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Innovative marketing model and countermeasures under the background of digitalization

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Abstract:
In the new era of digital development, the digital economy has emerged as a dominant force in the global economy. This change not only reshaped the market structures, but also profoundly affected themarketing strategies and methods of enterprises.In the digital age, the core of enterprise marketing strategy has changed from relying solely on traditional advertising and promotion to usingadvanced digital technologies and platforms to attract consumers more effectively.This shift necessitates that enterprises stay abreast of the times and continuously enhance their digital capabilities.Through data analysis, we can deeply understand consumer behavior, andenterprises can adopt personalized marketing strategies, improve marketing effects, and conduct brand communication and sales activities through various digital channels. In order to achieve this goal, enterprises must comprehensively analyze consumer behavior, and grasp the changing market demand trendthrough in-depth data analysis. On this basis, they can make more personalized marketing strategies and provide customized products and services according to the characteristics and needs of different consumer groups, thereby enhancing marketing effectiveness and market competitiveness. Additionally, enterprises should fully utilize various digital channels such as social media, search engines, And e-mail of brand communication and sales activities. These channels not only help to expand brand influence, but also can interact with consumers in real time, collect valuable feedback and support continuous optimization and innovation.The purpose of this study is to explore how enterprises can effectively leverage big data as a valuable resource to implement precise marketing during the digital transformation period, providing beneficial insights and strategies for enterprises to innovate marketing models under the digital backdrop.

Keywords:
Digital economy, precision marketing, online celebrity economy, digital IP.

1. Introduction

Under the backdrop of globalization and the information age, market competition has intensified, making digital transformation a critical factor in enhancing the core competitiveness of enterprises. The digital economy has permeated all sectors and become a pivotal force driving social and economic development. As an Internet technology-based data analysis method, big data analytics can extract, organize, and analyze market data by collecting, storing, and processing vast amounts of information,thereby enabling enterprises to derive

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valuable insights from complex market data and provide robust data support for formulating marketing strategies. During the process of digital transformation, the application of big data analytics allows enterprises to gain deeper insights into consumer needs and preferences, thus enabling them to offer more accurate and personalized products and services. This consumer-centric marketing strategy not only improves the market responsiveness of enterprises but also significantly enhances consumer satisfaction and loyalty.

However, it is important to note that despite the significant potential of big data analytics in marketing, most enterprises are currently in the transitional phase between traditional and digital marketing. Many companies still face numerous challenges and shortcomings during this transformation. Therefore, how to fully leverage the advantages of big data analytics, implement precise marketing, seize market opportunities, and thereby stand out in the competitive landscape has become an urgent issue that enterprises need to address.

2.Theoretical review and prospect

Looking back, the development of digital economy, online celebrity economy and personalized digital IP has made remarkable achievements, but it also faces many challenges and problems. In the future development, with the continuous progress of technology and the continuous expansion of the market, the three will continue to be deeply integrated and innovative, injecting new vitality and motivation into the global economic prosperity and cultural diversity.

2.1. Digital economy

In recent years, academic circles have engaged in comprehensive and in-depth research on the digital economy, primarily focusing on its definition, influencing factors, realization pathways, and other related aspects. This has resulted in a wealth of significant research findings.

First, let us consider the connotation of the digital economy. As an integral component of modern economic activities, the digital economy is increasingly recognized as a key driver for promoting high-quality economic and social development. From a macroeconomic perspective, the digital economy enhances economic growth by improving productivity and efficiency (Tang Guohua & Li Tingliao, 2021). At the meso-level, it facilitates the optimization and integrated development of industrial structures (Report on the Integrated Development of Digital Economy and Real Economy, 2022). Some scholars also elucidate the definition of digital economy from a micro perspective. The emergence of platform enterprises has accelerated industrial digitization while traditional enterprises' digital transformation further contributes to this process; together they form the micro foundation of the digital economy (Wang Xiaohong, 2022). Ren Baoping (2024) noted that the rise of the digital economy has instigated substantial changes in modes of economic development. The logic underpinning how a digital economy fosters high-quality development is manifested through new profit models at enterprise levels, organizational models and structural transformations at industry levels, as well as optimized resource allocation at macroeconomic levels. Furthermore, Teng Tai (2023) emphasized that soft value has emerged as central to new wealth in what he terms "digital economy 2.0," highlighting that information, data, and knowledge have become dominant forces while soft value serves as a new standard for measuring developmental progress.

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Table 1 On the definition of digital economy

Year	Title	Synopsis	Annotation
2021	*The 14th Five-Year Plan for National Economic and Social Development of People's Republic of China (PRC) and the Outline of Long-term Goals in 2035*.	"Accelerate the development of digitalization and build a digital China"	Clarify the support for digital development.
	Digital economy promotes high-quality development	Digital economy promotes economic growth by improving productivity and efficiency.	Macro aspect
2022	*Opinions on Promoting the Stability and Quality Improvement of Foreign Trade*	"Accelerate the digitalization and intelligent construction of China Import and Export Fair (Canton Fair) and other exhibitions", "Optimize new exhibition modes such as exhibition halls and virtual booths on the cloud, and intelligently supply and purchase"	Policy support concretizes the development of digital economy
	CCID Heavy: Report on the Integration of Digital Economy and Real Economy	Digital economy promotes industrial structure optimization and integrated development.	Meso-aspect
	Strengthening the Digital Economy Industry System with the Platform as the Focus	The rise of platform enterprises promotes the digital development of industry, while the digital transformation of traditional enterprises promotes the digital development of industry, which constitute the micro-foundation of digital economy.	Microscopic aspect
2023	*Overall Layout Planning of Digital China Construction*	"Cultivate and expand the core industries of digital economy" and "promote the deep integration of digital technology and real economy"	Strengthen the joint development of digital economy and other industries

Source: The author collated the existing literature.

Second, the influencing factors of the digital economy are significant. Recent literature reviews indicate that the connotation of the digital economy has expanded to encompass economic activities where digital knowledge and information serve as primary production factors (Notice of the State Council on Printing and Distributing the Development Plan of Digital Economy in the 14th Five-Year Plan, 2021). This evolution emphasizes data resource utilization, optimization of resource allocation, and enhancement of productivity. The

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digital economy facilitates both the upgrading and transformation of traditional industries while fostering the development of emerging sectors, thereby providing new impetus for overall economic growth. It represents a novel driving force for achieving high-quality economic and social development, particularly within the current context and future trajectories of China's socio-economic landscape. The developmental trends associated with the digital economy and its supportive role in relevant decision-making processes have garnered considerable attention.

The state places great importance on advancing the digital economy by continuously promoting a deep integration between digital technology and real-world economies. Efforts include facilitating coordinated advancements in both digital industrialization and industrial digitization; issuing a series of policies aimed at encouraging enterprises' digital transformations; supporting businesses through mergers and acquisitions in this domain; as well as emphasizing an integrated approach to developing both aspects concurrently (Responsible comrades from the National Development and Reform Commission addressed reporters' inquiries regarding the Development Plan for Digital Economy during China’s 14th Five-Year Plan, 2022). According to "The Research Report on the Development of Digital Economy in China" (2023) released by China Institute of Information and Communication, it is projected that China's digital economy will reach a scale of 50.2 trillion yuan by 2022—accounting for approximately 41.5% of GDP—thus surpassing 40%. The data indicates that the digital economy has emerged as a pillar industry within the national economy, significantly contributing to the secondary industry's share of overall economic activity. It plays a crucial supporting role in this context. Consequently, aligning digital transformation and digital mergers and acquisitions with national policies will facilitate high-quality development for enterprises.

Thirdly, we examine the pathway to realizing a digital economy. The term "digital economy" refers to an innovative economic model characterized by the centrality of digital knowledge and information as key production factors, modern information networks serving as primary carriers, and effective utilization of information and communication technology acting as the main driving force behind economic advancement (Notice of the State Council on Printing and Distributing the Development Plan of Digital Economy in the 14th Five-Year Plan (2021)). To assess and analyze the developmental level of the digital economy, researchers and policymakers typically employ various measurement index systems designed to comprehensively reflect its scale, structure, growth rate, and impact.

In summary, as a leading force in contemporary economics, the digital economy is increasingly demonstrating its irreplaceable significance while poised to play an even more critical role in future developments. By positioning data at its core as a production factor—and through deep integration with real-world economies—this new economic paradigm continually fosters novel forms of growth momentum. It not only enhances production efficiency but also drives industrial upgrading and transformation while reshaping business models and consumer behaviors. With ongoing advancements in technologies such as cloud computing, big data analytics, and artificial intelligence gaining traction across all sectors at an unprecedented pace, it is evident that the digital economy has become a vital engine propelling both economic progress and social development.

2.2.Online celebrity economy

First, the economic development of online celebrity. Since "the first year of online celebrity" in 2016, "In-

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ternet celebrity" has appeared more frequently in the public's field of vision as a social hot word. However, the concept of "Internet celebrity" can be traced back to the rise of the Internet in the 1990s, that is, people or things that attracted public attention in the Internet field, and their generation and communication mechanisms were all influenced by the particularity of the Internet media itself. "online celebrity Economy" is a new "Internet Economy Form" put forward at the "online celebrity Phenomenon Seminar" held in Taobao in 2015, which refers to the economic activities and economic benefits brought by internet celebrities. Due to the indispensable influence of Internet celebrities in specific vertical fields, online celebrity economy has transformed the popularity and attention of Internet celebrities gathered on major platforms into purchasing power of products, and realized targeted and precise marketing while catering to the needs of fans. (online celebrity economy and MCN management mechanism research, 2023)

With the continuous progress of digital technology, the shopping model is undergoing tremendous evolution, and the traditional physical retail is gradually being replaced by the new shopping model.These models lead the tide of consumption patterns with their convenience, individuality and interactivity. The new consumption pattern under the "online celebrity economy" has become a new shopping trend, in which social media has played a key role. This trend has not only changed consumers' shopping habits, but also had a far-reaching impact on brands, online celebrity and society, and will continue to shape consumption patterns in the digital age in the future.

Online celebrity's economy reflects the rise of personal influence in the digital age, which breaks the traditional media's right to speak for celebrities and stars, gives ordinary people more opportunities to express and spread, and also has a significant impact on traditional business models and consumption concepts, promoting the interaction and participation between brands and consumers. The impact of online celebrity's economy on the traditional economy is manifested in brand marketing, product communication methods, consumption habits and concepts, industry structure and market structure. (The Current Situation and Influence of online celebrity's Economic Development under the Background of internet plus, 2023)

Second, the platform of online celebrity's economy. Online celebrity's economy refers to a new economic model that relies on the Internet, especially the mobile Internet to spread and promote its social platform, gathers a lot of social attention, forms a huge fan and targeted marketing market, and develops various consumer markets around online celebrity IP, and finally forms a complete industrial chain in online celebrity. The research progress of online celebrity's economy shows that the rise of online celebrity's economy is closely related to the rapid development of Internet technology, especially the popularity of social media platforms, which provides a stage for online celebrity to show his personal charm and influence. Online celebrity transforms fans into consumers by publishing content, interactive communication, live broadcast with goods, etc., and realizes traffic realization. (New Consumption in online celebrity's Economy-New Shopping Trends Shaped by Social Media, 2024)

Third, the industrial chain of online celebrity economy. As a complete industrial chain, "online celebrity economy" is bound to exert its efforts in all aspects. As an integral part of online celebrity's economic industrial chain, online celebrity needs to create high-quality content, the company needs to allocate resources accurately and design more innovative solutions, the e-commerce platform needs to improve and green the network virtual platform, create a healthy and orderly network environment, and the suppliers need to im-

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prove the supply chain to prepare for logistics problems caused by various emergencies. Therefore, online celebrity's rapid economic development requires its related industries to make simultaneous efforts to promote enterprises to innovate and keep pace with the times. (Analysis of Marketing Model of "online celebrity Economy" Based on Social Network, 2017)

To sum up, online celebrity's economy, as a new marketing method, has shown a very broad development prospect with its unique charm and remarkable effect, which is undoubtedly worthy of in-depth study and full utilization by enterprises. Therefore, enterprises should fully realize the importance and potential of online celebrity's economy and actively learn from its successful experiences and practices. By strengthening cooperation with online celebrity and making full use of its fan resources and influence, enterprises can reach the target consumer groups more accurately and enhance brand value and market competitiveness. At the same time, enterprises should also pay attention to cultivating their own online celebrity resources, create a brand image with unique charm and influence, and lay a solid foundation for the long-term development of enterprises.

2.3.Literature research on digital IP

First, the policy support of digital ip. Our government attaches great importance to the development of digital economy, and has issued a series of policy documents, which provide strong support for it, such as Opinions on Deepening the Development Strategy of Digital Economy, Overall Layout Planning of Digital China Construction and other policy documents, which clarify the strategic position of digital economy and put forward specific measures to accelerate the development of digital economy. In this context, e-commerce companies have increased their investment in private domain traffic and personalized marketing to enhance their core competitiveness. As a new kind of traffic, private domain traffic has the characteristics of low cost, high viscosity and repeated access. E-commerce enterprises can realize users' refined operation by building their own private domain traffic, and improve users' repurchase rate and life cycle value. Personalized marketing is the key strategy of private domain traffic operation. Through in-depth mining and analysis of user data, enterprises can accurately grasp users' needs and provide personalized products and services, thus improving users' shopping experience and satisfaction. The era of digital economy has brought new development opportunities and new challenges to e-commerce enterprises. E-commerce enterprises should actively explore new modes of private domain traffic and personalized marketing to enhance their core competitiveness and achieve sustainable development.

Second, the definition of personalized digital ip. Personalized digital IP refers to a unique and personalized digital identity customized according to users' needs and preferences. This digital IP can be used in many fields, such as virtual characters, intelligent assistants, brand spokespersons, etc., to help build a unique network image and enhance the user experience. The construction of personalized digital IP involves many aspects, including image design, story background, interactive gameplay and so on. (< AI Voice Assistant and Virtual IP Image: A New Business Card for Brand Marketing >, 2024) For example, the image of digital IP can be shaped by designing unique appearance, clothing, accessories, etc., and its attraction can be enhanced by planning a story-telling theme classification. In addition, by increasing the interactive gameplay of digital people, such as hierarchy and image props, users can participate in the creation process of digital IP, thus strengthening their sense of identity and intimacy.

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Third, the technical means of digital ip. AI technology plays an important role in the construction of personalized digital IP. Through AI technology, we can realize the functions of natural interaction, speech synthesis and expression drive of virtual characters, making digital IP more realistic and attractive. For example, the AI digital human live broadcast platform can provide efficient and high-quality video creation of virtual characters, support vivid interpretation of rich roles, and help users create personal IP. Personalized digital IP has high value in the market because of its uniqueness and personalized characteristics. They can be used in many business models, such as brand marketing, content creation, live broadcast with goods and so on, to realize effective interaction and value transformation between brands and users. With the development of technology and the diversification of users' needs, the application scenarios of personalized digital IP will be further expanded and become an important part of digital economy.

3.Analysis on the Status Quo, Bottleneck and Influence of Digital Marketing

As one of the core strategies of modern business, digital marketing is experiencing rapid development and change. However, behind its vigorous development, it also faces many bottlenecks and challenges, which not only affect the efficiency and effect of digital marketing, but also have a far-reaching impact on the market competitiveness and long-term development of enterprises.

3.1. Analysis of existing circumstance

First, the development of digital marketing. As an important means for modern enterprises to promote products and services, digital marketing is experiencing rapid development and change. According to the latest market research report, the demand of enterprises for digital marketing continues to grow, hoping to reach the target users more accurately and efficiently through digital channels. The market scale of digital marketing industry in China has been expanding continuously in recent years, with a remarkable compound annual growth rate, which is expected to continue to grow in the next few years. According to "China Digital Marketing Trend Report 2024" and related data, the market scale of digital marketing industry in China has shown a sustained growth trend in recent years, and the market scale of digital marketing in China is expected to reach about 617.5 billion yuan in 2024.

Second, technology is an important driving force. Technological progress, especially big data, artificial intelligence and cloud computing, has become an important driving force for the development of digital marketing industry. The application of these technologies enables enterprises to realize data-driven marketing and optimize marketing strategies through refined data analysis and user insight. The rise of video content and the influence of social media are also shaping the new trend of digital marketing. Enterprises attract consumers through short videos, live marketing and social media marketing.

Third, the competitive pattern of digital marketing. In addition, the competition pattern of digital marketing presents a dual dominant situation of large-scale comprehensive digital marketing enterprises and professional digital marketing enterprises. These enterprises occupy an important position in the market through continuous innovation and professional services. Advertisers pay more attention to effect orientation in budget

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allocation, and at the same time pay close attention to emerging marketing forms such as AI marketing.

Fourth, the cognition of digital marketing in laws and regulations. In terms of supervision, with the updating of Internet advertising management methods and the implementation of personal information protection law, the digital marketing industry is facing stricter regulatory requirements, and enterprises need to carry out effective digital marketing activities on the premise of ensuring compliance. Digital marketing is in a stage of rapid development and transformation. Enterprises need to keep up with technological trends, adapt to changes in laws and regulations, and use data analysis to improve marketing effects and market competitiveness.

3.2. Marketing bottleneck

First, users' acceptance of information is low. In the era of digital economy, consumers are faced with massive information, and the marketing information of enterprises is difficult to highlight, which makes it difficult for the target audience to concentrate. Too many platforms make it difficult for enterprises to integrate the data collected on different platforms and form a unified customer view. Enterprises need to launch marketing activities on multiple platforms and channels to achieve cross-platform integration and consistent experience, which limits the accuracy and effect of marketing strategies. Second, there is a great demand for talents. Most enterprises lack professional functions and talent training in digital marketing, which affects the rapid response and effective empowerment of the first-line market. In terms of management, enterprises need to strengthen the monitoring and management of social media to maintain brand image and handle user feedback in time. This puts forward higher requirements for the coordination and implementation of marketing strategies. Third, the security of online marketing needs attention. With the increasing attention to data privacy and security, enterprises need to take measures to ensure the security of customer data in digital marketing, and at the same time abide by relevant laws and regulations, correctly use user data, so that the privacy of users can be guaranteed, which is something that many enterprises have not done now.

3.3. Impact analysis

Digital marketing has a far-reaching impact on enterprises and consumers. Through social media, search engine optimization, content marketing and other means, it helps enterprises to improve brand awareness and market share, while providing consumers with personalized shopping experience and information. The data analysis and user research capabilities of digital marketing enable enterprises to better understand market trends and consumer behavior, so as to formulate more effective marketing strategies. In addition, digital marketing has also promoted sales growth, and improved the efficiency and effectiveness of marketing activities through accurate positioning and personalized push. The application of AI technology, especially generative AI, has brought new changes to digital marketing in data analysis and research, and improved the efficiency of resource allocation. For consumers, digital marketing has changed their shopping habits and brand awareness by providing rich online content and interactive experience. The long-term value of brand advertising is also valued by enterprises, and online celebrity marketing has become an effective way to enhance brand influence and build trust.

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4.Innovative marketing model and countermeasures under the background of digitalization

Under the background of digital age, the market environment is undergoing unprecedented profound changes. With the rapid development of information technology and the widespread penetration of the Internet, consumers' behavior patterns, information acquisition methods and shopping habits have changed significantly. This reform not only brings unprecedented opportunities for enterprises, but also makes them face more complicated challenges. In order to adapt to this digital trend, it is particularly important to innovate marketing models and countermeasures.

4.1.Social Media Helps Marketing Transformation

Social media provides a wide range of information sources for shopping. Social media acts as an unparalleled source of information in the field of shopping, providing consumers with a wide range of products and brand information.

First, promotion of public figures. Through the social media platform, consumers can easily explore, understand and evaluate various goods and services, pay attention to online celebrity, stars, brands and businesses, and get the latest product recommendations, experience and shopping trends. These sharing not only affects their friends and followers, but also directly affects other people's shopping decisions. Recommendations from friends or online celebrity are often more reliable because they come from people around them or influential individuals.

Second, the platform analyzes the requirements. User-generated content of social media also provides consumers with valuable insights and opinions, rather than advertisements made by brands. Social media has become the main channel for consumers to obtain comprehensive and real-time product information, helping them to make wise shopping decisions. Social media has completely changed the social nature of shopping, changing shopping from a traditional isolated behavior to a social experience of sharing, interacting and participating with others, and changing consumption behavior from a passive shopping experience to a positive social interaction. Through social media platforms, consumers can share their shopping decisions, experiences and product evaluations, and interact with friends, family and followers in real time. This kind of social sharing and interaction not only enhances the fun of shopping, but also makes the shopping process more informative and credible.

Third, collect opinions and give timely feedback. In addition, brands and retailers also use social media to establish closer ties with consumers, and provide personalized suggestions through comments, private letters and live broadcasts, thus enhancing the interaction between consumers and brands. On the whole, social media has injected more social elements into shopping, thus enriching the shopping experience and shaping a more interactive and shared shopping model. Social media enhances the interactivity of shopping through virtual try-on, user-generated evaluation and instant interaction. This personalized interaction enables consumers to interact directly with brands and retailers. Through comments, messages and private messages, consumers can ask questions, provide feedback and get customized suggestions. This interaction makes it easier for consumers to trust and establish relationships with brands, which has a positive impact on shopping decisions.

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Social media changes the personalized experience of shopping. Social media has become a powerful tool, providing each consumer with a unique and personalized shopping experience. Social media provides personalized product suggestions according to users' interests and behaviors by introducing personalized recommendation algorithm and advertising targeting technology. The platform can provide personalized shopping suggestions according to users' interests, behaviors and shopping history. Consumers can see advertisements and posts related to their interests on social media pages. These advertisements reflect their shopping habits and preferences in business marketing, making the shopping experience more in line with their expectations and making it easier for consumers to find products that meet their needs. This personalized experience improves the efficiency of shopping, reduces information overload, improves consumers' shopping satisfaction, and encourages them to browse and shop more frequently.

Social media has become an important driving force in consumers' shopping decision-making process. It not only provides information, social sharing, personalized recommendation and interaction, but also gives consumers more power and the ability to master the shopping process. This provides a unique opportunity for brands and enterprises, and they need to use social media more actively to interact with consumers to build brand loyalty and stand out in the highly competitive market.

4.2. Digital economy accurately reaches the user experience

For different users, we can personalize it through big data to achieve precise marketing. Taking the age range as an example, for different user groups, the strategy of using big data for personalized analysis to achieve precise marketing can be divided into the following points:

First, the analysis of young users. The younger generation is usually more open and receptive to new technologies. They frequently use smart products such as smart phones, tablets and wearable devices, and choose a higher proportion of streaming media content and on-demand content. This means that for this group, the marketing content should focus on innovation and interaction, and attract their attention by using short videos, live broadcasts and other forms. At the same time, social media platforms are an important channel to reach young users. By publishing interesting and informative content on these platforms, brand awareness and user stickiness can be effectively enhanced.

Second, the analysis of middle-aged and elderly users. The middle-aged and elderly generation as a whole may have a relatively low acceptance of new technologies. They may be more accustomed to traditional media and offline activities, and rely less on digital channels than young users. Therefore, the marketing strategy for middle-aged and elderly users should pay attention to practicality and ease of use, and emphasize the convenience of products and service quality. At the same time, considering that middle-aged and elderly users may have some resistance to new technologies, they should be given enough patience and guidance in the marketing process to help them overcome the obstacles in use.

Third, the difference of user groups and the adjustment of marketing strategies. There are significant differences between young users and older users in choosing information and entertainment channels, attitudes towards scientific and technological innovation and product selection preferences. Young users are more inclined to obtain information and entertainment through digital channels and have a stronger pursuit of scientific and technological innovation; Older users, on the other hand, may pay more attention to the practical-

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ity and ease of use of products and be more cautious when choosing new equipment. Therefore, enterprises should formulate differentiated marketing strategies according to the characteristics of different user groups. For example, for young users, more innovative and personalized products and services can be launched; For older users, we should pay attention to improving the usability of products and service quality to meet their actual needs.

4.3. Marketing Scheme Smooth User Interaction

First, optimize the interactive experience. Simplify the operation process and provide clear operation tips to ensure that users can use the product easily and happily. Different marketing schemes are also implemented for users of different ages, so that users have a better experience. Provide real-time feedback and online Q&A to answer users' questions, meet users' needs and improve users' participation and brand loyalty.

Second, data-driven optimization. By using advanced data analysis tools, enterprises can deeply explore the potential value contained in user behavior data, including but not limited to user's access frequency, usage duration, operation path, preference settings and feedback information. On the basis of obtaining these valuable data, enterprises can conduct detailed analysis and interpretation, so as to accurately identify the pain points, bottlenecks or dissatisfaction that users may encounter during use. Subsequently, the enterprise can make targeted optimization and improvement plans, whether it is to adjust the product functional layout, optimize the operation process, enhance the user experience, or improve the service response speed and quality, it can make targeted improvements. This series of data-based optimization measures aims to significantly improve the use efficiency of products and ensure that users can achieve their use goals more conveniently and efficiently. At the same time, it also helps to greatly improve user satisfaction and enhance users' loyalty and trust to the brand. In the long run, the data-driven optimization strategy will win more market share for enterprises and promote their sustainable prosperity and development.

Third, accept feedback and keep improving. After the product goes online, pay attention to user feedback and behavior data, continuously optimize iterations, improve the shortcomings of interactive experience, and enhance the quality and competitiveness of products. Put customer satisfaction in the first place, pay attention to every contact point of customers, and provide quality service experience, thus enhancing customer satisfaction and loyalty. Collect users' feedback, set up question boxes and suggestion columns, widely receive customers' opinions and make corrections in time to ensure a good user experience, understand users' needs and opinions, continuously improve systems and strategies, and enhance user satisfaction.

4.4. Creative advertising promotes brand communication.

With the continuous development of network technology and the rise of social media, marketing methods are developing in the direction of digitalization, and digital marketing has become a major trend for enterprises in market competition. Under the background of digital marketing era, this paper studies how to enhance advertising creativity, innovate and improve advertising communication skills, and use digital means to meet their own needs under the new situation. This paper mainly analyzes the concept and background of digital marketing, probes into the influence of the arrival of digital marketing era on the creative thinking of advertising industry, and the changing direction of advertising creative thinking and the development direction of communication skills of Chinese enterprises under the new era background.

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First, the change of advertising creative expression. With the development of new media technology, the forms of advertising have gradually broken the traditional form of "what you say and what I see", paying more attention to users' participation and enhancing the visual and sensory experience. Specifically, the interaction with consumers has been continuously improved, and the marketing focus has shifted from selling goods to attracting consumers. In other words, the main expectation of advertising has shifted to consumers' expectations. This change has enabled consumers to take the initiative in the process of consumption, truly taking consumers as the center and strengthening the contact and communication between enterprises and users. Digital advertising forms have improved advertising efforts, made advertisements more interesting, experiential and interactive, and attracted consumers' attention.

Second, the feasibility of advertising creativity is improved. In the era of digital marketing, the digital media is developing and the media forms are changing. With the support of new technologies, the feasibility of advertising creativity has been improved. For example, with the help of network technology, advertising creators can better understand the needs and behaviors of consumers, and can more accurately locate the target consumer groups, and achieve accurate advertising through data analysis and prediction. At the same time, innovations in various advertising forms, such as interactive advertising, video advertising and social media advertising, have provided enterprises with a broader creative space. In addition, the development of artificial intelligence has greatly improved the feasibility of advertising creativity, such as AIGC technology has been widely used in various fields. Through intelligent AI, enterprises can reduce labor costs, design and plan advertisements automatically, and generate advertising ideas. The application of AI-aided mapping and other technologies has improved the efficiency of advertising production and the conversion rate of advertising creativity. Under the background of digital marketing, advertising creative media presents a diversified trend, and search engines and short video platforms provide enterprises with rich and diverse creative realization methods. With the help of these new forms of marketing media, the relationship between enterprises and customers is more stable, a good corporate image is established, corporate visibility is improved, and corporate benefits are increased. The forms of advertising creativity are also constantly upgrading, such as "inserting creativity". By inserting advertising content into the plots of popular dramas, people in the dramas interpret advertising creativity to promote products and other new forms of advertisements, which provide enterprises with new choices. The arrival of the digital marketing era has had a far-reaching impact on the implementation of advertising creativity, and both the innovation of advertising creativity and the accuracy of advertising implementation have been improved under the background of the digital marketing era.

Third, the creative thinking mode of advertising has changed. In the era of digital marketing, interest and sharing become the key to consumption. Consumers' initiative to search for products and share information has an increasing influence on consumers' purchase of goods. In this case, it is the development direction of advertising creativity to dig deep into the core values of society and pay attention to the fundamental problems of society rather than product characteristics. Nowadays, technological change has become an unchangeable fact, and adapting to the development of the times is the foundation of the transformation of advertising creative thinking. With the help of the new power of network technology, it is one of the starting points of future advertising creators' creativity to integrate advertising creativity with new technologies and realize accurate delivery and personalized service. How to make better use of new technology to improve the creativity and expression of advertisements is an important topic that advertisement creators need to think

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and study. Under the background of digital marketing, advertising creative thinking is undergoing a profound transformation. Today's consumers are no longer passive recipients of information, they are eager to participate in influencing and even jointly shaping brand stories. Therefore, the creative process of advertising must be open, and consumers should be encouraged to have real-time dialogue and cooperation with brands. The core of the transformation from one-way communication to two-way communication lies in "co-creation", which requires brands to listen to consumers' voices and consider their preferences and needs when designing advertising content. Brands establish a two-way communication medium with consumers through social media platforms and user-generated content.

4.5. Big data permeates precision marketing

First, each platform plans to achieve precise marketing. By collecting users' preferences and habits, we can provide personalized services and recommendations, enhance users' personalized experience and brand appeal, and rely on big data to achieve precise marketing. On the platform side, social media induces users to draw "self-portraits", encourages users to add interest tags and personal information such as age, birthday and occupation on their personal homepages, and pushes the content they may like to users according to the tag information, so as to confirm the vertical areas of interest to users. Not only can you set topic tags related to yourself, but you can also put content under other topic tags, and use big data to accurately locate the market and find potential consumers. Users can find interesting content under the label according to their own information needs, and at the same time, they can also feed back the knowledge online celebrity traffic and exposure through the topic heat. Although different "tags" have different degrees of relevance to users' own interests, the widely spread recommendation mechanism can still make the strongly related content accurately reach the target group, find the potential group by using the weak related content, and improve the marketing effect.

Second, big data permeates all fields to help precision marketing. Driven by the digital wave, big data has penetrated into all walks of life, especially in the field of marketing, and its influence has become increasingly prominent. With the diversification and individualization of consumer demand, traditional marketing methods have been difficult to meet the needs of modern enterprises. Therefore, using big data to build customer portraits and achieve precise marketing has become an important means for enterprises to enhance their competitiveness and occupy market share. Customer portrait, as an important product of big data application, is a comprehensive, in-depth and meticulous description of consumers, which can not only reflect the basic attributes of consumers, such as age, gender, region, etc., but also reveal the deep-seated information of consumers' behavior characteristics, consumption preferences, psychological needs and so on. By constructing customer portraits, enterprises can locate the target market more accurately and formulate personalized marketing strategies, thus improving marketing effects and customer satisfaction. Precision marketing is based on the precise positioning and personalized needs of customer portraits, and accurately pushes products and services to target consumers through refined market segmentation and marketing strategy formulation. This marketing method not only improves the pertinence and efficiency of marketing activities, but also reduces the marketing cost and realizes the optimal allocation of resources.

Third, enterprises implement precise marketing by building customer portraits. Enterprises need to constantly pay attention to the changes in the market and customers, and adjust and optimize their strategies,

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including updating customer portraits, adjusting marketing strategies, and exploring new technologies and methods. Through continuous optimization and iteration, enterprises can continuously improve their precision marketing capabilities and achieve better business growth and development. Accurate marketing based on customer portrait is an important marketing strategy, which can help enterprises to understand customers more deeply, formulate more accurate marketing strategies and improve marketing effect and customer satisfaction. By building customer portraits, formulating accurate marketing strategies, implementing and monitoring marketing activities, and continuous optimization and iteration, enterprises can achieve greater commercial value and market competitive advantage.

Table 2 Implementing precise marketing by constructing customer portraits

Data collection	Data cleaning and integration	Data analysis	Customer portrait construction
First of all, enterprises need to collect customer data from multiple channels, including basic information of customers (such as age, gender, geographical location), purchase records, browsing behavior, social media interaction, return rate and so on. In addition, we can also collect customers' opinions and feedback through market research and questionnaire survey.	The collected data needs to be cleaned and integrated to eliminate duplicate, invalid and wrong data. Data cleaning includes removing abnormal values and dealing with missing data. Data integration is to integrate data from different sources to form a complete data set.	Enterprises need to deeply analyze the cleaned and integrated data, including using data mining and machine learning algorithms to identify customers' purchasing preferences, hobbies and consumption habits. Through data analysis, enterprises can construct detailed customer portraits, including customer behavior characteristics, psychological characteristics and social characteristics.	Based on the results of data analysis, enterprises can construct detailed customer drawings. Like. Customer portrait is a comprehensive description of customer characteristics, including basic information, purchasing preferences, hobbies and so on. Through the analysis of customer portraits, enterprises can more accurately grasp customer needs and provide a basis for the subsequent precise marketing strategy formulation.

According to customers' purchasing history and browsing behavior, enterprises can provide customers with personalized product recommendations. Analyzing customers' purchasing preferences and hobbies through algorithms and pushing commodity information that meets their needs can not only improve the purchase conversion rate, but also enhance customers' shopping experience. For different types of customers, enterprises can formulate different preferential activities. For example:

High-end user	Active user	Young users
Provide a dedicated account manager and customized product design solutions.	Provide fashionable products and personalized shopping experience.	Offer points redemption or membership privileges.

Nowadays, online e-commerce is developing rapidly. Under the background of big data era, information

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such as users' consumption habits and behaviors need to be collected and analyzed. E-commerce companies can use big data technology to analyze users' data information, and then realize the accurate matching between users' needs and product information through data mining and analysis technology, thus improving the marketing efficiency of enterprises. On the one hand, e-commerce companies can collect data on users' consumption behavior, including consumption frequency and consumption amount, and also need to analyze users' purchasing preferences and consumption ability, so as to provide users with more personalized and targeted services. On the other hand, e-commerce companies can also classify users according to their characteristics and preferences, and then design corresponding products or services according to the needs and preferences of different groups of people. For example, e-commerce companies can analyze users' shopping preferences and shopping needs according to information such as browsing records, search records and browsing history on the platform; You can also analyze whether users are interested in a certain product according to the information such as the type and quantity of goods purchased by users on the platform, and then carry out accurate marketing activities according to this information.

Fourthly, enterprises combine online celebrity effect and personalized digital IP for precise marketing. Online celebrity's economy is essentially a business model that turns fans' attention into purchasing power, thus realizing traffic realization. Enterprises should use big data technology to analyze consumers' purchase records, browsing history, social media behaviors and other information, and build detailed consumer portraits to identify potential high-value customers and their specific needs and preferences. Enterprises can cooperate with online celebrity, make use of their influence and professional content production ability, and promote personalized digital IP through social media, live broadcast, short video and other channels to realize interaction with consumers and brand communication. It can be promoted simultaneously on different social media platforms and content distribution channels, and an all-media matrix layout can be constructed to cover a wider target audience, and personalized promotion can be carried out through data analysis. At the same time, enterprises should track the data of marketing activities in real time, such as traffic, conversion rate, user participation, etc., to evaluate the marketing effect, and adjust marketing strategies according to feedback to achieve continuous optimization and improvement.

5.Conclusion and prospect

5.1.Conclusion

The purpose of this paper is to undertake a thorough analysis of the innovative marketing mode and strategy of enterprises operating within a digital context. The investigation will explore the influence of this mode and strategy on enterprises and markets, with a view to providing relevant enterprises with a reference point and offering insights that will promote the sustained and healthy development of related industries.

Firstly, the digital economy has become an important driving force for change. The rapid advancements in information technology and the pervasive dissemination of the Internet have rendered the digital economy an indispensable element of all facets of life. The field of enterprise marketing has been particularly affected by this transformation. The utilisation of digital technology and data analysis has led to substantial improvements in the efficiency and efficacy of marketing activities.

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Secondly, digital technology has been instrumental in enhancing the accuracy of marketing activities. The application of advanced technologies, such as big data and artificial intelligence, empowers enterprises to gain deeper insights into market trends and consumer demand. This, in turn, provides enterprises with a robust foundation to formulate more precise and effective marketing strategies, thereby enhancing the relevance and impact of their marketing activities.

Thirdly, the online celebrity economy has had a significant impact on enterprise marketing. Emerging concepts, such as the online celebrity economy, are gradually being integrated into the enterprise marketing system. The leveraging of online celebrity influence and fan bases enables enterprises to bridge the gap with consumers, thereby enhancing the interaction between brands and consumers. This phenomenon is not only conducive to enhancing brand awareness, but also effective in improving user stickiness, thereby generating more business opportunities for enterprises.

5.2.Prospects for the future

In the future, it is reasonable to predict that the development of digital technology will continue to have a profound impact on people's lifestyles, economic models and even social structures. As technology continues to evolve and mature, its influence across diverse domains is set to become increasingly pervasive.

Enterprises, for their part, are well-advised to capitalise on this unprecedented opportunity. By integrating digital technology with the online celebrity economy, enterprises can develop distinctive digital IP and realise precise marketing by using user portraits. This integration will not only enhance market competitiveness but also provide enterprises with a sustainable development momentum. In the context of the digital economy, it is imperative for enterprises to adopt a continuous innovation and enterprising mindset in order to maintain their competitive edge in the intensely competitive market.

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