

# ***Digital Marketing Logic, Mechanism, Strategy and Evaluation***

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**Abstract:** Digital marketing is a marketing method based on digital technology and internet platforms. In recent years, with the popularity of mobile Internet and the development of social media, digital marketing has attracted more and more attention from enterprises and organizations and has become one of the important means to promote consumer purchases, enhance brand recognition and increase sales. This paper systematically expounds the underlying logic, mechanism, and strategy of digital marketing, reveals the important role of digital marketing in enterprise marketing, and provides theoretical and methodological support for digital marketing-related research. In addition, the paper proposes the selection and use of performance measurement tools and methods, and how digital marketing can optimize and enhance performance. At the same time, given the future development trend and problems of digital marketing, this paper puts forward some measures and suggestions, which provide a valuable reference for the practice of digital marketing in enterprises.

**Keywords:** digital marketing, strategy, brand recognition

## **1. Introduction**

Digital marketing refers to a new marketing method that uses digital technology to promote and operate advertising, publicity, and sales activities through online platforms. Digital marketing provides a new marketing avenue for new retail [1]. In the digital age, marketing pays more attention to creating demand through interaction and attaches importance to the establishment of long-term and sustainable interactive relationships between enterprises and users, and joint branding [2]. Digital marketing campaign strategy has a significant role in promoting consumers' perceived value and significantly inhibiting consumers' perceived risk [3]. Digital marketing communication has better communication accuracy and depth, which promotes the business upgrading and transformation of advertising enterprises [4]. With the continuous development of Internet technology and the change in people's consumption habits, digital marketing has become one of the important means for enterprises to obtain market share and enhance brand influence. The rise of digital marketing models has not only promoted the innovation of marketing concepts, ideas, methods, and models, but also changed the logic and mechanism of modern marketing communication [5]. Enterprise marketing management has ushered in the development opportunity of digital management [6]. Using the Internet, big data and other technologies to provide marketing services has become an important source of the core competitiveness of enterprises [7].

Digital marketing has become an inevitable choice for enterprises to carry out marketing promotion. Compared with traditional marketing methods, digital marketing has higher efficiency, stronger interaction, and lower cost. Digital marketing models have gradually become mainstream and are increasingly respected by consumers [8]. Therefore, it is of great significance for the study of digital marketing. First of all, the development of digital marketing is facing new challenges and opportunities. How to use digital technology to improve the brand awareness and market share of enterprises is the main issue that needs to be explored in the field of digital marketing. Secondly, data management and analysis of digital marketing is also an important direction of research. With the popularity of mobile devices and social media, the large amount of data generated by digital marketing campaigns need to be scientifically and effectively managed and analyzed in order to better serve corporate decision-making. Finally, digital marketing has become an important driver of future economic development. Through the promotion of digital marketing, it can promote the communication between enterprises and consumers, meet the needs of consumers, promote consumption upgrading and optimize the supply structure, to achieve high-quality economic development.

With the development and popularization of the Internet, digital technology has penetrated life, the network has become the basis for social digital survival, and digital marketing has also developed [9]. Research questions of digital marketing include the following aspects: How to formulate a digital marketing strategy and how to carry out the specific execution of digital marketing? How to effectively manage and analyze the massive amount of data generated by digital marketing, and use the data to support business decision-making? How to comprehensively evaluate the effect of digital marketing and how to improve its effect by optimizing digital marketing strategies. The main objective of this article is to explore the operating mechanism and influencing factors of digital marketing, and study the impact of digital marketing on enterprise marketing strategy and economic benefits [10]. Enterprise digital transformation can markedly improve performance. There are significant differences between digital marketing and digital production in promoting the mechanism and path of enterprise performance improvement [11]. By analyzing the operation mechanism and influencing factors of digital marketing, researchers can deeply grasp the laws and trends of digital marketing, and provide scientific and effective marketing guidance for enterprises. By studying the influence of digital marketing on the marketing strategy of enterprises, the differences and connections between digital marketing and traditional marketing methods are discussed, further improving the marketing strategy of enterprises. By studying the impact of digital marketing on enterprises' economic benefits, including sales, profits and market share, the contribution of digital marketing to the sustainable development of enterprises is analyzed.

## **2. The Underlying Logic of Digital Marketing**

### **2.1. The Concept and Development of Digital Marketing**

Digital marketing refers to a new marketing model that uses emerging media such as digital technology and the Internet, as well as technical means such as big data and Artificial Intelligence (AI), to promote products or services, enhance brand influence, and improve sales performance through targeted marketing strategies and activities [12]. The development of digital marketing can be traced back to the early 90s of the 20th century, when the Internet was just beginning to spread, and various websites, forums, emails and other digital platforms began to emerge, and these digital platforms gradually became new channels for enterprises to promote products and services. In the 21st century, with the popularization of the Internet and the continuous development of digital technology, digital marketing began to enter a stage of rapid development. Today's digital marketing pays more attention to the application of data analysis, artificial intelligence, and other technologies

to better meet the needs of segmented, personalized, and customized customers. Digital marketing is based on digital technology, the Internet, and other emerging media, combined with marketing strategies and activities, through precise delivery to achieve the purpose of promoting products or services, enhancing brand influence, and enhancing sales performance. The development history shows that digital marketing has rapidly developed from a simple publicity tool to a highly intelligent, personalized, and all-around marketing model.

## **2.2. Basic Principles and Models of Digital Marketing**

In the digital marketing process, there are several basic principles and patterns that we need to understand: The first basic principle of digital marketing is precise targeting. Precise positioning means that enterprises should clarify the characteristics and needs of target customer groups, and carry out segmented and personalized marketing strategies and activities. The second basic principle is the diversification of channels. Digital marketing can not only use digital channels such as search engines, social media, email, and mobile applications to promote products or services, but also use multiple channels such as online and offline to promote products. The third basic principle is continuous innovation. The development of digital marketing is very fast, and new technologies, new channels, and new media are emerging one after another. Therefore, digital marketers need to continue to innovate, keep up with market changes, continuously optimize strategies and activities, and improve marketing effects. In addition to the above basic principles, digital marketing also has some commonly used marketing models, including the following four. Search Engine Optimization (SEO): SEO is the optimization of website structure and content, as well as a series of other technical means, to make a website rank high in search engines, thereby attracting more traffic. Search Engine Marketing (SEM): SEM refers to the promotion effect in search engines through advertising. Social Media Marketing (SMM): SMM is the use of social media platforms for marketing campaigns. Content Marketing: Content marketing is the use of high-quality, engaging content to engage and connect with potential customers.

## **2.3. Logical Models and Processes for Digital Marketing**

The logical model of digital marketing consists of three parts. Goals: What are the goals of digital marketing? It mainly includes brand awareness, conversion rate, rate of return, cost, etc. Strategy: What is the strategy for digital marketing? How to achieve the goal? Mainly according to the goals of the enterprise, select the corresponding digital marketing strategy, such as SEO, SEM, SMM, Content Marketing, etc. Implementation: What is the implementation of digital marketing? That is the process of specifically executing a marketing campaign. The process of digital marketing usually includes the following steps. Formulate a digital marketing plan: Enterprises need to formulate a detailed digital marketing plan, including promotion goals, implementation strategies, budget, etc., to ensure the effective implementation of digital marketing activities. Conduct market research: Enterprises need to fully understand the market, and analyze market demand, competition, etc., to determine their marketing strategies and advantages. Identify target customers: Enterprises need to clarify the characteristics and needs of target customer groups through market research in order to develop more accurate digital marketing strategies and activities. Choose the appropriate digital marketing strategy: Businesses need to choose the most suitable digital marketing strategy according to the characteristics and needs of their target customers. Execution plan: Enterprises need to develop specific marketing strategies and activities according to the digital marketing plan. Follow-up data and continuously optimize: Enterprises need to monitor and analyze the effect of digital marketing activities, collect user feedback and behavior data, continuously optimize marketing strategies and activities, and improve the conversion rate and return rate of digital marketing [12].

### **3. Digital Marketing Mechanisms**

#### **3.1. Collection and Analysis of User Behavior Data in Digital Marketing**

By setting cookies on the website, enterprises can record the user's behavior in the browser, such as the time, frequency, clicks, etc., to help enterprises understand the user's preferences, needs, and other information. Web Log Analysis: Analyze server logs to understand user visit time, page stay time, source channel, search keywords, and other information. Internet Survey: Enterprises can obtain users' views and opinions on products, services, marketing activities, etc. through online questionnaires, voting, discussions, etc., to understand user needs and satisfaction. Social Media Monitoring: By monitoring and analyzing information on social media platforms, enterprises can understand users' evaluations and feedback on brands, products, services, etc. Clean and process the collected raw data, eliminate erroneous data and invalid data, and ensure the reliability and accuracy of the data. Data Mining: Through mathematics and computer technology, in-depth mining and analysis of massive data are carried out to discover hidden laws and trends. User Portrait: Based on user behavior data, users are analyzed and described in detail and comprehensively. Behavioral Analysis: According to the user behavior data, the user's behavior path, conversion rate and other aspects are analyzed. In summary, the collection and analysis of user behavior data in digital marketing are very important, which can help enterprises understand user needs and behaviors and formulate more accurate marketing strategies. When collecting and analyzing user data, enterprises need to pay attention to protecting user privacy, complying with relevant laws and regulations, and ensuring the security and credibility of data.

#### **3.2. Application of Artificial Intelligence Technology in Digital Marketing**

Artificial intelligence is the fastest-growing and most widely used technology in recent years. As an emerging marketing method, digital marketing has also begun to gradually apply artificial intelligence technology to improve marketing effectiveness and customer satisfaction [13]. The personalized recommendation is a commonly used strategy in digital marketing, which can provide users with products or services that meet their needs based on data such as users' historical behavior, interests, and hobbies. Intelligent customer service is a way to use artificial intelligence technology to replace the human reception of customers and solve problems. Data analysis is a very important part of digital marketing. Artificial intelligence technology can quickly and effectively analyze and process data through data mining, machine learning, and other methods, and extract useful information and rules. Advertising in digital marketing is a common marketing method, and businesses can optimize their ad delivery strategies through machine learning and algorithms to achieve precise delivery, thereby increasing click-through rates and conversion rates. Speech recognition is a very important branch of artificial intelligence technology, which can convert human language into text or instructions, and perform deep understanding and analysis. A chatbot is an artificial intelligence application built using natural language processing technology. It can replace human dialogue with the user, providing corresponding answers and services based on the questions and needs entered by the user.

#### **3.3. Data Mining and Machine Learning for Digital Marketing**

In digital marketing, data mining can help companies understand user needs and behaviors and develop more accurate marketing strategies. Data mining mainly includes the following steps. Data cleaning: Before data mining, it is necessary to clean and process the original data, remove useless information and wrong data, and ensure the reliability and accuracy of the data. Data integration: Consolidate data from multiple sources into a single data warehouse for subsequent analysis and mining. Data selection: Select data relevant to research objectives from the data warehouse, reducing

unnecessary analysis and calculations [13]. Data transformation: Preprocessing and transforming raw data to make it more suitable for subsequent analysis and mining. Pattern recognition: Identifying patterns and trends in data through the application of methods such as mathematics and statistics.

In digital marketing, machine learning can help companies analyze and process data quickly and efficiently, as well as realize personalized recommendations, intelligent customer service, and other functions. Machine learning mainly includes the following steps. Data preparation: Prepare and clean datasets for use by machine learning algorithms. Feature Engineering: Feature extraction and selection on datasets so that algorithms can better understand and process the data. Model selection and construction: Select the appropriate machine learning model, and perform model building and training. Model Evaluation: The model is evaluated and validated using the test dataset to check its accuracy and performance. Tuning and optimization: Based on the results of model evaluation, adjust and optimize machine learning algorithms and models to improve their accuracy and efficiency.

## **4. Digital Marketing Strategy**

### **4.1. Application of User Experience Design in Digital Marketing**

User experience design refers to improving user satisfaction and user experience by designing and optimizing the user experience of a product or service [14]. A good website page and mobile app design can improve user retention time and conversion rate, and enhance users' awareness and trust in the brand. Layouts should be concise and clear to avoid too many distracting elements and allow users to focus more on the core content. Choosing the right color combination can improve the visual appeal, while also paying attention to the suitability of color and the different communication in different cultural contexts. With responsive design, websites can automatically adapt to different screen sizes and resolutions, improving user experience and convenience. The navigation design should be in line with user habits and psychological expectations, making it easier for users to find what they need.

### **4.2. Marketing Content Creation and Communication Strategies**

Marketing content creation and communication strategies are a vital part of digital marketing and can directly impact product or service visibility, recognition, and sales [15]. The quality of the content determines the user's trust and loyalty to the brand. Different users have different needs and interests, so marketing content should also be as personalized as possible to meet the needs and preferences of different users. The legibility of marketing content is directly related to the user's reading experience. Companies can rely on social media platforms to create interesting, new, and engaging content that attracts user attention and increases user engagement. By finding influencers related to themselves, companies can let influencers help spread their marketing content, so as to achieve rapid and effective promotion effects. When disseminating marketing content, it is necessary to pay attention to SEO to improve the ranking of marketing content in search engines. Enterprises can promote through channels such as application stores, and advertising networks, or use mobile marketing tools to display their brand images and services.

### **4.3. Design and Management of Social Media Advertising**

Social media advertising refers to advertisements posted on social media platforms, including Facebook, Twitter, LinkedIn, Instagram, etc. Social media advertising mainly uses the production of high-quality content and precise delivery to attract users' attention and increase brand awareness and recognition.

### **4.3.1. Design of Social Media Advertising**

A well-designed social media advertising needs to be creative and designed according to the attributes and habits of the target audience. Enterprises should make appropriate designs according to the specification size of different platforms. The time and space of social media advertising are very limited, so the core value and selling point of the advertisement needs to be effectively conveyed. Color matching can directly affect the visual effect of advertising.

### **4.3.2. Management of Social Media Advertising**

Enterprises need to choose the most suitable delivery method according to the characteristics and purpose of the product or service. Businesses should target their ads to different target audiences. Once the ads are running, they need to be monitored and optimized to achieve the best results. Enterprises need to make reasonable budgets according to their circumstances and carry out effective budget management and control.

## **5. Digital Marketing Performance Evaluation**

### **5.1. Definition and Measurement of Digital Marketing KPIs**

Digital marketing is a marketing method based on digital technology, and for enterprises, it is necessary to evaluate the effectiveness of marketing activities through Key Performance Indicators (KPIs) [16]. Common digital marketing KPIs include the following: Page Views (PV): PV refers to the number of visits to a website or page. PV allows enterprises to understand the popularity of the website or page, popular content, and more, and optimize it based on data. The Number of Unique Visitors (UV): UV refers to the number of different Internet Protocol (IP) addresses that access a website or page. Through the number of unique visitors, enterprises can understand the traffic source of the website or page, visitor characteristics and other information, and adjust user portraits and marketing strategies based on these data. Conversion Rate (CVR): CVR refers to the proportion of goals achieved in the marketing process. CVR allows enterprises to understand how campaigns are performing and achieving goals, and make adjustments and optimizations based on data. Mean Residence Time(MRT): MRT refers to the average time a user spends on a website or page. MRT can be used to understand the user's interest and interest in the content of the website or page and optimize and improve the content based on data analysis. Average Transaction Value(ATV): ATV refers to the average amount per order. Through ATV, enterprises can understand the user's consumption level and purchasing power, and optimize and adjust services and products according to the data. The above indicators are very important data in digital marketing, through the monitoring and analysis of these indicators, enterprises can understand their market performance and user feedback, so as to optimize and improve.

### **5.2. Selection and Use of Performance Evaluation Tools and Methodologies**

Performance evaluation is the process of evaluating and giving feedback on the performance of employees, departments, or the entire company, which can help enterprises understand their strengths and improvement directions, thereby improving operational efficiency and return on investment. Common performance evaluation tools and methods include the following: Understand the performance of employees by developing appraisal forms to classify and score their performance. 360-degree assessment method: It is a comprehensive performance evaluation method, in which in addition to the leader's evaluation of employees, it also includes the evaluation of colleagues, subordinates, and customers in multiple aspects. Results-oriented assessment: It is an evaluation

method based on objectives and results, by setting clear work objectives and indicators, and feedback and evaluation based on actual results. Behavioral event recording method: It is a method of detailed recording and analysis of employee performance, through specific cases and data to illustrate the employee's performance and results at work. The above several performance evaluation tools and methods have their characteristics and scope of application, and reasonable choices need to be made according to the actual situation and needs of enterprises when selecting and using [16].

### **5.3. Measures to Optimize and Improve Digital Marketing Performance**

Digital marketing is one of the important means of modern marketing, which can help enterprises achieve better marketing results in the digital age. To optimize and improve the performance of digital marketing, companies can take the following measures: optimizing target audience: Digital marketing needs to have a clear target audience, and enterprises can understand the interests, needs, and behavior habits of the audience through data analysis, so as to formulate more accurate marketing strategies. Improve content quality: Digital marketing requires good content, and companies can improve the user experience and attractiveness by improving the form of content such as text, images, and videos, and injecting creative and interactive elements into the content. Enhancing social media interaction: Social media is one of the important channels of digital marketing. Enterprises can interact with users through social media, including replying to comments, posting user content, etc., to improve user stickiness and brand recognition. Tracking digital marketing data: Businesses can monitor the performance and effectiveness of different channels through various data analysis tools, and optimize and improve based on the data results. Innovating digital marketing: Digital marketing requires innovative ideas and methods, and enterprises can explore more new digital marketing methods and means through trial and error, and gradually improve the experience and success rate in practice.

## **6. Conclusion**

Digital marketing is a marketing method that gradually matures with the continuous development of digital technology. Digital marketing trends are influenced by many factors, such as consumer demand, technological innovation, social environment, etc. Digital marketing is constantly growing, and more breakthroughs and developments will be made in the fields of artificial intelligence, mobile and social media, video marketing, virtual reality technology, and data analysis in the future. Enterprises need to pay close attention to the development trend of digital marketing, adjust marketing strategies in time and take corresponding measures to obtain better marketing effects. With the advent of the digital age, digital marketing has become one of the important means of enterprise development. However, there are also some new challenges in digital marketing. Enterprises can address these challenges by innovating advertising methods, strengthening data analysis and application capabilities, strengthening data security and privacy protection, and strengthening the research and development of artificial intelligence technology and cross-border cooperation to promote the high-quality development of digital marketing. Digital marketing has brought a lot of new influences and enlightenments to business management. Businesses need to develop strategies based on different channels and platforms to get the best brand results. Through data analytics and monitoring, businesses can gain insight into customer needs, behaviors, and feedback, improving customer satisfaction and loyalty. Digital marketing can bring in more leads and orders, increasing sales. Businesses need to recruit and develop a talented team with digital marketing capabilities, as well as improve team collaboration and communication efficiency. Enterprises need to develop a reasonable digital marketing budget to ensure maximum marketing benefits with limited resources. Businesses also need to pay attention to the Return on Investment (ROI) of digital marketing and strengthen cost control and monitoring during the actual execution process. To sum up, as a new type of marketing

method, digital marketing will continue to develop rapidly in the future and bring many new opportunities and challenges to enterprise management. Enterprises need to continuously innovate and improve their own digital and intelligence level, combined with market demand and trends so that digital marketing can better serve the development of enterprises and customer needs, so as to achieve sustainable growth and success.

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