

Research on Corporate Brand Marketing Strategies in the Context of the Digital Economy

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Abstract: With the rapid development of the digital economy, new opportunities and challenges have emerged for business development. Companies seeking stable growth in the fierce industry competition must recognize the importance of brand marketing. The digital economy, with its unique appeal, provides expansive development space for corporate brand marketing. However, brand building is not an overnight achievement but a long-term process gradually shaped in consumers' minds. Thus, companies must adapt to market developments and leverage the power of the digital economy to achieve a digital transformation of brand marketing. The digital economy enables deep interaction between businesses and consumers. Through precise data analysis and personalized recommendations, companies can better understand consumer needs and enhance brand loyalty. By fully utilizing digital marketing tools, companies can quickly spread brand messages, expand brand awareness, and enhance market competitiveness. However, influenced by objective factors, certain issues arise in practice. Businesses need to transform their marketing ideas, create products with unique characteristics, find accurate brand positioning, develop targeted marketing strategies, and enhance brand competitiveness.

Keywords: Digital Economy, Brand Marketing, Marketing Strategy.

1. Introduction

With the widespread adoption of the internet and rapid technological advancements, the digital economy has penetrated every aspect of social life. For businesses, the digital economy not only signifies the emergence of new marketing channels and tools but also represents the birth of a new business mindset and model. In the digital economy era, brand marketing has transformed from simple product promotion to establishing deep interactions with consumers, achieving brand value transmission and enhancement. However, faced with challenges brought by the digital economy, some companies struggle, continuing traditional marketing thinking and failing to meet digital demands. While some companies have embarked on digital marketing, the lack of precise positioning has prevented them from achieving ideal results. Therefore, companies should consider the changes in the broader environment and their actual needs in future developments. Utilizing digital tools and platforms, they should continuously innovate marketing strategies and methods to better meet consumer demands and expectations, ultimately maximizing brand value.

2. The Necessity of Corporate Brand Marketing in the Digital Economy

2.1. Meeting Societal Development Needs

In the digital economy era, the ways consumers acquire information and make purchasing decisions have changed. Traditional information channels are gradually replaced by digital platforms like the internet and social media, where consumers prefer to browse product information, compare prices, and read user reviews before making purchase decisions [1-4]. This digital, fragmented information acquisition makes the consumer decision-making process more complex and diverse. At the same time, the market continues to evolve with emerging consumer groups, concepts, and modes. Businesses need to keep pace with the

market, continuously adjusting and optimizing marketing strategies to adapt to these changes. With environmental changes in mind, businesses through digital transformation improve brand marketing strategies, use big data and artificial intelligence to precisely target consumers, promote brands and showcase products through digital channels, interact and communicate with consumers via social media and short video platforms, gradually improving marketing effectiveness to meet societal development needs.

2.2. Enriching Marketing Tools

The digital economy provides businesses with new marketing tools and platforms, enhancing the efficiency and effectiveness of brand marketing. In the context of the digital economy, the interaction between businesses and consumers has changed from one-way communication to two-way interaction with precise targeting. Using social media marketing, email marketing, and other means, businesses establish closer connections with consumers. Through precise data analysis, businesses can deeply understand customers' needs and preferences, achieving personalized push and interaction. On social media platforms, businesses can interact with customers in real-time, promptly responding to their queries and feedback, building deep trust. Deep interaction with consumers can enhance brand recognition and user stickiness. As consumers interact with businesses, they feel the warmth and professionalism of the brand, forming a healthy brand ecosystem. Therefore, in the digital economy era, businesses need to fully utilize digital marketing tools and platforms, engage in deep interactions with customers, enhance brand influence and market competitiveness, stand out in fierce market competition, and achieve sustained and robust development.

2.3. Enhancing Brand Value

Brand marketing under the digital economy is essential for enhancing brand value and a crucial way to accumulate brand assets. Through digital marketing, businesses can precisely

build and convey their unique brand image and value system, thereby forming a differentiated competitive advantage and winning broad market recognition. Taking Daliyuan as an example, in the digital economy era, this well-known brand fully utilizes digital marketing tools to successfully shape its unique brand image [5-8]. Using big data analysis, Daliyuan precisely identifies consumer needs, continuously innovates products to meet diverse consumer tastes. Additionally, by leveraging social media platforms, Daliyuan has established close interactive relationships with consumers, enhancing emotional connections between the brand and consumers through online and offline events. Daliyuan's success story fully demonstrates the importance and effectiveness of brand marketing in the digital economy. Businesses should actively adapt to the digital economy, use digital marketing tools, build unique brand images and value systems, increase brand recognition, and achieve the accumulation and enhancement of brand assets.

3. Current Status of Corporate Brand Marketing in the Digital Economy

3.1. Lack of Clear Positioning

The current market is undergoing a profound

transformation in consumer perceptions, as shown in Figure 1. Rational consumption has become the dominant trend, reflecting that consumers are becoming increasingly savvy and pragmatic when purchasing products. They are no longer attracted by the halo of brands but focus more on the cost-effectiveness of products, i.e., how to obtain fully functional, high-quality goods within a limited budget. Additionally, consumer needs are evolving towards personalization and experiential direction, no longer satisfied with homogeneous products on the market, but seeking those that meet their unique tastes and needs. This pursuit of personalization is also reflected in brand choices, favoring brands that resonate with them and transmit emotional value. For young consumers, factors such as job pressure and rising prices make them focus more on cost-effectiveness and practicality, preferring products that can relieve stress and provide emotional comfort. However, businesses often struggle to adapt quickly to these changes. Many continue to use traditional marketing strategies, ignoring changes in consumer needs. This results in mismatches between products and services on the market, failing to meet consumers' personalized needs [9-10].

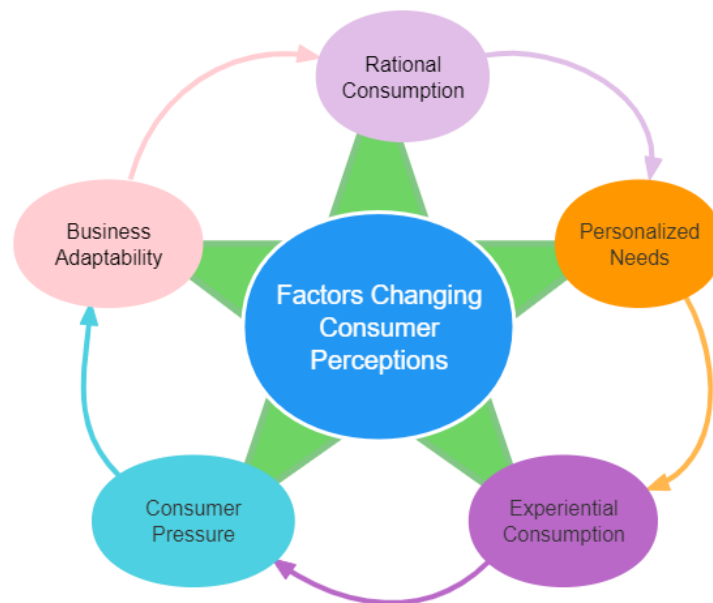


Figure 1. Factors Changing Consumer Perceptions

3.2. Outdated Marketing Models

In the context of marketing transformation, although many companies have established consumer service departments aiming for better communication with consumers, the reality is often more complex than expected. Each consumer's needs are unique, and their consumption concepts vary widely, often leading to a mismatch between the services provided by companies and the actual needs of consumers. Under traditional marketing models, consumers are often seen as a whole, and companies could promote through unified promotional methods. However, this one-size-fits-all strategy no longer works in the digital economy era. Modern marketing strategies must precisely grasp each consumer's needs and achieve deep interaction with them. This involves not just simple brand promotion but providing consumers with personalized consultation services, order tracking, and

comprehensive services. However, some companies lack the human resource capabilities to support this refined service model. Due to a lack of accurate market forecasts, it is often difficult to make timely adjustments in marketing direction, channels, and strategies, ultimately leading to unsatisfactory marketing outcomes.

3.3. Inadequate Talent Allocation

In the wave of marketing transformation, many issues still exist in how businesses communicate with consumers, as shown in Figure 2. Despite the establishment of consumer service departments aiming to build closer connections with consumers, the differences in needs and concepts among different consumers make service matching exceptionally challenging. In traditional marketing methods, consumers are viewed as a whole, and companies employ a uniform promotional strategy. However, in the digital economy era,

consumer needs have become more diversified and personalized. They require more precise and intimate services. Companies must not only promote their brands but also answer consumer questions, track order statuses, and provide a comprehensive service experience. However, some companies have limited human resource capabilities that cannot support the need for deep interaction with consumers. The professional knowledge, communication abilities, and

service awareness of service personnel urgently need improvement. Additionally, companies often lack the ability to accurately forecast market developments during the brand marketing process, unable to adjust their marketing direction, channels, and strategies in time. This leads to a sluggish response to market changes, missing opportunities, and ultimately diminishing marketing effectiveness.

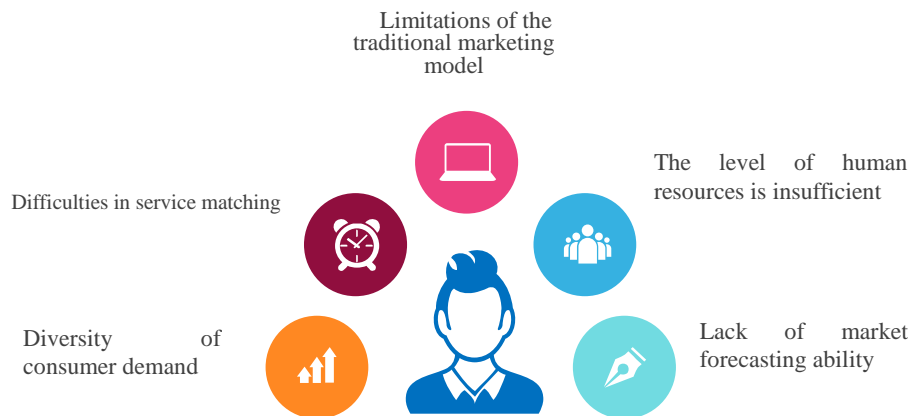


Figure 2. Challenges in Business-Consumer Communication

4. Brand Marketing Strategy Suggestions in the Context of the Digital Economy

4.1. Changing Conventional Thinking

To keep up with the times, companies should fully leverage the advantages of digital technology, transform their traditional business models through integration with digital technologies, and enhance the intelligence of online operations. Using big data, artificial intelligence, and other technologies for precision marketing, companies can optimize user experience through digital means, enhancing the overall competitiveness of the brand. Moreover, viewing problems from a developmental perspective, incorporating digital brand building into corporate strategy, recognizing the position of the digital economy in business development, and deeply exploring the potential value of data are essential paths to achieving long-term brand development. In the digital age, where individuality and emotion are freely expressed online, companies should seize this opportunity to stir emotional resonance between the brand and consumers through digital technologies. Enhancing user engagement and strengthening the close connection between businesses and users through digital technology makes products more aligned with consumer life scenarios, thereby increasing user stickiness to the brand. Additionally, combining digital applications to create brands with viral effects is key for companies to stand out in fierce market competition [11-12].

4.2. Creating Brand Products

To establish a unique position in consumers' minds, companies must make strategic choices when planning product lines. Brand products are the soul of a company's brand, rapidly occupying a place in consumers' hearts with their unique features and value. Such products, with their differentiated advantages, more precisely attract target users and simplify the consumer decision-making process. When

consumers mention a brand, they should immediately associate it with its flagship products, which is the strong focusing power brought by these products. In the brand marketing process, companies should adhere to the principle of "having what others don't have, and excelling where others do," continuously improving product quality and service levels. Only by establishing a solid footing in the market can companies have broader development prospects. Therefore, when new brands enter the market, they should avoid short-sighted behaviors of blind expansion and multi-line operations. Instead, they should take a thoughtful strategic layout of the entire market. By optimizing the product structure, identifying core products, and deepening operations, companies lay a solid foundation for future success.

4.3. Improving Staff Skills

In the backdrop of the digital economy, brand marketing strategies need to be adjusted to keep pace with the times. First, brand marketing personnel should deeply understand the nature and characteristics of the digital economy, master cutting-edge technologies like big data and artificial intelligence to more accurately analyze consumer needs and market trends. Data analysis can provide insights into consumer buying behaviors, preferences, and habits, supporting the formulation of brand marketing strategies. Second, in the digital economy era, brand marketing needs constant innovation to capture consumer attention. Marketing personnel should have rich imagination and creativity, capable of designing unique marketing activities that align with brand characteristics and market needs. Third, the formulation and implementation of brand marketing strategies require the joint efforts of multiple departments, such as marketing, product, and technology departments. Marketing personnel should have good communication and collaboration skills to work closely with other departments and jointly promote the smooth implementation of brand marketing strategies. Fourth, the digital economy era is marked by rapid changes, with new marketing concepts and

technologies emerging continually. Marketing personnel should maintain keen insight, continually learning new knowledge and skills to adapt to market changes and developments.

4.4. Precise Brand Positioning

Brand positioning is key for companies to stand out in market competition, allowing consumers to clearly recognize and remember the unique characteristics and core values of the brand. Companies should start from their own brand positioning, embedding this core concept in every aspect such as product development, packaging design, and advertising strategies. With the help of digital technology, companies can precisely understand consumer needs, further enhance brand attributes, and strengthen brand personality. A distinct brand personality is key to attracting traffic. Mastering the code of traffic means grasping consumer attention and affection. When shaping the brand, companies should not only focus on product quality and functionality but also pay attention to building and disseminating the brand image. Additionally, precise targeting of the consumer group is equally important. In a market environment with numerous brands and product types, consumers often struggle to remember many brand names and product features [13]. Companies need to understand their target audience's consumption habits and preferences deeply, conduct targeted marketing based on consumption scenarios, and achieve steady growth in product sales.

4.5. Mastering Social Marketing

In the past, for a brand to establish a foothold in the market, it required a long period of reputation building and sales refinement. This slow and steady growth method, while bringing deep accumulation and bargaining power to the brand, is facing new challenges in the digital economy era. With the acceleration of information transmission, the asymmetry of information between businesses and between businesses and consumers is gradually decreasing. Brands can more quickly understand market needs and adjust product strategies, thus creating products that better meet consumer demands. At the same time, social marketing significantly shortens the path of brand growth, allowing quality products and technologies to be accepted and recognized by the market more quickly. Social traffic is showing the advantages of a deep combination of the real economy and internet thinking, bringing new industrial growth points to the brand. Through precise targeting, content innovation, and deep interaction with consumers, social marketing is becoming an important way out for brand marketing upgrades in the internet industry.

5. Conclusion

In summary, brand marketing under the digital economy is both a necessary choice for businesses to adapt to new era market demands and an important engine driving brand continuous development. This transformation brings more opportunities for business development, where staff can use digital tools to precisely target the audience, achieving

personalized marketing. Optimizing content strategies based on development situations and attracting consumers with vivid, interesting content to establish emotional connections, achieving diversified coverage, and enhancing brand influence. However, brand marketing under the digital economy is not achieved overnight. It requires companies to have a forward-looking strategic vision, innovative marketing thinking, and strong execution power. Additionally, continuously learning and adapting to new technologies and tools, keeping up with market changes and trends are crucial for standing out in fierce competition. In the future, businesses need to explore and practice with an open mindset, innovative thinking, and pragmatic actions, seizing opportunities and meeting challenges in this transformation to achieve sustained brand development and maximize value.

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