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This is an era when the world embraces digitalization. We have more access to the Internet, share more information online and are more likely to obtain information from the Internet. We switch our life to online activities, like social interactions and shopping, as if we were digital mammals. Against such a background, marketing digitalization is an inevitable trend. We need to know the digitized marketing environment, understand the behavioral characteristics of consumers and learn from leading digital marketing enterprises. We also need to evaluate the maturity of the current digital marketing strategies. This is the first step for us to carry out digital reform.

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**Chapter 2: Upgrading Digital Marketing Strategy:
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Many CEOs and CMOs ask the following questions: How is marketing strategy in the digital era different from that in traditional times? What has changed in each step of a marketing strategy in the digital era and what has been preserved? Only by starting with the mindset and framework and thinking as that of a CEO and CMO can we make good top-down designs and plans. We need to know the nature of marketing, the most prominent features of marketing in the digital era, the latest developments in segmentation, target market, position and brand strategy with digital technologies and the strategic platform of digital marketing established as such development takes place.

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**Chapter 3: Recognize in the 4Rs: Digital Profiling and
Recognition of Consumers**

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To recognize your consumers is the first step for digital marketing. In the pre-digital era, we focused on the overall analysis of target consumers, and most profiles of consumers were predicted based on sampling and qualitative studies. In the digital era, the biggest change is that network behaviors of consumers can be tracked by big data, like tracking of cookies, tracking of mobile digital behaviors using SDK and tracking of shopping preferences by payment data. With these data connected, a big data user profile is completed. Integrating these technical means and marketing philosophy is the biggest change in the digital age.

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To reach your consumers is the second step in digital marketing and also the first step for enterprises that engage in the digital marketing game. After having a clear digital profile of consumers, we need to reach and connect to our customers, which we hereby call “coverage and delivery of digital information”. In this process, enterprises need to analyze themselves: How can they have a digital plan and layout in a systematic and scientific way rather than in a passive, scattered and random way? We divide the coverage and delivery of digital information into four categories: Initiative-push, initiative-present, trust-agent and asset-exchange. Also, the tools of digital marketing have been presented in this chapter.

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The first two steps cannot ensure the efficacy of digital marketing as they only target and reach consumers rather than converting them into assets. The key step lies in “whether your digital marketing sets up the basis of continuous business.” The establishment of many online communities ensures direct and in-depth relations, interactions and engagement with clients in a “disintermediation” scenario. This is also the format of the current Enterprise 2.0. In the digital era, only by building an all-around

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To realize return is the fourth step in digital marketing, which corresponds to the idea that “marketing is not only an investment but helps to realize direct returns”. Many enterprises build online communities to attract brand followers, but how to cash in the assets is the issue that is going to be explored in this chapter. We put forward a number of approaches, including turning community membership into a good, turning community values into a good, running community as a media network, expanding community members as channels and marketing community trust.

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Online tracking of customers enables data to inject enormous vigor into marketing. How to digitalize marketing activities? How to combine big data and marketing? Does big data overturn the logic of marketing?

Marketing in the future combines ideas, technologies and data together; based on current technologies, what technologies can be applied in marketing activities to directly upgrade your ‘weapons’? We have put forward different ways that could be flexibly applied to help enterprises base their marketing on data.

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The focus of marketing competition in the digital era is how to attract and acquire continuous attention from customers by posting content worth reading which possesses practical and social value. Content creation used to be unidirectional and was produced only by enterprises, but has now turned to a co-creating and co-sharing model among members of the brand community. Enterprises should be more concerned that in the digital era, content is neither simply an advertorial nor a cost-based activity. In the future, what enterprises should firmly believe is that content has economic value in and of itself, and they should regard themselves as “content creators”, participating in the production of seen materials and the operation of content-sharing platforms.

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Strategies depend on organizational modes, while organization follows strategies. The digital age is an age of “Metamorphosis of Enterprises”. Agile, process-oriented, performance-oriented organization modes ask us to reconstruct the organizational structure of marketing. Marketing needs to embrace information technology (IT) and data. This has posed

challenges for chief marketing officers (CMOs) or even the entire marketing team in competency and the organization's culture. As a senior executive, it is critical to build "a marketing team with Da Vinci's all-round talent." In response to this, we have proposed our consulting advice in this chapter.

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One reason that the emergence of digital marketing is significant is that enterprises can have precise marketing analysis and management. An increasing number of enterprises start to realize that it is essential to measure or evaluate the "brimming" numbers in marketing through a systematic approach and process the data into "good numbers" contributing to sound strategic and organizational ambitions. To better evaluate the performance of digital marketing, it is necessary to read the latest and most commonly used indicators and simplify these indicators by a target-oriented and "vanity-free" approach. In particular, marketing people in the digital era need to keep a close eye on marketing measurement based on social media and customer purchasing behaviors to obtain accurate feedback on marketing investment.

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