

Exploring the influencing factors and risk prevention measures for the long-term development of corporate brands in the digital economy

Baojun Wei

Southwestern Minzu University, Chengdu 610000, China

1729837903@qq.com

Abstract. Today, the digital economy is developing rapidly, and the advent of the digital economy provides an opportunity for corporate brand development to "overtake". This paper analyzes the impact of the digital economy on the innovative and sustainable development of corporate brands, and discusses targeted countermeasures to prevent brand development risks in the digital economy, hoping to provide useful references for the healthy and long-term development of corporate brands.

Keywords: Digital Economy; Corporate Branding; Risk Prevention

1. Introduction

The word "brand" comes from the ancient Norwegian word "brandr", which means "brand" and is the internal recognition of consumers' image and word of mouth of the company. The good or bad brand reputation affects and even determines whether a company can develop sustainably with high quality. In today's digital economy, corporate brands should also abandon traditional marketing ideas and introduce a new brand building model, so that the digital economy can drive the digital transformation of corporate brands and create new opportunities and core competitiveness for corporate development. At the same time, in the face of the increasingly complex market environment and the ever-improving level of information technology, the risk of corporate brand growth failure is also gradually increasing, how to effectively prevent and monitor brand risks and take reasonable measures to reduce them is also a top priority in the long-term development of enterprises.

2. Organization of the Text

2.1 The connotation and characteristics of digital economy

2.1.1 The concept of digital economy

What is the digital economy? The "G20 Initiative on Digital Economy Development and Cooperation" adopted at the G20 Hangzhou Summit in 2016 gives a precise definition of the digital economy: the digital economy is an economy in which the use of digital information and knowledge is a key factor of production, modern information networks are a key factor of production, modern information networks are an important carrier, and the effective use of information and communication technology is an important driving force for efficiency improvement and The digital economy is a series of economic activities that use information and knowledge as key factors of production, modern information networks as key factors of production, modern information networks as important carriers, and effective use of ICT as an important driving force for efficiency improvement and economic structure optimization. In other words, the digital economy is a new economic form spawned on the basis of information technology development.

2.1.2 Basic characteristics of the digital economy

First, the virtual nature. The service products provided by the digital economy do not physically exist, such as e-commerce, digital payment, blockchain, etc. The service products provided by the digital economy all exist in digital form, unlike industrial products that must have physical products

corresponding to them. Digital products and services and other intangible products have gradually replaced tangible products in the dominant position, showing a highly virtualized state. Second, permeability. The emergence and rise of the digital economy is not an independent development, but a fusion with other industries, especially the secondary and tertiary industries, the emergence of the digital economy has greatly changed the development and operation mode of these industries, so that they can better keep up with the times and explore new management systems. At the same time, the high penetration of digital economy also makes the boundary between the three industries gradually blurred, which is especially prominent in developed countries. Third, high efficiency. The digital economy uses digital technology to establish a three-dimensional, foldable and interactive architecture, which enables all kinds of resources to share and flow rapidly and operate in a peer-to-peer and end-to-end manner, such as blockchain-based mathematical algorithms to analyze the consumption behavior of target customers of enterprise brands, establish digital trust, and then carry out brand marketing more precisely, which will make economic operation achieve lower cost and higher efficiency. This will enable the economy to operate with lower cost and higher efficiency, and drive the rapid development of society.

2.2 Impact of digital economy on corporate brand development

2.2.1 Assist enterprises to make more accurate brand positioning

The ultimate battlefield of business war is the mind of customers, and brand is the sharp weapon to enter the mind of consumers. Traditional corporate brand positioning is based on a large amount of offline market research data, and the positioning cycle is long, and the analysis of positioning work mainly relies on the subjective judgment of the relevant personnel, and less combined with the industry environment in which the enterprise is located. At the same time, the calculation of relevant data mainly relies on manual methods, which affects the accuracy of positioning to a certain extent. Under the digital economy, the timeliness and wide extension of information support the background of brand positioning. The digital economy empowers the transformation and upgrading of enterprise brand analysis technology, and through the integration of platform data resources and consumer behavior analysis, the target audience of products can be analyzed more accurately, the core concept of the brand can be determined, precise market segmentation can be conducted, and targeted company products can be created.

2.2.2 Optimize corporate brand marketing strategy

Brand marketing is a series of comprehensive plans made by enterprises with brand as the core, through various brand promotion methods to introduce brand content to consumers or users, and then make them understand, rely on and be loyal to the brand. Marketing is the main part of the enterprise to create profits. The traditional brand marketing method mainly relies on the way of ground marketing, due to the limited and untimely information, there are problems of high cost and low efficiency of brand marketing. In the context of digital economy, technological progress and industrial changes have greatly improved the capacity of the production system, expanding the breadth and depth of the digitalization, networking and intelligent development of enterprises, and the original time and space constraints and industrial boundaries of enterprises are broken. This is conducive to multi-dimensional and multi-domain resource integration, connecting brands and markets with data, and carrying out intelligent brand marketing. Pay more attention to consumers' personalized needs and close the distance between them, making brand marketing more targeted.

2.2.3 Enhance brand feedback capability

Brand feedback is the market's evaluation of product content, listening to consumers' voices also plays an important role in brand building and long-term development. In the past, companies paid less attention to brand feedback, resulting in a mismatch between products and the market. Under the background of digital economy, social media has become the main position of brand building. By collecting the analysis of consumers' feedback data and evaluation of brands and products on major platforms, we can adjust the direction of product design and optimize product functions in a

timely and effective manner, which is conducive to enterprises' continuous improvement of brand image and creation of products that satisfy consumers, so as to maintain and strengthen the deep relationship with consumers, occupy consumers' minds and continuously improve The core competitiveness of the company.

2.3 Risks of corporate brand development in the digital economy

2.3.1 Leakage of brand information

While the digital economy provides enterprises with shared resources, the information security issues brought by it also deserve the key attention of enterprises. The big data analysis technology spawned by the digital economy makes all kinds of information resources more open and transparent, and the privacy protection of enterprise brands should be paid more attention. Otherwise, if the competitors of the enterprise use bad means to steal the core design and patented technology of the enterprise brand, they will enter the market before the enterprise brand, resulting in the loss of brand competitiveness, which will increase a series of costs of brand research and positioning and cause incalculable losses to the enterprise.

2.3.2 Lack of new talents

The long-term development of corporate brands cannot be achieved without the scientific operation methods and professional judgment of professional and technical personnel, and in the era of rapid development of digital economy, the progress of information technology has further increased the requirements for corporate brand operators, which not only require the personnel to be familiar with the meaning and role of various new terms arising from the digital economy, but also require the ability to combine advanced information technology with corporate brand development. This has led to an increase in the demand for high-end talents, while the traditional talent training model has failed to keep pace with the digital economy, which has just emerged in recent years, and there is a shortage of professional talents in related fields, while the composite talents with brand planning ability is a major gap.

2.3.3 Use of distorted information

In the digital economy, with the development of information technology and digital technology, such as big data, cloud computing, Internet of Things, interactive intelligent terminals, artificial intelligence, etc., all kinds of information are emerging, and the scale of false and distorted information is further expanded compared with the past, and the interference of false and distorted information faced by enterprises in collecting and obtaining data for brand positioning and brand marketing is further increased, and the distortion of the information obtained will not only affect the operation and development of the enterprise, but also may make the enterprise The distortion of the information obtained will not only affect the operation and development of the enterprise, but also make the enterprise make wrong judgment, making the brand development contrary to the enterprise's expectation, thus leading to irreparable losses.

2.4 Measures to effectively prevent corporate brand risks

2.4.1 Accelerate the establishment of digital brand development concept

Digital branding is an extension of traditional branding on the Internet, relying on the digital economy can more quickly convey the core content and product attributes of the enterprise brand to consumers, thus increasing the contact points between products and consumers and enhancing the interaction with consumers. Enterprise management should establish new thinking of digital branding as early as possible, play the value function of digital branding, and convey positive and active corporate culture to the public.

2.4.2 Accelerate the construction of digital branding talent team

As the vane of the long-term development of the enterprise, corporate executives should pay high attention to the background of digital economy, establish digital economic thinking, increase

the investment in digital brand talent training, guide the whole enterprise to gradually shift from the traditional operation and development mode to the new operation mode under the digital economy, and regularly carry out digital economy development exchange seminars within the organization, so that the whole enterprise can exchange learning results in time and create a corporate working atmosphere of willingness to We should regularly conduct internal seminars on the development of digital economy, so that the whole enterprise can exchange the learning results in time and create a working atmosphere of learning and innovation. In addition, the enterprise should improve the internal supervision mechanism and establish a reasonable and effective internal review system to quickly and efficiently test the learning achievements of employees, so as to continuously inject development vitality into the enterprise and eventually develop into a growing enterprise in the digital economy.

2.4.3 Enhance brand security control

In the era of mobile Internet, the meaning of corporate brand has become more extensive, including not only trademarks, generic URLs and wireless URLs, but also corporate domain names and other URL resources. However, the current situation of domestic enterprises in brand protection is not optimistic. To enhance corporate brand protection in the context of the digital economy, we should strengthen the monitoring efforts in each brand marketing channel to timely detect and prevent possible brand risks, and regularly maintain corporate brand websites to prevent them from being maliciously attacked or seized by virus software.

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