

# Exploration of New Digital Marketing Mode under the Background of Web3.0 Technology

Yuantian Zhang

Hoarded fortune group pte. ltd. Singapore, 408898, Singapore

**Abstract:** In the present, the digital economy is rising strongly with an irresistible trend, and it has become a key force to reorganize global factor resources, reshape global economic structure and change global competition pattern. As the underlying technical support of various applications of digital economy, Web3.0 is completely different from web1.0 and web2.0, that is, it has a new feature of "being owned" in addition to the readable and writable features of the previous two generations of Internet. The "ownability" mentioned here means that users have the ownership of their own created data. Once users have data assets and can trade freely, it will greatly stimulate their subjective initiative and creativity, thus giving birth to various new digital economic forms. Digital marketing is usually an important starting point for the success of digital transformation of enterprises. In the process of digital transformation, traditional enterprises often regard digital marketing as the first strategy. Digital marketing not only changes the contact mode between users and enterprises, but also can better improve the user experience, drive the upstream and downstream of the supply chain to produce efficient synergy, improve the coverage of sales activities, and effectively cope with retail scenes, optimize the shopping experience of consumers, and build a coordinated logistics system.

**Keywords:** Web3.0; Digital Economy; Digital Marketing; New Marketing Model.

## 1. Introduction



Figure 1. Development of web1.0-3.0

*The White Paper on the Development of Digital Economy in China* shows that the average annual growth rate of China's digital economy in the past decade is as high as 15.9%, which is significantly higher than the average growth rate of GDP in the same period, and it will reach the digital economy scale of 45.5 trillion yuan in 2021.[1] The 14th Five-Year Plan also puts forward the goal of speeding up the development of digitalization and building a digital China. At present, big data and artificial intelligence lead the development, and digitalization has become the development trend of various industries. One of the manifestations of enterprise digital transformation in internal management reform is to make the marketing model more precise and refined, and quickly capture consumer demand information. Enterprises can use digital technology to collect feedback information and

interact with customers in real time, so that the company can better respond to consumer needs, capture market changes and respond more quickly, and then quickly realize product iteration and optimization. The Internet age has brought people not only the change of living habits, but also the change of ideas. Nowadays, many consumers are used to shopping online, and most consumers will browse the comments left by other consumers who have bought the goods before buying, and even the influence of the comments on the consumption will far exceed the introduction and publicity of the goods themselves. After buying, consumers often publish comments on products, shopping experiences or consumption suggestions on the online platform, which will meet the necessary conditions for enterprise marketing transformation in the digital economy era.[2]

## 2. Theoretical Basis

### 2.1. The Concept of Digital Marketing

Digital marketing refers to the realization of omni-channel, full coverage and full-process precision marketing with the support of digital technology. It not only pays attention to digital means and data utilization, but also emphasizes the in-depth understanding of consumers and markets, and the formulation and implementation of innovative marketing strategies. It is mainly reflected in the following aspects:[3]

(1) Multi-channel marketing: using a variety of digital means, through social media, mobile applications and other channels for online and offline integration of all-round marketing.

(2) Personalized marketing: Through big data analysis and artificial intelligence technology, we can accurately grasp consumer behavior and preferences, thus providing more personalized services and products.

(3) Intelligent product recommendation: using data analysis, machine learning and other technologies to recommend products to enhance user stickiness and shopping experience.

(4) Data-driven decision-making: Using big data analysis and artificial intelligence technology, real-time monitoring and analysis of consumer behavior, market demand and other data, based on which decision-making and planning can be made.

(5) User experience is paramount: take user experience as the core and foundation of enterprise development, and constantly optimize and upgrade it to enhance brand loyalty and user satisfaction.

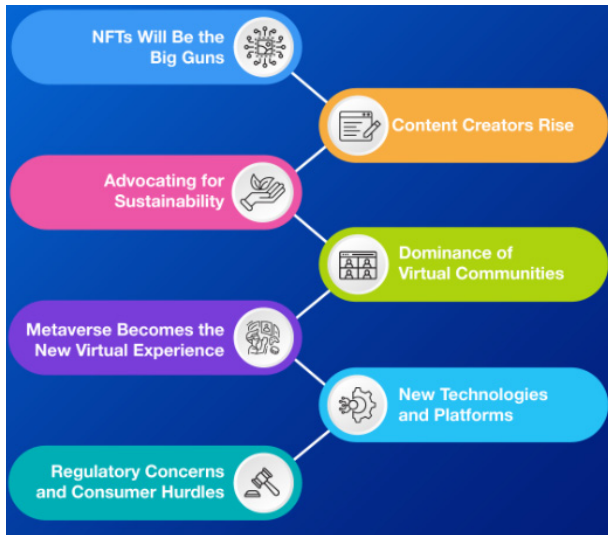


Figure 2. Trend of digital influence in web3.0 era.

## 2.2. The Characteristics of Digital Marketing

### 2.2.1. Inclusiveness

In emerging markets, demographic characteristics are changing. Young, high-yield and high-income consumer groups will generate huge demand for products and services, and at the same time bring appreciation and development space for innovative markets. The barriers between industries are gradually dissolving, and cross-field and multi-industry cooperation is becoming a new model of innovative marketing. People are now more accepting of social inclusion, which is not to make everyone similar, but to condense our respective characteristics and coexist harmoniously. In the Internet age, social media has redefined the way people interact, broken the geographical and demographic restrictions, and promoted cross-regional and cross-cultural innovative cooperation. All social media that rely on the wisdom of the masses are the best proof of social inclusion.

### 2.2.2. Change from Vertical Market to Horizontal Market.

With the continuous development of the Internet, the preferences of market consumers are changing, from mainstream brands with high traffic to niche brands with low traffic but higher activity. Nowadays, more people tend to ask strangers for help on social media and take their advice, instead of relying only on advertising and expert advice. Therefore, the brand needs to show its connotation and value to users in order to win their trust and loyalty. Only by digging deep into their own strength to show the core competitiveness of the brand can we win the future of consumers.

### 2.2.3. Marketing Activities are More Social in Nature

With the continuous improvement of global connectivity, people are more inclined to listen to social opinions. In this context, more and more brands begin to integrate social media communities into their media and establish interactive social

media communities. In this way, users are no longer passive recipients, but become active media to spread product information. Therefore, brands need to actively integrate community resources, communicate effectively with users and establish social media communities, so that users can participate in brand communication, thus improving brand influence and market competitiveness.[4]

## 2.3. The Necessity of Digital Marketing

In recent years, the sales performance of various products is unsatisfactory. According to statistics, two-thirds of the retail sales have not reached the target of opening new stores in the whole country, and the brand sales performance has been strongly impacted by the economic crisis. The development of digital technology has provided new opportunities for brand marketing.

The reason for promoting brands to use digital marketing is the sharp increase in consumer network usage. The wealthy Americans who earn more than \$100,000 a year spend 41.6 hours a week on the Internet. People spend more time on the internet, and the probability of online shopping is gradually increasing. According to the data of China E-commerce Research Center, as of 2013, China has surpassed the United States to become the largest online retail market in the world. All the data show that it is an inevitable choice for brands to use digital marketing in the new retail era.

## 3. Web3.0 New Digital Marketing Status

As for the three elements of modern marketing activities, "people" use DAO to organize and cooperate, "goods" use NFR to confirm and circulate (NFT is used internationally), and all kinds of application scenarios of "field" are extremely rich. All kinds of enterprises can use the "DAO+NFR" model to carry out innovative digital marketing, realize the reconstruction of enterprises, members (users) and communities, and build and operate new marketing organizations. At present, a new digital economy model with Wenchuang IP and trend brand as the core connotation, digital display, digital promotion, digital marketing and digital advertising as the forms, and which can directly complete the closed-loop transaction, is gradually taking shape. At present, the main digital marketing applications at home and abroad are as follows:

### 3.1. Virtual Idols

The well-known virtual idols, such as Tianyi Luo, AYAYI and Liu Yexi, not only have good people, but also can-do n things at the same time because of uncontrollable misdeeds, which is more in line with consumers' "aseptic aesthetics". Through variety shows, endorsements and appearances, many virtual idols have successfully created a complete business closed loop.[5]

### 3.2. Digital People

Digital characters created by using digital technologies such as virtual simulation and close to human images have been widely used in the fields of media, banking, insurance, education, government affairs, tourism and transportation, etc., completely replacing real people and completing interactive work such as news broadcast, customer service, live broadcast, training and consultation in real time, which greatly improves service efficiency and greatly reduces the

operating cost of enterprises.

### 3.3. Digital Collection

It can be sold simultaneously with physical goods and create a blue ocean of revenue. For example, Kweichow Moutai Online, Maotai China Wine Culture City and online hurricane digital world simultaneously sell the "24 solar terms" spring series liquor; Pleasant Goat released 1,000 digital collections of Fantastic Weslie series overseas; Honey Snow Ice City will create the "Snow King" IP with a scepter and a crown, and release a limited number of IP digital collections, and use this IP image to create a series of peripheral products, customize mugs, canvas bags, etc., and give them to fans as prizes in marketing activities.[6]

### 3.4. E-commerce Shopping

Taobao, a well-known domestic e-commerce platform, has launched virtual skyscrapers, large shopping centers and cinemas. JD.COM launched "Chaodian Meta-Space" and Meta-Universe pop-up shop, where consumers can try on virtual products, browse 3D products and buy virtual clothes in the "Meta-Universe Show". In addition, a high-end agricultural products e-commerce platform uses NFR technology to make digital delivery vouchers for seasonal and high-priced agricultural products (such as hairy crabs, seafood, imported fruits, organic foods, etc.), which is convenient for customers to buy and give away and promote commodity sales.



Figure 3. Virtual Shopping Space [7]

### 3.5. Community Operation

NYX Beauty, a well-known cosmetics brand L'Oréal, launched the GORJS DAO project, which funded 3D artists in specific fields by issuing a total of 1,000 digital memberships to explore "beauty" in the digital virtual world. After the funded artists have completed the creation of related 3D works of art, some works will be presented to DAO members in the form of NFT, while the NFT of other works of art will be publicly sold in the market, and the sales proceeds will be shared equally by the artists and DAO. In this mode, both DAO members and artists have been inspired, thus enabling the project to continue.[8]

## 4. Explore the New Mode of Digital Marketing under the Background of Web3.0 Technology.

### 4.1. Live Broadcast with Goods

The dominant consumer behavior mode in the network era is AISAS (Attention for attention, Interest for interest, Search

for search, Action for action, and Share), which makes the consumer's purchase decision-making process change from one-way to two-way interaction. Live broadcast with goods is an important new e-commerce format to realize two-way interaction. The occurrence and development process of on-site events are produced and released simultaneously by means of network transmission, which produces economic benefits in the process of two-way circulation. This novel marketing method has become a new growth point of marketing in a short time, so it has rapidly developed explosively. Compared with the traditional marketing model, there are great differences in the stages of attention, interest and search. First of all, the focus of consumers has shifted, changing the focus from merchants to trust in the anchor himself. In the process of live broadcast, the user's power to transform goods is often determined by the anchor effect, and the traffic is "realized" by fans. Secondly, the way to stimulate consumers' interest has changed. Compared with the all-round explanation of the advantages and disadvantages of products, consumers will focus more on the network anchor itself and the interactive discussion in the live broadcast mode. Finally, the channels for consumers to obtain commodity information have changed. In the past, product information was obtained through active and accurate search, but now short video and live broadcast have become the main scenes of user content consumption, and the channels for obtaining product information are also increasing, such as advertisement placement, blogger Amway, comments from netizens, and CDN technology, artificial intelligence and virtual reality VR technology are in a rapid development trend, which brings more potential and development space for live broadcast platforms.

### 4.2. "Social+E-commerce" Scene

In the Internet era, many new marketing methods have a technical foundation, including consumer preferences and social patterns, which can be transformed into data, providing a foundation for precision marketing. "Social+e-commerce" is to explore an innovative new path of traffic acquisition with the scene shopping logic shared by social groups, and reconstruct people, goods and fields in retail. The first step is to quickly attract consumers through friend sharing; The second step is to drive users to purchase and transform through the ultimate cost performance of products. The second step is the key, otherwise even if acquaintances endorse, it will be difficult to stimulate the desire to buy. Big data technology analyzes consumers' social patterns and behavior patterns, and constructs different types of consumption scenarios for consumers with different characteristics, thus achieving precise marketing. Therefore, the combination of socialization and e-commerce improves the efficiency and effectiveness of precision marketing. In other words, the scene of "social+e-commerce" is aimed at consumers' distrust of most advertisements. Choosing the way of recommending goods by celebrity endorsement and word-of-mouth from neighbors can gain consumers' trust and use social interaction to promote the development of e-commerce. At present, many enterprises have created a live marketing mode of fragmented consumption scenes determined by consumers' preferences and behaviors—a new mode of "private domain+retail+full scene" e-commerce live marketing.

### 4.3. Cross-border Marketing

In the 5G era, through cross-border integration, different industrial resources promote the transformation and upgrading of various industrial entities through mutual penetration and reorganization, multiplication and borrowing, and border elimination. Cross-border cooperation will break the boundaries of the original retail format. In the future, e-commerce companies will innovate business models based on the various needs of consumers through all-round and multi-angle cross-border cooperation to meet the changing needs of consumers. With the innovation of business model, e-commerce enterprises in the new era are no longer limited to the development of retail industry, but are widely marching into education, medical care and other fields, and the transaction volume is increasing, and the advantages of cross-border retail trend in the new era are increasingly prominent. For example, Pinduoduo's cross-border cooperation has brought about an increasing annual consumption of GMV and active users. Pinduoduo's profits are preferably invested in the "10 billion agricultural research" project, and a special agricultural science and technology project of 10 billion yuan is set up to promote the progress of agricultural science and technology, and all the profits in the following quarters will be invested. Buy more vegetables. After the introduction of large-sized goods, the unit price of each piece has continued to increase.

### 4.4. Social Marketing

The outbreak of Wechat business is a revolution and typical representative of the retail industry in this era, and the appearance of Wechat business has further realized the innovation and reform of modern retail industry. Building consumer groups through social media and carrying out collective marketing with certain consumption needs in interactive groups will help to improve the accuracy of marketing, improve the pertinence of marketing services and break the limitations of traditional marketing methods.

First of all, with the help of Tencent WeChat-Enterprise WeChat social platform, the interaction between corporate marketers and customers can be seen by other customers, which is equivalent to a kind of "soft marketing" and can improve the activity of customer groups to a certain extent. Relevant surveys show that when there is information sharing in the group, customers will involuntarily discuss from different angles. This information sharing model can make full use of customers' fragmentation time, achieve high-frequency interaction effect, and lay a solid foundation for the long-term development of enterprises.

Secondly, the "fission" of enterprises through the circle of friends can not only make customers read the contents published by WeChat official account and the circle of friends, but also add the enterprise name to the published articles to gain the trust of customers. On the one hand, the one-click sharing function of WeChat WeChat official account can also deliver marketing content to customers in some form, reducing the negative impact brought by traditional hard marketing, making customers change from passive acceptance to active acceptance, and making it easier for customers to accept corporate marketing information; On the other hand, new customers may be attracted through the circle of friends, and the original customer group may be divided into multiple WeChat groups. Therefore, different marketing strategies can be formulated according to the characteristics of different customer groups to achieve the purpose of

reducing costs and expanding customer groups.

Finally, enterprise WeChat can use customers' marks to lay a good foundation for the accurate positioning of the marketing market. Through high-frequency repeated verification, combined with customer behavior data, customers can be automatically marked with preset customer labels, and a more comprehensive customer "portrait" can be established by integrating customers' existing customer labels. Then, through customers' "customized labels", customers can constantly interact with customers, thus making the customer "portrait" clearer and laying a solid data foundation for subsequent precision marketing. Through the comprehensive internal operation of the enterprise, the problem of customer loss caused by employee turnover is avoided, and the customer stickiness of the enterprise is guaranteed to the maximum extent. Through the background operation ability of enterprise WeChat, we will constantly improve the operation content, including professional articles and comments. Through the interface and industry product structure docking to establish the industry product framework, release posters of hot products, live broadcast, introduce major customers for product roadshows and other marketing methods to meet the operational needs of content. In the digital marketing with the help of enterprise WeChat, we mainly focus on elements such as "original customers of content". Through task-based customer service tracking, we can track customer work and "precipitate" all user behavior data in the implementation process, and finally meet the overall requirements of private sector traffic.

### 4.5. Short Video Marketing

Under the background of digital economy, with the advent of the 5 G era, online sales occupy a broad market space for products, which is both an opportunity and a challenge. In 2019, the development speed of short video and the number of users is the largest, and the number of active people every day is twice that of online video. Short video marketing includes short video advertising marketing, short video social media marketing and other marketing methods. Because it can be recorded and shared at any time, the technical requirements are not high. With the rapid increase in the number of mobile video users, the function of mobile phones has been paid more and more attention.

## 5. Conclusion

The development of new digital economy at home and abroad has different technical routes at the bottom. The core of innovative digital marketing of Web3.0 in the domestic market is the innovation of organizational model and asset model. At present, there are mainly the following problems.

First, the state's supervision of non-financial digital assets is not clear. At present, the government has not given a clear definition of non-financial digital assets, and there are no relevant regulatory regulations; The second is the lack of authoritative non-financial digital assets registration confirmation center. Different from other production factors, data elements have the characteristics of strong reproducibility, fast iteration speed and high reuse value, and can only be circulated after confirming the right and clarifying the property rights. Third, there is a lack of legal non-financial digital assets exchange. Only through legal and compliant transactions can data elements form a healthy economic form and continuously create value for society.

Therefore, it is suggested that the regulatory authorities in

China should issue laws and regulations on the supervision of non-financial digital assets as soon as possible, and establish a legal and compliant non-financial digital assets confirmation center and a non-financial digital assets exchange. This is an urgent task to develop a healthy digital economy, and it is also a rare opportunity for China's new digital economy to seize the world.

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