beverages and sugar, and used 'zero sugar, zero fat and zero calories' as a marketing method to effectively resolve the conflict between consumers. Contradictions have shaped the brand's distinctive features and laid a solid foundation for product sales.

4.2 Digital-based data-driven marketing

Establish a data-oriented digital and intelligent marketing strategy system. In the Internet era, data is an essential feature. Everyone's network behavior will generate corresponding big data. Marketers should use data to implement marketing strategies and import data into all aspects of the entire market. In terms of the target market and consumer insight, accurate consumer classification can be carried

out according to consumer groups, behavioral preferences, etc., and through precise positioning of products [5]. The data analysis obtained from smart consumers can formulate a new product plan based on consumers' opinions and complaints. For example, a video website can create a new theme for consumers' works according to consumers' preferences. This kind of 'humanized' design is more likely to be recognized by consumers. The consumer's life cycle is constructed through data in the marketing process. The consumer's consumption behavior is predicted through data models such as shopping baskets, associated recommendations, and decision tree, and is accurately screened. In the life cycle, cross-selling, membership programs, etc., improve the value of consumers. In the stage when the usage rate of consumer products is declining, according to the early warning model of lost consumers, the loss of consumers can be identified, and accurate consumer retention can be carried out according to the guidance of data, thus prolonging the life cycle of consumers. In market organization and management, use data to monitor the entire process of channel contacts and supply chain, support enterprises in making management optimization decisions, and improve input and output efficiency. Therefore, in the Internet economy and digitalization era, data-driven marketing has become one of the main marketing strategies.

4.3 Digital-based product self-marketing

Use the product's self-growth function to achieve low-cost, high-efficiency market promotion. In the marketing of online products, 'growth' is a widely accepted marketing or management method. Compared with the traditional marketing model, its essence lies in the practicability of the creation and the value to consumers, making consumers the first time to understand and use it to increase the impact of the product.

4.4 Online distribution of channels

At present, JD.com, WeChat, Weibo, Douyin and other software are all new marketing channels. In the face of changes in network traffic portals, online marketing channels often make corresponding adjustments. The key is to make consumers more convenient in a fragmented time, and to obtain more online display and sales opportunities [6]. Offline channels should fully integrate online channels to improve consumer convenience and market experience jointly.

4.5 Digital-based branding and communication

'Brand marketing' is an important link in the marketing transformation in the digital era. The traditional marketing strategy theory and practice show that 'promotion' is only a short-term, temporary product or service promotion, and its main implementation methods are limited to 'advertising promotion', 'personnel promotion' and 'limited time promotion'. In the digital era, corporate marketing will inevitably develop in the direction of brand marketing [7]. One is to focus on subdividing the brand level in the market. Although the main logic of the sharing economy is to share resources, promote total transactions, and communicate with both supply and demand sides, from the perspective of strategic management, the 'sharing economy' will see 'brand competition', 'group competition' and 'group competition' in the future development stage.

Networking of brand building and communication channels. Regarding brand building, Internet celebrity brands carry out digital content marketing with IP as the core, which makes consumers deeply resonate. Compared with traditional brands, the current Internet celebrity brands are more active. Internet content has endowed the brand with new connotations. The influence of the spokesperson's IP will be brought into full play. For example, in recent years, China Mobile has restarted the construction of the dynamic zone brand. With the star as the brand partner, through its Internet influence, the dynamic zone's young, dynamic, and fun brand image is vividly displayed to attract young people. In the digital era, the cooperation of brand IP also presents a diversified form and hot production capacity.

4.6 Digital-based community marketing

In the digital era, build close relationships with consumers through community marketing. The Internet era provides an online gathering place for different consumers. WeChat public accounts, Weibo, Baidu Tieba, forums, etc. are all interesting communities represented by the Internet. Community marketing is also an effective strategy to attract consumers through software and establish long-term connections with consumers. Marketers should make full use of the influence of the Internet community to locate the market in the target group, achieve contact with consumers and achieve the purpose of marketing [8].

4.7 Digital-based cultural marketing strategy

In the digital era represented by the 'Internet+', the most fundamental feature of enterprise marketing reform and innovation is to conduct comprehensive transactions with product and service holders and consumers based on information technology. Compared with the traditional 4Ps marketing methods, the digital economy presents the 'information technology-led', 'shared resources', 'represented by the transaction of usage rights', 'effective circulation of resources', and 'meeting the different needs of consumers'. And a series of features. Cultural marketing and promotion should be done well in the face of the high-quality development and the reform of high-quality marketing during the "14th Five-Year Plan" period.

Most marketers with advanced thinking are doing 'cultural marketing', just like 'third-class companies sell products, second-class companies sell services, and first-class companies sell culture' [9]. Therefore, researchers must consider constructing a consumer-based brand reputation and culture when implementing digital marketing strategies. Of course, in the sense of the 'Belt and Road', in an international and electronic trade environment, if researchers can effectively use digital technology to make foreign consumers have a good impression and confidence in our products, quality, and culture, companies will naturally You will gain strong motivation and sufficient self-confidence. For example, there are several ways to gain consumer confidence in corporate culture in the digital economy: build a brand story, refine a corporate vision, and create a brand symbol.

4.8 Digital-based integrated marketing strategy

Driven by the 'Internet+', the digital economy is gradually becoming 'borderless'. First, qualified companies can focus on overseas markets and develop international e-commerce. Secondly, attention should be paid to the role of consumer relationships in integrated marketing. In implementing integrated marketing, Chinese enterprises do not pay enough attention to the database of consumer demand information, causing many enterprises to fail in integrated marketing communication. To a certain extent, only by establishing a consumer demand database the long-term interaction between the enterprise's brand and consumers can truly achieve the purpose of integrated marketing [10]. For example, the integrated marketing communication of Haier Group is to develop a database called 'My Exclusive Customization' on the online shopping platform of Haier Mall, which is specially tailored to the individual needs of consumers and achieves zero distance from consumers. Communication has successfully expanded the influence and reputation of Haier Group.

4.9 Digital-based international marketing strategy

Compared with the domestic market, the competitive environment of the global market is diverse, complex, and variable, which requires enterprises to master the dynamic laws of the market through market research, formulate development strategies that meet the market's needs and promote the company's development. Whether a company can succeed globally depends on its awareness of its target market and consumers at home and abroad. With the help of digital technology, companies can better explore the global market by analyzing the target market's economic conditions, consumer conditions, and other relevant factors. At the same time, a database can be established using Internet technology to integrate consumers and marketers scientifically and efficiently.

In the early industrial era, the increasing complexity of products made it difficult for consumers to evaluate their products. Consumers' information asymmetry is particularly prominent in the case of local shopping and local information. To obtain maximum benefits, brand managers can increase prices by lacking cross-border communication among consumers and providing consumers with high-quality and efficient special services.

In the digital era, consumers have easier access to a wealth of knowledge, experience and resources. Companies are looking to attract consumers to global branding strategies such as new product development. Digitization enables consumers worldwide to provide up-to-date advice and helps companies promote new products and services through digital technology. 'Crowdsourcing' as a new business model. Its superiority can be reflected in the social network. Enterprises can use the Internet to collect extensive data on foreign consumer demand, improve consumer participation, and understand consumer expectations promptly. Package to create new products. Utilizing different network platforms and digital technologies such as social media, customer databases, etc., enterprises can also develop and release new products in overseas markets, to obtain better market effects. Global crowdsourcing promotes customer-oriented branding strategies, while reducing the marketing costs of existing brands in the market.

5. Conclusion

In the digital era, corporate marketing has developed from the traditional 'supply-based integrated marketing, passive marketing, and isolated marketing' to demand-oriented integrated marketing, active marketing, and interconnected marketing. The advent of the digital era has changed the lifestyle of consumers and the organization of production of enterprises. To maintain their marketing strategy advantages in future development, the marketers of enterprises must conform to the development trend of the digital era. In the digital era, marketing strategies have penetrated all aspects, and the ability of enterprises to implement digital marketing strategies has become the most significant strategic competitiveness of marketers.

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