

Marketing Development Path of Small and Medium-Sized Enterprises in Digital Economy Environment

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Abstract: With the vigorous development of digital economy, small and medium-sized enterprises are facing unprecedented opportunities and challenges in marketing. This paper deeply discusses the far-reaching influence of the digital economy environment on the marketing of small and medium-sized enterprises, and analyzes the trends of diversification of marketing channels, changes in consumer behavior and data-driven decision-making. On this basis, the specific path of marketing development of small and medium-sized enterprises in the digital economy environment is put forward, including building a digital marketing system, optimizing online user experience, using big data for precision marketing, and strengthening cross-border cooperation and resource integration. These strategies aim to help small and medium-sized enterprises better adapt to the digital economy environment, enhance market competitiveness and achieve sustainable development.

Keywords: Digital economy, Small and medium-sized enterprises, Marketing development.

1. Introduction

With the rapid development of information technology, digital economy has become an important driving force of global economic development. In the digital economy environment, small and medium-sized enterprises, as an important subject of the market economy, their marketing methods and strategies are also facing profound changes. Based on this, centering on the characteristics of the digital economy environment, it is of great practical significance for small and medium-sized enterprises to discuss how to grasp the opportunities, respond to the challenges, and realize the effective development of marketing.

2. The Impact of the Digital Economy on SME Marketing

2.1. Change of Marketing Model

In the era of digital economy, the wide application of the Internet, big data, artificial intelligence and other technologies has made profound changes in the marketing model. Small and medium-sized enterprises can carry out online marketing through e-commerce platforms, social media and other channels to realize the integration of online and offline, reduce marketing costs and improve marketing efficiency. At the same time, through data analysis technology, small and medium-sized enterprises can more accurately grasp consumer needs and achieve personalized marketing.

2.2. Innovation of Marketing Content

In the era of digital economy, the speed of information dissemination is accelerating, and consumers have higher and higher requirements for marketing content. Small and medium-sized enterprises need to constantly innovate marketing content to attract consumers' attention. For example, using virtual reality (VR), augmented reality (AR) and other technologies to create immersive marketing experience, let consumers feel the charm of products in interaction; or through story-based marketing, let consumers resonate with the brand emotionally [1].

2.3. Expansion of Marketing Channels

In the digital economy environment, the marketing channels have become more diversified. Ses can expand marketing channels through search engine optimization (SEO), search engine marketing (SEM), social media marketing (SMM) and other ways. At the same time, the development of cross-border e-commerce also provides a broader market space for small and medium-sized enterprises. Through cross-border e-commerce platforms, smes can sell their products to all parts of the world to realize international marketing.

3. The Dilemma of SME Marketing Development in the Digital Economy Environment

3.1. Unclear Brand Positioning and Serious Homogenization

Many small and medium-sized enterprises lack a clear brand positioning in the marketing process, resulting in serious homogenization of products and services. They tend to blindly pursue social and market hot spots, and lack of in-depth mining of their own advantages and differentiation positioning. This makes them difficult to stand out in the fierce market competition and consumers difficult to distinguish the differences between different brands.

3.2. Lack of Data Accumulation and Understanding of the Target Consumer Groups

In the era of big data, data is crucial to understanding consumer preferences and behaviors. However, many SMEs often neglect the accumulation and analysis of data due to the limitations of the stage of the development and the knowledge structure of the management teams. This makes it difficult for them to accurately understand the target consumers, and they are unable to reach their products or services to consumers in the quickest and most appropriate way.

3.3. Low Utilization Rate of Internet Marketing Tools

Although network marketing has been deep into various enterprises, but many small and medium-sized enterprises in the use of network marketing tools still appear powerless. This may be caused by the lack of a professional marketing team, limited technical resources, or the lack of awareness of network marketing.

3.4. Challenges of Digital Transformation

Digital transformation is an inevitable trend of small and medium-sized enterprises in the digital economy environment. However, under the influence of enterprise cognition, technical resources and development strategy, it is difficult for smes to complete the transformation from informatization to digitalization. This makes it difficult for them to enhance their competitiveness and achieve business breakthrough [2] through digital transformation in the face of fierce market competition.

3.5. Innovative Marketing Model Sustainability Is Poor

Some small and medium-sized enterprises try to adopt innovative marketing models, such as sharing economy, micro-marketing, etc. However, these models in the subsequent operation process, often appear problems such as deviation and deterioration, it is difficult to continuously and effectively promote the development of enterprises. For example, the sharing economy model may not use idle resources effectively, but waste social resources; Micromarketing may bore consumers because of excessive marketing.

4. Analysis of the Marketing Development Path of Smes in The Digital Economy Environment

4.1. Building a Digital Marketing System

Today, with the rapid development of digital economy, it is particularly important for small and medium-sized enterprises to build a perfect digital marketing system if to stand out in the fierce market competition. Digital marketing system can not only help enterprises to broaden marketing channels, enhance brand awareness, but also effectively promote product sales and enhance customer stickiness.

4.2. Construction and Optimization of the Official Website

The official website is an important window for enterprises to display their brand image, release product information and provide customer service. Small and medium-sized enterprises should pay attention to the construction of the official website to ensure that the website design is beautiful, rich in content and perfect in function. At the same time, we should also pay attention to the optimization of the website, improve the search engine ranking of the website, and increase the exposure and traffic of the website. Through the official website, enterprises can show their professionalism and strength to potential customers, and improve customers' trust and goodwill to the enterprises.

4.3. Operation and promotion of social media platforms

With their huge user base and high interactivity, social media platforms have become an important stage for digital marketing of small and medium-sized enterprises. These platforms can not only help enterprises quickly reach their target customers, but also improve product exposure and sales volume [3] through targeted advertising. Take a small and medium-sized fruit e-commerce company called "Green Field Fresh Fruit" as an example to show how to use social media platforms for digital marketing.

Green field fresh fruit mainly sells fresh and high-quality fruit, and the target audience is mainly young consumers who pay attention to healthy diet. After market research and analysis, Green Field Fresh Fruit chose wechat and TikTok as the main social media marketing platforms. On the WeChat platform, Green Wild Fresh Fruit actively operates its official public account, regularly publishing articles on fruit knowledge, healthy diet, as well as marketing information and preferential activities of fresh fruits. This content is not only interesting and valuable, but also can resonate and interact with users. At the same time, Green Field Fresh Fruit also uses WeChat small program to build an online mall, convenient for users to directly place orders. On the TikTok platform, Green Wild Fresh Fruit pays more attention to the creativity and interest of the video content. They shot a series of short videos showing the freshness, taste and production of the fruit, which attracted a lot of users' attention and likes. The videos not only raise the brand awareness of Green Fruit, but also boosted sales. In addition to publishing content, Green also takes advantage of the advertising capabilities of social media platforms. They accurately targeted advertisements according to the target audience's portraits and interest preferences, which improved the exposure and click-through rate of the products. At the same time, Green Field Fresh Fruit also continues to optimize its advertising strategy through data analysis to ensure that every investment can bring the maximum return.

4.4. Development and Utilization of Mobile Applications

With the popularity of smart phones, mobile applications have become important tools for users to obtain information and make shopping. SMEs can combine their own business characteristics to develop applications suitable for mobile devices. Through mobile applications, enterprises can provide more convenient and personalized services to enhance user experience and satisfaction. At the same time, mobile applications can also serve as a bridge between enterprises and customers to realize real-time information transmission and interaction.

5. Implementation of Online and Offline Integration Strategy

Digital marketing does not completely abandon the traditional marketing methods, but to achieve the organic integration of online and offline. Small and medium-sized enterprises can carry out various forms of marketing activities by combining online and offline methods. For example, QR code is set up in offline stores to guide customers to scan their social media accounts or download mobile applications; and to attract users to experience products in offline stores through

online activities. Take smart Home Alliance as an example, it is a cooperative alliance composed of many small and medium-sized enterprises, focusing on the research and development and promotion of smart home products. By sharing resources and technologies, the alliance members have jointly developed a range of competitive smart home products, Such as smart door locks, smart lighting, and so on. The alliance has also carried out a series of marketing activities through the combination of online and offline methods, which have attracted the attention and purchase of a large number of consumers. At the same time, due to the characteristics of the smart home system, different brands of smart home products cannot be compatible and used at the same time, but through the cooperation alliance, it provides customers with a greater choice space. Due to the existence of cooperative alliances, even customers who use different products of different brands in the alliance do not need to worry about the problem of unclear after-sales service responsibility subjects. This strategy of online and offline integration can not only improve the marketing effect, but also enhance the brand image and competitiveness of enterprises in [4].

6. Data Analysis and Continuous Improvement

In the process of constructing the digital marketing system, data analysis is an indispensable link. Ses should make full use of various data analysis tools to monitor and evaluate the effect of marketing activities in real time. Through the analysis of data, enterprises can understand users' preferences and behavior characteristics, find the problems and deficiencies in marketing activities, so as to make targeted improvement and optimization. Small and medium-sized enterprises engaged in the service industry can also form a service system by sorting out the data of previous customer services to provide more targeted services for customers with different needs. At the same time, data analysis can also help enterprises predict market trends and changes in consumer demand, and provide strong support for their strategic decisions.

6.1. Optimize the Online User Experience

Optimizing online user experience is a key link for smes to enhance their competitiveness in the digital economy era. The quality of the online experience directly affects consumers' purchasing decisions and loyalty. Therefore, small and medium-sized enterprises should attach great importance to and continue to optimize the online user experience.

First, improving the ease of use of the site or app is key. Simple and clear interface design, intuitive operation process and fast loading speed, can make users feel comfortable and convenient in the process of use. Small and medium-sized enterprises can continuously optimize the interface design and interaction mode through user research and testing, so as to reduce user learning costs and improve user use efficiency. Next, aesthetics is also a factor that cannot be ignored. A beautiful website or application can attract the user's attention and improve the user's aesthetic experience. Small and medium-sized enterprises can hire a professional design team, according to the brand characteristics and target user groups, to create a unique visual style. At the same time, pay attention to color collocation, typesetting layout and picture selection, so that the overall design is both beautiful and in line with the

brand image. In addition, security is an important guarantee for the online user experience. Small and medium-sized enterprises should strengthen the security protection of websites or applications to ensure the security and privacy of user data. Adopt advanced encryption technology and security measures to prevent data leakage and hacker attacks. At the same time, the establishment of user trust mechanism, such as providing safe payment methods and after-sales service guarantee, so that users can feel at ease and at ease in the process of use.

In terms of providing a convenient shopping process, small and medium-sized enterprises can optimize the operation process of the shopping cart, simplify the payment steps, and provide a variety of payment methods selection, so as to reduce the obstacles and waiting time of users in the shopping process. In addition, the establishment of a perfect after-sales service system, including return and exchange policies, online customer service support, etc., can solve the problems that users may encounter after the purchase, and improve user satisfaction and loyalty.

Finally, personalized product recommendation and customized services are also an important means to improve the online user experience. Small and medium-sized enterprises can use big data and artificial intelligence technology to deeply dig and analyze users' browsing records, search history, purchase behavior and other data on the platform, accurately grasp users' interest preferences and consumer needs, and then recommend relevant products or services for users. At the same time, it provides personalized customized services, such as color, size, material and other choices, and can even design customized products according to the special requirements of users, to meet the personalized needs of users, and can further improve the user's purchasing experience and loyalty.

6.2. Use Big Data to Conduct Precision Marketing

First of all, smes need to establish and improve the user data collection mechanism. This includes collecting user information from various channels and contacts, such as online browsing records, purchase behavior, social interaction, as well as offline physical store sales data, customer feedback, etc. These data can provide enterprises with insight into user preferences, consumption habits, demand trends and other aspects. Secondly, through data mining, machine learning and other technical means, small and medium-sized enterprises can deeply analyze these data, to achieve accurate user portrait and marketing prediction. For example, enterprises can use clustering analysis, association rule mining and other methods to classify users into different groups, and formulate personalized marketing strategies for different groups. At the same time, through the prediction model, enterprises can also predict users' demand and purchase behavior, and make commodity recommendation and preferential activities in advance, so as to guide users to produce purchase behavior. In addition, smes can also use big data for real-time monitoring and optimization of [5]. Through the real-time data analysis of marketing activities, enterprises can timely understand the effect of the activities, find out the potential problems, and adjust the strategy accordingly. This kind of data-driven decision-making mode helps enterprises to grasp the market dynamics more accurately and improve the marketing efficiency.

However, it is worth noting that the application of big data also needs to follow relevant laws, regulations and ethical norms to ensure the security and privacy of user data. When collecting and using user data, small and medium-sized enterprises should clearly inform users of the collection purpose, use scope and protection measures of data collection, and adopt technical means such as encryption, desensitization and desensitization to ensure data security.

6.3. Strengthen Cross-Border Cooperation and Resource Integration

First of all, cross-border cooperation can bring more market opportunities and partners for smes. By establishing close cooperative relations with the upstream and downstream enterprises of the industrial chain and partners in different industries or fields, enterprises can jointly develop new products and new services, share market resources, and achieve mutual benefit and win-win results. This cooperation method helps enterprises to break down industry barriers, expand business areas, and enhance the overall competitiveness of [6]. Secondly, resource integration is an important part of cross-border cooperation. Small and medium-sized enterprises often face the problem of limited resources. By cooperating with other enterprises or institutions, they can make full use of their respective resource advantages to realize the optimal allocation and sharing of resources. For example, we can jointly carry out marketing activities, share technology research and development results, and jointly cultivate talents, so as to improve the efficiency of resource utilization, reduce costs, and improve the overall operational efficiency of enterprises. In addition, cross-border cooperation can also promote the innovation and development of smes. Through cooperation with enterprises in different fields, new thinking, technologies and methods can be introduced to stimulate the innovation vitality of enterprises. At the same time, the experience exchange and knowledge sharing between partners will also help enterprises to continuously improve their own ability and level and achieve sustainable development.

7. Epilogue

In the digital economy environment, the marketing

development of small and medium-sized enterprises is facing new opportunities and challenges. Through the construction of digital marketing system, optimizing online user experience, using big data for precision marketing, and strengthening cross-border cooperation and resource integration strategies, small and medium-sized enterprises can better adapt to the changes in the digital economy environment, enhance market competitiveness, and achieve sustainable development. In the future development, smes should continue to pay attention to the latest trends and technological innovation of the digital economy, and constantly optimize and adjust their marketing strategies to cope with the changing market demand and competitive pattern. At the same time, the government and all sectors of society should also increase the support for small and medium-sized enterprises to provide a good environment and conditions for their marketing innovation.

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