



Research on Social Media Marketing Strategy and Corporate Brand Building in the Digital Age

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Abstract. Driven by the digital wave, the enterprise marketing strategy is experiencing unprecedented changes. The traditional marketing model has been difficult to meet the growing personalized and instant needs of consumers. The advent of the digital era provides enterprises with opportunities to use big data, artificial intelligence, social media and other emerging technologies to achieve precision marketing and deep user interaction. Enterprises must constantly innovate their social media marketing strategies, and combine with the social media marketing strategies to reshape the enterprise brand, in order to adapt to the rapidly changing market environment, and seize the dividends brought by digitalization.

Keywords: Digital age; Social media; Marketing strategy; Brand building;

1 Introduction

The digital age has fundamentally transformed various facets of human society through its distinctive characteristics. A key hallmark of this era is the rapid advancement of information technology. The extensive utilization of technologies such as the Internet, mobile communications, cloud computing, and big data has resulted in unparalleled speeds of information dissemination and an explosive increase in the volume of information[1]. People can access the information they need anytime and anywhere, and the way knowledge is spread and learned is

revolutionized. With the rise of social media, peoples communication is no longer limited by geography, and immediate interaction is possible. This connection is not only limited to people, but also includes the intelligent interconnection between people and things, and between things. The popularity of the Internet of Things (IoT) makes everything be interconnected, and the living and working environment becomes more intelligent. The digital age promotes the rise of personalized and customized services. Through the collection and analysis of user data, enterprises can provide more accurate products and services to meet the personalized needs of consumers. At the same time, consumers also pay more attention to experience, and have higher expectations for the quality, convenience and innovation of products and services. In addition, the digital age has also brought about innovation in business models[2]. Emerging businesses such as e-commerce, online education and telecommuting are developing rapidly, and traditional industries are also actively promoting digital transformation to adapt to changes in the market and consumer needs. At the same time, the digital era is accompanied by a series of challenges, such as data security, privacy protection, digital divide and other issues are increasingly prominent. How to realize the harmony and unity between individual and society while enjoying the convenience brought by digitalization is an important subject that the digital age must face.

Marketing strategies in the digital age are faced with many challenges, which require enterprises to find a balance between innovation and adaptation. As data becomes the core asset of marketing, how to collect data, store and use consumer data legally and legally, while accelerating the building of enterprise brand, has become a problem that enterprises must face. Improper social media marketing not only damages consumer trust, but may also lead to legal action and reputation loss. The rapid change in consumer behavior on social media requires that marketing strategies must be highly flexible and adaptable. In the digital age, consumers are access to information, and their needs and preferences are constantly changing. Companies need to adjust their marketing strategies through continuous data analysis and market research to maintain close contact with consumers. In the era of information explosion, consumers are exposed to a large number of advertising and marketing information every day, which leads to their reduced sensitivity to advertising and even their aversion. Companies need to create more creative and attractive content to break through the information noise and attract consumers attention[3]. As more and more companies enter the digital marketing space, the competition is becoming extremely

fierce. Companies should not only compete with traditional competitors, but also face the challenge of emerging digital native brands. This requires enterprises to constantly innovate their marketing means and enhance their brand competitiveness. New digital tools and platforms are emerging, and companies need to constantly update their knowledge and skills to use the latest technology to improve their marketing results. At the same time, companies need to focus on the impact of technological change on consumer behavior and the new opportunities and challenges they may bring[4]. Consumers in different regions, different ages and different income levels differ in the use and access of digital technology, resulting in the failure of marketing messages to effectively reach all potential customers. Enterprises need to develop differentiated marketing strategies to ensure the popularity and fairness of services. To this end, this paper studies social media marketing strategies and corporate branding through the characteristics of the digital age.

2 Related Research on Social Media Marketing Strategies

2.1 Challenges of Social Media Marketing Strategies in the Digital Age

Social media platforms and commodity / service providers are important business subjects in social media marketing. In the social media environment, the behavior and characteristics of market environment and other factors directly affect the decision-making behavior of business subjects. To this end, on the basis of clarifying the characteristic factors that may affect the platform and goods / services in social media marketing, the marketing strategy problems that enterprises may face in the digital age are combed and analyzed, as shown in Figure 1.

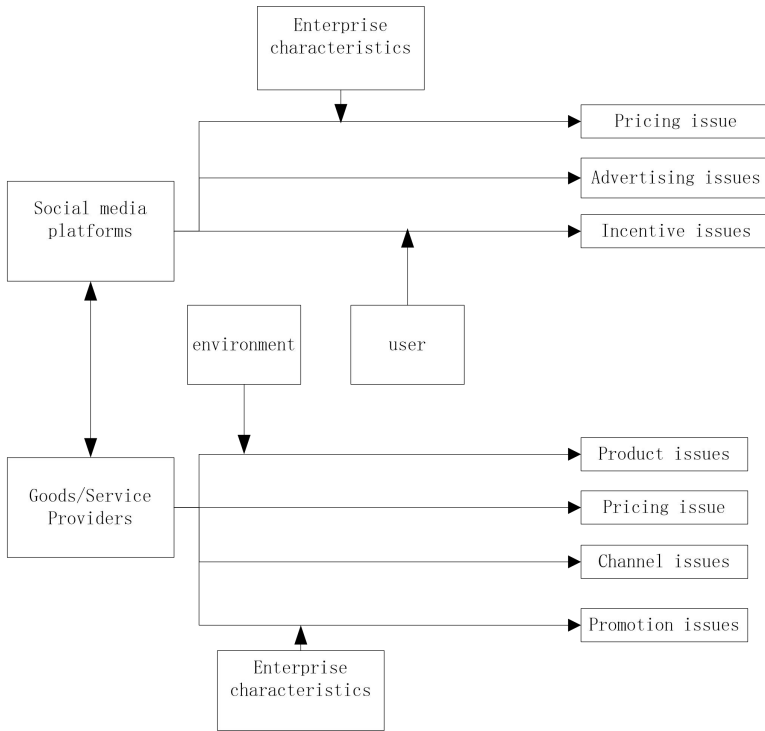


Fig. 1. Issues in Social Media Marketing Strategies in the Digital Age1.2 Marketing subjects and their subsidiaries in the business ecosystem of social media platforms

From the macro level, in the social media marketing model, different types of enterprises establish social contacts with users through social media platforms, conduct social interaction, and provide products and information to users[5]. Among them, the business entities involved in social media marketing include commodity / service provider enterprises, retailers, advertisers, social media platforms. For social media platforms, on the one hand, it provides users with basic social services to meet their social needs such as communication and interaction; on the other hand, it provides a platform for business activities for product sales, advertising and image communication. At the same time, as commercial entities, social media platforms mainly intervene in the commercial activities of enterprises with the role of advertisers, and convert the traffic realization of the platform into value in the form of advertising.

For goods / service providers, joining social media platforms means opening up a more functional sales channel. By establishing social accounts in social media,

enterprises can get the active attention of users, grasp the information of users and their social communities, more accurately locate potential users, and conduct customer relationship management more conveniently[6]. In addition, the enterprise use of social media to expand the traditional commodity sales and advertising channels, through cooperation with advertisers, retailers, enterprises can be commodity information in a more acceptable way (such as game advertising, soft advertising, etc.) to the user, at the same time with the aid of word of mouth effect between users, promote the sales and promotion of goods.

For users, social media not only facilitates communication with friends, but also provides channels to buy products and understand the business[7]. Before purchasing goods, users can know the information of enterprises and products through social media, and consult with friends or experienced users to obtain purchase decision support. When purchasing goods, users can easily and conveniently purchase through the shopping environment provided by social media platform. After purchasing products, users can share the products to their circle of friends through social media, publish personal shopping experience, show off or "make fun", and recommend the products to friends. At the same time, the completion of social media marketing activities also needs the support of technical and service-oriented enterprises. For example, logistics enterprises that provide commodity transportation, terminal manufacturing industries that provide hardware such as mobile phones and platform computers, and service providers that provide API (ApplicationProgrammingInterface) software development technology.

3 Social Media Marketing Strategies

3.1 Apply the AISAS Model to Build a Social Media Marketing Model

According to the relevant theory of AISAS model in marketing, the five dimensions of AISAS refer to A (Attention) generating consumer attention, I (Interest) consumer interest, S (Search) consumer search for product brand information, A (Action) consumer actions, and S (Share) sharing to others after purchase[8]. Under the AISAS model, consumers are the center of all consumption behaviors. The fundamental purpose of marketing is to make consumers want to buy products and be interested in product information. At the same time, in the AISAS model, the consumer recommendation is as important as the brand promotion. The AISAS model reflects

the complete closed-loop of consumption behavior of consumers in the process of market consumption. The brand needs to formulate corresponding marketing strategies for different consumption links of consumers, so as to form a complete mode of brand social media marketing. On the AISAS model, from the standpoint of consumers, combined with the interests of the network consumer demand, consumer behavior habits, psychological characteristics, and the unique attributes of social media, follow the brand marketing target, the AISAS model applied to the brand integrity of social media marketing model, as shown in Figure 2.

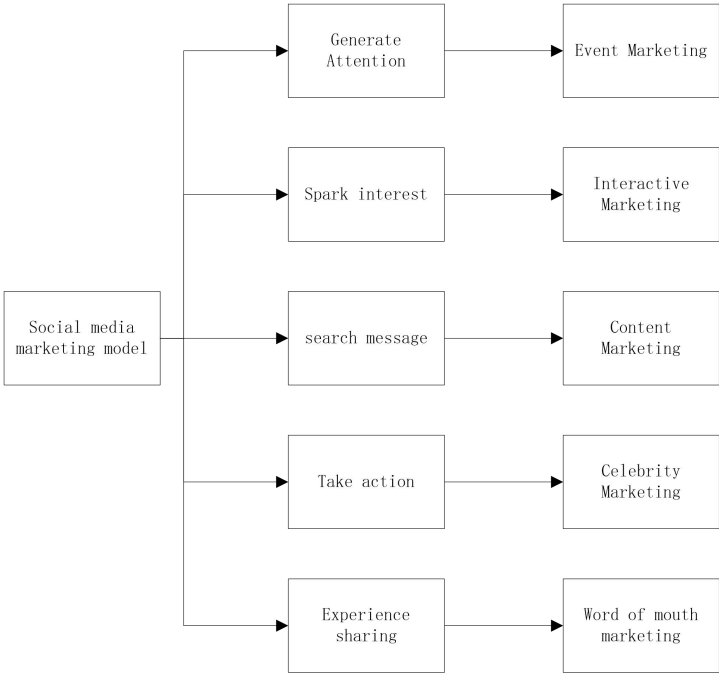


Fig. 2. Brand Social Media Marketing Model Based on AISAS Model

3.2 Development of Multi-Channel Marketing, Focusing on the Development of the Head Platform

That is, through the marketing strategy of multiple channels, in order to achieve sales as the goal. The focus of multi-channel marketing is to create a seamless user experience between various channels, so that the whole user journey to achieve a good experience. In addition to maintaining the operation of e-commerce platforms, brands should also increase cooperation with emerging head platforms such as Weibo,

wechat and Xiaohongshu[9]. Through the refined operation on these social platforms, combined with the previous operation of the e-commerce platforms, the brand can develop from the original traditional e-commerce to the social e-commerce. The operators of these social platforms make detailed operation plans to communicate and interact with consumers in a timely manner, which increase users interest in the brand and lay the foundation for subsequent purchase behavior.

According to different color social media platforms, the brand accurately positions the products according to the marketing objectives, and determines the specific target groups according to the consumer needs, so that the platform can better meet the needs of users, and realize the integration and timely response of multiple social media platforms, so that social media marketing can achieve greater success. The brand adopts different marketing methods in different social media platforms and corresponding to different users. The specific situation is shown in Table 1.

Table 1. Different social media platforms adopt various marketing methods

Social media	user	Marketing methods
micro-blog	Celebrities/Fans	Event Preview
WeChat	Circle users	Brand promotion, brand story
Tiktok	Internet celebrities/fan gatherings/entertainment	Official video
		Professional evaluation
		Unboxing evaluation, good product recommendation

3.3 Improve Customers Value-Added Services on Social Media

Providing value-added services to bilateral users exists widely in the Internet platform. Social media platforms can provide value-added services to bilateral users directly through themselves, or in collaboration with API technology suppliers. After consumers and enterprises pay the corresponding fees to the social media platforms, they can get the corresponding value-added services. As shown in Figure 3, the reward mode of different subjects in the social media is established. For example, QQ subdivides members according to users preferences, developing blue diamonds for game users, green diamonds for music users, and yellow diamonds for space users;

Sina Weibo charges members 10 yuan per month, and provides VIP services such as exclusive logo.

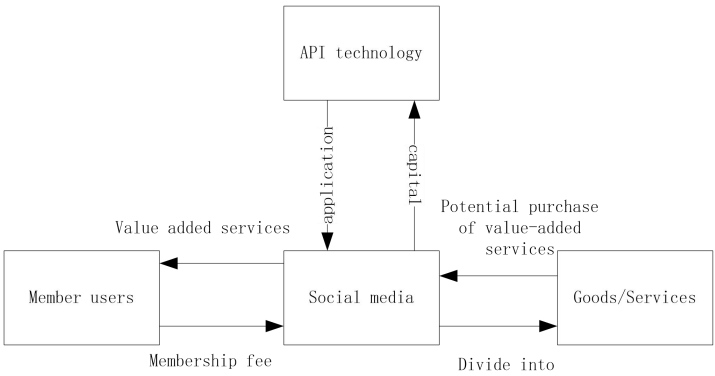


Fig. 3. Reward patterns of different entities in social media

For consumers, after becoming members, in addition to obtaining the basic social functions of ordinary members, they can also get value-added services and preferential rewards provided by the platform; for commodity / service providers, the social media platform provides the channels to connect users, and various value-added services provided by the platform facilitate the social interaction and marketing activities between enterprises and consumers; For social media platforms, on the one hand, they can directly charge value-added service fees from users or commodity / service provider enterprises to obtain economic benefits; on the other hand, the platform can also establish cooperative relations with commodity / service providers to obtain indirect benefits in the form of commission sharing.

3.4 Application of Direct Selling Mode

In the direct selling model, business entities include commodity / service providers, social media platforms and API technology providers, etc[10]. Commodity / service providers establish enterprise accounts on social media platforms to establish contact with users. At the same time, they develop shopping environment through API technology providers to sell products directly to users within the platform, as shown in Figure 4. Compared with the traditional direct selling model, enterprises can take advantage of the word of mouth of consumers in social media platforms, that is, the spontaneous sharing and recommendation of users who have already bought products,

to attract more users to buy products and help enterprises to publicize for free. For example, Nike, Huawei and other manufacturers have established official social accounts in WeChat platform (usually in the form of WeChat "service number") to provide information service to users and sell products directly in the social media platform; meanwhile, some small and medium-sized enterprises can also establish "micro store" in WeChat platform to sell products directly to users in the form of online stores.

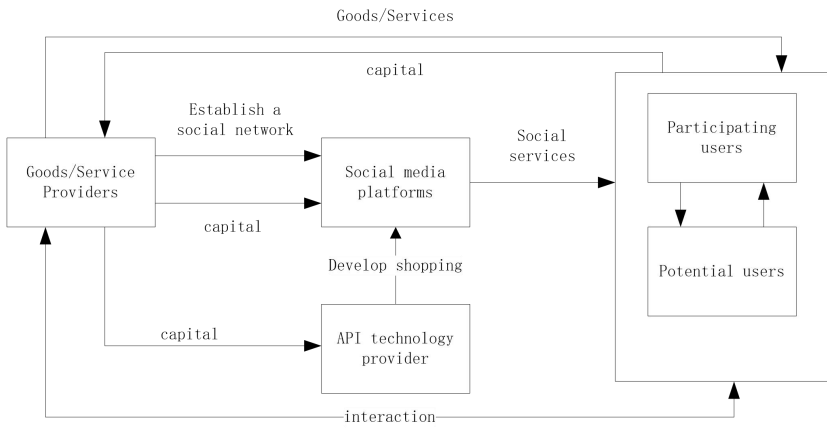


Fig. 4. Direct sales model constructed through social media platforms

In terms of profit sources, the revenue of goods / services providers mainly comes from the revenue generated by the sales of products / services. At the same time, in order to obtain social platform access services and technology distribution services, product / service providers need to pay corresponding fees to social media platforms and API technology providers. For social media platforms, part of the revenue comes from the registration fee of goods / service providers; part of the revenue comes from the commission of their products sold, and with the development of the financial industry, the form of commission gradually evolves into the operational value of financial capital. For example, for sales in the wechat platform. In the Internet era, the operation of overseas social media also needs to cooperate with the promotion and publicity of other channels. In order to achieve the purpose, it is expected to start from three aspects of official publicity, industry opinion leaders publicity and media platform cooperation in vertical fields. Firstly, launching all official overseas social media channels of RP Company, making different publicity and marketing according to social media attributes. Secondly, looking for opinion leaders suitable for the

enterprise development, using the influence and appeal of industry opinion leaders to carry out brand promotion to RP Company and improve the brand exposure rate and popularity. Thirdly, contact the media platform in the vertical field to release the relevant information of RP company, and use the traffic of the industry media platform as followsRP company does brand exposure and drainage, and finally achieves the fruit of brand communication, as shown in Figure 5.

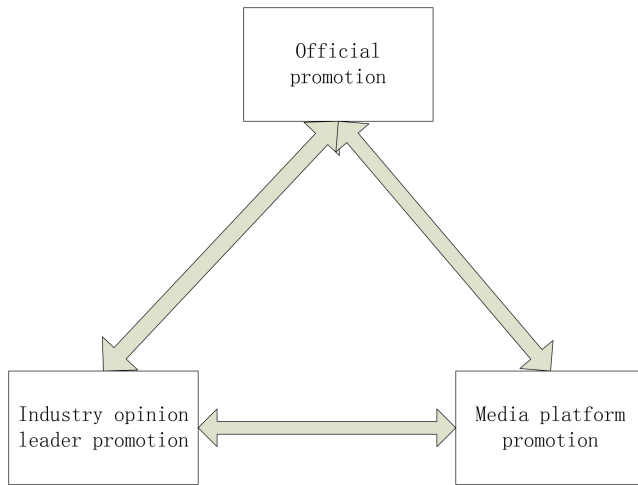


Fig. 5. Promotion and publicity

3.5 Promote the Integration of Traditional Marketing and New Media

In order to realize the innovation of enterprise marketing mode under the background of the new media era, it is necessary to promote the combination of traditional marketing and new media marketing. For online marketing, more attention should be paid to the diversification of the forms of publicity. In addition to shopping platforms, a new platform can be opened as a promotion carrier. At the same time, with the help of the technical advantages of new media, we can timely communicate with customers, feedback the real opinions of customers to the marketing department, and take the improvement plan as the main promotion point of the next stage of marketing publicity. Combine we marketing media and short video organically to create the exclusive label of products, and the brand effect of enterprises echoes with each other to achieve better marketing effect. As a key marketing module, a professional marketing team is an essential technical backbone of each enterprise, and also an essential resource for innovative marketing mode. Find out the meeting point of the

marketing management and operation service of the enterprise, and ensure that it matches the business philosophy of the enterprise. Because in the traditional marketing, the publicity mode is mainly offline, so in the marketing mode, give full play to the advantages of offline experience. Intuitive promotional activities are the best embodiment of offline marketing. A series of activities such as free lottery can attract consumers. After accumulating a certain customer flow, offline promotion activities can be carried out according to user needs. Only by maintaining the offline consumer groups, And the use of network platform and new media to develop such users to online, can better realize the organic combination of the two. From the essence of marketing, both online and offline marketing mode is for the final promotion of sales[6-7]. After fully integrating traditional marketing and new media marketing, the transformation of user traffic can be realized in a faster way, and the trust of consumers can be improved. With the combination of the two, the distance between consumers and enterprises in the process of marketing and promotion. We strive to realize cross-platform multi-pole communication on the basis of platform self-communication, and improve the marketing effect by creating more traffic entrances. And using the influence of endogenous communication and extension communication, quickly realize the user sinking, and realize the ultimate goal of the integration of traditional marketing and new media.

4 Corporate Brand Building in the Digital Era

According to the above social media marketing strategy, in the design and optimization of the brand image, the consumer psychology should be mainly based on the design of their own brand image for enterprises. Brand image not only needs to reflect consumers expectation for the external image of the enterprise, but also needs to reflect consumers yearning for the product image and the personality characteristics of the enterprise, so as to arouse consumers love for the brand. Especially for MCN organizations that especially need to interact with customers and fans, whether they can leave a deep and positive brand image can be said to determine how far they can go in the future. When the brand image positioning of the enterprise is not clear, it not only represents the insufficient market competition and imperfect market development of the enterprise, but also a manifestation that the enterprise does not pay attention to the brand image positioning and ignores the needs of customers at all

levels. Take a bird brand company as an example, the plan in the brand image is as follows:

4.1 Optimize the Enterprise-Type Logo

The enterprise should take the bird as the prototype in the name of the bird card, and design an envelope logo in the lower right corner, representing the information content produced by the bird card technology. On the whole, it looks like a bird is flying with an envelope, implying efficient information transmission and delivering valuable information to the user group. In terms of color, yellow is a kind of color that can bring energy and vitality to people, and it is also a more eye-catching color

4.2 Determine the Enterprise Slogan

According to the above suggestions for bird brand enterprises, we take users as the consideration of brand positioning, so the Slogan of bird brand needs to convey the brand positioning of bird brand to consumers in the shortest and clear way. Suggest bird brand slogan is: bird card technology, the user most rely on the information factory.

4.3 Design of VI and UI

A set of excellent corporate brand VI and UI can increase the opportunity of corporate brand exposure, which can also be seen as a very excellent way of free publicity. If the VI and UI design of the enterprise is too ordinary, it is difficult to leave a deep impression on consumers, and the brand image of the enterprise will be more difficult to establish. Whether the difference in product quality is significant, whether the packaging of the product is novel and strange enough, often affects a series of behaviors of consumers, especially when faced with new consumer groups, the appearance design quality of products is often one of the important basis for consumers to remember the brand. Bird brand technology is also gradually improving its own brand VI design, the companys name card, notes, tea cups and other design style unified, as shown in figure 6. At the same time, the companys website, cooperation examples and service introduction pages have been redesigned and designed to form a visual and style unity.

Establishing the connection point between brand culture and consumers emotional needs is one of the fundamentals for enterprises to survive. When building their own brand culture, enterprises should fit with the cultural value of consumer groups, and build a bridge of emotional communication with consumers, so as to dig out the resonance with consumers from the perspective of culture. In this regard, the approach is to take the perspective of a real user, and then refine the users use scenarios. Finally, we found that among the many network information, users are most concerned about the authenticity and reliability of the information. Then we can enlarge the two characteristics of the authenticity and professionalism of the brand culture, so as to establish an emotional connection point of mutual trust with the users. Taking the content output of a technology KOL as an example, the evaluation content of all kinds of household appliances is not uncommon on the market, but these evaluation contents are often carried out from the perspective of the brand side or the product. Although it completely describes the functions of these household appliances, it is more like a detailed manual. Baidus technology KOL will preset the content of the scene and problems in the actual use of these household appliances, and pass them on to users. For example, when reviewing an oven, on the InternetMore content is to tell users that the oven can reach baidus high temperature in tens of seconds, to promote the selling point of the product. Baidus technology KOLs are more inclined to combine with life, describing whether the oven can be placed in a small kitchen, whether the outside of the oven is heated when heated, and whether the oil residue in the oven are easy to clean after baking. Over time, the content produced by Baidus KOL will form the idea of "close to life, real and useful" in the minds of users, rather than filling it with a variety of incomprehensible technical terminology. In the emotional communication of users also need to try accordingly. Such as TikTok, a learning class KOL, the KOL itself does not produce the ability of learning content, but choose for media channels and user community create a good learning and sharing atmosphere, the theme of each content are contribute share by the user, the KOL again from many users contribute select high quality content, processing and output. In this way, the sense of identity of sharing users is greatly satisfied, and the content they share is noticed by more people, while the other users learn relevant knowledge and skills. In addition, a good community atmosphere, forming a situation that many users compete to learn and share. In the processAlthough the KOL does not produce original content, it has formulated a variety of incentive policies for learning

and sharing, and continued to spread positive energy related to learning, and formed a good emotional share with users who are willing to actively learn from tag.



Fig. 6. Bird Technology Brand Visual Products

5 Conclusion

The digital era provides a broad stage for the innovation and practice of enterprise marketing strategies. Through the continuous exploration and application of new technologies and new methods, enterprises can not only improve the marketing efficiency and effect, but also deepen the connection with consumers and enhance the brand influence. However, innovation does not happen overnight. It requires continuous investment, flexibility and market insight. Only by constantly adapting to and leading the digital trend, enterprises can remain invincible in the fierce market competition and achieve sustainable development.

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