

Marketing Strategies in the Digital Age: Opportunities and Challenges

Zihua Li^{1,3}, Hazrita Ab Rahim¹, Tingyu Liu^{1,2}

¹ Faculty of Business, Information & Human Sciences (FBIHS),
Infrastructure University Kuala Lumpur, Malaysia ;

² Smeal College of Business, Pennsylvania State University, State College, USA

³ School Office (Secretary Section), Shunde Polytechnic, China

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Corresponding Author:

Zihua Li

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Abstract

Purpose: Transformation and Response to Enterprise Marketing Strategies in the Digital Age. With the rapid development of information technology, the digital era has come in all its aspects, bringing a new landscape to enterprise marketing strategy.

The digital age brings many opportunities. First, there is more accurate market positioning, and enterprises use technologies such as big data, Can in-depth analysis of a variety of consumer data, accurate grasp of their needs and preferences, so as to clearly identify the target market, like millet through the analysis of user data, accurate positioning of young, the pursuit of cost-effective consumer groups, to launch products that meet their needs. Secondly, there is a wider distribution channel. The popularization of the Internet and social media has allowed enterprises to quickly spread their marketing information to all parts of the world, and Bytedance's products have utilized the advantages of their own platforms to achieve widespread information distribution. Moreover, more efficient customer interaction, enterprises can communicate with customers in real time through the online platform, timely access to feedback, improve customer satisfaction, such as Huawei through the online community interaction with users to improve products and services.

However, the challenges cannot be ignored. Data security and privacy protection have become critical issues, and once a data breach occurs, it can seriously damage the reputation of a company, as some high-profile companies have been questioned over data security. The difficulty of accurate marketing is that the market changes rapidly, consumer demand is diverse and volatile, and it is difficult for enterprises to accurately grasp it at all times. The complexity of multichannel integration also causes problems for enterprises, and the characteristics and user groups of different channels are different, making integration difficult.

Domestic and foreign enterprises have many successful experiences to learn from. For example, Apple pays attention to the user experience and has built a unique brand image and marketing model through the convergence of online and offline channels. In response to the challenge, enterprises should strengthen data security management and establish strict protection mechanisms. Continuous improvement of data analysis capabilities to better adapt to market changes; At the same time, we should focus on coordination between channels to achieve complementarity of strengths. In short, enterprises need to take full advantage of opportunities in the digital age, actively cope with challenges, and formulate effective marketing strategies in order to gain a foothold and develop in the fierce market competition.

1. Introduction

Today in 2024, the tide of the digital age is surging, and advanced technologies such as the Internet, big data and artificial intelligence are reshaping people's lifestyle and consumption behavior with an unstoppable trend(Rossi R ,Nairn A,2024). The marketing environment of enterprises has also undergone earth-shaking changes, and the traditional marketing model is gradually overstretched in front of the new market demand.As a new way of marketing, digital marketing is becoming an important magic weapon for enterprises to stand out in the fierce market competition with its unique advantages of high efficiency, precision and strong interactivity. The wide coverage of the Internet enables enterprises to spread product or service information to all parts of the world in an instant, greatly expanding the market scope(NGUYEN P V D ,PHUNG T,2024). Big data analysis is like the enterprise's "navigator", through the mining and analysis of massive data, accurately grasp the demand preferences of consumers, purchasing habits and behavior patterns, to provide enterprises with personalized marketing programs, thus greatly improving the pertinence and effectiveness of marketing. The strong interactivity makes the communication between enterprises and consumers more direct and timely. Consumers can give feedback and suggestions at any time, and enterprises can respond quickly to continuously optimize products and services.

However, marketing strategies in the digital age are not all smooth sailing. While enterprises enjoy the opportunities brought by digital marketing, they also face many serious challenges. First of all, the rapid iteration and update of technology requires enterprises to continuously invest a lot of human, material and financial resources to learn and adapt, otherwise they will be eliminated by the market. Secondly, network security issues are becoming increasingly prominent, and risks such as data leakage and hacker attacks threaten the interests of enterprises and consumers at all times(Sharma A,2024). Once a security incident occurs, the reputation and image of enterprises will suffer a heavy blow. In addition, the market competition is more intense, in the broad stage of digital marketing, enterprises in order to attract the attention of consumers, they must stand out among many competitors, to create unique brand value and competitive advantage.

Facing the opportunities and challenges of marketing strategies in the digital age, enterprises must take active and effective countermeasures. On the one hand, enterprises should increase their research and development and investment in digital technology, train and introduce professional digital marketing talents, and constantly improve their digital marketing capabilities and levels. On the other hand, enterprises should attach great importance to the issue of network security, establish a sound network security protection system, strengthen data protection and risk management, and ensure the information security of enterprises and consumers(Ltifi M,2024). In addition, enterprises should also pay attention to brand building, through innovative marketing methods and high-quality products and services, establish a good brand image, improve brand awareness and reputation.

In short, marketing strategies in the digital age are full of opportunities as well as challenges. Only by deeply understanding the importance of digital marketing, actively seizing opportunities, and bravely responding to challenges, can enterprises remain invincible in the fierce market competition and achieve sustainable development.

2. Changes in the marketing environment in the digital age

2.1 Changes in the communication environment

In the age of traditional media, information is relatively scarce. At that time, all kinds of information, including advertising, were scarce commodities, and mass media, as professional information production and dissemination organizations, occupied a dominant position (Emeka E I, Mercy M, 2024). They have strong social influence and endorsement functions, which can effectively convey information to the broad audience, and then attract the attention of consumers, and have far-reaching influence. In such an environment, traditional marketing was able to flourish, creating many remarkable "market myths" such as "brain platinum" and "Jiannanchun", which were popular at that time and became the market leader.

However, with the development of The Times, the media environment has undergone tremendous changes with the intervention of high-tech groups such as digital technology. We have entered the age of all things media, and a situation completely opposite to the traditional media age has appeared - "information explosion, attention scarcity". In this new era, the propagation speed and quantity of information are increasing geometrically, and people are surrounded by massive amounts of information. The rise of social media, network platforms and other new media channels enables everyone to become the producer and disseminator of information, and the overflow of information leads to consumers' attention becoming a precious and scarce resource.

In this context, the traditional marketing thinking mode and operation logic of "simple marketing can enhance brand awareness and product sales" have repeatedly hit a wall in the new media environment, showing a strong "acclimation to the soil". Traditional advertising methods, such as large-scale publicity on TV, newspapers and other media, although they can cover a wide range of audiences, but in the new media era of information explosion, it is easy to be ignored by consumers. Because consumers in the face of complex information, will be more active screening and filtering, for those lack of creativity, not strong targeted marketing information, often will not pay too much attention.

The new media era requires enterprises to pay more attention to the interaction and communication with consumers. Consumers are no longer passive receivers of information, they want to participate in the construction and dissemination of brands. Companies need to attract consumers' attention and build a close relationship with them through innovative marketing methods, such as social media marketing and content marketing. For example, the use of social media platforms to carry out interactive activities, so that consumers participate in the topic discussion of the brand, share their own experience and insights, so as to enhance consumer identity and loyalty to the brand.

At the same time, precision marketing has become the key to the new media era. Enterprises need to use big data analysis and other technical means to deeply understand consumers' interests, hobbies, consumption habits and other personalized information, so as to more accurately push products and services that meet their needs. Only in this way can we stand out in the fierce market competition and win the favor of consumers.

2.2 Change of marketing concept

In the industrial age, the idea of "product king" prevailed. Communication and marketing, as the basic characteristics of advertising, have taken on a unique appearance during this period. Traditional marketing thrives in a "product first" environment, and USP theory is widely regarded as an important guiding theory for advertising creation. The theory holds that as long as marketing clearly communicates the unique properties of a product, consumers will flood in and buy the product. In those days, production technology was relatively limited, product types and functions were relatively homogeneous, and consumers chose products primarily based on their basic use values and their claimed unique selling points. Therefore, enterprises often focus on product research and development and production to attract consumer attention and purchase by emphasizing the differentiated attributes of the product.

However, with the evolution of the times, R & D capabilities and production technology have been greatly improved, and the market landscape has undergone profound changes. The level of product homogenization is becoming more and more serious, and the differences in function and quality of similar products are gradually narrowing. Under these circumstances, traditional marketing methods that simply inform product attributes and consumer interest points are no longer effective, and can no longer attract consumer interest and convert sales as easily as they used to. Faced with a flood of similar products, consumers no longer focus solely on the attributes of the product itself, but pay more attention to factors outside the product.

At the same time, in the broader context of consumer upgrading, the trend of consumers "paying for value" is becoming more and more prominent. The value here is not only the material value of the product, but also the emotional value, social value and comprehensive experiences brought by the brand. The brand - consumer relationship and the consumer's identity with the brand have become the decisive variables in the marketing transformation. Consumers are more likely to buy products from brands that are consistent with their values and that build emotional connections. They want to express their identity, their attitude to life and their sense of belonging to society through their consumer behavior. For example, some consumers choose to buy products from eco-friendly brands, not only because of the functionality of the product itself, but also because they agree with the environmental philosophy advocated by the brand and feel they relate to the brand's values.

In a social age, companies need to pay more attention to building long-term, stable and deep relationships with consumers. Engage and communicate with consumers through a variety of channels to understand their needs, expectations and pain points in order to provide personalized products and services. A brand should create a unique image and values, attract a consumer group with the same ideals, and enhance consumer identity and loyalty to the brand through continuous brand building and maintenance. Only in this way can enterprises stand out from the fierce market competition and achieve sustainable development. No longer rely solely on the strength of the product, but rather on winning the hearts of consumers by building a good brand-consumer relationship to gain a place in the market.

2.3 Costs and benefits

In today's market environment, the marketing model is undergoing profound change. Traditional marketing is expensive, and its operational logic with "strong media exposure" as its core often requires a lot of capital investment. Companies often rely on extensive publicity in the

mainstream media in an attempt to attract consumers' attention through high frequency exposure. However, this approach is essentially a blurred communication to the public. It lacks precise targeting of the target audience, makes it difficult to accurately deliver the information to consumers who really need it, and leads to uncertainty about the effectiveness of communication. Moreover, due to the lack of effective feedback mechanisms, it is difficult for enterprises to understand the actual impact of marketing activities on consumers in a timely manner, making marketing effectiveness difficult to detect and evaluate, which undoubtedly increases the marketing risk and cost waste of enterprises.

By contrast, new media marketing has shown unique advantages in the digital age. Although there may be some costs in some areas, it enables the precise pushing and targeting of behavior based on user profile information, which is relatively low cost and significant effect overall. With the support of technologies such as big data, companies can gain insights into multidimensional information such as consumer interests, consumption habits, and behavior patterns to build a detailed user profile. Based on these portraits, marketing messages can be accurately delivered to the target audience, greatly improving the accuracy and effectiveness of communication.

For example, social media platforms can accurately judge the preferences of users by analyzing behavioral data such as browsing history, likes and comments, and push advertising content that is relevant to their interests. This precise communication not only improves consumer attention and acceptance of advertising, but also reduces the marketing cost of enterprises and avoids the waste of resources.

More importantly, new media marketing can enable dynamic real-time monitoring of marketing effectiveness. Through various data analysis tools, enterprises can know the exposure, click rate, conversion rate and other key indicators in real time, so as to grasp the progress of marketing activities and the effect of feedback. Based on these feedbacks, companies can quickly adjust marketing plans, optimize advertising content and delivery strategies, further improve marketing effectiveness, and reduce waste of marketing expenses. For example, if you find a low click rate of an advertisement, enterprises can timely adjust the advertising creative or delivery channels to enhance the effect. It avoids the defect of blind investment and inability to adjust in time in traditional marketing, and makes marketing delivery more scientific and effective. Adapting to the current situation of limited marketing budgets of marketing agents in the global economic downturn, it provides enterprises with a lower cost, better effective and more efficient marketing communication mode option, helping enterprises better achieve marketing goals in the fierce market competition and enhance market competitiveness..

3. Opportunities for marketing strategies in the digital age

3.1 Precision marketing becomes possible

In today's digital age, big data technology provides companies with powerful insights and decision support, playing a vital role in marketing.

With the help of big data technology, enterprises can broadly collect and in-depth analyze huge amounts of consumer data. This data covers all aspects of consumers, from basic personal

information to the trajectory of their purchases, such as frequency, amount, categories, etc. From browsing history to understand their interest preferences for various products and information, to social media interactions, including likes, comments, and sharing, these become valuable clues for companies to understand consumers.

Through careful analysis of this wealth of data, companies can gain accurate insights into consumers' needs, preferences, and behavior patterns. On this basis, companies can further segment the vast market into different groups. Each group has unique characteristics and needs, which makes it possible to develop a personalized marketing strategy.

Take a cosmetics company for example, through the precise analysis of big data, we found that young female consumers in cosmetics choice are more focused on the fashion sense and trend sense brought by the product's exterior design and brand image. They pursue novel and unique packaging designs while having a high degree of identity with the values and lifestyles the brand represents. Middle-aged female consumers, on the other hand, value the efficacy and quality of products, have a stronger demand for practical effects such as wrinkle resistance and moisturizing, and pay more attention to the quality and safety of products.

Based on this market segment insight, the cosmetics company has targeted different lines of cosmetics. For young women consumers, design a stylish and personalized packaging, while strengthening the brand's image formation and promotion on social media and other platforms, emphasizing the brand' stylish elements and youthful vitality. For middle-aged female consumers, emphasis is placed on developing and promoting the efficacy of products, providing detailed product ingredients and efficacy descriptions to meet their concerns about quality and effectiveness. Through this personalized marketing strategy, the company has successfully met the needs of consumers of different ages, won their favor, achieved good market results, and increased market share and brand awareness.

This fully demonstrates the great value of big data in enterprise marketing, helping enterprises better understand consumers and achieve accurate marketing, so as to stand out from the fierce market competition and achieve sustainable development.

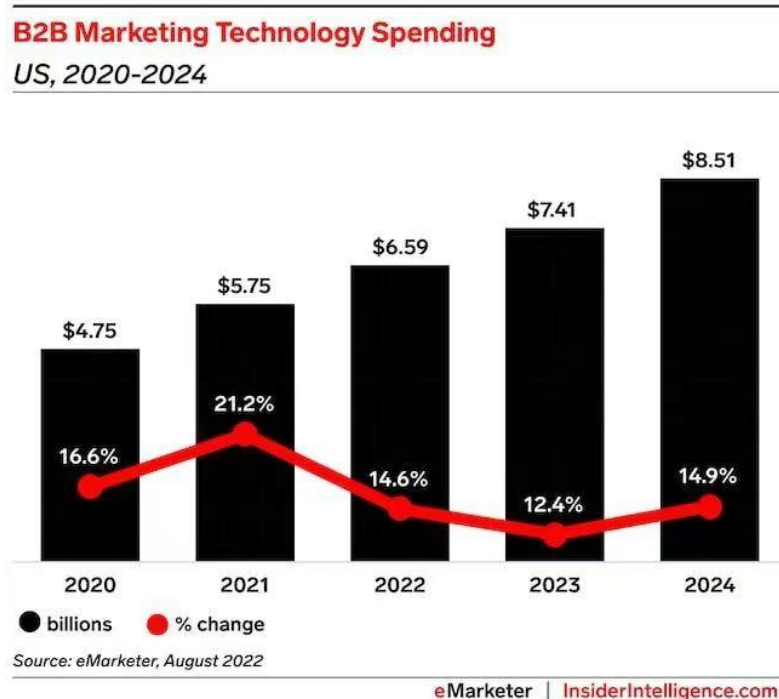


Figure 1 B2B Marketing Technology Spending US,2020-2024

3.2 Diversification of marketing channels

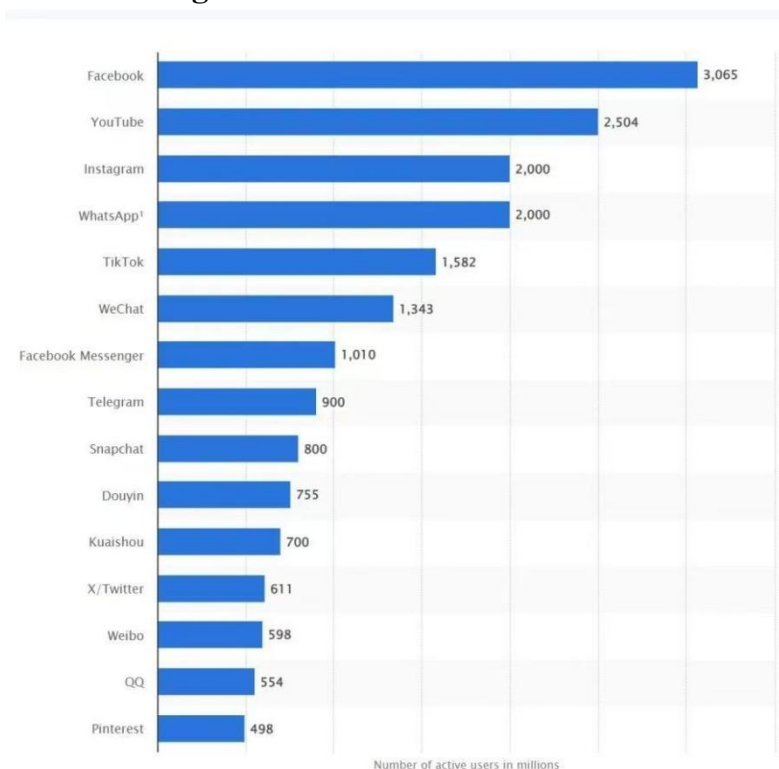


Figure 2 Number of social software users

MCN agency - known as the continuous development of traffic factory, has completely replaced the trend of traditional advertising agencies in full bloom, not only responsible for content creation, but also the traffic realization of brands. MCN (Multi-Channel Network), originated from the United States, is an intermediary between content producers and YouTube video websites. Professional teams are used to promote the content producers and finally share the revenue with a certain percentage. At present, platforms involving MCN institutions mainly

include short video platforms (Douyin, B station, Kuaishou, video number, etc.), social platforms (wechat, Weibo, etc.), information platforms (Toutiao, Baijia, etc.), vertical platforms (Auto home, easy car, etc.), e-commerce platforms (Pin-duo, Jingdong, Taobao, etc.), live broadcasting platforms (Douyu, Huya, etc.), etc. According to the "2022-202 China MCN Industry Development Research Report" (hereinafter referred to as the "Report") released by IIMedia Consulting, the number of MCN institutions in China has maintained stable growth. In 2022, the number of MCN institutions exceeded 40,000, and it is expected to exceed 60,000 in 2025, and the industry competition is becoming increasingly fierce. At the same time, the MCN market in China is also expanding rapidly. In 2022, the market size reached 43.2 billion yuan and is expected to reach 74.3 billion yuan in 2025.

Table 1 Comparison of advantages and disadvantages of social software

Social Media Platform	Advantages	Disadvantages	Target Audience
Facebook	Huge user base, wide coverage, precise advertising, strong interactivity.	Fierce competition, potentially high advertising costs.	People of all kinds, especially suitable for brands targeting a broad consumer base.
Instagram	Focuses on pictures and short videos, highly visually appealing, high user activity, great for brand promotion.	Difficult for businesses not good at visual content creation.	People in fashion, beauty, tourism and other industries that emphasize visual display and young consumers.
Twitter	Fast dissemination of information, good for real-time discussions.	Limited character count may limit expression.	News enthusiasts, public figures, and those who like to follow trending topics and engage in quick conversations.
Pinterest	Images can have links for direct diversion, good drainage effect, low cost and high efficiency.	User group may be relatively specific compared to other platforms.	People in creative industries, home decoration, fashion and other fields that need a lot of visual inspiration and related brands.
YouTube	Huge global traffic, massive user base, high commercial value; excellent content and strong appeal; beneficial for improving brand keyword rankings; excellent promotion effect.	Requires high-quality video production.	People of all kinds, especially suitable for brands that need to show products or services through videos.

3.3 Interactive marketing enhances user engagement

In today's digital social era, user-generated content (UGC) is becoming a powerful force in corporate brand marketing. UGC refers to all forms of content created by users themselves, including pictures, videos, text, etc. It has unique charm and value, and can bring unexpected results to the brand promotion of enterprises.

Companies can subtly encourage users to create brand-related content and share it widely on social media platforms as a way to expand the brand's impact. Take a sports brand, for example, which launched an "exercise challenge" campaign that is exemplary. The brand encouraged users to take videos of themselves exercising and asked to share them with the brand's tag on social media platforms. Once the campaign was launched, it attracted a large number of active users. Users took creative steps to show off their unique workout styles and looks, and these vibrant and personal videos went viral on social media. Through the spontaneous dissemination of users, the brand's popularity has been greatly improved, and more people have begun to understand and pay attention to the sports brand.

Not only that, but this approach also enhances the user's sense of identity with the brand. When users participate in the brand campaign and personally create content related to the brand, they will have a deeper experience and understanding of the brand in the process. They feel a strong connection with the brand, as if they are part of the brand story. This sense of identity will further motivate them to become loyalists of the brand, not only by continuing to follow and buy the brand's products themselves, but also by actively recommending to those around them.

In addition, companies can use community platforms to further the role of UGC. In the community, enterprises can publish product information, allowing users to keep up to date with the latest product developments and features. At the same time, carry out promotional activities to attract users to buy, and provide users with tangible benefits. The provision of after-sales service can enhance the purchasing confidence of users, and when users encounter problems during the use of products, they can receive prompt help and solutions from the enterprise. Through these initiatives, users will feel the company's care and importance, thereby increasing stickiness and loyalty to the brand.

For example, some beauty brands encourage users in the community to share their own tips on using products and make-up techniques, creating a good atmosphere of interaction. While sharing their beauty transformation, users also establish a good word of mouth for the brand. Based on the feedback and suggestions of users, enterprises can continuously improve products and services to further enhance the user experience.

However, in the process of using UGC for marketing, enterprises also need to pay attention to some problems. First, ensure the quality and legitimacy of user-generated content. Although UGC emphasizes the autonomy and creativity of users, enterprises also need to conduct certain audits and screening of content to avoid bad information or intrusion. Second, we need to protect the privacy and rights of users. When collecting and using user-generated content, companies must comply with relevant laws and regulations, clearly inform users of the purpose and extent of use of user data, and ensure the personal information security of users. Finally, enterprises should actively interact with users and respond to user comments and feedback in a timely manner. This will not only enhance the user's sense of participation and satisfaction, but also further promote the spread and development of UGC.

3.4 Quantifiable marketing effect

In today's digital business environment, digital marketing, with its powerful tools and technologies, provides companies with a powerful means to monitor and analyze the effectiveness of marketing campaigns in real time. It covers many key indicators such as website traffic, user behavior, conversion rate, sales, etc. These indicators act as a barometer of marketing activities, clearly reflecting the actual effectiveness of marketing initiatives.

Take an e-commerce company, for example, which has installed advanced data analysis tools on its website, which can monitor user behavior and purchase conversion rates in real time. During this process, a page was found to have a high bounce rate, which means that the user stayed on the page for a very short time and left without further browsing or making a purchase. In response to this situation, the company took swift action to completely optimize the page. It may be possible to improve the layout and design of the page to make it more concise and easier for users to find information; It may also be possible to optimize the content presentation of a page to make it more attractive and relevant and to stimulate the user's interest. Through these optimization measures, the user's stay time and purchase conversion rate were successfully improved, and the marketing effectiveness was significantly improved.

Another big advantage of digital marketing is the ability to more accurately assess return on investment (ROI), which is essential for businesses to properly allocate marketing resources. By accurately calculating the costs and benefits of a marketing campaign, a company can comprehensively evaluate the effectiveness and value of a campaign. For example, a company launched an online advertising campaign and invested a certain amount of advertising expense. Through digital marketing technology, companies can clearly understand how much traffic the ad brings, how much of it translates into actual purchases, and how much sales are ultimately realized. Based on this data, companies can accurately calculate the ROI of that marketing campaign. If the ROI is high, it means that the effect of the activity is significant, and the enterprise can consider continuing to increase investment; Conversely, if the ROI is low, companies need to analyze the reasons, which may be inaccurate advertising channels, insufficiently attractive advertising content, and decide whether to adjust or stop the marketing campaign and redirect resources to more potential areas.

In the digital age, markets are changing rapidly and consumer needs are diverse and variable. The real-time monitoring and accurate evaluation capabilities of digital marketing enable enterprises to closely follow market dynamics, adjust marketing strategies in a timely manner, and ensure that each marketing investment can achieve maximum value. It allows enterprises to make more informed decisions in the fierce market competition, continuously optimize marketing activities, improve marketing effectiveness, achieve sustainable development and steady growth of market share. Whether large enterprises or SMEs can use the power of digital marketing to stand out in the digital business wave and win the favor of the market and consumers.

4. The challenge of marketing strategy in the digital age

4.1 Data security and privacy protection issues

As businesses collect and store more and more user data, the risk of data breaches increases. Data breaches will not only lead to the disclosure of users' personal information, but also affect the reputation of enterprises and the trust of users. For example, in 2018, a data breach occurred in a hotel group, resulting in the disclosure of a large number of users' personal information, which brought huge losses to the enterprise. Governments around the world have issued a series of privacy protection laws and regulations to regulate and limit the behavior of enterprises to collect, use and store user data. For example, the European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) in the United States require companies to obtain users' explicit consent to collect and use users' personal information, and must take measures to protect users' privacy. Companies must comply with these regulations when carrying out digital marketing activities or face legal risks.

4.2 Difficulty of precision marketing

Big data analysis is the basis of precision marketing, but the problem of data quality is an important factor affecting the effect of precision marketing. If the data collected by the enterprise is not accurate, incomplete or timely, it will lead to the deviation of the analysis results, which will affect the development and implementation of marketing strategies. User behavior is complex and changeable, affected by many factors, such as personal interests, emotions, environment, etc. It is difficult for enterprises to accurately predict the behavior and needs of users, thus affecting the effect of precision marketing.

4.3 Complexity of multi-channel integration

When companies carry out digital marketing activities, they often use multiple channels at the same time, such as social media, short videos, live broadcasts, etc. There may be conflicts among these channels, such as inconsistent information and inconsistent user experience, which will affect the brand image and marketing effect of enterprises. For example, a company's product information published on a social media platform is inconsistent with the information published on its official website, leading to user confusion and dissatisfaction. Multi-channel integration requires enterprises to have strong technical capabilities, integrate and analyze data from different channels, and realize unified user management and coordinated marketing activities. However, the data formats and interfaces of different channels may be different, and the technical integration is more difficult. For example, when an enterprise integrates data from social media and e-commerce platforms, the data format of the two platforms is incompatible, resulting in a failure of data integration.

5. Strategies to meet the challenges of marketing strategies in the digital age

5.1 Strengthen data security and privacy protection

Enterprises should establish a sound data security management system, including data encryption, access control, backup and recovery measures to ensure the security of user data. At the same time, enterprises should strengthen data security training for employees and improve their data security awareness. Enterprises should strictly abide by the privacy protection laws and regulations issued by governments of various countries, formulate corresponding privacy policies, clearly inform users of the purpose, method and scope of the collection, use and storage of user data, and obtain the explicit consent of users. At the same time, companies should regularly review and update their privacy policies to ensure that they comply with regulatory requirements.

5.2 Improve the ability of precision marketing

Enterprises should strengthen the management and maintenance of data to ensure the accuracy, integrity and timeliness of data. At the same time, enterprises should establish a data quality evaluation mechanism to evaluate and improve data quality on a regular basis. Enterprises should use a variety of ways, such as user research, data analysis, user feedback, etc., to deeply understand the behavior and needs of users, establish user portraits, and provide a basis for precision marketing. At the same time, enterprises should continue to optimize their own algorithms and models to improve the ability to predict user behavior.

5.3 Optimize multi-channel integration

Enterprises should formulate a unified marketing strategy, clarify the positioning and role of each channel, and avoid conflicts between channels. At the same time, enterprises should strengthen the management and coordination of various channels to ensure the consistency of information and user experience among various channels. Enterprises should establish a unified technology platform to integrate and analyze the data of various channels, so as to achieve unified user management and coordinated marketing activities. At the same time, enterprises should strengthen the maintenance and upgrade of the technology platform to ensure its stable operation.

6. Conclusion

The digital age has brought great opportunities and challenges to the marketing strategy of enterprises. Enterprises should fully realize the importance of digital marketing, actively grasp the opportunities, cope with challenges, and formulate digital marketing strategies suitable for themselves. Improve marketing effect and user satisfaction through precision marketing, multi-channel integration, interactive marketing and other ways; At the same time, enterprises should strengthen data security and privacy protection, comply with regulations, innovate advertising forms and content, cultivate professional talents, and continuously improve their competitiveness. Only in this way can enterprises remain invincible in the market competition in the digital age.

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