

Research on Marketing Strategy of Huishan Dairy Group under the Digital Background

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Abstract: With the advent of the digital age, the wide application of its technology has a profound impact on the traditional marketing methods, so the marketing strategy that ADAPTS to the market has become more and more important in various industries. As an enterprise with a good reputation, Huishan Dairy Group's products are loved by the majority of consumers, but in order to occupy its own market share in today's market environment undergoing major changes, it needs to continue to carry out in-depth optimization. This study takes Huishan Dairy Group as the research object, uses SWOT analysis to discuss the group's marketing strategy under the digital background, and points out the existing problems of enterprise marketing, such as lack of digital marketing concept and system, low Internet penetration rate of digital marketing platform, and lack of digital professional marketing guidance. In addition, it puts forward optimization countermeasures and suggestions such as establishing a perfect digital marketing system, making full use of diversified digital marketing platforms, training digital marketing professionals, etc., in order to promote Huishan Dairy Group to grasp the opportunities of digital background, keep pace with The Times, and develop stably and continuously.

Keywords: Digitalization; Marketing Strategy; Dairy Brand.

1. Introduction

(1) Research background

With the rapid development of information technology, the digital age has been deeply involved in people's life and work. The application of digital technology has brought great changes and opportunities to all walks of life, and also put forward new challenges to the management and marketing strategies of enterprises. Huishan Dairy Group, as a leading enterprise in China's dairy industry, is facing the pressure of market changes and the rising of competitors. In order to maintain competitive advantage and promote business growth, Huishan Dairy Group needs to study and adopt marketing strategies that adapt to the digital background. In addition, the digital age has changed part of the market environment and competition pattern. The study of Huishan Dairy Group's digital marketing strategy can also provide reference and inspiration for other enterprises in the dairy industry and promote the healthy development of the entire industry.

(2) The purpose and significance of the study

This study will take Huishan Dairy Group as the research object, and focus on the use of SWOT analysis to explore the group's marketing strategy under the digital background. Firstly, by analyzing the advantages, disadvantages, opportunities and threats of the internal and external environment of the enterprise, it reveals the existing problems of Huishan Dairy Group's marketing strategy under the digital background. It can be found that the current marketing concept and system of the enterprise lacks the overall concept of digital, the Internet penetration rate of the digital marketing platform is also low, and the guidance of digital marketing professionals is lacking.

In view of the above problems, this paper puts forward some optimization countermeasures and suggestions. First of all, Huishan Dairy Group should establish a perfect digital marketing system and run digital thinking and concepts through every link of the enterprise. Secondly, we should make full use of diversified digital marketing platforms to

strengthen interaction with consumers and increase market penetration. Finally, it is necessary to train and introduce more digital marketing professionals to provide professional guidance and support to promote the digital transformation of enterprises.

Through the application of these optimization countermeasures and suggestions, we hope to help Huishan Dairy Group seize the digital opportunity, keep pace with The Times, achieve stable and sustainable development, and provide reference suggestions for the optimization of marketing strategies in the industry.

2. Literature Review

(1) Overview of marketing strategy development under digital background

With the rapid development of computer technology and Internet, digitalization has become an important background of marketing in modern society. The popularization and application of digital technology is changing the way people live and has a profound impact on the business field. The rapid development of digital technology is changing the traditional marketing strategy. The development of marketing strategy under the digital background involves the transformation of consumer behavior, market competition and marketing channels. In this context, marketing strategies must also adapt to the needs and challenges of the digital age.

Digital technology makes it easier and more convenient for consumers to obtain information. Consumers can understand product information, consumer evaluation and recommendation through the Internet and social media, which poses a challenge to the traditional marketing model. Marketing strategies need to pay more attention to consumer demand and experience, and meet consumers' personalized needs through data analysis and personalized recommendation.

Digital technology has broken the geographical restrictions of traditional markets, making enterprises face competition from a global scale. Digital technology also makes the market

feedback more rapid and transparent, enterprises need to be more flexible and sensitive to market changes, personalized marketing and precise positioning become an important means for enterprises to achieve competitive advantage.

Traditional marketing channels are increasingly impacted by digital technology. The rise of e-commerce and mobile commerce has allowed businesses to sell and advertise directly to consumers, bypassing traditional distribution channels. Businesses need to focus more on the integration and synergy of online and offline channels to deliver a consistent consumer experience.

(2) SWOT is the basis to analyze the current situation of enterprise marketing

Huishan Dairy Group, as a leading enterprise in China's dairy industry, is committed to providing quality and healthy dairy products. Through SWOT analysis method, this paper makes an in-depth study of Huishan Dairy Group's marketing strategy, evaluates its strengths, weaknesses, opportunities and threats, and provides reference for Huishan Dairy Group to develop more effective marketing strategy.

The advantages of Huishan Dairy Group's marketing strategy. Quality products and brand awareness: Huishan Dairy Group occupies a leading position in the market with its excellent product quality and good brand awareness. Sales and channel network: Huishan Dairy Group has established an extensive sales and channel network, which can effectively deliver products to end consumers. Innovation ability: Huishan Dairy Group has rich product development and innovation ability, and can timely launch new products to meet consumer demand.

The disadvantage of Huishan Dairy Group's marketing strategy. Competitive pressure: The dairy industry is highly competitive, and Huishan Dairy Group faces pressure from domestic and foreign competitors. High marketing costs: Huishan Dairy Group needs a lot of investment in marketing promotion, product research and development and channel construction, resulting in high marketing costs. Brand positioning problems: Huishan Dairy Group has ambiguous and unclear positioning problems, resulting in consumers' unclear cognition of its brand value.

Huishan Dairy Group marketing strategy opportunity. Healthy consumption trend: With the improvement of people's living standards, consumers' demand for healthy dairy products is increasing, and Huishan Dairy Group can make full use of this opportunity. Consumption upgrade: Consumers' requirements for the quality of dairy products continue to increase, and Huishan Dairy Group can meet the needs of consumers by providing high-quality products. Online sales channels: With the development of the Internet, Huishan Dairy Group can further expand e-commerce channels to achieve broader sales coverage.

Huishan Dairy Group marketing strategy threat. Negative public opinion: If Huishan Dairy Group encounters negative public opinion or food safety issues in the future, it will pose a serious threat to its corporate image and sales. New competitors: The emergence of new competitors in the dairy industry has put pressure on Huishan Dairy Group's market share and profit margin.

3. The Existing Problems of the Enterprise

(1) Lack of digital marketing concept and system

Huishan Dairy Group has been using traditional marketing

methods for a long time, but has not fully realized the importance of digital marketing, and has not kept up with the development trend of digital marketing in time. Due to the lack of understanding and cognition of digital marketing, the Group has not formed a complete system to support and promote marketing activities, resulting in the marketing activities of various departments cannot be organically combined, unable to form the overall marketing effect.

In addition, Huishan Dairy Group did not carry out strategic planning and long-term planning for digital marketing. The digital marketing system needs to be integrated with the overall strategic objectives of the group. If there is no corresponding planning and objectives, it is difficult to achieve the relevant work of digital marketing.

(2) Digital marketing platform Internet penetration is low

With the popularization of the Internet and the development of technology, digital marketing platform has become an important channel for consumers to understand products, but also an important platform for enterprises to obtain customers and enhance brand awareness.[1] However, the group's marketing strategy stayed in the traditional way of publicity, ignored the opportunities and potential of digital marketing, made relatively insufficient efforts in Internet penetration, and failed to make full use of the advantages of the Internet platform to increase brand awareness and sales.[2]

In channel construction, we did not pay attention to the application of information data, and did not introduce corresponding marketing strategies or activity plans in combination with new information technology means such as big data. The degree of online product promotion and publicity was not high, and the consumer attraction viscosity was insufficient.[3] This phenomenon is mainly due to the lack of the use of new technology and new data, the lack of description of consumer portraits, and the positioning of groups has a certain deviation.[4]

Under the background of digitization, the Internet and other technologies are put forward very high requirements. The security and stability of online shopping environment is the basic condition for online retail business to provide consumers with high-quality consumer services and experience, which requires enterprises to have a stable, powerful and personalized network platform and strong maintenance ability. However, Huishan Dairy Group still has many problems in the construction of Internet platform and data mining, ignoring the optimization and improvement of digital facility construction and management.

(3) Lack of digital professional marketing guidance

Huishan Dairy Group has insufficient understanding of digital marketing, and lacks digital marketing strategy planning and professional talent introduction plan. Digital marketing involves many fields such as big data analysis, network promotion and social media operation, which requires professional human resources to support. Secondly, the development of digital marketing field is fast, and the technology is updated quickly, and some traditional marketers may not know the latest trends and technologies of digital marketing. [5] In addition, digital marketing requires certain technical support and data support, the need to use advanced technical equipment and systems to carry out data analysis, promotion and other work, need some technical personnel and data analysts to participate. If Huishan Dairy Group lacks investment in these aspects, it is unable to support the development of digital marketing.

4. Enterprise Marketing Strategy Optimization Suggestions

(1) Establish a sound digital marketing system

Huishan Dairy Group needs to formulate a digital marketing strategy, combine with the overall strategy, clarify the digital marketing goals and plans, and provide guidance for the implementation of digital marketing. First of all, it is necessary to understand the market trend in the digital era and study the marketing strategy of other groups in the digital background of the industry, which is helpful to better grasp the market trend and enhance the market competitiveness. Secondly, it is necessary to tap the application potential of digital technology, which has broad application prospects in marketing, such as big data analysis, artificial intelligence, social media, etc., to further explore and apply these digital technologies to improve the efficiency and effect of market operations. Third, strengthen the cooperation with channel partners. In the digital era, we should make the cooperation between channel partners and enterprises more close, the synergy effect is more obvious, build a good cooperative relationship, and jointly achieve the market goal.

(2) Take advantage of multiple digital marketing platforms

In the context of Internet + and digitalization, consumers tend to be more digital in their consumption behaviors and are accustomed to understanding and giving feedback on social media and other digital platforms. Based on this, Huishan Dairy Group's marketing strategy and practice need to adapt to it, and it will conduct in-depth research on how to optimize marketing strategies through digital channels. Companies not only need to focus on traditional media channels, but also need to shift their focus to leveraging diversified digital marketing platforms such as social media, e-commerce platforms, etc., to expand brand exposure and reach.

Flexibly use social media and Internet platforms to strengthen brand image penetration and interaction with consumers, establish closer ties with consumers, and spread dairy brand image. It can also carry out direct sales through mobile applications to increase sales and market share, and choose to increase online sales by transforming the way of bringing goods, while strengthening drainage. The live sales mode with goods on the online platform will bring Huishan Dairy Group greater exposure and traffic. It can try to increase online and offline linkage activities, such as online ordering and offline delivery discounts, offline shopping and online coupons, etc., to attract customers to convert between online and offline.[6] Improve the online shopping experience, including improving the user interface of the website, speeding up logistics, and providing a more convenient return and exchange process, so as to improve customer satisfaction with online shopping. Grasp emerging digital marketing channels such as social e-commerce and mobile marketing to meet the needs of the younger generation of consumers. Huishan Dairy Group can also reach cooperation with Internet platforms and Internet celebrities to increase the exposure of dairy brands.

In addition, in the digital context, consumers' perception and experience of brands are more important. The Group can strengthen its data analysis capabilities, provide accurate market forecasts and competition analysis through data mining and predictive analysis, analyze consumer demand with big data, and launch products that are more in line with market demand. Enhance brand effect and user experience, enhance customer loyalty, and increase market share. To

attract the younger generation of consumers through marketing strategies such as personalized recommendations and customized services.

According to consumers' needs and purchasing habits, appropriate marketing means can be selected, combined with online and offline channels, through social media, e-commerce platforms, physical stores and other ways to promote and disseminate promotional information. And establish a mechanism of interaction and participation with consumers, so that consumers feel the importance of their consumption process. It can stimulate the enthusiasm and loyalty of consumers through user research, product experience activities, online and offline interaction, so as to increase the marketing effect.

(3) Cultivate digital marketing professionals

Recruitment of digital marketing professionals. Huishan Dairy Group can obtain digital marketing professionals through recruitment. These talents should have rich digital marketing experience and skills, and be able to provide digital marketing programs, operation and management support for enterprises.

Train existing employees. For existing employees, Huishan Dairy Group can organize digital marketing training to improve their digital marketing capabilities.[7] Training content can include digital marketing strategy development, social media platform operation, data analysis, etc.

Enlist the help of a digital marketing professional service. In the absence of experience in digital marketing, external professional agencies can provide digital marketing strategy, consulting and execution services for enterprises. Huishan Dairy Group can choose the right professional service agencies to promote the development of digital marketing through external forces.

Through the above methods, we can strengthen the digital transformation of Huishan Dairy Group's internal organization and team, and improve the application ability of digital technology and marketing performance. At the same time, it is necessary to invest the necessary funds and resources to strengthen the construction of technical equipment and systems to support the implementation of digital marketing.

5. Conclusion

With the advent of the digital age, traditional enterprises need to adapt and utilize digital technologies to improve their marketing strategies in order to remain competitive. In China's dairy industry, both enterprises and products are undergoing a reshuffle. Only by quickly adapting to The Times and embracing changes can Huishan Dairy Group occupy its own market share in today's market environment undergoing major changes. More and more enterprises join the competition to some extent to promote Huishan Dairy Group to speed up the pace of digital marketing, but there are still many shortcomings, need to gradually optimize the reform to better adapt to the market. This paper takes Huishan Dairy Group as the research object, explores its marketing strategy under the digital background, discusses the existing problems in its marketing strategy and puts forward corresponding optimization suggestions from the perspective of the current situation of Huishan Dairy Group, namely advantages, disadvantages, opportunities and threats. Huishan Dairy Group should actively embrace the digital era, establish a perfect digital marketing system, make full use of diversified digital marketing platforms, and train digital

marketing professionals. The implementation of these strategies will help Huishan Dairy Group to maintain competitiveness in the digital background, expand market share, grasp the digital background, connect customers and products, and continuously improve customer experience, so that the enterprise can develop continuously and stably. This study provides targeted suggestions for Huishan Dairy Group to adjust its own marketing strategy, and provides reference for the industry's marketing strategy optimization under the digital background.

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