

Research on SME Marketing Strategies in the Digital Era: A Case Study of Baoxiniao

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Abstract

Amidst the sweeping tide of digitalization, small and medium-sized enterprises (SMEs) face intensifying market competition pressure. There is an urgent need for SMEs to adjust and update their marketing strategies to adapt to the constantly evolving market environment, thereby enhancing their core competitiveness. This paper first delves into the challenges and difficulties SMEs encounter in marketing within the digital era. It then explores how to adeptly employ strategies such as data-driven personalized promotion, social media promotion, and content promotion in marketing. Simultaneously, it emphasizes the importance of crafting innovative marketing strategy frameworks for SMEs and discusses methods to further elevate marketing effectiveness through precision optimization of brand image, Search Engine Optimization (SEO), and content planning. Finally, the paper highlights critical issues SMEs must pay special attention to during their marketing efforts and provides an outlook on future development prospects. This study aims to provide valuable references and insights for the marketing practices of SMEs in China.

Keywords

Digital Era; Small and Medium-sized Enterprises (SMEs); Marketing Strategies; Baoxiniao.

1. Introduction

1.1. Research Background

Driven by rapid technological advancements and the sweeping tide of digitalization, the field of marketing is undergoing profound transformations. In recent years, small and medium-sized enterprises (SMEs) have increasingly demonstrated vulnerability in market competition, particularly in grasping market trends, understanding consumer demands, and innovating marketing methods. According to the 2024 Report on the Current State of Marketing in Small and Medium-sized Enterprises, <30% of SMEs can effectively utilize digital means for marketing, while over 60% report facing pressure and challenges in digital transformation.

These challenges include, but are not limited to: how to effectively leverage big data for market segmentation and target user identification; how to utilize social media platforms to enhance brand exposure and user engagement; and how to integrate online and offline resources to create an omnichannel marketing experience. Concurrently, a report by the market research firm Statista indicates that SMEs that have successfully undergone digital transformation have seen an average revenue increase of >30%, significantly higher than those that have not transformed.

Against this backdrop, researching marketing strategies for SMEs in the digital era becomes critically important. By deeply exploring and analyzing how digital technologies impact the marketing activities of SMEs, this study aims to help enterprises like Baoxiniao find new

marketing pathways adapted to the digital age, enhance market competitiveness, and achieve sustainable long-term development^[9].

1.2. Research Significance

The advent of the digital age has transformed the production methods of producers, the lifestyles of consumers, and the marketing environment of the market. Amidst an influx of capital, local enterprises like Baoxiniao Holding Co., Ltd. face immense competitive pressure. For Baoxiniao, this represents both a test and a challenge. In the current market environment, the differences between products promoted by various companies are not significant. However, future competition will increasingly focus on establishing brand value and enhancing consumer recognition. Therefore, how to stand out in this regard has become a key focus for SMEs. Conducting an in-depth study of the marketing strategies of Baoxiniao Holding Co., Ltd. holds profound practical significance as well as important theoretical value.

1.2.1. Practical Significance

This study provides concrete marketing strategy recommendations for Baoxiniao Holding Co., Ltd., assisting it in better navigating market challenges in the digital era and enhancing its brand influence and market competitiveness. Through the case study of Baoxiniao Holding Co., Ltd., it offers reference and insights for other SMEs, promoting the overall improvement of marketing standards within the industry. Ultimately, it helps SMEs gain a better understanding of the trends and characteristics of digital marketing, master its techniques and methods, and improve their marketing efficiency and effectiveness.

1.2.2. Theoretical Significance

This study enriches and refines the theoretical system of SME marketing, providing new theoretical support and guidance for SME marketing practices. Through the in-depth research on Baoxiniao Holding Co., Ltd., it explores new models, new pathways, and new methods for SME marketing in the digital era, offering fresh research perspectives and directions for the academic community. It contributes to fostering the interdisciplinary integration of marketing science with other disciplines, forming a more comprehensive and systematic body of marketing knowledge.

2. Overview of Marketing in the Digital Era

2.1. Characteristics of Marketing in the Digital Era

The digital era, with its distinct features, is profoundly reshaping the landscape of marketing. The characteristics of marketing in this era can be summarized as follows:

2.1.1. Data-Driven Decision Making

In the digital age, data has become central to decision-making. Consumer purchase behaviors, preferences, browsing histories, and social media interactions can all be digitized, analyzed, and utilized. This data not only reveals consumer needs and behavioral patterns but also provides businesses with a foundation for optimizing products and services.

2.1.2. Personalization and Customization

Leveraging digital technologies, businesses can gain deep insights into each consumer's needs and preferences. This enables the delivery of personalized services and promotions, catering to individual demands and enhancing consumer satisfaction.

2.1.3. Real-Time Responsiveness and Dynamism

Digital marketing possesses the capability to track market dynamics in real time. Enterprises can swiftly adjust and optimize marketing strategies based on market changes, ensuring the effectiveness and timeliness of marketing campaigns.

2.1.4. Utilization of Digital Channels for Advertising

Digital marketing employs diverse digital channels for advertising, such as social media, search engines, video platforms, and podcasts. These channels offer broad reach and precise targeting capabilities, enabling businesses to reach their target audiences more accurately.

2.1.5. The Importance of Content Marketing

Content marketing has become crucial for attracting user attention and building brand influence. By publishing high-quality, engaging content, businesses attract user interest, enhancing brand awareness and user loyalty.

2.1.6. The Rise of Mobile Marketing

With the proliferation of smartphones and the development of mobile internet, mobile marketing has gradually become a mainstream marketing approach. Businesses need to utilize mobile platforms for brand promotion and sales, developing mobile applications and websites while optimizing the user experience.

2.1.7. Social Media Marketing

Social media has become a vital platform for interaction between businesses and consumers. Through social media, companies disseminate information, engage with consumers, build brand image, and increase brand exposure and user engagement.

2.1.8. Marketing Automation

Marketing automation tools help businesses execute marketing activities more efficiently. Through automation, companies can send emails, push notifications, and track user behavior automatically, thereby improving marketing efficiency.

2.2. Challenges and Opportunities in SME Marketing

2.2.1. Challenges

1) Limited Resources:

Compared to larger enterprises, SMEs often face constraints in funding, talent, and technology. This makes it difficult for them to compete with big corporations in marketing activities, hindering their ability to gain sufficient exposure and market share.

2) Technological Barriers:

Digital marketing requires the use of various advanced technological tools, such as data analytics and artificial intelligence. However, mastering and applying these technologies presents a significant challenge for many SMEs.

3) Rapid Market Changes:

In the digital era, markets evolve quickly, and consumer demands become increasingly diverse. SMEs need to respond swiftly to market shifts and adjust their marketing strategies, placing higher demands on their market insight and adaptability.

2.2.2. Opportunities

1) Low-Cost, High-Efficiency Marketing:

Digital marketing provides SMEs with cost-effective and efficient marketing methods. Through channels like social media and Search Engine Optimization (SEO), SMEs can achieve significant exposure and user attention with relatively small investments.

2) Precise Targeting of Audiences:

Leveraging data analysis tools, SMEs can identify and target their audience segments with greater precision, enabling them to develop tailored marketing strategies. This not only improves marketing effectiveness but also reduces marketing costs.

3) Innovative Marketing Approaches:

SMEs form the solid bedrock of China's national economy, accounting for an astonishing 98% of all registered industrial and commercial enterprises. In recent years, SMEs have contributed approximately 60% of the nation's export volume. Riding the wave of the digital era, SMEs are now empowered to explore innovative marketing methods, such as content marketing and live-streaming marketing. These unique and creative strategies not only strengthen interaction and communication between brands and consumers but also help enhance brand influence and reputation.

In summary, the digital era presents SMEs with unprecedented challenges and opportunities in marketing. SMEs need to actively embrace digital transformation, continuously enhance their marketing capabilities and standards to navigate market changes and competitive pressures.

3. Optimization Strategies for SME Marketing in the Digital Era

3.1. Developing Optimization Plans for Social Media Marketing Strategies

According to survey data from the China Internet Network Information Center (CNNIC), as of June 2025, the number of internet users in China reached 1.123 billion (1.123×10^9), with an internet penetration rate of 79.7%. Internet technologies such as online video, instant messaging, and short videos have seen comprehensive adoption, with overall user utilization rates exceeding 90%. In the digital era, social media has become a crucial battleground for SME marketing. To enhance the effectiveness of social media marketing, SMEs need to develop the following optimization plans^[1]:

3.1.1. Defining Target Audience

SMEs should gain a deep understanding of their target audience's preferences, needs, and habits to publish targeted content on social media. Through precise targeting, enterprises can more effectively attract and retain potential customers.

3.1.2. Shaping Brand Image

On social media, brand image is paramount. SMEs should focus on cultivating a unique brand style and values. By publishing high-quality content, actively interacting, and responding to comments, they can enhance brand awareness and reputation.

3.1.3. Leveraging Data Analysis

SMEs should fully utilize the data analytics tools provided by social media platforms to understand key metrics such as follower behavior, content engagement, and marketing effectiveness. Through data analysis, enterprises can optimize content strategy, adjust posting times and frequency, and improve marketing outcomes.

3.2. Identifying New Marketing Frontiers Through Big Data

The application of big data technology provides powerful support for SMEs to discover new marketing frontiers^[4]. The following are specific strategies for leveraging big data to find new opportunities:

3.2.1. Consumer Behavior Analysis

By analyzing consumer data such as purchase records, browsing history, and search behavior, SMEs can gain deep insights into consumer needs and preferences. Based on these insights, enterprises can identify new market demands and potential business opportunities.

3.2.2. Market Trend Forecasting

Using big data analytics tools, SMEs can forecast changes in market trends and competitive landscapes. This helps enterprises proactively position themselves in new areas and seize market opportunities.

3.2.3. Precision Marketing Targeting

Through big data analysis, SMEs can more precisely target audience segments and market niches. Based on this targeting, enterprises can develop more tailored marketing strategies to enhance effectiveness.

3.3. Analyzing Improvement Plans for Mobile Marketing Strategies

With the proliferation of mobile internet, mobile marketing has become an indispensable part of SME strategy. To improve the effectiveness of mobile marketing, SMEs need to focus on the following improvement plans:

3.3.1. Optimizing Mobile User Experience (UX)

SMEs should focus on aspects such as mobile website loading speed, page layout, and interaction design to ensure users can smoothly browse and purchase products on mobile devices. Additionally, enterprises can utilize features like push notifications and personalized recommendations to enhance user experience and retention rates.

3.3.2. Integrate Online and Offline Channels

SMEs should integrate mobile marketing with offline channels to achieve seamless omnichannel experiences. For example, enterprises can use mobile apps to offer features like store navigation, coupon redemption, and loyalty points to attract users to physical stores.

3.3.3. Utilize Mobile Advertising

SMEs can leverage mobile advertising platforms to run ads, increasing brand exposure and user attention. When running ads, enterprises should focus on ad targeting, creative design, and placement strategy to ensure ads accurately reach the target audience and generate positive marketing results.

In conclusion, SMEs in the digital era need to continuously optimize their marketing strategies. By developing optimization plans for social media marketing, leveraging big data to discover new frontiers, and improving mobile marketing strategies, enterprises can better navigate market challenges and enhance their competitiveness.

4. Analysis of Baoxiniao's Marketing Strategies in the Digital Era

4.1. Company Background and Market Position

Baoxiniao as a well-known domestic apparel brand, has won the affection of a broad consumer base over the years with its exquisite craftsmanship, elegant designs, and outstanding quality. In the digital era, Baoxiniao faces intense market competition and constantly evolving consumer demands. To maintain its brand advantage and market position, Baoxiniao needs to proactively adjust its marketing strategies.

4.2. Competitor Analysis

Within the apparel industry, Baoxiniao faces numerous competitors, including both well-established domestic and international brands, as well as emerging online brands. These competitors each possess distinct strengths in marketing: some focus on brand image building, some excel in social media marketing, while others are adept at expanding e-commerce channels. Therefore, Baoxiniao needs to conduct a thorough analysis of competitors' marketing strategies and advantages to formulate more effective marketing approaches.

4.3. Current Status of Marketing Strategies in the Digital Era

The new media landscape is evolving rapidly, with the trend towards mobility becoming increasingly pronounced. Users can now share diverse information – text, images, audio, and video – anytime, anywhere using mobile devices like smartphones, tablets, and laptops. Combined with the fragmented nature of information dissemination, users are more likely to

receive large volumes of brief, concise, and rapid information. Against this backdrop, Baoxiniao's marketing strategies in the digital era primarily encompass social media marketing, e-commerce channel expansion, and data analytics for personalized marketing. While these strategies have enhanced brand awareness and sales to some extent, challenges remain. For instance, content innovation in social media marketing is somewhat lacking, the user experience on e-commerce channels still needs optimization, and the application of data analytics and personalized marketing requires further deepening^[8].

4.4. Marketing Strategy Adjustment and Optimization

To address the aforementioned issues, Baoxiniao can adjust and optimize its marketing strategies in the following areas^[2]:

4.4.1. Social Media Marketing Strategy

Strengthen innovative content creation by publishing more engaging and inspiring content related to brand culture and product features to attract and retain followers. Simultaneously, enhance interaction and communication with fans to boost brand loyalty and user stickiness^[5].

4.4.2. E-commerce Channel Expansion

Optimize the user experience on e-commerce platforms by improving website loading speed, page layout, and shopping process convenience. Strengthen online-offline integration by offering convenient services like in-store pickup and hassle-free returns/exchanges to elevate the consumer shopping experience.

4.4.3. Data Analytics and Personalized Marketing

In the internet world, effective communication tools are essential for businesses to engage with customers "face-to-face." By deeply analyzing consumer purchase behaviors, preferences, and needs, Baoxiniao can develop personalized marketing strategies based on this data. Examples include targeted promotional pushes and customized product recommendations to improve marketing effectiveness and conversion rates.

By comprehensively utilizing the above channels and strategies, Baoxiniao can better adapt to the digital market environment, enhancing brand awareness and competitiveness. Furthermore, the company must continuously monitor market shifts and evolving consumer demands, promptly adjusting and optimizing marketing strategies to maintain brand vitality and market competitiveness.

4.5. Baoxiniao's Strategic Transformation and Brand Innovation

Implementing digital marketing strategies may bring about multifaceted positive changes for Baoxiniao, including but not limited to the following^[3]:

4.5.1. Significant Stock Price Increase

The successful implementation of digital marketing strategies could significantly enhance Baoxiniao's brand awareness and market competitiveness, attracting greater investor attention. As company performance and profitability improve, investor confidence in Baoxiniao will likely strengthen, potentially leading to a rise in the company's stock price.

4.5.2. Enhanced Marketing Capabilities

Digital marketing empowers Baoxiniao to more precisely target consumer segments. Leveraging big data analytics and AI technologies, the company can gain deeper insights into consumer needs and formulate more effective marketing strategies. Utilizing diverse digital marketing tools like social media, SEO, and content marketing can increase brand exposure and influence, fostering closer connections with consumers. Digital marketing also allows Baoxiniao to monitor campaign effectiveness in real-time, adjusting strategies based on data feedback to ensure continuous optimization and efficient execution^[7].

4.5.3. Omnichannel Business Model

Through digital marketing, Baoxiniao can achieve an integrated omnichannel operations linking online and offline channels^[6]. The seamless coordination between online stores and physical retail outlets provides a frictionless shopping experience. Utilizing intelligent marketing solutions like Tencent WeCom Marketing (Tencent's enterprise marketing platform) can enable holistic data insights, building sustainable and optimized personalized marketing interaction strategies to enhance customer repurchase rates and loyalty.

4.5.4. Upgraded Private Domain Operations

Digital marketing aids Baoxiniao in strengthening the operation and management of private domain traffic. By building private domain shopping guides and communities, the company can establish more direct and deeper interactive relationships with consumers. Effective private domain traffic management will help Baoxiniao better meet consumer needs, provide personalized services, and enhance brand stickiness and user loyalty.

4.5.5. Intelligent Production and Supply Chain Management

Successful digital marketing implementation often requires integration with internal intelligent production and supply chain management. Baoxiniao can introduce advanced technologies like Industry 4.0-based smart production to improve manufacturing efficiency and product quality. Intelligent supply chain management will enable more efficient inventory control, logistics distribution, and order processing, reducing operational costs and increasing customer satisfaction.

In summary, the implementation of digital marketing strategies by Baoxiniao is expected to bring about positive changes including a significant stock price increase and enhanced marketing capabilities. These changes will help the company better satisfy consumer demands, improve market competitiveness, and achieve sustainable development.

5. Conclusion and Outlook

5.1. Conclusion

Through the analysis of Baoxiniao's marketing strategies in the digital era, this study finds that while the company has achieved certain results in responding to market changes, there remains significant room for improvement. By optimizing social media marketing strategies, expanding e-commerce channels, and applying data analytics and personalized marketing, Baoxiniao can further consolidate brand leadership.

Specifically, Baoxiniao should strengthen content innovation on social media and boost interaction with followers; optimize the user experience on e-commerce platforms while enhancing online-offline integration; and deeply mine consumer data to formulate personalized marketing strategies. The comprehensive application of these strategies will help Baoxiniao better adapt to the market environment of the digital era and achieve sustainable development.

5.2. Outlook

Looking ahead, the digital era will continue to deepen, and marketing strategies will keep innovating and evolving. Baoxiniao should remain attentive to shifts in market trends and consumer demands, continuously adjusting and optimizing its marketing strategies. Simultaneously, the enterprise should actively explore new marketing models and tools, such as the application of Virtual Reality (VR) and Augmented Reality (AR) technologies, to further elevate brand influence and market competitiveness. Additionally, Baoxiniao should strengthen collaboration and exchange with other enterprises to jointly promote industry

development and progress. Through cooperation, companies can share resources, reduce costs, improve efficiency, and achieve mutually beneficial development.

In conclusion, the adjustment and optimization of Baoxiniao's marketing strategies in the digital era constitute a long-term and crucial task. Through continuous innovation and improvement, Baoxiniao will be able to maintain a leading position amidst fierce market competition and achieve sustained and steady growth.

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