

The Influencing Factors and Countermeasures of Digital Transformation of Enterprise Marketing Strategy

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Abstract

The transformation of marketing strategy driven by the tide of the times has gradually become the key research content of each company. In the face of the current diversified market disputes, consumers are gradually pursuing a deeper level of business marketing methods and mechanisms, so corporate marketing strategies The issue of digital transformation needs to be studied urgently. This article summarizes and analyzes the relevant insights of the predecessors in the field of marketing strategy, and analyzes the driving and hindering factors of marketing strategy transformation based on the characteristics of the times and the current status of corporate marketing; secondly, using STP and 4Ps models to explore corporate marketing strategies in multiple dimensions Transformation response plan; finally, summarize and look forward to the direction of digital transformation of corporate marketing strategy in the new era.

Keywords

Marketing Strategy; Digitalization; Influencing Factors.

1. Introduction

Under the development trend of the further integration of digital and intelligent scientific and technological means and enterprise management methods in today's era, in order to better adapt to the trend of rapid technological development and to meet consumer demand for diversified and high-quality products, most companies The traditional marketing strategy adopted is in urgent need of transformation. At the same time, in an increasingly saturated market competition environment, the production of homogeneous products and solidified and conservative marketing channels among various industries are forcing companies to use new technological means to move towards digital and intelligent marketing strategies and grasp the right company. Strategic rhythm, in order to further improve the core competitiveness of the enterprise, to seize and conquer the blue ocean of the market [1]. Therefore, deeper research on marketing methods and methods has gradually become an important part of the transformation and smooth transition of corporate trade structure. As an important branch of discipline, corporate marketing strategy research is based on marketing channels in the current market. Difficulties and problems encountered in operation, in-depth analysis of the environment and background of marketing strategy layout, exploring the opportunities and challenges they are currently experiencing, so as to provide marketing managers and leaders of different types of enterprises with more innovative and cutting-edge marketing strategy ideas , In order to help companies formulate reasonable and effective marketing strategies, and

immediately adapt to market dynamics to transform to digital and intelligent directions. However, as far as the current marketing strategy research field is concerned, the majority of scholars have few combing and summarizing the relevant literature on marketing strategy transformation, and it is difficult to provide comprehensive and rich guidance for marketing managers and decision makers.

In order to further enrich the relevant research in this field, this article systematically sorts out the relevant literature on traditional marketing strategy and its transformation from domestic and foreign scholars. Based on this, the structure of this article is constructed as follows: First, summarize the related research results in the field of marketing strategy Analyze, explore its relevance and differences through comprehensive comparative analysis, and systematically explore the research status of the marketing strategy transformation field; secondly, based on the current market development status, market conditions and era characteristics, summarize and summarize the driving and hindering factors of marketing strategy digitalization , Conduct a detailed analysis of it and innovatively put forward new ideas; again, according to the above influencing factors of the marketing strategy transformation, focus on how the company conducts the target market and the precise positioning of users, and how to attract consumers by means of marketing "combination punches". Discuss these issues in depth, and put forward specific countermeasures and suggestions through the STP model and 4Ps model; finally, summarize the above points and look forward to the market development characteristics and trends after the digital transformation of corporate marketing strategies.

2. Literature Review

From the perspective of the development status of corporate marketing strategies, domestic scholars Jia Weiwei et al. (2021)[2] based on the Internet celebrity economy, using "influencer marketing" as a breakthrough point to analyze the application fields and functions of new marketing methods, and form integration Analysis framework; Wang Yonggui (2019)[3] summarized the views of top journals in the field of marketing strategy research in both Chinese and English, and analyzed in depth the development status, problems and future prospects of marketing strategy; Chen Yating (2020)[4] The marketing strategy of the company is explained and discussed the current situation of the development of corporate marketing strategy under the background of the new economy, problem dilemmas and new ideas for solutions. Foreign scholars de Jong Ad et al. (2021)[5] took B2B business model as the research object, and constructed theoretical concepts and frameworks to guide companies in formulating service marketing strategies under this business model; Dvoryadkina EB et al. (2021) [6] focused on the analysis " The concept and connotation of "territorial marketing", in terms of pricing, establishing competitive relationships, selecting target audiences, and implementing communication policies, put forward suggestions for national and municipal government departments, and summarized the practical experience of regional marketing management; Horák J. et al. (2021) [7] Point out the theoretical basis of corporate marketing strategy and the importance of innovation in the application of corporate marketing strategy; Hong Pham Van et al. (2020) [8] mainly study the marketing strategy of logistics companies and how to drive them to improve company performance , To explore the impact of the development of logistics infrastructure on the company's marketing.

From the perspective of the transformation of corporate marketing strategy, domestic scholars Zhang Kai et al. (2020)[9] mainly analyze the problems and countermeasures of corporate marketing strategy in the new media era; Yi Xiangxian (2020)[10] mainly uses An innovative perspective analyzes important strategies and plans for the transformation of corporate marketing strategies; Han Xiaoyi et al. (2020) [11] focused on e-commerce anchors as the main research object, and focused on exploring the influence of e-commerce anchors' attributes on

consumers' online purchase intentions, and found out Current research limitations in this field and prospects for future research directions; Jiang Lianxiong et al. (2020)[12] focused on the research of brand architecture strategy in the marketing field, explored the influencing factors of the evolution and change of brand architecture strategy, and deeply analyzed the relationship between it and the company's business activities and performance. Relationship; Yuan Denghua et al. (2020)[13] explained how quasi-social interaction affects consumers' attitudes and behaviors from the perspective of social media, and based on this, put forward relevant enlightenments to the marketing field; Wang Jie (2020)[14] takes the new media era as an example Background in-depth discussion and exploration of marketing connotation, adopting the "new 4C rule" to propose relevant strategies and measures for brand marketing; Li Bai (2020) [15] in-depth study of innovative marketing in the new retail era from the perspectives of concept, importance, and strategy. strategy. Foreign scholar Shrihari Sridhar et al. (2019) [16] analyze the new prospects and future development trends of marketing strategies from the three dimensions of digitization, data enrichment and market development; Lee Hyun Chang et al. (2016) [17] in the networked market in the environment, the production and environment configuration of marketing strategies are studied for young target user groups.

Table 1. Summary of sample literature

Angle division	Main content	Researcher	Analysis conclusion
Development status	Summary of experience in multiple scenarios and interpretation of marketing evolution	Jia Weiwei. (2021); Dvoryadkina E.B (2021); Hong Pham Van. et al.(2020)	1.The rise of multiple media platforms brings opportunities; 2.Regional marketing is closely related to the implementation of market policies; 3.Infrastructure digitization is conducive to improving corporate performance
	Induction and integration of marketing strategy-related theories and research results	Wang Yonggui (2019); Horák J. et al. (2021)	1.Effective inspection is essential to corporate marketing practice and transformation; 2.The importance of innovative marketing strategies in the application of corporate marketing strategies has become increasingly prominent
	Discussion on Marketing Strategy under the Background of Traditional Model and New Economy	Chen Yating (2020); de Jong Ad, etc. (2021)	1. Discussing transformation strategies in the context of the new economy can establish a competitive advantage; 2. There are five trends in the development of traditional B2B models
Way Of change	Research on the Reform and Innovation of Marketing Strategies in the Era of New Media	Zhang Kai et al. (2020); Yi Xiangxian (2020); Wang Jie (2020)	1. The use of digital means in the context of new media is conducive to long-term marketing; 2. The innovation of corporate marketing

			<p>strategies has become a hot spot;</p> <p>3. The "new 4C rule" can be used as a guide to determine suitable marketing channels</p>
	<p>Research on the Optimization of Innovative Marketing Strategy in Multiple Contexts</p>	<p>Han Xiaoyi et al. (2020); Li Bai (2020); Lee Hyun Chang et al. (2016)</p>	<p>1.E-commerce companies should formulate strategies based on consumers' online purchase intentions;</p> <p>2.Marketing innovation can enhance the competitiveness of retail companies;</p> <p>3.In the online market environment, young users account for more</p>
	<p>New prospects and future development trends of marketing strategies</p>	<p>Jiang Lianxiong and others (2020); Yuan Denghua and others (2020); Shrihari Sridhar and others (2019)</p>	<p>1.A good grasp of the influencing factors of brand architecture strategy is conducive to improving performance;</p> <p>2.Social media perspective provides new research ideas;</p> <p>3.Starting with digitization, data enrichment and market development can realize new prospects for marketing strategies.</p>
Countermeasures	<p>Obstacles to Enterprise Marketing Strategy and Countermeasures</p>	<p>Zhang Yunming (2020); Wang Feng (2020); Sun Honghong (2021)</p>	<p>1. Use the advantages of the big data era to optimize the marketing model;</p> <p>2. Big data precision marketing provides a basis for the Internet economy;</p> <p>3. Using big data to transform marketing thinking will help companies understand consumer preferences and market development directions</p>
	<p>The relevance and challenges of new marketing and economic growth</p>	<p>Wang Xuedong and others (2020); NA Morgan and others (2021); Kalaiganam and others (2021)</p>	<p>1.Digitization brings a new underlying logic to brand meaning;</p> <p>2.Companies can use new data sources and tools to find marketing strategies;</p> <p>3.Big data functions and new marketing models allow companies to grasp market needs and feedback.</p>

From the perspective of corporate digital marketing strategy measures, domestic scholar Zhang Yunming (2020)[18] analyzed the obstacles to the marketing strategy of small and medium-sized enterprises in the context of the era of big data and put forward countermeasures on how to use big data technology to break through the dilemma of their own marketing model Plan; Wang Feng (2020)[19] provides targeted marketing programs and strategies for e-commerce

companies from the perspective of big data; Wang Xuedong et al. (2020)[20] deeply analyzes the meaning of brand in the digital age and analyzes Research topics related to brand meaning in the digital context provide a new introduction to traditional brand management marketing; Honghong Sun (2021)[21] based on the background of the era of big data, in-depth discussion of corporate marketing strategic thinking, explaining the obstacles facing its current development And related challenges, and innovatively proposed relevant measures to promote marketing strategy research. Foreign scholar Morgan NA et al. (2021) [22] explained that companies can use new data sources and tools to find business opportunities and marketing strategies, and studied and analyzed the potential of data mining and economic growth. The main challenge: Kalaiganam et al. (2021) [23] explained that with the rapidly changing market competition and technological dynamics, companies have used big data to calculate and analyze market demand and feedback and propose a new marketing model-"Agile Marketing".

In summary, we find that many scholars at home and abroad have less literature on digital transformation research on marketing strategies, and there are fewer articles that drive and hinder the analysis of such influencing factors. Therefore, this article will focus on the research on the influencing factors of corporate marketing strategy transformation and based on the acquired factors, select STP and 4Ps models for countermeasure analysis, and make a certain degree of supplement to the previous research on marketing strategy.

3. Research on the Driving and Hindering Factors of Digital Marketing Strategy

3.1. Driving Factor Analysis

3.1.1. Major Changes in the Market Competition Environment

In the era of rapid development of my country's digital economy, the traditional marketing strategies of many companies have been unable to adapt to and match the real needs of consumers in the current market, and have gradually fallen into the constant innovation of consumption methods. Correspondingly, this has further forced the original enterprise's marketing strategy to continuously transform to digital and intelligent in order to meet the challenges of various new business models, thereby further enhancing the consumer's sense of experience and satisfaction [24]. With the rapid development of my country's e-commerce industry, traditional physical stores have been squeezed by online e-commerce to occupy a large amount of market share, so many companies have adopted the method of developing e-commerce to further promote the digitalization and intelligentization of their marketing strategies through online marketing channels. In addition, in the era of information and intelligence, various new media promotion, distribution and delivery channels have rapidly emerged. Driven by the development of new models such as the "Internet celebrity economy", online platforms such as Douyin and Kuaishou have also gradually become new marketing methods for companies to compete for market share and promote corporate marketing. The strategy is shifting towards digitization and intelligence.

3.1.2. Structural Changes in Market Consumption Characteristics

The current consumer's concepts, preferences and habits are gradually changing with the informatization and technological advancement of the times, which has also further promoted the changes in the structural new formats of market consumption characteristics. Therefore, the marketing strategy of enterprises also urgently needs to be improved to adapt to the diversified market structure, to cater to the needs of consumers, and to seize more market share. In recent years, a large number of industries with "Internet +" characteristics have emerged in the market, relying on their innovative business models to create new marketing strategies that attract consumers, thereby realizing the transformation of marketing strategies to digital

intelligence. For example, an O2O planting and distribution model for agricultural products has gradually emerged, providing integrated services such as site selection, vegetable growing, monitoring, and vegetable harvesting online, and synchronized planting and distribution offline; and adopting the technological means of the Internet of Things and the Internet. Consumers can monitor and understand the basic planting and growth status of the purchased agricultural products throughout the process, including a series of indicators such as temperature and humidity in the environment, and issue instructions at the control end to control the irrigation and fertilization of agricultural products. In addition, the company builds its own agricultural product network marketing platform, which comprehensively considers customer needs, base planning, logistics construction and other aspects, reflecting the brand-new marketing method of "Internet + agricultural products" [25]. The above can reflect the transformation and upgrading of consumer preferences in the current era, and meet the goals of convenience, intelligence, and efficiency pursued by consumers, and force the timely transformation and iteration of corporate marketing strategies.

In addition, as the market matures and consumption patterns are gradually becoming intelligent and networked, young people are gradually taking up the banner of online shopping, which to a certain extent makes the structure of social consumer groups gradually change. The rise of a new generation of consumer groups has stimulated the renewal and iteration of my country's new consumption patterns. Due to its pursuit of more innovative products and services and consumption patterns, it has further promoted the transformation of corporate marketing strategies towards intelligence and digitalization.

3.1.3. Enterprises' Own Traditional Marketing Channels Urgently Need to be Reformed

Member levels of traditional marketing channels are often independent of each other. In order to pursue their own interests, sales intermediaries at all levels often have market monopoly, vicious competition and other unhealthy conditions, which makes it difficult for many companies to effectively obtain real feedback from consumers. Therefore, the mechanism and feedback of marketing channels are more important. In order to be able to gain a more agile insight into the real-time dynamics of the consumer market, many companies have gradually begun to use intelligent and digital analysis methods to collect the needs and preferences of different types of consumers in the market, using artificial intelligence, big data, the Internet of Things, and the cloud. Computing and other digital technology methods accurately grasp all kinds of market information, and then improve their own marketing channels, so that the implementation of their marketing strategies can improve the traditional marketing channels in the past, and achieve the goal of "attracting traffic and attracting customers".

3.1.4. The Enterprise Management System and Technical System are becoming More and More Perfect

When a company's marketing strategy transforms in a new direction, its foundation should be the increasingly perfection of the company's internal management system and technical support system. The improvement of the management system makes the company's operating structure more harmonious and stable, and various departments can cooperate better. When the marketing department undergoes strategic transformation, the production, design, and technical departments can timely fight the corresponding combination to adapt to the new marketing. Strategies, and quickly worked out the corresponding strategic deployment adjustments in product development, financial planning, project public relations and other aspects. Moreover, when a company's marketing strategy is transforming towards digital and intelligent, the analysis and collection of market demand information, the quantitative analysis of consumer demand feedback, and the networked construction of marketing channels require strong technical system support, and companies are here the improvement of this aspect creates better opportunities for the transformation of its marketing strategy.

3.2. Impediment Factor Analysis

3.2.1. The Hidden Dangers of Consumers' Online Shopping are Gradually Increasing

At present, my country's e-commerce industry has a strong momentum of development, and online shopping has gradually become popular in the consumer market. Therefore, the marketing strategies of various companies tend to be more biased towards online marketing channels such as the Internet. But from the consumer's point of view, while online shopping is convenient for itself, its hidden dangers are gradually increasing. For example, consumers' online shopping is more likely to cause personal information exposure and loss. Such information is often sold in bulk by black merchants and express companies to obtain high profits, which greatly threatens the security of personal information. Secondly, the issue of returns and exchanges for online shopping is more complicated, and most consumers are often discouraged from online shopping due to cumbersome return and exchange procedures and other factors. Thirdly, through online shopping, consumers are usually confused by a large number of uneven products, and it is often difficult for consumers to purchase truly suitable products when the products are recommended by big data algorithms. In addition, it is difficult for consumers to screen online products more closely, which further increases the difficulty for consumers to choose products. Therefore, the above hidden danger factors have caused a certain degree of obstacles to the transformation of corporate marketing strategies.

3.2.2. The Business Credit Problem of the Enterprise is Outstanding

With the rapid development of the network age, the online consumer market has gradually emerged a mixed phenomenon, which is often rooted in the commercial credit problems of some enterprises. In order to seek more economic benefits, the pictures on the shelves provided by some merchants are difficult to match the actual products, so the quality of the goods purchased by consumers is difficult to be guaranteed. The commercial credit crisis of enterprises hinders the transformation of marketing strategy to a certain extent. It is not only unfavorable to create a harmonious and safe consumer market environment, but also causes certain losses to consumers' economic interests, which greatly hinders the promotion of the e-commerce industry. And development.

3.2.3. Factors Such as Social Instability Caused by Damage to the Real Economy

The e-commerce industry has grown rapidly from its emergence to its gradual growth, which has largely squeezed out the survival and development space of my country's real economy industry. Many offline individual industrial and commercial households are facing the dilemma of bankruptcy, and a large number of physical stores on the street are also facing the dilemma of bankruptcy. It is difficult to maintain, which will cause unemployment for some residents, and greatly aggravate social instability. This phenomenon will further aggravate social conflicts, affect the living standards and quality of residents, and hinder the transformation of corporate marketing strategies to a large extent.

3.2.4. The Public has a "Habit Formation Period" for the Transformation of Marketing Strategy

At present, the problem of population aging in my country is relatively serious. For the middle-aged and elderly people, their thinking and concepts are often still stuck in traditional marketing methods, and it is often difficult to quickly accept the transformation of marketing strategies to digitalization. In addition, once a company's marketing strategy transformation products are promoted to the market, some people in the social group are often unacceptable in a short period of time. This forms a habit formation period, which may be longer or shorter depending on the individual. But it is undeniable that it hinders the transformation of marketing strategy to a certain extent, and is not conducive to the rapid promotion of this new marketing model in the market.

4. Target Market Precise Positioning and Portfolio Strategy under the Transformation of Marketing Strategy

After exploring the obstacles and driving factors of the digital transformation of marketing strategy, this part uses the STP model and the 4Ps model to analyze the multi-dimensional analysis and propose measures and suggestions to promote the transformation according to the influencing factors of the marketing strategy transformation. In the positioning analysis of the target market, based on the three elements of the marketing strategy of the STP model, specific transformation measures are analyzed. Companies should use multiple factors to make precise market segmentation, and adjust the target market immediately according to the dynamic changes in the new and old market areas, and rely on Innovative design and comprehensive analysis and evaluation to create a corporate personality brand to find a unique market positioning; in the analysis of marketing mix strategy, based on the 4Ps model to explore the specifics of the company from the four marketing variables of "product", "price", "channel" and "promotion" Transformation measures, companies can consider promoting online products, strengthening brand building to promote product digitization, using big data algorithms and other functions to grasp user feedback to realize pricing rationalization, combining digital advertising to promote marketing channels expansion, and strengthening online interaction channels. Promotion linking. In summary, through the interaction between different influencing factors, companies should comprehensively analyze the influencing factors of digital marketing transformation when actively taking measures, and coordinate different plans according to the dynamic market. The research framework based on the STP model and the 4Ps model perspective transformation strategy is shown in Figure 1, and the specific demonstration is shown below.

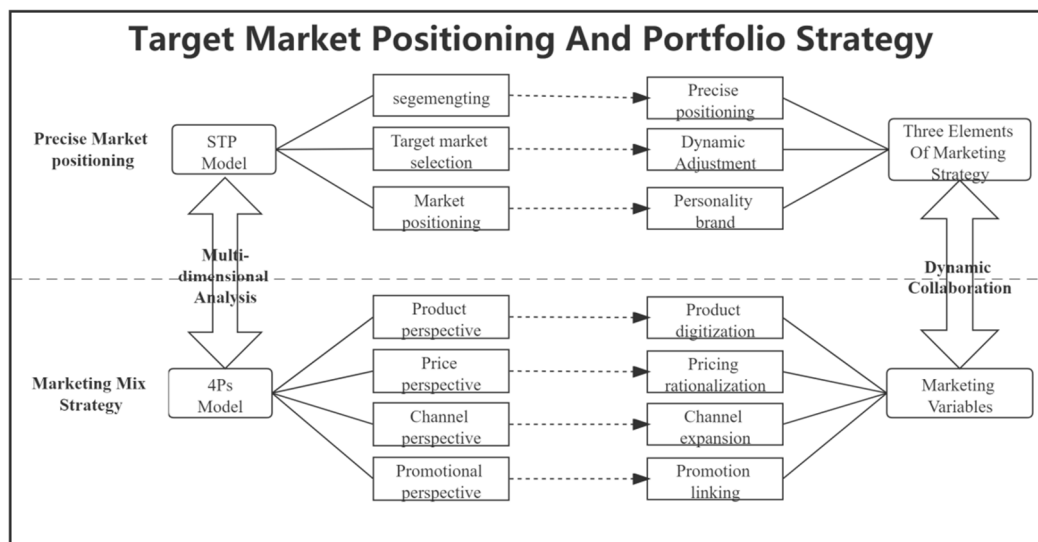


Figure 1. Target market positioning and portfolio strategy operating mechanism framework

4.1. Analysis of Target Market Positioning from the Perspective of STP Model

4.1.1. Segmentation

Reasonable market segmentation of different types of companies based on consumer needs is an indispensable part of the transformation of marketing strategies. Their relevant customer groups vary according to the types of products they operate. They can usually be segmented according to the principles of corporate segmentation. So that companies can accurately locate customer groups and timely understand and collect customer consumption information. When a company's marketing strategy is gradually transforming towards digitalization, companies

can accurately segment the market based on factors such as industry, geographic location, and user preferences, and can use big data algorithm analysis and other technical means to master more accurate market segmentation. Marketing channels.

4.1.2. Targeting

Companies should choose target markets based on their own marketing scope and sales status and in-depth matching with them. Therefore, companies need to stabilize their original target markets, but also need to actively explore markets with higher technical content, and continue to enter the higher economic level. In regions with good development prospects, the target market is gradually positioned as an enterprise group focusing on product innovation and technological product research and development, and constantly adapts to the trend of social development of the times, and adjusts the choice of the target market in real time.

4.1.3. Positioning

When the company chooses to determine the target market, it needs to make a comprehensive analysis of the company's own economic status, radiation range, production capacity and other aspects. How to make the company's products and services into a brand and make it have a brand effect is what the company pursues Important goals. The company's marketing strategy will give the product's production, design, sales, logistics, after-sales and other intelligent colors, and then strengthen its product innovation design, so that the company will form a unique and personalized brand, and dare to compete with other leaders in the industry. At the same time, if the company is in a situation of small scale of development and weaker competitiveness, it can adopt methods such as avoiding strong positioning and filling in the vacancies to innovate on certain special value characteristics, integrate the technological elements of the times, and adapt to digitalization, Intelligent wave, carefully explore the blue ocean zone of the market, seize its own market share and fill the market vacancy.

4.2. Research on Digital Marketing Strategy Transformation from the Perspective of 4Ps Model

4.2.1. Product

First of all, companies need to inject more innovative elements into the production of products and incorporate the colors of scientific and technological intelligence, including product development, production technology, sales process, packaging structure and other aspects. Secondly, companies must strengthen the brand building of the products they produce, promote product promotion and promotion through digital marketing methods and multi-channel methods, and adopt multi-brand strategies at the right time to gradually penetrate the products into the lives of the public. Finally, merchants should strive to promote products online so that consumers can experience and purchase through the Internet. For example, they can use high-tech means such as VR technology to enhance consumers' shopping experience and satisfaction to a greater extent. To gradually digitize the product.

4.2.2. Price

A reasonable and scientific pricing method has always been a difficult problem that plagues the judgment and selection of major companies. The choice of traditional product pricing is often done through rough calculations through field research in the offline market. However, if this behavior is networked and digitized, it means collecting consumer information feedback through online advertising questionnaires, interviews, etc., such as whether prices and products match, product defects, and other information feedback. At the same time, it can also be collected through big data calculation tools. For the price information of similar products in the same industry, a deeper level of comparative calculation and analysis is carried out, so that companies can not only set prices reasonably based on consumer feedback, but also reduce the risk of products being put on the market.

4.2.3. Place

Companies can expand marketing channels through digital advertising and integrate online and offline media to achieve the purpose of multi-channel marketing. For digital advertising, companies can develop APP applications, small program software, web platforms and other methods for advertising, and consumers can directly use advertising to stimulate clicking on the advertising link to place an order. In addition, companies can expand digital channel marketing by developing a networked platform. They can often try to integrate the platform and WeChat closely, open small programs and integrate WeChat official accounts for traffic aggregation, and in addition to the promotion of product links in the circle of friends and promotion, build a private domain traffic pool belonging to the enterprise itself, and form a three-dimensional and all-round smart retail ecological chain.

4.2.4. Promotion

Traditional promotional methods such as advertising, exhibitions, and direct sales have gradually faded into the current rapidly iterating market, and it is often difficult to attract consumers to a large extent and stimulate their desire to buy. Enterprises can adopt link-based marketing methods to integrate the entire consumption process into one link. When consumers are interested in a certain thing, they can directly place an order for purchase. At present, marketing and publicity methods such as live conferences are gradually going to a low point. Enterprises are turning to online interactive live broadcasts through short video platforms such as KANDIAN, Douyin, and Kuaishou to promote products, placing snap-up links, and integrating online coupons, set up a forwarding link, so that consumers can panic buying while watching the live broadcast, and can pass product information to more consumers through distribution.

5. Conclusion and Future Outlook

Based on the characteristics of the current era, this paper analyzes the digital and intelligent transformation of marketing strategy through the collation of related research results of marketing strategy transformation, combined with the insights of predecessors on marketing strategy, and explores its obstacles and driving factors. Based on the influencing factors that affect the transformation of marketing strategy, multi-dimensional analysis from the STP model and 4Ps model and proposes measures and suggestions to promote the transformation.

In the current era of increasingly obvious digital features, the transformation of marketing strategies is in urgent need of implementation. Traditional and modern marketing models integrate and learn from each other, and are committed to providing consumers with efficient and convenient consumption experience, thereby promoting the transformation of the socio-economic structure upgrade. Global enterprises also need to follow the development trend of the times, use big data, cloud computing and other high-tech and intelligent means to analyze market conditions, and adjust marketing strategies in multiple channels and directions in a timely manner according to consumer demand changes and information feedback, to accurately grasp the market. need. In addition, it also needs to use digital means to innovate mechanisms, combine business processes to break through data barriers between different scenarios, ports, and industries, and achieve effective docking of each industry link. Therefore, the digital and intelligent transformation of corporate marketing strategies is an inevitable trend of the development of the times, and it will also become the only way for companies to succeed today. However, the current exploration in this field is not extensive or in-depth. I hope that the majority of scholars around the world can conduct in-depth analysis and discussion on the content of marketing strategy transformation, conduct in-depth research according to the characteristics of the development of the times, discover the pain points and difficulties in the marketing field, and put forward practical suggestions. Proposals to effectively help enterprises to successfully transform.

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