

Research on the digital marketing scheme of Chinese market in the new era

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Abstract. In the reform and development of China's market economy, China has rapidly completed rapid economic development and become the world's second largest economy. Although many problems have emerged in practical development, so that the academic community will focus on the issue of market reform. However, with the continuous improvement of social economy and science and technology, how to explore the basic theory and practical experience of market economy transformation? Rational use of the system to explore the demands of China's market economy transformation and clarify the digital marketing plan of China's market in the new era have become the main issues discussed by the academic circle in the new era. Therefore, after understanding the development status of China's e-commerce market, based on the basic concepts and research reviews of digital economy, this paper takes an enterprise as an example to deeply analyze the digital marketing plan and implementation strategy of China's market in the new era, so as to provide effective digital marketing strategies for the development of enterprises in each field.

Keywords: Chinese market; Electronic commerce; Digital marketing; Marketing program; Evaluation and analysis.

1. Introduction

China's electronic market has always maintained a rapid development trend. In 2015, the market transaction scale reached 16.2 trillion yuan, an increase rate of 21.2%, of which B2B e-commerce accounted for 71.7% of the total amount. In 2021, the national e-commerce transaction volume reached 42.3 trillion yuan, an increase of 19.6%, online retail sales reached 13.1 trillion yuan, an increase of 14.1%, the online retail volume of physical goods reached 10.8 trillion yuan, accounting for 24.5% of the retail volume of social consumer goods; Cross-border e-commerce import and export quotas reached 1.92 trillion yuan, an increase of nearly 10 times in five years. According to this data research and analysis, the e-commerce industry has always shown a steady growth trend, not only in the consumer field occupies an important position, but also in the industrial field has opened a new chapter. The e-commerce model in the industrial field refers to that, in the new market environment, industrial enterprises in the traditional sense use the Internet to transform the traditional business model, transform the offline business model into online communication and transaction, generally use digital marketing to promote the online sales platform, and sell products to customers according to the online sales platform. Integrate customers, retailers, distributors, suppliers and manufacturers as a whole.[1-5]

In essence, digital marketing means that in order to improve operation efficiency and achieve marketing goals, enterprises use network technology to plan and package their products, directly present the network platform, and use communication technology and computer technology to pass the planned and packaged product information to consumer groups with actual needs through digital media channels. Using digital channels to track the behavioral characteristics of consumer groups, systematically study the behavioral preferences of various consumers, continuously optimize the operation process of product transactions, improve the service quality and operation efficiency of enterprises, and ultimately achieve precise marketing goals. In digital transmission, making full use of all kinds of information resources and sales channels, continuously improving the efficiency and

effectiveness of marketing activities, and ensuring the rapid and effective development of enterprises are the focus of current research on digital marketing theory in the Chinese market. From the perspective of overall development, digital marketing used to be regarded as a professional marketing method in special fields, but with the rapid development of Internet technology, e-commerce has been widely concerned by people. The establishment, promotion and development of online business of enterprises can rely on the help of digital media to support the orderly progress. It can be seen that in the era of e-commerce, digital marketing has become the most common marketing means for enterprise sales promotion.[6-9]

Some scholars have proposed in their research that in the marketing scope after the 21st century, digital marketing will lead the marketing field to develop into a new era, and eventually form a new model with digital media as the core, computer technology as the tool and Internet platform as the medium. In the future, marketing will face new challenges and opportunities. Some scholars believe that the field of digital media is gradually evolving, and with the continuous development of social economy and science and technology, the digital marketing model will also change. Although the West has carried out the research of marketing theory in the early 20th century, the application of marketing theory to the industrial industry and manufacturing industry is relatively late. Chinese scholars have also begun to deeply study the digital marketing program. Some scholars believe that digital marketing means that enterprises carry out a series of marketing promotion activities in the market environment through the use of the Internet, artificial intelligence technology and big data. Digital marketing refers to targeted, detailed and digital marketing activities for consumers and potential consumers. In the digital marketing work, enterprises will communicate with departments in different regions, connect R&D products and design schemes through internal systems to form a unified information model, and finally build an information system and marketing model to improve the efficiency of corporate marketing activities. Some scholars believe that marketing work in the digital marketing era is not only about carrying out marketing activities, but also about carrying out marketing activities. It is to determine whether users can participate in the marketing activities of the enterprise. Compared with the traditional marketing work, digital marketing has undergone essential changes. Therefore, on the basis of understanding the development and change of the Chinese market in the digital era, this paper mainly explores the design of digital marketing schemes in the Chinese market in the new era, and puts forward corresponding development measures according to the marketing needs of enterprises in a certain region.

2. Method

2.1 Department structure of digital marketing

According to the analysis of the department structure diagram shown in Figure 1 below, it can be seen that it is mainly divided into four aspects: first, demand production; Secondly, tool platform; Third, marketing content and events; Finally, data analysis.

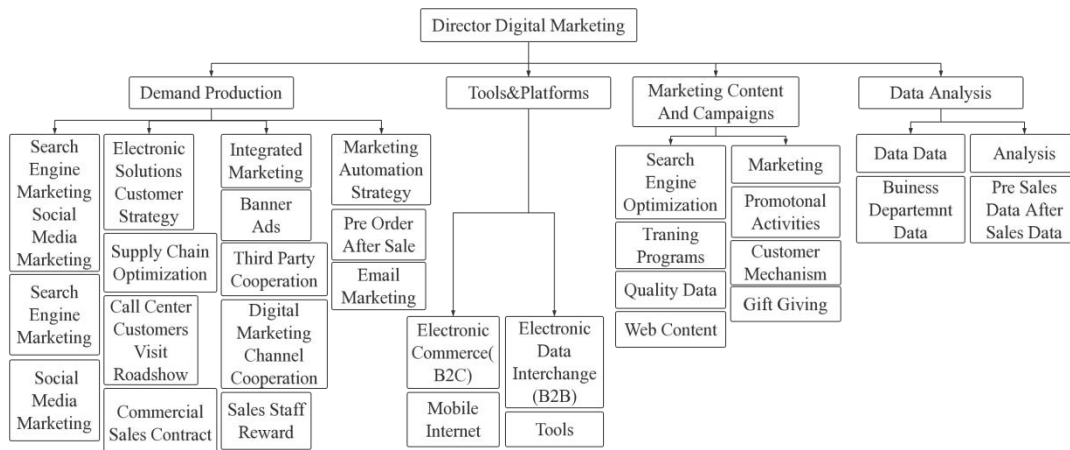


Figure 1. Department structure diagram of digital marketing

From the operational perspective of the Marketing Department, the short-term goals are shown in Table 1 below:[10-12]

Table 1 Short-term goals

time	initial stage
target	1. Create e-commerce awareness for customers and introduce websites; 2. Promote customers to go online; 3. Promote customers to view online products; 4. Promote customers to buy online products
channel	1.E-mail marketing; 2. Network marketing; 3. Social Media Marketing (WeChat. Weibo)
information	1. The new website is online; 2. Publish information about purchasable products; 3. Website use and guidance; 4. View new product information
activity	1. Customer's first discount; 2. Existing customer incentive activities

In the early stage of the development of e-commerce, the Marketing Department can use social media, network marketing, E-mail and other channels to convey various information to the audience on digital media, and use diversified promotional activities to create e-commerce awareness for customers, so that users will gradually recognize and support online shopping. At the same time, enterprises should use existing resource information to carry out e-commerce models, coordinate internal resources to cooperate with digital marketing teams, and then promote professional knowledge such as digital media, e-commerce and new media internally. The long-term goals are shown in Table 2 below:

Table 2 Long-term objectives

time base	later stage
target	1. Maintain old customers and provide user stickiness; 2. Experience the new website; 3. Create customer awareness; 4. Push customers online
channel	1. Social media marketing (WeChat. Weibo); 2. E-mail marketing; 3. Network marketing; 4. Search engine marketing; 5. Third-party advertising; 6. Supply chain; 7. Internal sales; 8. customer service; 9. Dealer
information	1.The new website is online; 2. Discover more website functions; 3. Discover more products and content; Step 4 place an order online

On the basis of the stable development of digital marketing and e-commerce, enterprises should provide users with more interesting service content, so that they can not only continue to expand online users, but also create more service functions to meet customer needs, so as to improve user loyalty. By updating the information content and product services of online channels in real time,

we can obtain the loyalty and recognition of users on the basis of the best service quality. In the combination of online and offline digital analysis, all potential online users are transferred to online transaction interaction, which can prepare for the comprehensive development of e-commerce model for enterprises. In addition, with the development of online business becoming more stable, enterprises can create more new business models to meet consumer demand. For example, the C2B business model allows consumers to customize products according to their own needs, and users take the initiative to participate in product design and production and other links to achieve customized production services. It can also interact with consumer groups to understand consumers' basic needs for product quantity and service, and then determine the production scale and production quantity, so as to reduce capital consumption and inventory quantity, and promote the continuous development of the entire industry.[13-15]

2.2 Strategy Scheme

In the development of digital media platforms, the digital marketing system can propose efficient and standardized marketing strategies for enterprises, actively create high-quality communication platforms, propose more active interactive communication mechanisms, gradually break the development pattern of online and offline, and use big data technology to master more user characteristics of consumers, so as to provide orderly support for enterprise development. Common digital marketing strategies are divided into the following points:

First, product strategy. As price factors have a great impact on customers' choice of online transactions, customers usually purchase related products and services through bidding. However, this mode has a long cycle and has not been widely used in the field of online transactions. Therefore, some large enterprises in the construction of online platform, mainly through digital media online platform promotion and sales, in order to improve the exposure of enterprise products, to provide more channels for online business development. Second, price strategy. In marketing activities, how to use price strategies to obtain the best results is the focus of current research on enterprise digital marketing programs. Due to the characteristics of open information on the Internet platform, consumer groups usually compare the prices of multiple enterprises in the same industry online when choosing service products, and guide consumers to go on their own online trading platform and buy products. Small and medium-sized enterprises can show the cost performance and unique advantages of their own products in the price strategy, it should be noted that when carrying out the price strategy, enterprises should be scientifically adjusted according to the market situation.

Third, channel strategy. In order for consumers to transact online, digital marketers need to be on top of multiple marketing channels, promotions, and business dynamics. Generally speaking, the online trading platform of an enterprise can choose the channel marketing strategy as shown in Figure 2 below, and actively cooperate with various channels to form the effect of integrated marketing, so that the enterprise information can get the maximum exposure in the consumer market.

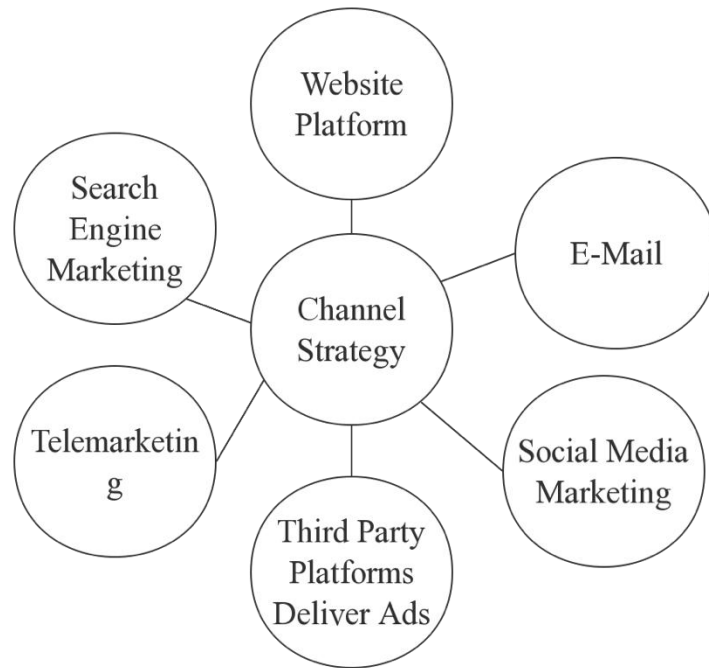


Figure 2. Several ways of channel strategy

3. Result analysis

To carry out the digital marketing program according to the flow chart shown in the following figure, the Marketing Department should first initially establish the marketing project, determine the activity time, main budget, work steps and work objectives, and then hand over to the staff to carry out the specific preparatory work of the activity, in strict accordance with the content of the activity marketing program, to provide the required products and information for the consumer group. Finally, with the cooperation of technical personnel, various promotion programs are carried out on the network platform.

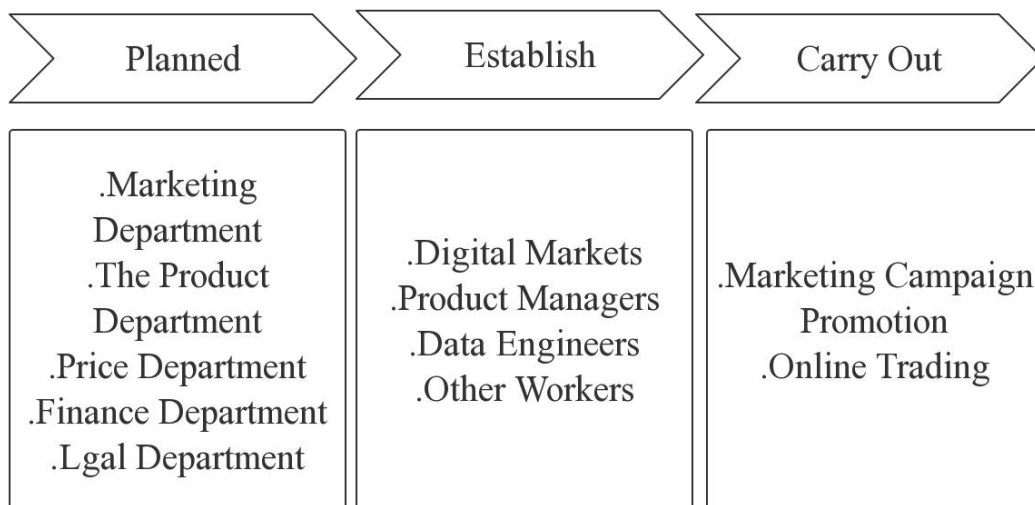


Figure 3 Flowchart of digital marketing program

The implementation of the program indicates the first step of the Marketing Department, and the evaluation of the implementation effect of marketing activities is an important basis for understanding the digital marketing work. Taking an enterprise's digital marketing implementation

plan in the Chinese market as an example, through the final evaluation and analysis, it is found that the traffic proportion of marketing channels is as shown in Figure 4 below:

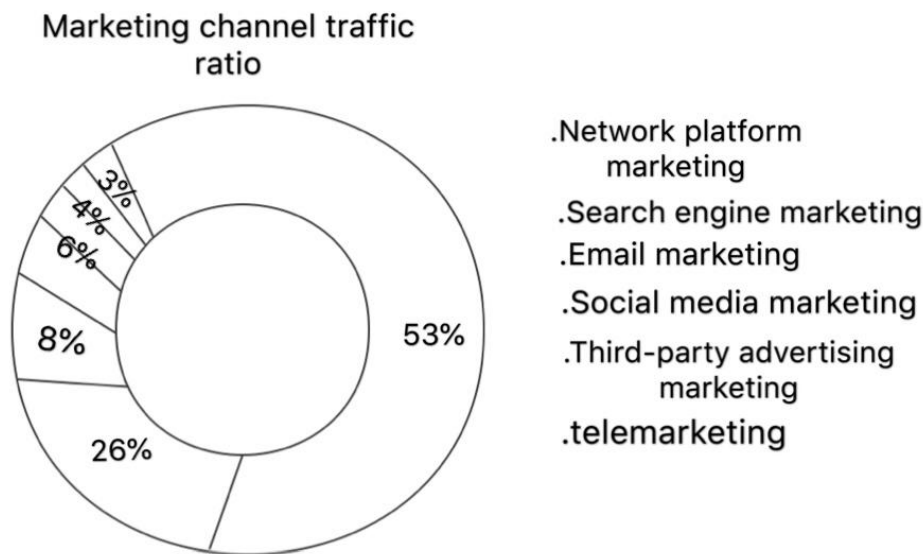


Figure 4 Results of traffic proportion of marketing channels

Based on the above analysis, we can see that after marketing work is carried out on digital media, different marketing channels will produce corresponding data information. By analyzing the data information of different channels, it can be found that the traffic and transaction conversion rate brought by the network platform marketing are higher, so the same type of activities can be promoted as the main channel in the future marketing activities. At the same time, search engine sales channels also bring more traffic to the enterprise online platform, but the actual conversion rate is not high, so we should focus on this aspect in the future research. The traffic brought by email marketing channels is relatively low, and the amount of education generated has reached 30% of the total amount, so how to improve the traffic proportion of email marketing channels should be actively explored in the future.

Conclusion

To sum up, in the rapid development of Internet technology, electronic marketing model has become a widely concerned business development model of the public, and the marketing work of enterprises has undergone significant changes. From the perspective of the overall development status of digital marketing in the Chinese market, digital marketing has gradually replaced the traditional marketing model and has become the main content of marketing activities discussed by enterprises. Therefore, the future enterprise innovation and talent training should start from the perspective of digital marketing program research, only in this way can lay the foundation for enterprises to achieve sustainable goals.

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