

# Optimization Strategies for Enterprise Brand Communication from the Perspective of Digital Marketing Communication

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**Abstract:** In the context of the digital age, the optimization and practice of brand communication strategies have become increasingly important. This article delves into brand communication strategies from the perspective of digital marketing communication, with a focus on analyzing how to enhance brand influence through strategy optimization in fierce market competition. The article emphasizes the fundamental role of clarifying brand positioning and audience analysis, and further explores key strategies such as innovation in content marketing, multi-channel integrated communication, and enhancing interaction and participation. Finally, the article focuses on the practical application of enterprise brand communication optimization strategies, including building a clear brand image, precise content marketing, fully utilizing social media platforms, integrating online and offline activities, establishing customer relationship management systems, and continuous innovation and iteration. These strategies aim to help businesses more effectively communicate brand value, enhance connectivity with consumers, and stand out in the increasingly complex market environment, achieving long-term stable development of the brand.

## 1. Introduction

In today's digital age, with the rapid development of science and technology and the widespread popularity of the Internet, digital marketing communication has rapidly emerged as the mainstream means of corporate brand promotion and marketing. This change not only shows the profound influence of modern science and technology on business model, but also reflects the personalized demand of contemporary consumers for information receiving methods [1]. Digital marketing communication is gradually replacing traditional marketing methods with its advantages of low cost, high efficiency and accurate target user positioning, and is favored by more and more enterprises [2]. In order to stand out in the fierce competition market, simple digital marketing means is far from enough. What is more crucial is how to carefully design and continuously optimize the brand communication strategy according to the uniqueness of digital marketing and the real-time needs of consumers [3]. This can not only enhance the brand's popularity and reputation, but also significantly enhance the market competitiveness of enterprises.

The advantages of digital marketing communication are obvious. It uses digital channels such as the Internet and social media to quickly reach global target customers at a low cost and realize accurate information push [4]. At the same time, this new marketing method also has the ability to interact with consumers in real time, thus greatly improving the brand loyalty of consumers. For many small and medium-sized enterprises, the lack of professional team and technical support has become a major obstacle to the implementation of digital marketing strategy [5]. Digital marketing needs continuous innovation and optimization to adapt to the rapidly changing market environment and consumer demand. It is not only of far-reaching theoretical significance, but also of urgent practical needs to discuss the optimization strategy of corporate brand communication from the perspective of digital marketing communication [6]. By optimizing the brand communication strategy, enterprises can make more effective use of the advantages of digital marketing, enhance brand awareness and reputation, and then occupy a favorable position in the fierce market

competition.

The research on the optimization strategy of corporate brand communication from the perspective of digital marketing communication is a subject with both theoretical and practical value. In order to study this problem systematically, this article combs the theoretical basis and development status of digital marketing communication and corporate brand communication, and puts forward targeted optimization strategy suggestions based on both theoretical and practical considerations.

## 2. Overview of digital marketing and brand communication

### (1) The concept and characteristics of digital marketing

Digital marketing is a marketing activity that utilizes digital technology and online platforms. It covers various Internet based marketing methods, such as search engine optimization, social media marketing, e-mail marketing, content marketing, etc [7]. The characteristics of digital marketing lie in its interactivity, real-time, traceability, and personalization. Through these characteristics, digital marketing can help enterprises reach their target audience more accurately, improve marketing efficiency and effectiveness. Figure 1 shows the basic process of digital marketing.

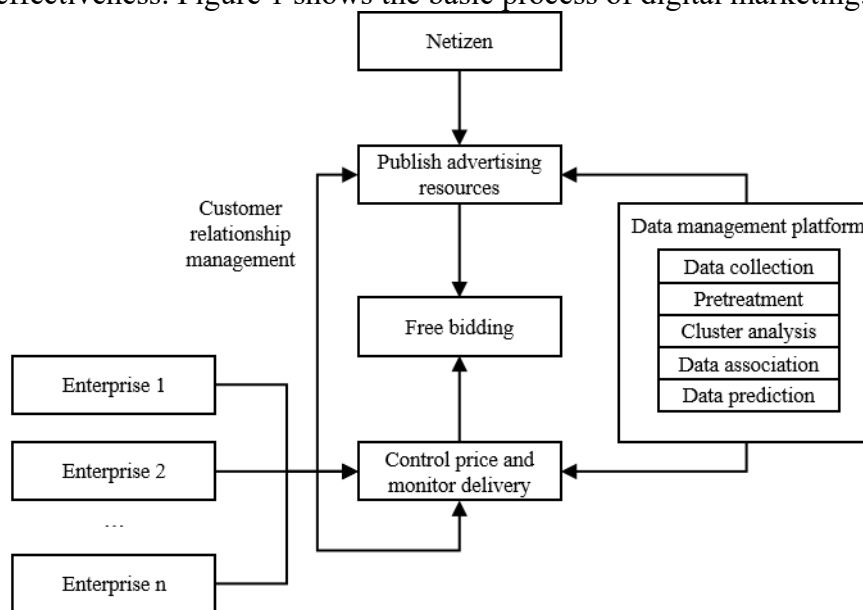


Figure 1 Digital marketing process

With the continuous development of science and technology, digital marketing is also constantly innovating and evolving. From the initial e-mail marketing and search engine marketing to the current social media marketing and big data marketing, the forms and means of digital marketing are becoming more and more diversified [8]. In the future, with the popularization of artificial intelligence, Internet of Things and other technologies, digital marketing will be further intelligent and personalized, providing enterprises with more accurate and efficient marketing solutions.

### (2) The goal and traditional method of brand communication

Brand communication refers to the process that an enterprise transmits brand information and shapes brand image to the target audience through various communication means and channels. The goal of brand communication is to improve brand awareness, reputation and loyalty, thus promoting product sales and enterprise development.

In the past, brand communication mainly relied on traditional media, such as television, radio, newspapers and magazines. These traditional media have the characteristics of wide coverage and stable audience, but there are also problems such as high communication cost and difficult to measure the effect. With the popularity of the Internet and the rise of new media, the way of brand communication has also undergone earth-shaking changes.

### (3) The transformation of digital marketing on brand communication mode.

The appearance and development of digital marketing has a far-reaching impact on brand communication. First of all, digital marketing breaks the limitation of time and space, so that brand information can be delivered to the target audience anytime and anywhere [9]. Digital marketing improves the interactivity and participation of brand communication, and enables consumers to have a deeper understanding of brand culture and product characteristics. Digital marketing improves the efficiency and effect of brand communication through data analysis and accurate positioning.

In addition to traditional media, enterprises can also use social media, search engines, e-mail and other digital channels for brand communication. These channels have the characteristics of low cost, high efficiency and accurate positioning, which can help enterprises reach the target audience better.

In the era of digital marketing, enterprises need to constantly innovate and spread content to attract consumers' attention. For example, make brand information more vivid, interesting and easy to spread by making interesting videos and illustrated social media posts.

Digital marketing provides a wealth of data analysis tools, enabling enterprises to monitor the effect of brand communication in real time. By collecting and analyzing data, enterprises can adjust their communication strategies in time to achieve the best communication effect.

### **3. Brand communication strategy from the perspective of digital marketing communication**

#### **(1) Clear brand positioning and precision marketing**

Enterprises need to clearly define their own brand positioning, and define the core value and target market of the brand. Through in-depth analysis of the needs, interests and consumption habits of the target audience, more accurate marketing strategies can be formulated. By using big data analysis, user portrait and other technical means, enterprises can find potential consumers more accurately, realize personalized recommendation and customized services, and thus improve marketing effect.

#### **(2) Creative content production and multi-channel communication**

In digital marketing, high-quality content is the key to attract and retain consumers [10]. Enterprises should pay attention to the production of creative content and attract the audience's attention through interesting and valuable content. At the same time, using diversified digital channels to spread, such as social media and short video platforms, can expand the influence of the brand. These channels can not only provide rich opportunities for interaction, but also help enterprises to collect consumer feedback in time and optimize products and services.

#### **(3) Data monitoring, optimization and continuous innovation**

Data monitoring and optimization is an indispensable part of digital marketing. Enterprises should establish a perfect data analysis system, monitor the effect of marketing activities in real time, and adjust their strategies according to the data. Through in-depth analysis of consumer behavior data, conversion rate, user retention rate and other indicators, enterprises can more accurately evaluate marketing effects, find potential problems, and optimize strategies in time. In addition, with the continuous development of digital technology, enterprises should keep keen market insight and actively explore new marketing methods and tools to achieve continuous brand innovation.

### **4. Practical application of optimization strategy of enterprise brand communication**

Under the background of digital marketing communication, how to practice and apply the optimization strategy of brand communication has become an important topic to enhance brand influence and enhance market competitiveness. Table 1 shows the practical application of corporate brand communication optimization strategy.

Table 1 Practical application of corporate brand communication optimization strategy

Strategy category	Practical application	Intended effect
Brand image construction	Design unique brand identity, publicity language and visual image	Create a unique brand image and enhance brand awareness and memory
Content marketing strategy	Create high-quality content related to brand value, such as articles and videos	Provide valuable information, show brand professionalism and product quality, and enhance consumers' trust and goodwill towards the brand
Social media interaction	Actively publish brand dynamics on social media platforms and interact with consumers in real time.	Expand brand exposure, and enhance the emotional connection and loyalty between consumers and brands
Online and offline integration	Hold offline brand experience activities, combined with online platform promotion	Let consumers understand the product and brand culture more intuitively, and enhance brand awareness and participation
Customer relationship management	Establish CRM system and push personalized marketing information.	In-depth understanding of consumer needs, accurate marketing, and enhance consumer shopping experience and loyalty

#### (1) Building a clear brand image

Enterprises must build a clear and unique brand image. This includes defining the brand's core values, brand mission and brand vision, and designing recognizable brand identity and visual elements. Through a unified brand image, enterprises can leave a deep impression on consumers, thus enhancing brand awareness and memory.

#### (2) Develop accurate content marketing strategy.

Content marketing is the core of brand communication. Enterprises should deeply understand the needs and interests of target audiences and create high-quality content closely related to brand value. These contents can be articles, videos, images or other forms of media, aiming at providing valuable information and strengthening the brand image. Through accurate content marketing strategies, enterprises can attract and retain target audiences more effectively and improve brand loyalty.

#### (3) Make full use of social media platforms

Social media platform has become an important channel for brands to interact with consumers. Enterprises should establish and actively maintain official accounts on major social media platforms, and regularly publish brand trends, product information and preferential activities. Through real-time interaction with consumers, enterprises can respond to consumers' concerns in time, enhance brand affinity, and collect valuable user feedback to guide the continuous improvement of products and services.

#### (4) Carry out online and offline integration activities

In order to improve the effect of brand communication, enterprises should actively carry out online and offline integration activities. Offline activities, such as product launch, brand experience day, etc., can make consumers intuitively feel the product characteristics and brand culture; Online activities can use social media and other platforms for live interaction to expand the influence and participation of activities. Through online and offline integration, enterprises can display their brand image in all directions and enhance their brand reputation.

#### (5) Establish a customer relationship management system

In order to better understand and serve consumers, enterprises should establish a perfect customer relationship management system (CRM). By collecting and sorting out data such as consumers' basic information, purchase records and feedback opinions, enterprises can deeply analyze consumers' behavior and formulate more accurate marketing strategies. At the same time, CRM system can also help enterprises to achieve personalized service and improve customer

satisfaction and loyalty.

#### (6) Continuous innovation and iteration

In the rapidly changing market environment, enterprises must maintain keen market insight and innovation ability. By constantly exploring new ways and means of brand communication and introducing new technologies and new ideas, enterprises can continuously optimize brand communication strategies and enhance brand influence. At the same time, enterprises should also pay attention to the dynamics of the industry and competitors, and adjust their own strategies in time to adapt to market changes.

## 5. Conclusions

In today's digital age, the formulation and implementation of brand communication strategy is particularly critical. Through in-depth research and practical application of the concepts and methods of digital marketing communication, enterprises can promote brands more effectively, enhance brand influence, and then enhance market competitiveness.

This article discusses the brand communication strategies from the perspective of digital marketing communication in detail. From clear brand positioning and precise marketing, to creative content production and multi-channel communication, to data monitoring, optimization and continuous innovation, these strategies constitute the core framework of modern brand communication. Especially in practical application, through building a clear brand image, accurate content marketing, making full use of social media platforms, carrying out online and offline integration activities, establishing a customer relationship management system, and continuous innovation and iteration, enterprises can improve the brand communication effect in all directions, deepen the emotional connection with consumers, and realize the long-term and steady development of the brand.

Brand communication strategy from the perspective of digital marketing communication is not only a theoretical system, but also a practical guide to guide enterprises to find their own brand development path in the complex and changeable market environment. In the future, with the continuous progress of digital technology and the continuous evolution of consumer behavior, brand communication strategies will continue to innovate and develop to adapt to new challenges and opportunities.

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