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Market Growth Strategies of Clothing Brands Driven by Digital Marketing: A Case Study of UNIQLO

Fei Wu

School of Economics and Management, Beijing Forestry University, Beijing, China
Huangyuhuang36@bjfu.edu.cn

Abstract. Focusing on how digital marketing drives market growth of clothing brands, this paper takes the fast fashion brand UNIQLO as a case study. It adopts a case study, literature review, and secondary data analysis to map out the brand's digital marketing layout and specific tactics, and unpacks the underlying mechanisms based on the analytical framework of "digital marketing strategy - consumer behavior mediation - market growth outcome". The study finds that digital marketing facilitates multi-dimensional brand growth through three paths: traffic expansion, conversion efficiency improvement, and brand value enhancement. UNIQLO has built a steady growth loop through omni-channel integration, scene-based content marketing, a digital membership system, and cross-channel synergy, which effectively boosts its market performance. However, multiple challenges remain in its digital practice, including content homogenization, insufficient depth of private domain operation, and slow adoption of live-streaming commerce. These drawbacks limit its further growth potential in the Chinese market. The findings of this paper provide practical references for the digital transformation and online marketing strategy optimization of domestic clothing brands.

Keywords: Digital Marketing, Clothing Brands, Market Growth, Uniqlo, Omni-Channel Marketing

1. Introduction

1.1. Research background and significance

1.1.1. Transformation of the marketing environment in the clothing industry in the digital economy

The deep integration of digital technology and retail has continuously reshaped the competitive landscape and growth logic of the clothing industry. The growth dividend of traditional models that rely on offline store expansion and conventional advertising is fading, and digital marketing has become a core path for clothing brands to break through growth bottlenecks and build competitive advantages [1]. In the post-pandemic era, homogeneous competition in the clothing industry has intensified. While leading brands have completed a systematic layout of omni-channel digital

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channels, many small and medium-sized brands still suffer from low delivery efficiency, weak user retention, and unsustainable growth, making digital capability a key differentiator in the industry [2].

1.1.2. Rise of online channels and digital shift in consumer behavior

The popularity of e-commerce platforms and social media has thoroughly restructured the decision-making process of clothing consumption. Instead of passively receiving brand advertisements, consumers proactively access outfit ideas, check user reviews, and compare prices across channels on social platforms. Social recommendations and word-of-mouth communication have gained growing influence over purchase decisions [3]. Meanwhile, consumer behavior has become increasingly omni-channel. Browsing for recommendations online, trying on products offline, and completing purchases through multiple channels have become habits. Digital tools such as e-coupons and membership benefits effectively guide consumers' channel choices, pushing brands to build omni-channel marketing systems [4].

1.1.3. Research significance

Theoretically, this paper unpacks the pathways through which digital marketing affects market growth from a growth-focused perspective, enriching case studies on digital marketing of fast fashion brands and expanding related research on brand growth in the clothing sector. Practically, as a representative brand with a mature digital layout in the fast fashion industry, UNIQLO's practices offer strong reference value. This paper summarizes the strategic logic and growth effects of its digital marketing, providing insights for the digital transformation of domestic clothing brands.

1.2. Literature review

1.2.1. Research on digital marketing

The core feature of digital marketing is two-way communication between brands and consumers via digital media, with advantages of precise targeting, trackable data, and strong interactivity [5]. In the clothing industry, digital marketing is divided into four channels: e-commerce transactions, social media, private domain traffic, and content marketing, and omni-channel coordination has become the mainstream development trend. Existing research points out that digital marketing can effectively reduce customer acquisition costs, but as traffic costs keep rising, the marginal benefit of single-channel investment is gradually decreasing.

1.2.2. Research on growth strategies of clothing brands

The drivers of growth for clothing brands have evolved along with the industry. In the early stage, supply chain efficiency was the core of growth for fast fashion brands, and UNIQLO's SPA (Specialty Store Retailer of Private Label Apparel) model is a typical example of scale expansion through supply chain integration [6]. As the industry developed, channel expansion became the second growth curve, with denser offline stores and online channel development jointly driving the expansion of brand market size [7]. In the new retail era, digital transformation has emerged as a new growth engine, and omni-channel operation can significantly improve operational efficiency and profitability of enterprises [8].

DOI: 10.54254/2754-1169/2026.37738

1.2.3. Research on UNIQLO's marketing

Domestic research on UNIQLO has gradually shifted from early business model analysis to digital marketing. Some studies systematically sort out UNIQLO's marketing system and competitive strategies in the Chinese market from a holistic perspective [9]; others examine its omni-channel marketing strategies and verify the role of e-coupons in channel integration from the perspective of mental accounting [3, 4]. Cross-brand comparative research shows that localized digital marketing layout is the core reason for UNIQLO's adaptation to the Chinese market [10], and the latest research further elaborates on the operation logic of its multi-channel digital system.

1.2.4. Research gaps

Existing studies have provided useful theoretical and practical references for understanding clothing brand marketing. However, there are still some research gaps that need to be filled. First, many studies focus on one or several specific marketing tactics, but do not sufficiently explain how digital marketing as a whole contributes to market growth through consumer behavior. Second, some existing studies are based on data that may no longer reflect the latest changes in the industry. In recent years, live streaming, social content marketing, and private domain operation have developed rapidly, and their impact on clothing brands needs further discussion. Therefore, this paper attempts to supplement the existing research from these aspects.

1.3. Research content and framework

The rest of the paper is organized as follows. After the introductory chapter, Chapter 2 outlines the core concepts and related theories used in the study, and constructs the analytical framework. Chapter 3 describes the research methods, provides background information on the UNIQLO case, and clarifies the research boundaries. Chapter 4 presents the empirical results, sorting out UNIQLO's digital marketing layout and analyzing its market growth performance. Chapter 5 discusses the internal logic behind the findings, compares UNIQLO with other similar brands, and draws industry implications. Chapter 6 summarizes the whole study and puts forward some corresponding suggestions.

1.4. Research methods and innovations

1.4.1. Research methods

To answer the research questions, the paper uses three main research methods. A case study approach is adopted, as UNIQLO selected as the research object. The paper draws on existing literature to clarify core concepts and build the analytical framework as well. Meanwhile, secondary data from corporate financial reports, industry reports and public operation data are collected and analyzed to support the discussion.

1.4.2. Research innovations

The aim of this study is to make two main contributions to existing research. First, it provides a different analytical perspective. Most studies about UNIQLO's marketing describe specific strategies in detail, but they do not explain how these strategies eventually translate into market growth sufficiently. This paper takes market growth as the core focus and tries to find the complete

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transmission mechanism of digital marketing, which may complement the existing perspective. Second, the study uses more recent data and cases. Based on UNIQLO's latest digital marketing practices and performance, it discusses the development of digital marketing in the clothing industry after the pandemic time so the conclusions are more suitable for the current industry situation.

2. Theoretical basis and analytical framework

2.1. Core concepts

2.1.1. Definition and channel types of digital marketing

Digital marketing is a marketing model that delivers brand value and drives sales through content communication, user operations, and information interaction, with the internet and digital devices as carriers. In the clothing industry, it covers four types of channels: e-commerce channels for sales conversion, social media channels for brand exposure and content recommendation, private domain channels for user asset accumulation, and content marketing channels for brand value building.

2.1.2. Digital consumer behavior

Digital consumer behavior refers to the whole process of consumer activities in digital environments, including information search, alternative evaluation, purchase decision, and post-purchase sharing. In the digital age, consumers' decision path has shifted from the traditional "advertising exposure → offline purchase" to a complete process of social recommendation, cross-channel price comparison, omni-channel purchase, and post-purchase sharing, featuring social, omni-channel, and fragmented characteristics [6].

2.2. Relevant theories

2.2.1. Market growth and brand value theory

Market growth of clothing brands is a multi-dimensional outcome, including revenue growth, market share expansion, user base increase, and brand value improvement. Brand value theory holds that continuous marketing communication strengthens consumers' brand identity, fosters brand loyalty and word-of-mouth effects, and ultimately supports long-term stable market growth.

2.2.2. Growth drivers of retail apparel enterprises

The growth drivers of retail apparel enterprises have gone through three iterations. In the early stage, growth relied on supply chain efficiency: the SPA model integrated the whole chain from production to sales, improved turnover efficiency, reduced costs, and supported rapid brand expansion. In the middle stage, growth was driven by channel expansion to expand market coverage. In the new retail era, digital capability has become the core growth engine, expanding traffic boundaries and improving operational efficiency at the same time.

2.3. Mechanisms of digital marketing enabling growth of clothing brands

Digital marketing drives market growth of clothing brands through three interrelated pathways. First, the traffic expansion effect. Digital channels break the geographical constraints of offline

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stores and reach a wider consumer base. The coordinated layout of omni-channels forms a complete loop of "exposure → recommendation → conversion", providing a sufficient traffic foundation for brand growth. Second, the conversion efficiency effect. User data enables precise marketing and improves traffic conversion rate. Private domain operation and membership systems increase repurchase rate and customer lifetime value, turning one-time traffic into long-term user assets. Third, the brand value enhancement effect. Content communication and topical marketing amplify brand voice through the network effect of social platforms, strengthen consumers' brand identity, and enhance brand value, laying the foundation for long-term growth.

2.4. Analytical framework

Based on the theories and mechanisms discussed above, this paper constructs an analytical framework to examine the link between digital marketing and market growth of clothing brands, with consumer behavior as the intermediate link.

On one side of the framework are the specific digital marketing practices of the brand, including omni-channel layout, content marketing, private domain operation, and online-offline integration. These practices act on consumers' digital behavior in the middle of the framework. They expand consumer reach, influence purchase decisions, and improve user stickiness. These changes in consumer behavior will eventually lead to market outcomes on the other side of the framework and be reflected in the growth of brand revenue, user scale, and brand value.

The following case analysis of UNIQLO will examine how this logic works in real life.

3. Methodology

3.1. Research methods

3.1.1. Case study method

This paper selects UNIQLO's Chinese market as a single case study. The rationale for this case selection is that UNIQLO is a representative brand of digital transformation in the fast fashion industry, with a mature digital marketing system, complete omni-channel layout, and clear growth path in the Chinese market. Its practices offer strong industry reference value, making it suitable for in-depth case analysis of how digital marketing drives brand growth.

3.1.2. Literature review method

This paper sorts out academic literature and industry research on digital marketing, omni-channel marketing, digital consumer behavior, brand growth, consumer engagement, and brand loyalty to clarify core concepts and build the theoretical analytical framework for case analysis. Literature sources include core academic journals, master's theses, and authoritative third-party industry reports.

3.1.3. Secondary data analysis method

This study is entirely based on publicly available secondary data. Data are collected from four sources: first, annual reports and financial statements released by Fast Retailing Group and public operation data of UNIQLO China; second, clothing industry and digital marketing reports by institutions such as iResearch and Euromonitor; third, public social media data on Redbook, Tiktok

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and Weibo, including follower count, topic volume and interaction volume; fourth, public reviews and sales data on e-commerce platforms. Through sorting and cross-validation of multi-source data, this paper quantitatively analyzes the driving effect of digital marketing on brand growth.

3.2. Case background: development of UNIQLO

UNIQLO is a fast fashion brand under Japan's Fast Retailing Group. Founded in 1984 in Japan, it officially entered the Chinese market in 2002. In its early stage, the brand achieved scale development in China through the SPA model, supply chain integration, and rapid offline store expansion. With the development of the digital economy and new retail transformation in China, UNIQLO accelerated its digital layout from 2015 onward. It completed e-commerce channel deployment, built a social media matrix, and integrated its omni-channel membership system, gradually forming a digital marketing closed loop of "online recommendation → omni-channel conversion → private domain retention".Today, UNIQLO is one of the leading fast fashion brands in the Chinese market, and its digital transformation practices are of typical research value for the industry.

3.3. Analytical approach and research boundaries

3.3.1. Analytical approach

This paper follows the research path of "theoretical framework → empirical case → logical extraction → conclusions and implications". Based on the three-layer analytical framework built in Chapter 2, it first sorts out UNIQLO's digital marketing layout and specific tactics, then verifies its growth performance from revenue, user, and brand dimensions, further unpacks the pathways through which strategies affect consumer behavior, and finally extracts the internal growth logic and industry implications.

3.3.2. Research boundaries

This study focuses on UNIQLO's digital marketing practices in the Chinese market, covering the period since 2020, when new retail development deepened. The research is only based on publicly available secondary data and does not involve non-public internal operational data or decision-making details of the company.

4. Results

4.1. Current layout of UNIQLO's digital marketing

4.1.1. Omni-channel digital matrix

UNIQLO has built an omni-channel digital matrix covering three types of channels. First, e-commerce transaction channels, covering Tmall, JD.com, and its official mini-program, serve as the core position for sales conversion. Second, social media channels, including Weibo, Redbook, TikTok, and Bilibili, cover consumer groups of different ages and take charge of brand exposure and content recommendation. Third, private domain traffic channels, centered on the digital membership system, official mini-program, and enterprise WeChat groups, are responsible for user retention and

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repurchase operations. The three channels divert traffic to each other, forming a complete chain of "social recommendation → e-commerce conversion → private domain retention".

4.1.2. Diversified digital marketing activities

UNIQLO arranges its digital marketing activities in a combination of daily operations and focused campaigns. On a regular day, it keeps in touch with consumers through outfit content and membership benefits. During large e-commerce promotion events, it uses discounts and coupons to drive sales. When launching co-branded collections or seasonal new products, it carries out themed marketing activities to increase brand discussion. This arrangement follows the general process of consumers' purchase decisions, from first noticing the product to finally making a purchase, and helps improve the overall effect of digital marketing.

4.2. Performance of UNIQLO's market growth driven by digital marketing

4.2.1. Revenue scale and online sales share

According to annual reports of Fast Retailing Group, Greater China is UNIQLO's second-largest market all around the world, which has maintained steady growth through overall pressure in the clothing industry. Online channels have been a particularly strong growth driver: the share of online sales has risen steadily from around 15% in 2020 to approximately 30% in 2024, making digital channels the core engine of the brand's revenue growth [8]. The omni-channel system also helps to reduce the risks caused by changes in offline store traffic and support the expansion of the brand stably.

4.2.2. User scale, brand voice and consumer stickiness

In terms of user scale, UNIQLO China's digital membership has exceeded 100 million, with membership sales accounting for a growing share year by year, forming the core user base supporting repurchases. When it comes to brand reputation, UNIQLO ranks among the top fast fashion brands in terms of total views and discussions of related topics on major social platforms such as Redbook and TikTok. On Redbook, for example, there are over one million notes related to "UNIQLO outfits", and the brand's official account has millions of followers, with consistently high interaction volume compared to industry peers, demonstrating strong social recommendation effects. In terms of consumer stickiness, members usually have higher repurchase rates, purchase frequency, and average order value than non-members. Consumers who use multiple channels also shop more often than those who only use one channel. These differences show that digital operations help improve user stickiness.

The growth in revenue, user base, and brand influence is closely related to UNIQLO's digital marketing strategies. The next section will discuss the specific strategies in more detail.

4.3. Analysis of UNIQLO's key digital marketing tactics

4.3.1. Content marketing: self-media content and outfit communication strategy

Scene-based outfit content is the most important part of UNIQLO's content marketing. On some platforms like Redbook and TikTok, the brand shares content through official accounts, fashion

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influencers, and ordinary users. The content is mostly about daily outfits for work, leisure, and different seasons, showing how basic clothing items can be used in various life situations.

This type of content fits well with how consumers find outfit ideas on social media. When people see relevant content on social platforms, they may be more interested in the products and learn more about the brand. Moreover, outfit posts shared by ordinary users can also create a word-of-mouth effect, which could allow more people know about the brand and makes it easier for consumers to make purchase decisions.

Every year when new spring, summer and autumn, winter collections are launched, UNIQLO works with hundreds of fashion influencers to promote scene-based outfits. On Redbook, these campaigns help to form a set of related topics, and the number of relevant posts can boost in a very short time. It helps to drive sales of new collections and shows that content marketing can influence consumers' purchase decisions.

4.3.2. Private domain traffic operation: digital membership system

UNIQLO's digital membership system works both online and offline. Consumers can earn points no matter whether they shop in stores or online. Members can enjoy exclusive benefits such as electronic coupons, early access to new products, and birthday offers. The brand also manages different groups of users through its official mini-program and enterprise WeChat groups, and sends personalized product information and activity notices according to consumers' past purchases.

From the opinion of consumer behavior, points and exclusive benefits make consumers more willing to stay with the brand and encourage them to buy more frequently. It can help to improve repurchase rate and customer lifetime value. Targeted information in private channels also fits consumer preferences better and improves conversion rate. In this way, one-time visitors from public platforms can become long-term users of the brand.

When consumers join the membership by scanning a QR code in store, the mini-program will later recommend outfits and coupons based on what they like. This kind of detailed operation has helped increase repeat purchases, and members now contribute more than half of the brand's total sales.

4.3.3. Co-branded digital communication and online-offline integrated marketing

The UT collection is one of UNIQLO's most well-known marketing IPs. The brand has launched co-branded products with partners from the anime, art, film, and fashion industries.

Before launching a new co-branded collection, UNIQLO usually creates discussion on social media, uses limited sales strategies and encourages users to share their purchases, which helps generate wide attention. The One Piece collaboration is a typical sample. Before the official launch, related topics on Weibo and TikTok got over 100 million views, which make many users talked about the new collection online. When the products came out both online and offline, some popular items sold out soon, and more people visited physical stores because of the collection. In addition, UNIQLO keeps prices the same both online and offline, allows customers to pick up online orders in stores, and supports in-store QR code ordering. It helps guide traffic between online and offline channels.

In terms of consumer behavior, co-branding can attract fans of the partner IP rapidly, make people more willing to share and collect the products, increase brand discussion and let more people to visit stores. Online-offline integration also makes shopping more convenient for consumers and helps to improve the overall conversion rate [6].

DOI: 10.54254/2754-1169/2026.37738

4.4. Shortcomings and problems of UNIQLO's digital marketing

At present, UNIQLO still has some problems in digital marketing. For one thing, its content marketing is becoming more and more similar across different platforms. Outfit content for basic products often takes similar forms, and there is not much new creativity. As a result, the growth of user interaction with this content is slowing down. For another reason, private domain operations are not deep enough. Most communities only send coupons and product information, and do not provide much valuable content or interactive activities. User participation in these communities is still relatively low. In addition, the brand's development in live-streaming commerce is relatively slow. Compared with some local Chinese clothing brands, UNIQLO started live streaming later and is not as mature in this channel.

5. Discussion

5.1. Internal logic of digital marketing driving UNIQLO's market growth

The stable growth effect of UNIQLO's digital marketing is achieved basically through a complete growth loop formed by three pathways, which answers the core question of why digital marketing works. First, the traffic expansion effect. Omni-channel digital channels break geographical and spatial limitations of offline stores. Content communication and viral effects on social media can help the brand reach a large number of young consumers that offline stores can not cover and expand market boundaries. The coordinated chain of exposure, recommendation, and conversion improves traffic utilization efficiency and offers a sufficient traffic foundation for market growth. Second, the conversion efficiency effect. The digital membership system and private domain operation turn public traffic into long-term user assets. Refined operation improves the rate of repurchase and customer lifetime value, while the omni-channel model optimizes consumption experience and improves overall conversion efficiency across channels, ultimately driving sustained revenue growth. Third, the brand value enhancement effect. Scene-based content marketing and co-branding campaigns continuously communicate the brand's lifestyle philosophy and strengthen consumers' brand identity. Word-of-mouth communication on social platforms further improves brand reputation and loyalty, realizing brand value improvement and laying the foundation for long-term market growth.

5.2. Advantages of UNIQLO's digital marketing strategy

The core advantages of UNIQLO's digital marketing lie in its omni-channel coordination capability and user asset accumulation. Unlike most brands that adopt an extensive model which focus on public traffic buying, UNIQLO connects the whole chain of public recommendation, e-commerce conversion, and private domain retention. This helps to form a circulatory traffic system. Meanwhile, with integrated omni-channel data, it realizes full-lifecycle user management, turning short-term traffic into sustainable growth momentum. In addition, its topical operation of co-branding campaigns consistently generates brand heat and maintains consumer awareness, creating a combined effect of sales and brand voice.

5.3. Causes of existing marketing problems

The reason for content homogenization is the product attribute of fast fashion basics. There is limited room for creative outfit ideas, making it hard to consistently produce differentiated content.

DOI: 10.54254/2754-1169/2026.37738

On Redbook, for example, outfit notes for UNIQLO's classic T-shirts and hoodies mostly focus on similar themes such as minimalist commuting and basic layering, with highly similar content forms and styles across creators. Consumers easily develop aesthetic fatigue, and the growth of interaction with related content has slowed noticeably. Insufficient depth of private domain operation essentially stems from traditional retail thinking: the brand attaches insufficient importance to content value and emotional connection in user communities, with relatively monotonous operation methods. For example, messages in enterprise WeChat groups and mini-program pushes mostly focus on new arrivals and discount coupons, lacking highly engaging content such as outfit discussions and community-exclusive events. User-initiated discussion accounts for a small proportion, making the community more of a one-way notification channel, with room for improvement in user belonging and activity. The lag in live-streaming layout is related to the brand's pricing strategy and positioning. UNIQLO prioritizes maintaining brand image over low-price live-streaming sales, resulting in slower channel development compared with local internet-native brands. While most domestic apparel brands treat live-streaming rooms as a core sales channel with frequent broadcasts and exclusive offers, UNIQLO streams less frequently and rarely offers live-only discounts, using live streaming more as a supplementary channel for product display. As a result, the sales contribution of the live-streaming channel is significantly lower than that of leading domestic apparel brands.

5.4. Cross-brand comparison with peer brands (ZARA, H&M)

Compared with the two other international fast fashion brands ZARA and H&M, the core differences in their digital marketing models stem from brand positioning, and this paper does not expand into multiple case studies. ZARA's digital marketing centers on supply chain efficiency: leveraging its fast new arrival advantage, it promotes new products quickly through digital channels and is essentially product-driven. H&M focuses more on youth-oriented social content marketing, building a trendy brand image through extensive influencer collaborations and topical campaigns. UNIQLO's core features are omni-channel integration and private domain membership operation, with deep online-offline connectivity and stronger user asset accumulation. The three models have their own focuses, and UNIQLO's model is more suitable for its product attributes of basic items and high repurchase rate.

5.5. Industry implications from the UNIQLO case

First, digital marketing of clothing brands should not only focus on short-term traffic investment. Instead, brands should attach importance to the coordination between public and private domains, turn traffic into reusable user assets, and achieve the transformation from traffic-driven to user-driven growth. Second, content marketing should fit consumers' decision journey. Scene-based and lifestyle content is more likely to drive recommendation and conversion. Brands should also value the word-of-mouth effect of user-generated content and amplify brand voice through social viral effects. Third, omni-channel integration is an inevitable industry trend. Connecting products, inventory, and services across online and offline channels meets consumers' omni-channel shopping needs and improves the consumption experience and conversion efficiency. Fourth, co-branding is an effective means to quickly boost brand voice, but it should align with brand positioning to avoid diluting core brand value through over-entertainment.

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6. Conclusion

6.1. Main conclusions

Taking UNIQLO as a case study, this paper systematically examines the strategies and internal mechanisms of digital marketing driving market growth of clothing brands, and draws the following core conclusions. First, digital marketing has become a core path for clothing brands to break through offline growth bottlenecks. It can promote multi-dimensional growth in revenue, user base, and brand value through three pathways: traffic expansion, conversion efficiency improvement, and brand value enhancement. Second, UNIQLO has built a complete digital marketing growth loop through strategies such as omni-channel layout, scene-based content marketing, digital membership system, and omni-channel integration, which effectively drives market growth. Its practice verifies the rationality of the "strategy-behavior-growth" framework. Third, UNIQLO's digital marketing still faces problems including content homogenization, insufficient depth of private domain operation, and lagging live-streaming layout, which need to be further optimized in line with industry trends.

6.2. Optimization suggestions for digital marketing growth of clothing brands

6.2.1. Build an omni-channel digital matrix

Brands should construct an omni-channel matrix covering social media, e-commerce platforms, and private communities, connect data and traffic across channels, form a complete chain of recommendation, conversion, and retention, and improve traffic utilization efficiency. It should also prevent diminishing marginal returns from investment in a single channel.

6.2.2. Refine user operations and digital membership system.

Brands should build up an omni-channel integrated digital membership system, carry out segmented operations and personalized recommendations according to user data, and deepen content and interaction operations in private communities. They should shift from basic coupon distribution to value delivery, enhance user activity and loyalty, and fully tap into the lifetime value of customers.

6.2.3. Build brand value through content marketing.

Content marketing should overcome the homogenization dilemma, produce differentiated content combined with brand positioning, and explore the scene-based value of products. At the same time, brands should encourage user-generated content, cultivate word-of-mouth communication, expand brand voice through social viral effects, and realize simultaneous growth in product sales and brand value.

6.2.4. Integrate online and offline channels to close the marketing loop

Brands should improve deep integration of online and offline channels, achieve consistent pricing, inventory sharing, and connected services, and meet consumers' omni-channel shopping needs. According to two-way traffic diversion between online and offline, they can realize mutual customer flow guidance and complete the omni-channel marketing loop.

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6.3. Research limitations

This study only adopts a single case study of UNIQLO, so the generalizability of the conclusions is limited to some extent. Meanwhile, the research is entirely based on public secondary data, without access to internal refined operation data, which imposes certain limits on the depth of analysis.

6.4. Future research directions

Future research can expand the sample scope and compare digital marketing models of clothing brands with different positioning and scales to improve the generalizability of conclusions. It can also further explore the impact of emerging digital forms such as AI marketing and live-streaming commerce on the growth of clothing brands, to expand the depth and breadth of research.

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