

# Research on Corporate Brand Marketing Strategy under the Background of Digital Economy

Xiaoying Yang, Hui Wang

Communication University of China, Nanjing 210000, China.

---

**Abstract:** In the context of digital economy, the development of all walks of life has undergone tremendous changes, in order to obtain core competitiveness in the fierce market competition environment, enterprises must adapt to the development trend of the economic era, combine brand marketing work with digital economy, and constantly innovate and upgrade product and service forms of enterprise products to lay the foundation for brand marketing. Brand marketing content is more complex, including multiple aspects, involving multiple indicators such as the innovation ability of related brands, brand market ability and brand influence, which is conducive to reflecting the quality, marketing and culture of consumption. In the actual brand marketing work, the vigorous development of the digital economy has created the prerequisites for it. Therefore, enterprise managers should formulate scientific brand marketing strategies according to the actual situation of enterprise development and operation to promote their own healthy and sustainable development in the market economy.

**Keywords:** Digital Economy; Corporate Branding; Marketing Strategy

---

## Introduction

In the construction of enterprise brand marketing, relevant personnel of enterprises need to conduct in-depth analysis of the importance of brand marketing in the context of digital economy, conduct reasonable analysis of the problems arising in the process of corporate brand marketing, explore the root causes of problems, and formulate optimization measures to improve brand marketing capabilities on the basis of summarizing relevant problems, combined with the application of digital economy.

### 1. The current situation of enterprise brand marketing under the background of digital economy

The wide application of modern information technology has continuously spawned the advent of the era of digital economy, which has had an important impact on the development of various industries to a large extent, and the application of information technology has become an inevitable trend in the development of enterprises. However, in the actual development process of enterprises, some enterprises fail to adapt to the development environment of the digital economy in time due to the solidification of traditional development thinking, resulting in the lack of corresponding cognitive ability in the work of corporate brand marketing, and the marketing concept is backward. In the specific marketing process, some enterprises lack the efficient application of information technology. Regarding the construction of brand marketing, enterprise managers need to widely integrate the economic market environment, the actual situation of competitors and brand marketing resources and other resource data faced by the current stage of enterprise development through the application of advanced Internet and big data and other information technologies, and scientifically and systematically analyze, sort out and store them, so as to establish corresponding databases for the marketing of enterprise brands, provide resource basis for brand marketing construction strategies, and realize the sharing of relevant information resources. The lack of application of information technology by enterprises directly affects the efficiency and quality of corporate brand marketing to a certain extent.

## **2. The necessity of enterprise brand marketing in the context of digital economy**

The reason why enterprises need to implement brand marketing strategies is because they need to enhance their popularity in the economic market, and in the current competitive environment, the development of enterprises is challenged in many aspects, and relevant personnel put corporate brand marketing in a key position. The advent of the digital economy era has injected fresh vitality into corporate brand marketing, and relevant personnel need to grasp the opportunity of the development of brand marketing in the era of digital economy, through the implementation of scientific brand marketing strategies, so that the brand effect can be improved, and unique effects can be obtained in the market, and it is also conducive to enterprises expanding customer resources. The traditional enterprise development model makes enterprises in the economic market constrained in many aspects, the globalization of the digital economy further intensifies market competition, which shows the importance of brand marketing work, relevant personnel in the process of brand marketing, can strengthen the comprehensive integration of internal superior resources of the enterprise, in order to get the corresponding resource support, shape an excellent brand image, from the internal management work and external development aspects to strengthen, conducive to enterprises in the context of the digital economy to improve the core competitiveness, Achieve further development.

## **3. Corporate brand marketing strategies in the context of digital economy**

### **3.1 Establish advanced brand marketing concepts**

The advent of the digital economy era, to the development of enterprises in the economic market has brought corresponding changes, major enterprises have paid attention to the wide application of big data, enterprise competition further intensified, in the face of such challenges, enterprises should first follow the principle of keeping pace with the times, establish advanced brand marketing concepts. Enterprise-related marketers need to pay attention to the importance of digital economy in the development of enterprises, conduct in-depth analysis of the current development environment, break through the various constraints of traditional marketing models, take brand marketing as a key link to promote the development of enterprises, and comprehensively promote brand marketing management from the construction thinking and marketing methods. In the process of brand marketing management, relevant personnel need to update the development awareness, follow the corresponding enterprise development principles to take measures, enhance the quality responsibility awareness of brand marketing, fine the responsibility of brand marketing, form the marketing department as the guide, other departments actively invest in the form of brand building, internal collaboration and cooperation within the enterprise, improve the ability of communication and coordination, stimulate the ability of enterprises to give full play to the joint role in the marketing process, so as to achieve the goal of improving brand marketing efficiency.

### **3.2 Formulate long-term plans**

In the process of carrying out brand marketing work, enterprises need to develop the modern digital economy environment, with the actual development goals, development plans and strategic goal systems of the enterprise to carry out the scientific formulation of brand marketing planning, to ensure that the brand marketing plan can adapt to the actual development trend of the enterprise, and can efficiently assist the development strategy of the enterprise. In the context of the digital economy, enterprises are facing a changeable development environment in the market, and relevant personnel need to improve their insight into the changing environment and place their own development in a dynamically changing environment. In view of the impact of changes in the internal and external environment of the enterprise, enterprise managers should establish a sound dynamic management mechanism in the process of formulating brand marketing planning, so as to ensure that brand marketing planning can quickly adapt to the needs of changes in the development environment of enterprises in the current digital economy era, improve the long-term practical benefits of brand marketing, and promote the competitive advantage of enterprises and their own development capabilities to be comprehensively improved <sup>[1]</sup>.

### **3.3 Strengthen the application of information technology**

In the context of the digital economy, in order to improve their own business development capabilities, enterprises strengthen the application of information technology, which has become the key driving force for enterprise development, so enterprises need to strengthen the wide application of information technology in the implementation of brand marketing strategies. Brand marketing work content is more complex, in order to improve the implementation of marketing strategy scientific and efficient, relevant personnel should fully apply the Internet and big data and other information technology, to ensure that when processing various information of brand marketing, can improve the ability of information resources collection, sorting, analysis and storage, build a marketing information resource database with high application efficiency, the application of information resource database, can ensure that all departments within the enterprise in the process of collaboration, information resource sharing. Provide critical information technology support for corporate brand marketing. Due to the changes within the enterprise and the market environment, relevant personnel need to regularly update and maintain the established database to ensure that its internal data information is compatible with the current market economic development environment, improve the application efficiency of data resources, information data needs to contain all aspects of brand marketing development in the context of digital economy, present its comprehensive and advanced advantages, and promote the development of enterprise brand marketing to achieve the development of information data [2].

### **3.4 Implement the construction of specialized talent**

The advent of the digital economy era has further strengthened the key role of professional talents in the process of enterprise operation and development. Therefore, in the process of enterprise brand marketing construction, relevant personnel should put the construction of professional talent team in an important position. From the perspective of the construction of professional talent team, enterprises first need to formulate corresponding plans according to the actual situation, to achieve high-quality training for internal managers and marketing personnel, and the staff can gradually master the brand marketing concept suitable for the development of the enterprise in the training work, and implement it in practice. Managers need to regularly evaluate the training results to stimulate the enthusiasm of relevant personnel and improve the practical application ability of brand marketing knowledge points [3].

## **4. Concluding remarks**

All in all, in the context of the rapid development of the digital economy, the brand marketing of enterprises is of key significance. In the continuous optimization has become an important driving force for the economic development of enterprises, so relevant personnel need to take advantage of the development of digital economy, improve the brand marketing construction within the enterprise, summarize the advantages and disadvantages of traditional marketing methods in the past, and formulate targeted solutions to improve the overall economic benefits of the enterprise.

## **References**

[1] Zhang SY, Lv HF. Innovation of enterprise brand marketing strategy under the background of digital economy[J]. Times Economics and Trade, 2022, 19(09): 102- 104.

[2] Wang CC, Tan JH, Shi GN. Research on enterprise network marketing strategy under the background of digital economy[J]. Business Exhibition Economy, 2021(24): 105-107.

[3] Li JY. Research on brand marketing strategy of small and medium-sized enterprises under the background of big data[J]. Business Economics, 2020(11): 67- 69.