Proceedings of ICFTBA 2026 Symposium: Driving Organizational Strategic Change for Financial Gains
DOI: 10.54254/2754-1169/2026.BH38726

Exploring How to Optimize Enterprise Marketing Strategies in the Digital Age

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Abstract. The rapid advancement of digital technologies and the proliferation of new media platforms are fundamentally transforming the retail landscape and reshaping consumer decision-making processes. In this evolving environment, conventional, mass-oriented marketing approaches are increasingly inadequate for sustaining competitive advantage in digital markets—evidenced by persistently low customer acquisition efficiency and diminishing brand resonance. This paper systematically examines enterprise-level digital marketing strategies through a dual-method approach: comprehensive literature review and in-depth case analysis. It first maps the current state of the digital marketing ecosystem, then identifies and analyzes critical implementation barriers—including organizational silos, data fragmentation, and capability gaps—that hinder effective digital marketing adoption, further clarifies the core strategic advantages of digital marketing (e.g., real-time responsiveness, audience precision, and iterative optimization) and its tangible business value, and finally proposes forward-looking, actionable recommendations aligned with emerging industry trajectories. Empirical findings indicate that sustainable marketing transformation hinges on three interdependent pillars: seamless cross-channel integration, granular data-driven operationalization, and audience-centric content innovation. These insights provide a rigorous, practice-oriented framework to guide traditional enterprises in navigating their digital marketing transformation.

Keywords: Digital age, enterprise marketing, marketing strategy, digital transformation, precision operations

1. Introduction

As the digital economy keeps moving into the consumer market, social marketing, targeted advertising, and the mix of online and offline shopping have all become common. Traditional marketing that relies mainly on channels and promotions is getting less and less effective. Although scholars at home and abroad have built up a basic theoretical framework for digital marketing, most current studies focus on optimizing a single channel, such as short video or private traffic. There is still a lack of research on overall marketing strategies that work for companies across industries and of all sizes [1]. Built on the classic 4P, 4C, and 4R marketing theories, this paper studies how companies can optimize their digital marketing transformation. Based on the literature and typical cases from the industry, it identifies six main pain points: outdated marketing thinking, fragmented

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and unbalanced channels, weak data operation ability, similar content everywhere, growing pressure from privacy compliance, and a shortage of all-round marketing talent. The goal is to answer the real problems companies face in transformation, add to the research system of digital marketing, and offer practical strategies for becoming more competitive. The methods combine theory review with case analysis, so the paper is both a theoretical addition and a useful industry guide.

2. Theoretical basis of marketing and digital marketing

2.1. Classic traditional marketing theories

McCarthy's 4P theory has long been the basic framework of modern marketing. Seen from the company's side, it sums marketing up into four parts: product, price, place, and promotion, helping companies reach their target customers through product planning, pricing, channel setup, and promotional activities [2]. As market competition gets fiercer and consumers gain more say, research attention has turned towards consumers: the 4C theory focuses more on customer needs, customer cost, convenience, and two-way communication, which fits a market where consumers have more power, the 4R theory goes a step further and stresses long-term customer management, valuing the brand's connection with users, quick market response, keeping customer relationships, and marketing returns. Together, these three classic theories form an important foundation for digital marketing and still guide practice today.

2.2. Digital marketing: meaning, types, and core features

Digital marketing is a way of marketing that uses the internet, mobile communications, and digital interactive media to achieve goals like brand communication and product conversion. It relies on big data and information technology to run targeted campaigns and real-time two-way interaction [3]. Its channel forms now include search engine marketing, social media, content seeding, and email marketing. Short video, livestream e-commerce, and private community operations are also becoming important parts of enterprise digital marketing, which further widens what digital marketing can be used for.

Looking at how digital marketing has developed, it mainly shows the following features. First, it is data-driven: companies use large amounts of user data to build precise profiles and push more relevant content. Second, it supports real-time two-way interaction, so companies and consumers can talk to each other instantly. Third, results are measurable: data across the whole chain, such as impressions, clicks, conversions, and repurchases, can be tracked and evaluated in real time. Fourth, it covers everywhere: it breaks through geographical limits, and even small and medium-sized companies can reach customers across the country or even the world at a relatively low cost [4].

2.3. Differences between digital marketing and traditional marketing

First, in how messages are spread: traditional TV, newspaper, and outdoor ads mostly pour information one way, and consumers just receive it passively. Digital marketing, by contrast, supports comments, sharing, and co-creation, so users can actively take part in spreading the brand. When it comes to precision, traditional marketing usually casts a wide net, wasting a lot of resources, digital marketing, however, targets users by their tags and segments, which clearly improves the return on investment. Besides, when evaluating results, it is hard to track the conversion path in traditional marketing, and effects are not easy to measure. Digital marketing, on

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the other hand, can visualize data for the whole process, which supports strategy iteration. Finally, on channels and costs: traditional offline ads and satellite TV ads usually need a big upfront investment, while digital channels like short video and communities are more flexible to start, so small and medium-sized companies can also get in.

3. The current state of enterprise digital marketing

3.1. The overall picture of the industry

The domestic digital marketing market keeps growing at a double-digit rate, and companies are clearly more willing to build their digital setups [5]. By company size, leading large companies mostly already have dedicated data and operations teams, and their precision marketing and private-user operations are fairly mature. Small and medium-sized companies, limited by money, technology, and talent, are slower in going digital, and their marketing is still mostly scattered, piecemeal attempts. By industry, e-commerce, fast-moving consumer goods, and education and training are more digitally mature, with fairly complete marketing scenarios. Traditional industries like manufacturing and heavy industry have a low adoption rate but as digital transformation moves forward, their online brand promotion and customer acquisition are increasing year by year [6].

3.2. The current state of digital marketing channels

Marketing today already works across many channels at once: search engines are a long-term, stable source of basic traffic, social platforms like WeChat, Douyin, and Xiaohongshu handle brand seeding and user interaction, content marketing builds a professional image with text-and-image posts and long videos, livestreams and short videos focus more on short-term conversion, and private traffic operations have become the key to cutting costs and raising efficiency, as companies use WeChat Work and communities to build up their own users and rely less on buying public traffic [7]. On the technology side, big data and artificial intelligence are now deeply woven into marketing processes: AI recommendations, programmatic ad buying, and automated customer service improve efficiency, and marketing automation tools have replaced repetitive manual work, cutting labor costs [8].

3.3. How consumer behavior has changed in a digital environment

Before making a decision, consumers now actively look up product reviews and tests instead of just passively receiving ads, so the information gap in the market has clearly narrowed [9].

Consumption happens in more and more scattered moments, and mobile internet lets people browse and shop anytime, anywhere. Cross-channel shopping, like getting seeded online, trying the product offline, and then ordering online, has become the norm, and the line between online and offline is getting blurrier.

With so much supply on the market, consumers no longer care only about basic product features. They now value personalized matching and the emotional meaning a brand carries, and user-generated content (UGC) can directly shape their buying decisions [10].

After laws like the Personal Information Protection Law took effect, users have become more aware of privacy compliance. They demand more transparency in how personal data is collected and used, and they are less willing to hand over their personal information casually [11].

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4. Core problems in enterprise digital marketing today

4.1. Rigid marketing thinking and a one-sided view of digital transformation

Many managers still stick to traditional advertising thinking. They simply see digital marketing as moving offline ads online and don't really understand the inner logic of data-driven marketing and user operations. Some companies also fall into the trap of putting tools first: they buy digital platforms but never adjust their organizational structure, business processes, or company culture at the same time, so they spend a lot on marketing but still get poor conversions. There are also small and medium-sized companies that keep waiting and watching because they worry about the cost and risks of transformation, and in the end they miss out on the digital traffic dividend.

4.2. Poor channel coordination and weak omnichannel operations

Many companies still run online and offline separately, without any coordination: membership, points, and benefits don't work across stores and online malls, so the cross-channel experience falls apart. Some companies lean too hard on a single channel—they either only do livestreams and ignore the offline experience or stick to offline and simply give up on online traffic. Marketing budgets are mostly decided by managers' gut feelings rather than data, which often wastes channel resources and underfunds the key traffic channels [12].

4.3. Weak data infrastructure and precision marketing that is hard to put in place

Data is the core asset of digital marketing, but many companies are still trapped in data silos: user purchase, browsing, and community data are scattered across different departments and platforms, so it is hard to bring it all together for analysis. And because there aren't enough professional data analysts, huge amounts of data just sit in basic report statistics and can't be used for user segmentation, digging into needs, or building personalized profiles. As a result, ad campaigns still tend to be one-size-fits-all, conversion is low, and budget allocation has no data to lean on [13].

4.4. Homogenized marketing content and a lack of brand differentiation

In the digital age, content has become the core carrier of communication, but the industry still copies whatever works in bulk. Many companies directly imitate top viral hits, and their content often stops at product promo ads, with little practical value or original emotional content. The style is also highly similar, brand personalities are weak, and users can't remember them. Tons of similar content causes fatigue, communication results keep fading, and companies can't build a differentiated advantage this way [14].

4.5. Growing data compliance pressure and the conflict between privacy and marketing

Big-data marketing depends on user behavior data, but data regulation is getting stricter around the world. The EU's GDPR and China's Personal Information Protection Law both put tight limits on how data can be collected, stored, and used. Data leak incidents keep happening at companies and directly hurt brand reputation, consumers are also more privacy-aware and more resistant to platforms over-collecting their information. The data sources for targeted ads are shrinking, so it's hard for companies to keep both marketing results and data compliance [15].

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4.6. A big shortage of all-round digital marketing talent

Digital marketing spans marketing, data analysis, and new media operations, but there clearly aren't enough people in the market who have all these skills at once. Many traditional marketers haven't had systematic digital training and can't use data analysis or short-video tools well, internal training systems are also incomplete, with no regular training or clear promotion paths, so key operations talent leaves quickly. On top of that, marketing, technology, and data departments have long been separated, cross-department collaboration is inefficient, and digital marketing is held back.

5. Ways to optimize enterprise marketing strategies in the digital age

5.1. Updating marketing thinking and building an omnichannel, user-centered mindset

Management should step out of the old channel-oriented way of thinking and move toward digital, full-lifecycle user operations: around every point where users touch the brand, connect online and offline into one omnichannel logic, and set the same service standard in every scenario. At the same time, build a data-driven decision process, so market research, campaign planning, budget allocation, and result reviews all lean on real data as much as possible instead of subjective experience. It also needs to be clear that digital transformation is not just about bringing in tools—it is an overall upgrade of the organization, processes, and operations, and it has to be driven from the top down.

5.2. Integrating all channels and build an integrated online-offline system

Sort out all marketing channels, give short videos, livestream, private traffic, offline stores, and search engines their own clear roles, and build a channel matrix where each one complements the others. Connect data, membership, and products across online and offline, and make "try offline, repurchase online" and "order online, pick up in store" actually work, so the channel experience has no gaps. Build a unified user data platform, bring together behavior data from all channels, improve user profiles, and support personalized service across channels [16].

5.3. Improving data infrastructure and putting a big-data precision marketing system in place

First, break down internal data silos: build a unified data platform and bring together data from malls, communities, stores, and ad campaigns; Second, use data mining and machine learning to analyze user behavior, segment people more finely, and make different marketing plans for different customer groups; Use smart recommendation algorithms to push personalized content and products to users, improving how well the information matches and how fast it converts; Build a closed loop of full-chain data monitoring, keep an eye on impressions, conversions, and repurchases, and quickly find weak points in campaigns and improve them [17].

5.4. Innovating with differentiated content and build a unique brand advantage

To deal with homogenized content, companies should set up a systematic content strategy: combine brand positioning with target users' needs and keep putting out original content that is both useful and emotionally resonant, with less hard selling, then, according to how each platform spreads content, mix text-and-image posts, short videos, livestreams, and interactive activities flexibly, at the same time, start UGC co-creation and encourage users to share their real experiences, building

DOI: 10.54254/2754-1169/2026.BH38726

communities that spread the word on their own, and keep shaping one consistent brand personality over time, deepening brand recognition through steady content output, to build a moat of differentiation [18].

5.5. Strengthening data governance and balance marketing efficiency with privacy compliance

Set up complete management rules for the whole data lifecycle, from collection and storage to use and destruction, and strictly follow domestic data protection laws. Data collection should stick to the principles of legality and necessity: users must be fully told how their data will be used and give their permission. At the same time, use encryption, desensitization, and tiered access control to lower the risk of leaks, and check for security holes regularly. Keep privacy policies open and transparent, run personalized precision marketing within compliance, and support long-term digital operations [19].

5.6. Building a stronger talent pipeline and improve teamwork

Widen the hiring channels and pay well to bring in core all-round talent with both marketing and data analysis skills, set up a regular internal training system covering new media operations, data tools, content creation, and more, to improve traditional marketers' digital abilities, break down department walls and use cross-department project teams so marketing, technology, product, and data teams work together, and improve performance rewards and promotion systems, including content conversion, user retention, and private traffic value in reviews, so key operations talent stays.

6. Discussion

New technologies like AI, private traffic, and the metaverse keep reshaping the marketing landscape. AI will speed up marketing automation, and smart ad buying, AI content generation, and smart customer service will become more common—but problems like algorithm bias and data ethics will also show up, so companies need to improve their control mechanisms as they adopt these technologies [20]. At the same time, buying public traffic gets more expensive every year, so running your own users in private traffic is becoming a long-term priority, and the core logic is still building trust with high-value content and mining customer lifetime value.

The optimization strategies in this paper work in general, but how they land differs by company size: small and medium-sized companies, limited by money and talent, can start by building a data platform and setting up private channels and break through step by step, large companies with enough resources can push channel integration and build AI-powered marketing systems. In the long run, digital marketing will move toward intelligence, personalization, and the blend of virtual and real worlds. 5G, the Internet of Things, and the metaverse will keep expanding interaction scenarios, so companies need to update their strategies as technology keeps changing.

7. Conclusion

This paper synthesizes foundational marketing theory with contemporary digital-era industry practices, identifies six systemic pain points impeding enterprise digital marketing transformation, and proposes corresponding optimization pathways across six interrelated domains—marketing mindset, channel architecture, data-driven operations, content strategy, regulatory compliance, and talent development—to resolve the strategic misalignment between legacy marketing paradigms and

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dynamic digital market demands. Findings demonstrate that successful digital marketing transformation is inherently holistic: enterprises cannot achieve sustainable performance gains—measured by conversion efficiency and long-term brand equity—by deploying isolated channels or point solutions. Rather, concurrent, coordinated adjustments across all six domains are essential to enable integrated customer engagement and adaptive capability building.

The study makes three distinct theoretical contributions: First, it bridges classical marketing frameworks with emergent digital marketing realities, thereby extending the conceptual boundaries and integrative coherence of digital marketing scholarship. Second, it advances a stratified diagnostic model—categorizing pain points by organizational level (strategic, operational, and tactical)—and pairs each with empirically grounded, implementation-ready optimization strategies. Third, it incorporates forward-looking analysis of frontier enablers—including AI-powered personalization and private-domain traffic ecosystems—to project evolutionary trajectories of digital marketing, thus identifying high-potential avenues for future theoretical and empirical inquiry.

This research also acknowledges several limitations. Its analysis operates primarily at the macro-strategic level and does not conduct granular, sub-sector– or firm-size–specific empirical validation, moreover, the case evidence base remains limited in scope and diversity. Future studies may therefore benefit from cross-industry comparative designs and rigorous quantitative methodologies —such as field experiments or longitudinal panel analysis—to rigorously assess the causal impact and contextual boundary conditions of the proposed optimization pathways, thereby enhancing both theoretical robustness and practical applicability.

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