

Innovation of Enterprise Marketing Strategies in the Digital Economy Environment

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Abstract: In today's society, the innovative development of the internet, big data, cloud computing, artificial intelligence, and blockchain has brought significant changes to people's lives and work. Against the backdrop of the rapid development and extensive reach of the digital economy, enterprises must timely shift from traditional marketing concepts, models, and methods to online marketing. This shift should be complemented by an organic integration of online and offline approaches to meet the needs of the digital age. This paper first analyzes the impact of the digital economy on the corporate marketing environment and summarizes existing problems, providing targeted innovative strategies to enhance market competitiveness. It aims to ensure that enterprises can navigate the digital economy wave steadily and achieve sustainable development.

Keywords: Digital Economy, Enterprise Marketing, Innovative Strategies.

1. Introduction

With the development of the digital economy, people's lives are increasingly intertwined with the internet, posing new requirements for enterprise development. Enterprises should keep pace with the times, transitioning from offline to online sales models, and seamlessly combining online and offline approaches. Guided by data, necessary innovative management practices should be implemented to better meet the demands of the new era. This not only enhances corporate profits and boosts sales performance but also promotes sustainable, stable, and harmonious development in the context of the digital economy [1-3]. This paper will explore and analyze enterprise marketing strategies in the digital economy environment, aiming to bring greater economic and social benefits to enterprise development.

2. The Impact of the Digital Economy on the Enterprise Marketing Environment

2.1. Market Information Transparency

In the digital economy era, the deep integration of the internet and big data technologies has led to greater market information transparency. Consumers can instantly access vast amounts of data through smartphones, search engines, and social media platforms, including product specifications, performance parameters, user reviews, and price trends. This transparency significantly enhances consumers' decision-making capabilities, prompting them to make more rational choices regarding goods and services. In this context, enterprises should actively innovate their marketing models, focusing on refining product quality and continuously optimizing service experiences [4-6]. Only by doing so can they stand out in the fierce market competition and win long-term consumer trust and brand loyalty.

2.2. Diversification of the Marketing Environment

The rapid advancement of internet technologies has given rise to a series of new marketing channels, such as social

media, search engines, and e-commerce platforms. Each of these channels has unique dissemination mechanisms and user groups, providing enterprises with extensive market reach. This diversification enriches enterprises' marketing methods, enabling them to more accurately target specific consumer groups and implement personalized, customized marketing strategies. However, in the face of a complex marketing environment, enterprises must possess strong integration capabilities to effectively coordinate resources across various channels and create synergies. At the same time, continuous innovation is required to explore new marketing models that align with contemporary trends, allowing enterprises to maintain a leading position in the competitive market and achieve more substantial returns [7-8].

2.3. Precision in Marketing Effectiveness

With the rapid development of big data and artificial intelligence technologies, enterprise marketing is gradually transitioning from a rough approach to precision. In the digital economy context, companies can collect and analyze consumer behavior data, such as browsing history, purchase preferences, and social interactions, with greater depth and breadth. These valuable insights provide a basis for developing marketing plans. Based on this data, companies can accurately understand consumer needs and implement customized, personalized marketing strategies to ensure the effectiveness of information delivery and conversion rates. This precision marketing significantly enhances the targeting and efficiency of marketing activities, effectively controls marketing costs, and ensures that every investment yields maximum market benefits, thereby supporting stable enterprise development in a highly competitive market.

3. Current Issues in Enterprise Marketing Innovation

3.1. Lack of Proper Understanding

With the advent of the digital age, there have been fundamental changes in enterprise marketing, but some companies still lack a thorough understanding of digital marketing and have misconceptions about it. In the context of

the digital economy, some enterprises mistakenly believe that marketing involves merely using smartphones, computers, and tablets for market promotion, simply shifting sales channels from offline to online without altering the content from traditional marketing. Under the digital age, some enterprises may even resist understanding the deeper connotations of marketing [9-10]. Additionally, some companies mistakenly think that “digital marketing” simply means expanding their user base through social platforms like Weibo and WeChat, believing that the size of these groups directly affects their marketing effectiveness.

3.2. Inability to Meet Market Demand

As the market economy rapidly develops and people's material living standards significantly improve, there is a growing pursuit of high-quality living and personalized shopping experiences. Consumers now value not only the quality and utility of products but also their personalization, the value behind the product, and the attitude of the sellers. This shift in consumer preferences is inevitably linked to the broader context of the digital age. However, influenced by outdated thinking, some enterprises have not yet recognized these changes, resulting in products that fail to meet current market demand and causing difficulties in their marketing efforts.

3.3. Lack of Professional Talent

In the digital economy, many enterprises have transitioned their marketing channels from offline to online, reducing market costs and achieving higher profits. This shift has significantly increased the demand for online marketing professionals. Therefore, enterprises should build a professional talent team according to their development needs. However, due to various constraints, digital talent is currently concentrated mainly in product development, with digital marketing talent being the smallest proportion. The shortage of digital marketing professionals demands that universities closely align their talent development plans with the requirements of new liberal arts disciplines and the needs of new economic development models, quickly formulating training programs for intelligent and interdisciplinary talent to address the shortage of digital marketing professionals.

3.4. Insufficient Marketing Infrastructure

To effectively compete in the market, enterprises must build or upgrade their marketing infrastructure according to their development needs. This is not only a technological upgrade but also a shift in strategic thinking. A complete marketing infrastructure, including big data analytics platforms, intelligent customer relationship management systems, content marketing automation tools, and multi-channel marketing integration capabilities, can accurately target customer groups and improve marketing efficiency and effectiveness. However, due to limited resources, some enterprises find it difficult to bear the high initial investment and ongoing maintenance costs. Exploring flexible and efficient cooperation models and leveraging cloud computing service platforms to quickly access and apply advanced marketing tools and technologies at a lower cost can provide opportunities for enterprise development in the digital economy era.

4. Innovative Marketing Strategies for Enterprises in the Digital Economy Environment

4.1. Emphasize Data Integration

In the current era, a vast amount of data is being mined and utilized, which can provide insights for enterprises to formulate marketing strategies, helping them understand changes in market consumer demand and providing a basis for developing personalized marketing measures. Therefore, in their development process, modern enterprises must prioritize data integration, mining, and analysis when formulating marketing strategies to enhance the value of relevant data. For example, during the marketing process, enterprises can build dedicated big data analysis platforms to monitor marketing activities and market changes in real time, identify weaknesses in their marketing processes, analyze the causes, and develop targeted solutions to improve marketing performance [11]. Additionally, companies should strengthen the post-analysis of data to further leverage the advantages of digital technologies, thereby promoting marketing innovation.

4.2. Build Visualization Platforms

In the digital economy environment, the integration of emerging technologies offers enterprises novel approaches to enhance their marketing strategies. By leveraging the power of big data analytics, companies can develop advanced visualization platforms that provide real-time insights into the marketing processes of their products. These platforms enable businesses to monitor and analyze the effectiveness of their marketing campaigns, allowing for timely adjustments and optimizations.

Moreover, the construction of big data-driven visualization marketing platforms empowers enterprises to implement precision marketing with a high degree of accuracy. For instance, by analyzing customer behavior and product characteristics, companies can identify and segment their customer base into distinct categories, such as key customers, regular customers, and potential leads. This segmentation allows for tailored marketing strategies, ensuring that resources are allocated efficiently and effectively to target each group. Regular follow-ups with key customers can enhance customer retention and satisfaction, while tiered management strategies can help transform low-value customers into high-value ones, thereby increasing overall profitability.

Furthermore, these visualization platforms can provide predictive insights, enabling companies to anticipate market trends and customer preferences. This proactive approach not only improves marketing outcomes but also strengthens customer relationships by delivering personalized experiences that resonate with individual needs. By continuously refining their marketing efforts through data-driven insights, enterprises can maintain a competitive edge in the rapidly evolving digital marketplace and drive sustainable growth in the long term.

4.3. Accelerate Digital Transformation

To keep pace with development trends, enterprises should accelerate their digital transformation in the digital economy environment. They should integrate big data technology into the marketing process according to their development needs and incorporate more digital technologies into their

operations to enhance their digital capabilities. For example, in online marketing, enterprises can introduce technologies like facial recognition and intelligent voice interaction to enhance customer service experience and achieve intelligent and automated online sales, meeting the demands of the digital age. To actively promote the application of "Internet+" technology, enterprises can innovate based on their existing operational concepts and use relevant technological advantages to achieve transformation and upgrading. Of

course, in the process of digital transformation [12], companies also need to focus on consumer experience and perception by designing evaluation and survey functions on online platforms to promptly understand consumer experiences, thereby providing more valuable information for the company. Below is a diagram (Figure 1) showing the changes in key metrics for the "Smart Buy" company after the introduction of digital technology.

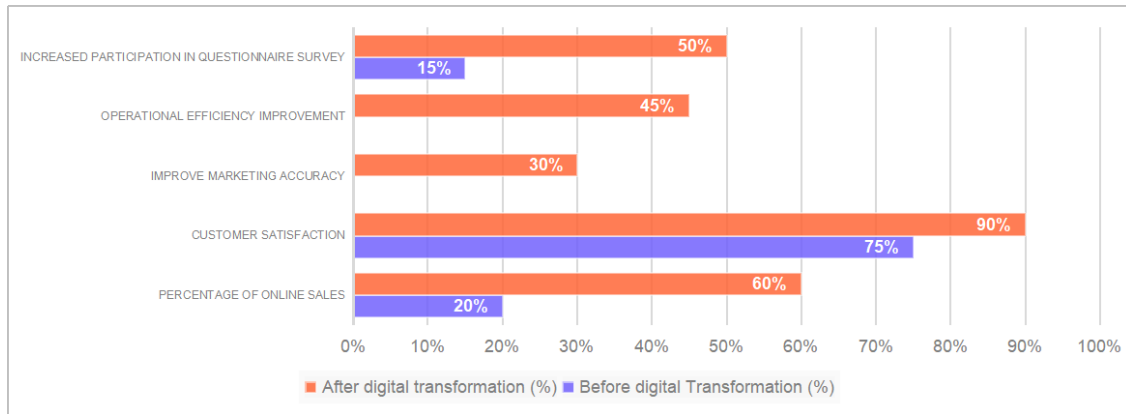


Figure 1. Changes in key indicators of "smart shopping" enterprises

4.4. Foster a Positive Corporate Atmosphere

During the critical phase of marketing innovation, enterprises should foster a positive cultural atmosphere. By creating a market environment that is consumer-centric and emphasizes user experience and emotional connection, companies can guide their marketing teams to establish a correct market perspective, ensuring that every marketing strategy and activity revolves around the real needs and preferences of consumers. This consumer-centric cultural atmosphere helps deepen marketing personnel's insight into market dynamics, stimulates innovative thinking, and promotes the continuous optimization and upgrading of marketing strategies. At the same time, enterprises must place consumer needs at the core of product development. By thoroughly researching consumer behavior patterns, preference changes, and potential needs, companies can launch products and services that meet market expectations, significantly enhancing their personalized marketing service level, increasing customer loyalty, and expanding their market space.

4.5. Emphasize Talent Team Development

In the digital economy era, competition among enterprises is, in essence, competition for talent. Only by strengthening the development of digital talent can enterprises ensure they meet the demands of the times, as shown in Table 1. Therefore, companies should develop comprehensive recruitment plans, formulate talent acquisition schemes that align with the digital economy era, and ensure these schemes are attractive to digital talent. In their recruitment plans, enterprises can actively draw on some best practices to enhance their ability to attract digital talent. In the phase of marketing innovation, companies must clarify the responsibilities of job positions and develop job competency models based on the demands of the times to evaluate employee job performance, identify deficiencies, and improve job-person matching. To build a high-quality digital marketing team, companies should also focus on training by developing targeted training programs

that align with development trends, including courses on the application of digital technologies, online marketing essentials, and customer communication [13-14]. This approach will improve the professional level of marketing personnel to meet the enterprise's marketing needs.

Table 1. Contents of Strengthening Digital Talent Development

No.	Key links	Specific content
1	Digital Talent recruitment	Build a sound recruitment plan
		Formulate talent recruitment plans in line with the digital economy era
2	Define job responsibilities	Define the responsibilities of the staff
		Build the post quality model based on the development requirements of The Times
		Evaluate job behavior and identify deficiencies
3	Good personnel training	Develop targeted training programs
		Digital technology application course
		Online Marketing Essentials course

5. Conclusion

In summary, in the digital economy environment, enterprises aiming to stand out in intense industry competition and achieve long-term stable development have begun considering shifting their offline business to online marketing. Online marketing not only aligns with the development trend of the digital economy but also helps save substantial marketing costs [15]. For this reason, internal managers and relevant staff need to focus more on the innovation of digital economy marketing strategies, aligning them with social development demands and the enterprise's own development needs.

Enterprises should effectively integrate data and establish

dedicated big data analysis platforms to monitor marketing processes and market changes in real-time, promptly identifying weaknesses in their marketing strategies. Furthermore, enterprises should engage in professional talent cultivation and build a specialized talent team to continuously optimize their marketing efforts. This approach will promote sustainable development for enterprises in the digital economy environment.

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