

The influence and practice of digital marketing strategy in the FMCG industry

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Abstract:

During the COVID-19 pandemic, there has been a great development from traditional to digital marketing. Due to the closure of stores and the cancellation of public activities caused by the epidemic, all FMCG brands have increased digital marketing to reach consumers, and digital marketing has become the mainstream of marketing. This thesis used qualitative analysis based on the literature review analysis and case studies to deeply understand the impact of digital marketing on market competitiveness in the FMCG industry. Taking Florasis company and Perfect Diary company as examples, this paper deeply analyzes the conversion from traditional marketing to digital marketing, specifically analyzes digital marketing strategies, and studies the marketing effects of digital marketing strategies.

Keywords: Digital marketing strategy, FMCG Industry, Competitive advantage, Marketing effectiveness, social media

1. Introduction

With the advancement of the Internet, social media, and information technology, from traditional marketing to the current network marketing. And with the increasing number of online marketing methods, consumer behavior, and patterns have undergone a huge change. jowel, ashraful haque, islam, khairul. (2023). From the offline purchase mode of physical stores or department stores in the past to the current online purchase mode of Taobao, Jingdong Mall, WeChat mini program, live broadcast purchase, and other online purchase modes. The consumption upgrade of online shopping has fully entered the Chinese market. Since 2016, "live broadcast + e-commerce" has been an online shopping drainage. as a new method. More and more customers place orders online by

watching live network broadcasts. Through this digital marketing method, consumers can improve their interest in products and experience their awareness of engagement. Ai Xiaomei (2024, March 1) According to statistics, "The scale of the live streaming e-commerce market in 2023 has reached 4.9 trillion yuan, with a year-on-year growth rate of 35.2%, and the market size of store-broadcast in 2023 will account for 50%." Judging from the ratio of e-commerce sales of physical goods in overall retail sales of social consumer goods in China, it is basically in a trend of resilient growth from 2019 to 2023." According to the report, residents' shopping habits and patterns have shifted to online channels. Ai Xiaomei. (March 1, 2024) The online purchases caused by the live e-commerce market is a major transformation of China's digital marketing in recent years. This trend is of

great significance in the current and future development. Digital marketing also called online marketing, contains Search Engine Optimization(SEO), video marketing, social media marketing, email marketing, content marketing, and SMS marketing omnichannel marketing. That marketing campaign includes digital communication. The benefit of digital marketing is to give the product multiple touchpoints with customers. O'Brien, C.(2024 Oct) In the FMCG industry, digital marketing has gradually become mainstream, replacing the position of traditional marketing. This trend reflects that the FMCG industry is no longer solely dependent on offline consumption. With the development of information technology and the intensification of market competition, the FMCG industry has adopted a dual-channel strategy that integrates traditional and digital marketing. This strategy helps companies integrate resources, optimize operations, and enhance brand influence and sales performance to adapt to a changing and complex market environment. Fu Na (2024)

This paper takes Perfect Diary Company as an example, deeply analyzes the conversion from traditional marketing to digital marketing, specifically analyzes digital marketing strategies, and studies the marketing effects of digital marketing strategies.

2. Literature review

2.1 Digital marketing on social media

The increase in the amount of time Chinese consumers spend on their mobile phones has created a huge shift in digital consumption. "Before the outbreak, China's 855 million consumers spent an average of six hours a day on their phones, twice as much as U.S. consumers, and purchased \$2 trillion worth of goods and services through their phones each year. After the explosion, consumers went digital and bought more categories of goods through their mobile phones, including groceries that they had previously bought in the store." Caleb balloch, david Pountney, Ye Hai, Bu LAN, Li Zhibo, and Chen Yu-Rong. (2021).

Social media channels that consumers can use to interact and consume. The businesses of Alibaba and Tencent cover a wide range of areas. From e-commerce and social

media to videos, games, music, maps, news, e-payments and more. It can be seen that social media marketing is not limited to mainstream social media, mainstream applications have been divided into hundreds of small programs and sub-channels, Tiktok, Kuaishou, Bilibili, and other new platforms have also shown explosive growth, becoming important marketing channels. Caleb Balloch, David Pountney, Ye Hai, Bu LAN, Li Zhibo, and Chen Yu-Rong. (2021). These developments demonstrate the growing acceptance of digital consumption by Chinese consumers, where social media has become an important promotion and sales channel for a wide range of goods and services, and the rise of emerging platforms provides opportunities for digital marketing to meet consumer needs.

2.2 Content-based digital marketing

"The marketing of the FMCG industry, the new media platform based on video types, constantly expands the boundaries of content through short plays, graphics, music, novels, and other forms." "The vertical content of the platform, such as health, sports, and fitness, ranks TOP5 in the penetration rate of TikTok and Kuaishou, and the tool attributes of the platform are prominent; The little red book continues to take the route of consolidating the content of "pleasing yourself." Questmobile Research Institute. (2023, November 21). As can be seen from the TOP 5 content types of platform user penetration as shown in the figure below, content marketing has an important impact on food, health, beauty, and other fields. Questmobile Research Institute. (2023, November 21). This trend can not only promote the development of the FMCG industry but also bring different effects. Through content marketing, FMCG brands use different content marketing to show the characteristics of the product, such as food preparation, healthy living, beauty tutorials, etc.). Through content marketing, FMCG brands build strong links with consumers, providing user engagement and interactivity. Create an ecosystem through user content sharing. In addition, after obtaining data, the marketing platform helps enterprises to understand user requirements and preferences and helps the FMCG industry to better adjust marketing strategies, provide accurate market positioning, and improve products.

Table 1. The user penetration rate of typical new media platforms topped 5 content types in September 2023

		The proportion of published articles					The proportion of published articles	
TikTok	Music and Dance	86.60%	4.00%	Kuaishou	Music and Dance	74.20%	4.40%	
	Movie entertainment	82.60%	7.20%		agriculture	70.70%	7.70%	
	Food	82.30%	7.30%		Funny	70.40%	3.80%	
	Political information	81.70%	1.90%		Food	68.80%	5.10%	
	health	78.30%	3.10%		sports and health	68.40%	4.90%	
Bilibili	Music and Dance	23%	18.10%	Little red book	Music and Dance	63.70%	9.80%	
	Movie entertainment	18.80%	9.60%		agriculture	62.90%	8.80%	
	Food	18.80%	5.60%		Funny	58.90%	7.50%	
	Political information	15.70%	5.20%		Food	48.10%	5.00%	
	health	15.60%	2.00%		sports and health	47.90%	4.60%	

Source: QuestMobile TRUTH China Mobile Internet Database September 2023

2.3 Traffic engine marketing: through Baidu, Zhihu, WeChat, small red book display advertising to increase website traffic

A powerful traffic generation engine enables brands to automatically optimize for accurate digital marketing through customer analytics, content management, and messaging. Traffic generation engines require sophisticated technology, data tools, and functionality. For example, the platform uses brands to obtain users' purchase data from their own shopping, training, and running apps in WeChat groups, further leveraging data analysis to promote the development of e-commerce. caleb balloch, david pountney, Ye Hai, Bu LAN, Li Zhibo, Chen Yu-Rong. (2021). Plan your digital marketing strategy with the data generated by running traffic.

2.4 Influencer marketing: Cooperate with bloggers, influencers, and celebrities to help promote products

Social media is influencing brand marketing strategies. "TikTok daily activity exceeded 600 million users, XiaoHongshu daily activity exceeded 100 million users, social media attracts billions of users every day, while social me-

dia content occupies users' attention," content + social + talent "has built a new consumer field. China Advertising Association. (2024, January 31) Users are also increasingly dependent on social media and even driving social media consumption. According to the "2024 Social & KOL Marketing Trend Report", taking XiaoHongshu and Douyin as the entry point, Influencer marketing was used to carry out in-depth development on beauty, automobile, food and beverage, 3C, maternal and child industries respectively, thus using digital marketing to promote the development of FMCG industry and improve its competitiveness. China Advertising Association. (2024, January 31)

Social media platforms have a large user base and draw in a large number of users every day, driving digital marketing for FMCG brands. The high level of user activity and social interaction in the platform provides opportunities for FMCG brands to communicate and communicate. The influence of bloggers, influencers, and celebrities drives the marketing of products. It can be seen that the FMCG industry is increasingly relying on digital marketing, using social media to promote marketing strategies, better meet consumer needs improve brand competitiveness, and promote market penetration and industry growth of FMCG brands.

2.5 Data Analytics and Marketing Automation: Use data analytics tools to drive marketing strategies and increase ROI conversion rates

An important tool in digital marketing is the use of data analytics and marketing automation to examine market data and consumer behavior to enhance marketing strategies and increase return on investment (ROI). Through data analysis, understand the target market, audience behavior and consumer preferences, and develop marketing strategies to increase customer engagement and conversion rates with the help of data analysis tools. China Research Network (2024, November 13). Through data analysis, select the core traffic pool, public domain, private domain, business or non-business domain. caleb balloch, david pountney, Ye Hai, Bu LAN, Li Zhibo, Chen Yu-Rong. (2021). The 4R marketing model of the digital strategy platform is a 4R marketing model composed of Recognize, Reach, Relationship, and Return. Cao Hu, Wang Sai. (2017)

3. Case Analysis——Take Perfect Diary as an example

This study mainly takes Perfect Diary as an example, focusing on the digital marketing strategy of the FMCG industry. By analyzing the digital marketing strategies of FMCG brands, this paper aims to explore the impact of digital marketing on FMCG industry practices.

“Perfect Diary is a brand of Guangzhou Yixian E-commerce Co., LTD., founded in 2017, the brand is based on scientific and technological research and product innovation.” (Baidu Encyclopedia)

3.1 Data Analysis

According to the China Internet Network Information Center, the number of Internet users in 2024 will be 1.09967 billion, and the number of mobile phone users will be 1.096 billion, with an Internet penetration rate of 78.0%. The number of online shopping users in China has exceeded 900 million, and the number of users who buy domestic “fashionable goods” and green goods has reached 530 million and 230 million respectively. China Advertising Association (2024, August 29). FMCG industry with the increase of online shopping users, the scale of e-commerce retail development is expanding, and the continuous development of social e-commerce makes digital marketing improve the competitiveness of FMCG brands to occupy the market.

3.2 The past and current situation of digital marketing of Perfect Diary

The new consumption mode formed through the Internet and mobile terminals has become the daily lifestyle of the nation, so enterprises can seize digital consumption in the market competition has a certain advantage. The perfect diary is the leader in domestic “fashion products”, and with the continuous expansion of the market scale of domestic “fashion products”, the perfect diary has obtained success through digital marketing through online channels. The Perfect Diary brand, established in 2017, has led the development of domestic “fashion products” due to its innovative products and unique digital marketing strategy and has obtained a large number of domestic cosmetics consumers.

In April 2014, the development of PerfectDiary started from the beauty cosmetics e-commerce and launched Taobao stores, including the Tmall flagship store of Perfect-Diary.

In 2018, due to the passage of traffic dividends, emerging beauty brands were not dominant in the Taobao market, so Perfect Diary turned to social platforms Xiaohongshu and Douyin using digital marketing. With this decision, Perfect Diary broke through 100 million sales in just 90 minutes in the Tmall Double Eleven, becoming a successful case of digital marketing in the FMCG industry. Sohu. (April 24, 2022).

In January 2019, the first offline flagship store opened in Guangzhou

2019.03 Perfect Diary x Discovery Channel co-branded eyeshadow tray online, become Tmall eyeshadow category Top

2019.05 Perfect Diary × Metropolitan Museum of Art co-branded Little Gold Diamond lipstick on the line, won the Tmall 618 big lipstick category TOP1

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“In 2018, Perfect Diary accounted for a 10.4% share of the Chinese cosmetics market, with a CAGR of 19.4% in the past five years, leading the cosmetics industry CAGR of 82.1% in the same period, and reaching \$322 billion in 2019, becoming the world’s largest social e-commerce market.” Perfect Diary has opened a domestic beauty brand and formed a differentiated competitive strategy. Liu Zhangming Tianfeng Securities 2022

3.3 Perfect Diary Channel Marketing

Table 2. Number of fans from the platform Perfect Diary official account Liu Zhang Ming Tianfeng Securities 2022

Social media	Location	strategy	feature	Number of Fans
Little Red Book	Grass promotion drainage	long-term maintenance, detonating social depth of grass	depth of grass, content focus	1.966, 000
Weibo	Celebrity exposure drainage	Starpower, creating hot spots	Circle effect, product promotion	562,000
TikTok	Brand IP diversion	Centralized operation, soft and wide implantation	Buy links, conversion rates	6,513, 000
Bilibili	KOL Propaganda drainage	KOL Amway, word of mouth	Product testing, makeup tutorials	64,000
WeChat	Private domain traffic is retained	Maintain private domain traffic to improve user dependency	user operation	---

3.4 Core competitiveness: “Strong products + farming channels + fine marketing, deep farming DTC business model”

Strong products: Deep cooperation with global cosmetics ODM/OEM leaders to shape the supply chain. Through deep digitization to obtain data guidance for product development +DTC faces consumers. Create popular brands on social platforms through digital marketing. Liu Zhangming Tianfeng Securities 2022

Farming channels: In terms of the development of farming channels, it focuses on the deep cultivation of DTC channels, accounting for 87%, focusing on direct e-commerce and private ecology. The company gradually strengthens the offline experience store business and plans to lay out 600 stores during 2021-2022. The number of DTC customers and customer unit price increased from 7 million /82.6 yuan in 2018 to 23.5 million /120.7 yuan in the first three quarters of 2020. Liu Zhangming Tianfeng Securities 2022

Fine marketing: digital omni-channel marketing (small red book, Weibo, Tiktok, B station), using public domain diversion, private domain operation. Liu Zhangming Tianfeng Securities 2022

3.5 Perfect Diary digital marketing strategy

3.5.1 Content + live broadcast + social media + e-commerce to build a new pattern of “field”

Digital marketing has effectively helped Perfect Diary to expand its market share. The brand has achieved in-

tegration between content platforms and e-commerce platforms, using TikTok and XiaoHongshu to attract 6.513 million and 1.966 million followers and attract traffic in the public domain. In addition, the use of WeChat small programs, TikTok, and small red book mall traffic conversion and retention, the social platform as the main purchase channel. By guiding the flow between WeChat, Douyin, XiaoHongshu, and other platforms, and using the private domain management of the Wechat platform to establish small programs, WeChat groups, and public accounts, Perfect Diary continuously improves its refined operation and marketing, combining content, live broadcasting, social media and e-commerce. Liu Zhangming Tianfeng Securities (2022)

3.5.2 Marketing automation through data-driven analytics

Use data analytics tools to drive marketing strategies and increase ROI conversion rates. With an in-house team of 200 IT engineers, Perfect Diary is dedicated to the development and support of data and related functions. Collect and analyze data based on market research data, sales order data, and social media behavior data. Develop products and sales strategies based on consumer needs.

3.5.3 Perfect diary digital marketing strategy: Joint name + exclusive jointly create IP, the formation of cross-border marketing

Perfect Diary uses joint + exclusive IP to jointly create, for example, 2024 perfect diary and bear worm joint name on the new, through the perfect diary small red book live,

smoke bear worm joint name around. For example, the 2023 Perfect Diary x Little Prince story co-titled bionic film Essence lip film and lip glaze. Co-branding + exclusive IP co-branding to attract fans and audiences on both sides, the purpose is to achieve brand linkage and jointly promote products. IP co-branding enhances the brand's uniqueness, attracts more market exposure, and promotes the link between the brand and the user.

Source: Perfect Diary Little Red book official account screenshot

3.5.4 Perfect diary user access content information channel distribution

“With the development of Internet technology dividends, digital consumer user groups age, gender, region, etc., there have been new digital consumption forces such as” post-90 “, “post-00”, “silver”, female groups and rural groups. “Post-90s” and “post-00s” are the main force of digital consumption. The usage rate of online shopping among individuals born in “post-90s” and “post-00s” reached 95.1% and 88.5% respectively, and They exhibit higher engagement levels in personalized consumption, domestic spending, intelligent consumption, and other fields. China Advertising Association. (2024, June 28).

The user access to the content information of Perfect Diary mainly relies on the closed loop formed by the public and private domain traffic of social platforms. Through KOL evaluation, KOL grass planting, star endorsement, advertising, short videos, soft advertising, and other ways to enhance brand awareness, and use social platforms to create popular products, such as bionic film and Perfect Diary lip balm, and then through e-commerce as the main sales channel. For example, in 2024, Perfect Diary announced that it invited Zhou Xun and Zhao Lusi to serve as brand spokespersons for bionic films to enhance brand value. At the same time, Tmall, Taobao, Jingdong, and other e-commerce platforms are used as the main sales channels to form a digital closed-loop marketing model.

3.6 STP Digital Marketing Analysis

3.6.1 Market segmentation

Perfect Diary market segmentation is based on three characteristics:

Gender breakdown: Women are the main consumer group of Perfect Diary beauty products.

Age segmentation: The main target of Perfect Journal's digital consumer user group is the “post-90s” and “post-00s” because the online shopping usage rate of “post-90s” and “post-00s” reached 95.1% and 88.5% respectively by China Advertising Association (2024, June 28).

Consumer behavior segmentation: Most of the user

groups who pay attention to beauty products or their own appearance, fashion, and trends on social media such as XiaoHongshu, Douyin, and B-station are the target market of Perfect Diary.

3.6.2 Target market

At present, XiaoHongshu has 1.966 million fans, Weibo has 562,000 fans, TikTok has 6.513 million fans, and B station has 64,000 fans. It can be seen that in the digital market, social media is the main digital target market.

3.7 The advantages of competitors and industry competition

The main domestic competitors of Perfect Diary are 269 brands such as Kazilan, Zhiyouquan, and Poquanya Perfect Diary's foreign competitors include L 'Oreal.

Industry competition is intense, due to the rapid development of Internet e-commerce, and the rise of many new brands, the Internet spread fast. The Internet is widely used, and new consumers are more willing to try new brands. In addition, international brands have entered the Chinese market for a long time, although international brands have high prices and strong brand influence. Competition for market share is fierce.

3.8 Perfect Diary's differentiated digital marketing strategy

Dynamic social platforms are becoming increasingly important in product discovery and purchase. WeChat, Weibo, XiaoHongshu, Douyin, and Kuaishou publish short videos that give consumers a novel way to interact and purchase digital content received by marketing on social media platforms. In addition, through big data and artificial intelligence technology, accurate access to consumer needs. In product development and promotion, we design more personalized products and services for different group preferences.

4. Discussion and Finding

4.1 Interpretation of key findings

The Perfect Diary brand case, mainly in the FMCG industry, shows that digital marketing is a significant success. The development of digital marketing is an important development direction of the current market. The FMCG industry is characterized by the need for a large user group, the pursuit of fast communication speed, rapid establishment of brand image, and high sales rates. In the process of digital transformation of the FMCG industry and brands, digital marketing realizes brand communication and direct consumer interaction scenarios. With consumer

demand at the core, digital marketing aims to compete for more market share, making it a strong advantage in the FMCG market competition.

Create blockbuster products such as lip gloss and eye-shadow through digital marketing strategies, increase brand exposure through social media, and build new channel operating models by attracting public traffic to private domain management. This strategy leverages the reach of social media platforms and the flexibility of digital marketing, providing critical support for brands such as Perfect Diary to succeed in a highly competitive market.

4.2 data statistics

Net revenue for the third quarter of 2024 (ended September 30, 2024) was 67.7 million yuan (approximately \$96.5 million), a 5.7% decrease compared to 718.1 million yuan for the same period in 2023. Gross profit was 513.8 million yuan (about \$73.2 million), an increase of 0.2 percent compared with 512.8 million yuan in the same period in 2023. Gross margin was 75.9%, compared to 71.4% for the same period in 2023. Total operating expenses were

655.2 million yuan (about US \$93.4 million), down 12.0% compared to 744.3 million yuan for the same period in 2023. Sales and marketing expenses were 494.4 million yuan (approximately US \$70.4 million), compared to 511.7 million yuan for the same period in 2023. General and administrative expenses were 85 million yuan (about US \$12.1 million), compared with 151.8 million yuan for the same period in 2023. Research and development expenditure was 25.3 million yuan (about \$3.6 million), compared with 24.7 million yuan for the same period in 2023. Operating loss was 141.3 million yuan (about US \$20.1 million), compared with an operating loss of 231.5 million yuan for the same period in 2023. Excluding GAAP, the operating loss was 98.5 million yuan (approximately \$14 million), compared to an operating loss of 164.6 million yuan for the same period in 2023. As of September 30, 2024, the company had cash, restricted cash, and short-term investments of RMB1.31 billion (approximately US \$186.5 million), compared to RMB2.08 billion as of December 31, 2023.” Yixian e-commerce (YSG.US) financial report. (2024, November 20).

Table 3. Yi Xian financial report

Yatsen Holding Limited								
			Summary	Announcement		Statistics	Dividend	Income
		Q2'23	Q3'23	Q4'23	Q1'24	Q2'24	Q3'24	TTM
currency:	USD	Jun-23	23-Sep	23-Dec	Mar-24	24-Jun	Sep-24	
Total revenue		122.30M	99.19M	148.39M	107.59M	109.71M	94.45M	460.14M
Annual Growth		-15.03%	-20.84%	+5.03%	-3.83%	-10.30%	-4.68%	
Cost of selling		-30.90M	-28.33M	-39.09M	-23.98M	-25.56M	-22.77M	-111.40M
Gross Profit		91.40M	70.76M	109.31M	83.60M	84.15M	71.69M	348.74M
		+1.02%	-17.98%	+8.85%	+0.58%	-7.94%	+1.31%	
Operarting cost(not included COGS)		-110.64M	-102.71M	-134.98M	-105.54M	-102.81M	-91.40M	-434.74M
Operating revenue(annual growth)		-19.24M	-31.94M	-25.68M	-21.94M	-18.67M	-19.72M	-86.00M
		+17.61%	-133.53%	-1998.43%	+2.98%	+38.28%		
Nonbusiness income ,overall		4.58M	5.64M	-43.75M	3.8M	5.32M	3.74M	18.08M
income before tax(Annual growth)		-14.66M	-26.30M	-69.43M	-18.15M	-13.34M	-15.98M	-116.90M
		+63.18%	+19.53%	-803.40%	-409.39%	+8.97%	+39.24%	
Income interest		-958.53K	-918.33K	615.05K	455.74K	1.76M	-908.24K	1.92M
Tax		164.39K	-90.25K	400.63K	318.71K	-219.40K	-558.06	499.38K

4.3 Important trends and results

Perfect Diary parent company sales and marketing expenses of 494.4 million yuan (about 70.4 million US dollars), in the second quarter, Yixian e-commerce sales and marketing expenses of 544.7 million yuan, accounting for 63.2% of the total net revenue in the second quarter, the

increase is mainly due to increased investment in the Tiktok platform. Chen Qiqi. (2024, August 21).

According to the data available, the important trend of digital marketing is the speeding up of digital transformation, and the expenditure of digital marketing in sales and marketing shows an increasing trend, indicating that enterprises attach importance to digital transformation and

invest more resources in digital marketing channels. Second, brands increased investment in social platforms on the TikTok platform, highlighting the importance of digital marketing in the field of social media. Third, with the development of digital marketing, enterprises are focusing on data-driven marketing strategies to improve sales rates and return on investment through data analysis.

5. Conclusion

In the FMCG industry, through digital marketing to achieve continuous optimization and innovative digital marketing strategies to enhance market competitiveness. Through the analysis of digital marketing by Perfect Diary, an FMCG brand, the importance of digital marketing in the FMCG industry, and the advantages of market competition obtained through social media platforms and personalized marketing strategies. With the continuous deepening of digital transformation, data analysis and continuous optimization of marketing strategies will be an important direction for future development. Help companies achieve higher market share and performance growth. In the future, digital marketing will be more focused on AI and big data analysis, using AI and big data technology, the FMCG industry can recommend customized products according to consumers' preferences and purchase history, and improve the purchase experience and conversion rate. The use of big data analysis and AI technology for market trend forecasting and demand forecasting helps FMCG develop more forward-looking marketing strategies and respond to market changes in advance.

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