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MARKETING MANAGEMENT IN INDUSTRY 5.0

In the era of industrial digital economy 5.0, the rapid development of Internet technology has greatly changed the marketing mode of enterprises. Traditional marketing methods are no longer available, adapting to the modern business environment, companies must actively respond to this problem and transform marketing strategies to meet the demands of the digital age. In the era of Industry 5.0, companies need to focus more on digital marketing. Traditional advertising channels such as television advertising, newspaper advertising, etc. have gradually lost their appeal among consumers. On the contrary, digital marketing through online channels will become the mainstream [1].

The industry must take full advantage of social media, search engine optimization and email marketing. And other tools to attract your target audience through targeted advertising and precision marketing. At the same time, through the use of big data analysis and artificial intelligence technologies, it is possible to improve understand consumer needs, optimize pricing and promotion strategies, and improve market competitiveness. It can be predicted that the marketing strategy of enterprises in the era of Industry 5.0 will change and will have a profound impact on the development of enterprises. Therefore, enterprises in the era of Industry 5.0 require constant research and innovation, flexible adjustment of strategies in order to adapt the necessary marketing model to the digital era [2].

Analysis of the impact of the digital economy on the market environment and consumer behavior made it possible to highlight the following aspects.

1. The transformation of interaction channels is a consequence and essence of the characteristics of the digital economy. The digital economy is a general term for economic activities based on information technology and producing, communicating, distributing and consuming through digital means.

2. Innovative and knowledge-oriented nature of the market environment in the digital economy. The digital economy is a product of the information age, using digital technologies and information-based Internet platforms to promote digitalization, networking and smart economic development.

3. Changing the way consumers interact and behave under the influence of the digital economy. The emergence of online shopping opportunities, the development of personalized marketing, the use of digital platforms for prompt feedback and quality ratings, etc.

In addition, the prerequisites and motivation for changing the marketing strategy of the enterprise in the following areas are actively being formed.

1. The pressure of market competition in the digital economy.
2. Changes in consumer demand and behavior.
3. Promotion of technological innovation.

Next, we will consider the use of basic digital marketing tools in Industry 5.0 management.

1. Social media marketing. Social media marketing is playing an increasingly important role in today's digital age. With the growing popularity of mobile phones and social platforms, social media has become a bridge and interactive platform for direct contact between businesses and consumers.

2. Data-driven marketing. In today's era of information explosion, data-driven marketing is becoming an important means for businesses to gain a competitive advantage. Data-driven marketing involves collecting, analyzing and using large amounts of data to make marketing decisions and optimize marketing strategies to better meet consumer needs and improve market competitiveness.

The analysis made it possible to formulate recommendations for transforming the enterprise's marketing strategy in the digital economy.

1. Strengthen data science and analytics capabilities. With the rapid development of information technology and the advent of the era of big data, the importance of data analysis and mining is becoming increasingly prominent. Data analysis and mining is the process of using data to extract information, discover patterns, and gain meaning. By processing and analyzing large volumes of structured and unstructured data, companies can gain valuable business insights and gain a competitive its advantage.

2. Create a multi-channel integrated digital marketing system. To promote economic development and market prosperity, it is very important to build a multi-channel integrated digital marketing system. Digital marketing has become an important tool for businesses to expand their market, improve their brand image and attract target consumers.

3. Implement a system for monitoring and measuring the results of marketing campaigns, the effectiveness of various strategies and tactics based on big data analytics.

4. Particular attention should be paid to staff training so that employees can successfully adapt to new digital technologies and methods. In the digital age, companies need to be able to use various channels and technological tools for comprehensive, accurate and effective marketing.

This article examines the transformation of an enterprise's marketing strategy in the digital economy of Industry 5.0, discusses the impact of the digital economy on the market environment and consumer behavior, analyzes the application and impact of digital marketing tools, and summarizes knowledge and proposals for transformation. marketing strategy of an enterprise in the digital economy, which is of great importance for relevant research and practice of marketing management.

References

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