

RESEARCH ON THE DIGITAL TRANSFORMATION OF MARKETING FOR SMALL AND MEDIUM SIZED ENTERPRISES IN THE DIGITAL ECONOMY

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In this context, small and medium-sized enterprises must grasp the pulse of the digital economy, accelerate the digital transformation of marketing, and maintain competitiveness. This is not only a technical issue, but also a strategic issue that involves how companies can utilize digital tools and platforms, cultivate digital thinking, and build digital organizational structures and operational models. Small and medium-sized enterprises need to rethink and redefine the role of marketing, shifting from a single product promoter to a creator and manager of customer experience.

Therefore, small and medium-sized enterprises must make digital transformation a strategic core, integrating digital technology and innovative marketing strategies to build new customer relationships and value networks. This requires enterprises not only to focus on the adoption and application of technology, but also to attach importance to the transformation of organizational culture and the cultivation of talents, ensuring that enterprises can continue to innovate and grow in the digital age. Only in this way can small and medium-sized enterprises ride the wave of the digital economy and achieve leapfrog development.

1. The Importance of Digital Transformation in Marketing for Small and Medium sized Enterprises in the Digital Economy.

In the wave of digitization, the economic ecology is undergoing earth shattering changes, and small and medium-sized enterprises are at the center stage of this transformation, benefiting from the changes and facing the challenges head-on. Digital technology not only opens the door to new markets for small and medium-sized enterprises, but also provides unlimited possibilities for innovative business models. However, with the digital evolution of consumer behavior and demand, traditional marketing models are no longer sustainable, and small and medium-sized enterprises urgently need to achieve digital transformation in the field of marketing to adapt to the competitive landscape of the digital age.

The digital transformation of small and medium-sized enterprises is not only about technological updates, but also a shift in strategic thinking. Enterprises need to integrate digitalization into their corporate culture, shift from product orientation to customer experience orientation, and build a

customer-centric marketing ecosystem. This means that companies must utilize data analysis to gain insights into customer needs, implement personalized marketing through digital platforms, and enhance customer engagement and loyalty.

Faced with the challenges of digital transformation, small and medium-sized enterprises need to develop a clear transformation roadmap, with precise layout at every step from strategic planning to implementation. This includes but is not limited to: building a digital marketing team, investing in data analytics and customer relationship management systems, and enhancing interaction with customers through social media and online platforms. Through these measures, small and medium-sized enterprises can better capture market dynamics, respond quickly to consumer demand, and thus gain an advantage in fierce market competition.

2. Problems in the digital transformation of marketing for small and medium-sized enterprises in the digital economy.

(1) Insufficient digital awareness.

The updating of leadership concepts is a prerequisite for digital transformation in enterprises. Currently, the management of many small and medium-sized enterprises does not attach enough importance to digital transformation, resulting in insufficient resource investment and slow pace of transformation. At the same time, as the backbone of transformation, employees lack sufficient understanding and application ability of digitalization, and are unable to fully utilize digital tools and platforms, thereby weakening the effectiveness of transformation. Therefore, improving the digital awareness of all employees has become an urgent task for the digital transformation of small and medium-sized enterprises.

(2) Scarcity of digital talents: Digital talents are the engine of enterprise digital transformation.

The lack of this critical resource has become a prominent issue in small and medium-sized enterprises. The complexity of digital marketing requires talents to possess comprehensive cross disciplinary abilities, but small and medium-sized enterprises generally lack talent reserves. The root of this problem lies in the fierce competition in the digital talent market and the insufficient investment of small and medium-sized enterprises in talent introduction and training. The lack of professional talents directly affects the performance of enterprises in digital marketing strategies and tool applications, and restricts the effectiveness of transformation.

(3) Insufficient digital infrastructure: Digital infrastructure is the cornerstone of digital marketing. There is a significant gap between small and medium-sized enterprises and large enterprises in this regard. The limitations of funds and technology have prevented many small and medium-sized

enterprises from establishing a complete digital marketing system, especially in customer relationship management and big data analysis. Even though some companies have introduced digital tools, they have not been able to fully unleash their potential due to a lack of effective operation and maintenance. The weak digital infrastructure limits the ability of small and medium-sized enterprises in data-driven marketing, affecting the scientific nature of marketing decisions and the precise dissemination of marketing content. Therefore, strengthening the construction of digital infrastructure is an urgent need for small and medium-sized enterprises to enhance their digital marketing capabilities.

3. The Implementation Path of Digital Transformation in Marketing for Small and Medium sized Enterprises in the Digital Economy.

(1) Clarify the digital marketing roadmap and cultivate digital thinking.

Small and medium-sized enterprises need to develop clear digital marketing strategies to address the challenges of the digital economy. The management needs to evaluate the company's resources and capabilities, and plan the direction and steps of transformation. Starting from optimizing existing marketing processes and customer management, clarify the application strategy of digital tools, and set quantifiable transformation goals. At the same time, cultivate digital thinking among all staff, enhance the digital literacy of leaders and employees through training and learning, encourage innovative thinking, establish incentive mechanisms to stimulate employees' creativity.

(2) Building a digital talent system and cultivating diverse talents.

Digital talent is the core resource for the transformation of small and medium-sized enterprises. Enterprises need to develop talent development plans, clarify the new requirements of digital transformation for talents, and accelerate the construction of talent teams through internal and external integration. Collaborate with universities to attract fresh blood; Participate in industry activities and attract industry elites; Utilize third-party services to accurately introduce key talents. Internally, a diversified training system is adopted to encourage employees to continue learning, provide practical opportunities, and cultivate compound talents who understand technology, excel in marketing, and are good at management.

(3) Upgrade digital marketing tools to achieve marketing automation.

Digital marketing tools are important tools for online marketing for small and medium-sized enterprises. Enterprises need to keep up with technological development and introduce advanced marketing automation

tools, such as CRM systems, to unify the management of customer information and improve the collaborative efficiency of marketing, sales, and service. Utilize automated platforms to trigger personalized marketing content based on customer behavior, improving efficiency and conversion rates. Integrate digital tools, connect online and offline data, achieve customer lifecycle management, and optimize marketing strategies.

(4) Data driven decision-making to improve marketing accuracy and conversion rates.

Data plays a crucial role in digital marketing. Small and medium-sized enterprises need to establish a systematic data collection and analysis mechanism to use data to guide marketing practices. Collect user data through multiple channels, utilize big data analysis and machine learning techniques to gain insights into customer needs and develop personalized marketing strategies. Data analysis also helps optimize channel combinations and budget allocation, improving resource utilization efficiency. Enterprises need to attach importance to data accumulation, optimize marketing activities through continuous testing and effectiveness tracking, establish a rapid feedback mechanism between data and decision-making, and achieve refined marketing.

To sum up, the digital economy has not only opened up a Xintiandi of marketing for SMEs, but also raised their threshold in digital transformation. In order to stand out in an increasingly competitive market, small and medium-sized enterprises must actively adapt to changes and comprehensively promote the digitalization process of marketing. This involves multiple key areas such as strategic planning, talent development, application of technological tools, and data analysis.

Looking ahead to the future, with the continuous development and expansion of digital technology applications, the digital transformation of marketing for small and medium-sized enterprises will enter a new stage of development. Enterprises must maintain sensitivity and innovation capabilities to market changes, keep pace with the pulse of the digital economy, and continuously adjust and improve marketing strategies and business models. By providing more value to customers, small and medium-sized enterprises will be able to achieve their long-term development and sustainability.