

Research on Strategies for Enhancing the Digital Marketing Capabilities of Private Enterprises in Guangdong

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Abstract—In recent years, national and regional governments have issued a series of documents, indicating a strong emphasis on the development of the digital economy, especially the digital economy of private enterprises. This paper first provides a brief overview of the current state of digital marketing in Guangdong's private enterprises, including the current state of domestic and international digital marketing research, the current state of digital marketing capabilities of Guangdong's private enterprises, existing problems, and research gaps. Subsequently, through the method of questionnaire survey, the paper organizes and analyzes the questionnaires to identify issues in the construction of digital marketing capabilities of Guangdong's private enterprises. It then proposes four strategies. The aim is to increase the operational efficiency of Guangdong's private enterprises and enhance their core competitive advantages.

Keywords—Guangdong private enterprises, digital marketing, corporate digital marketing capability, enhancement strategies

I. INTRODUCTION

In recent years, the national level has introduced documents such as the "Action Plan for Cultivating Digital Talent to Support the Development of the Digital Economy (2024–2026)," the "Implementation Plan for Promoting Common Prosperity through the Digital Economy (2023)," the "Notice on Carrying Out Digital Service Festival Activities for Small and Medium-sized Enterprises (2022)," and the "14th Five-Year Development Plan for the Digital Economy (2022)." At the regional level, documents such as the "Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area," the "Three-Year Action Plan for the Construction of a Digital Bay Area," and the "Guangdong Province Work Plan for Building a National Pilot Zone for the Innovative Development of the Digital Economy" have also been issued. This series of intensive documents indicates that the country and regions attach great importance to the development of the digital economy, especially the digital economy of private enterprises. New technologies empower the development of the digital economy, which in turn promotes the digital transformation and development of Guangdong's private enterprises, and facilitates the development of their digital marketing capabilities. Currently, the global economic downturn has led to increasingly fierce market competition among Guangdong's private enterprises. How to effectively enhance the digital marketing capabilities of Guangdong's private enterprises through various strategies is an urgent issue that these enterprises need to address.

II. ANALYSIS OF THE CURRENT STATE OF DIGITAL MARKETING CAPABILITIES

As the international economic environment is becoming more challenging, Guangdong's private enterprises are facing numerous opportunities and significant challenges amidst major transformations and developments. According to data released by the Guangdong Provincial Market Supervision Administration, by the end of 2023, there were 7.248 million registered and operating private enterprises in Guangdong Province. The "2023 Survey Report on the High-Quality Development of Guangdong Private Enterprises" reveals that private enterprises in Guangdong face common issues: some are under dual pressures of rising operating costs and declining operational efficiency. The current state of development for Guangdong's private enterprises is characterized by adapting to the times, accelerating transformation, and moving forward steadily. These states mainly revolve around three dimensions: First, through the empowerment of new technologies, digital marketing transformation and development have provided Guangdong's private enterprises with their own core market competitiveness; Second, some private enterprises in Guangdong lack strong digital transformation and marketing capabilities, with insufficient strength in terms of capital, technology, and talent; Third, there is an imbalance in digital marketing capabilities between industries and regions.

In recent years, there has been a plethora of discussions on digital marketing among scholars both domestically and internationally. On one hand, from the perspective of international scholars, Kelly (2023) emphasizes the capabilities of ChatGPT and how they impact search marketing and SEO. Cristina *et al.* (2023) point out that artificial intelligence is a valuable tool for enhancing user experience and improving the effectiveness of digital marketing campaigns. Ezejibuaku & Oldroyd believe that the regulation of digital marketing of ultra-processed food to adolescents is urgently needed. Johnsen Maria highlights the historical context and fundamental AI principles, and subsequently, details AI's applications across a spectrum of areas, including data analytics, content creation, customer targeting, Search Engine Optimization (SEO), Pay Per Click (PPC) advertising, Social Media Marketing (SMM), and Email Marketing.

On the other hand, from the perspective of domestic scholars, Zhong *et al.* (2024) construct a Logistic regression model for empirical analysis and propose optimization suggestions for digital marketing strategies of the Yanling County yellow peach industry from four aspects: expanding product combinations, innovating pricing methods,

enhancing channel sales capabilities, and strengthening digital interaction and dissemination. Hu and Xia (2024) believe that based on the 5A model, namely aware (understanding), appeal (attracting), ask (inquiring), act (acting), and advocate (advocating), taking Dongfang Selection as a practical case, they analyze the marketing strategies of its agricultural products, aiming to summarize methods worth learning from for agricultural product brands to promote the sale of agricultural products. Zeng and Du (2024) point out that on the basis of briefly elaborating on the concepts of digital assets and digital marketing, they summarize the specific marketing methods of clothing brands on Weibo, led by the brand and led by consumers, and refine the five dimensions of brand digital assets; taking the digital marketing activities of the Fila brand on the Weibo platform as an example, they then verify the correlation between digital marketing and brand digital assets, and study the regression relationship between the two variables.

Table 1. Professional survey 13 question table

No.	Q No.	Survey Question
1	Q7	The importance of digital marketing to the enterprise
2	Q8	The extent of the enterprise's budget for digital marketing
3	Q9	The extent to which the enterprise conducts digital marketing
4	Q10	The extent of the enterprise's construction of a specialized digital marketing team
5	Q11	The digital marketing team's proficiency in digital marketing tools
6	Q12	The digital marketing talent's ability to digitally present target customer profiles and market outlines
7	Q13	The extent of the enterprise's use of social media marketing (e.g., Weibo, WeChat, TikTok, etc.), Search Engine Optimization (SEO), Content Marketing (blogs, articles, videos, etc.), mobile marketing, online advertising, etc.
8	Q14	The extent of the enterprise's use of official account operations, KOLs, social media advertising, community marketing, short video marketing, and other strategies
9	Q15	The extent to which the enterprise uses various channels such as e-commerce platforms, Weibo, WeChat, reviews, short video websites, etc., to gather information
10	Q16	The enterprise's ability to use data for real-time analysis of the dissemination effects of various new media content
11	Q17	The effectiveness of the enterprise's digital strategy advertising deployment
12	Q18	The extent to which the enterprise evaluates the effectiveness of digital marketing using indicators such as website traffic, social media interaction (likes, comments, shares), conversion rates (sales conversion rate, lead conversion rate), user retention rate, customer satisfaction, etc.
13	Q19	The enterprise's satisfaction with the current effectiveness of digital marketing

The above research dynamics mainly focus on research from aspects such as enhancing digital marketing effectiveness, digital marketing paths, strategies for improving digital marketing, and innovative paths for digital marketing. We plan to build on and reflect on the above research results, starting from the perspective of "Guangdong's private enterprises," and focus on cultivating the digital marketing capabilities of practitioners in private enterprises in Guangdong with new technologies such as 5G, big data, and artificial intelligence, thereby promoting the high-quality development of Guangdong's private enterprises, as shown in Table 1.

III. GUANGDONG PRIVATE ENTERPRISES DIGITAL MARKETING CAPABILITY SURVEY

A. Survey Questionnaire Setting for the Digital Marketing Capability of Guangdong Private Enterprises

This paper uses the survey method to investigate and analyze the digital marketing capabilities of Guangdong's private enterprises. The survey questions draw on and refer to this article: "Research on the Construction of Digital Marketing Talent Capability Model" by Deng (2022). To better investigate the relevant information, the survey questions in this study are divided into two parts: The first part consists of basic information about the respondents, including gender, industry, nature of the enterprise, the proportion of online sales of the enterprise, job category, and position category, totaling 6 questions. The second part consists of 13 professional questions, mainly centered on the theme of the digital marketing capabilities of Guangdong's private enterprises. The professional questions in this survey use a 5-point Likert scale, with "1" representing not important and "5" representing very important. Respondents are required to fill out the survey based on their personal learning, work experience, and existing knowledge. The 13 professional questions mainly focus on digital marketing awareness and investment, digital marketing teams and resources, digital marketing strategies and methods, and digital marketing effectiveness assessment, reflecting the situation of the digital marketing capabilities of Guangdong's private enterprises, as shown in Table 1.

B. Questionnaire Distribution and Data Collection for the Digital Marketing Capability of Guangdong Private Enterprises

At the initial stage of designing this study's questionnaire, there were specific target groups: first, those working in private enterprises in the Guangdong area, and second, those engaged in market planning, marketing, and other related professions, which has certain limitations. The questionnaire was distributed for research through alumni groups and private enterprise industry groups. After officially releasing the questionnaire, a total of 345 questionnaires were collected, of which 333 were valid, with a validity rate of 96.52%.

Out of the 333 valid questionnaires, the nature of the enterprise is Guangdong private enterprises accounting for 96.52%, Guangdong state-owned enterprises for 1.16%, and others for 2.32%. This indicates that in the questionnaire survey, the majority of the respondents work in Guangdong private enterprises, which is in line with the scope of this

survey's theme.

Table 2. Basic information of respondents

No.	Variable	Category	No.Of Respondents	Percentage (%)
1	Gender	Male	176	51.01%
		Female	169	48.99%
2	Industry	Internet Companies	183	53.04%
		Traditional Enterprises	162	46.96%
3	Nature of Enterprise	Guangdong Private Enterprises	333	96.52%
		Guangdong State-owned Enterprises	4	1.16%
		Others	8	2.32%
4	Online Sales Ratio	0–20%	106	30.72%
		21–40%	100	28.99%
		41–60%	62	17.97%
		61–80%	45	13.04%
		81–100%	32	9.28%
5	Job Category	Frontline Sales	86	24.93%
		Marketing Planning	71	20.58%
		Product R&D	64	18.55%
		New Media/Channel Operations	65	18.84%
		Data Analysis	55	15.94%
		Others	4	1.16%
6	Position in Enterprise	Grassroots Marketing Staff	258	74.78%
		Middle-level Marketing Manager	65	18.84%
		Senior Marketing Vice President	17	4.93%
		Others	5	1.45%

C. Data Analysis of the Digital Marketing Capabilities of Guangdong Private Enterprises

1) Reliability and validity testing

The relevant questionnaire data were subjected to reliability and validity testing using SPSS. After analysis, the Cronbach's Alpha coefficient of the questionnaire data was 0.910, indicating that the internal consistency of this questionnaire is good. The KMO value is 0.955, and the Bartlett's Test of Sphericity is 1969.302, which indicates that the questionnaire data is suitable for factor analysis.

2) Factor analysis

Based on the above statistical analysis, the reliability and validity testing is good, making it suitable for factor analysis. The specific results of the factor analysis are detailed in Table 3.

According to Table 3, the 13 professional questions of this questionnaire mainly revolve around four dimensions and 13 indicators. The first dimension is Digital Marketing Awareness and Investment, which includes three indicators: Importance, Investment Budget, and Extent of Implementation. The second dimension is Digital Marketing Team and Resources, which includes three indicators: Team Building, Tool Proficiency, and Digital Application. The third dimension is Digital Marketing Strategies and Methods, which includes three indicators: Tool Usage, Adoption of Strategies, and Information

Acquisition. The fourth dimension is Digital Marketing Performance Evaluation, which includes four indicators: Content Dissemination, Advertising Effectiveness, Marketing Effectiveness, and Satisfaction.

Table 3. Factor analysis table

P. Factor	Dimension	Indicator	Factor
1	Digital Marketing Awareness and Investment	Importance	0.91
		Investment Budget	0.68
		Extent of Implementation	0.73
2	Digital Marketing Team and Resources	Team Building	0.69
		Tool Proficiency	0.62
3	Digital Marketing Strategies and Methods	Digital Application	0.67
		Tool Usage	0.63
		Adoption of Strategies	0.70
4	Digital Marketing Performance Evaluation	Information Acquisition	0.71
		Content Dissemination	0.65
		Advertising Effectiveness	0.68
		Marketing Effectiveness	0.70
		Satisfaction	0.68

From the comparative analysis, it can be concluded that Digital Marketing Awareness and Investment is one of the important manifestations of a company's digital marketing capabilities. It requires Guangdong private enterprises to have a cognitive understanding of the importance of digital marketing on one hand, and on the other hand, it requires them to invest in the construction of digital marketing infrastructure. The dimension of Digital Marketing Team and Resources emphasizes the importance of talent development, where Guangdong private enterprises must prioritize talent and enhance their capabilities in digital marketing. The dimension of Digital Marketing Strategies and Methods requires Guangdong private enterprises to focus on selecting appropriate strategies and methods for digital layout. The dimension of Digital Marketing Performance Evaluation demands that Guangdong private enterprises not only have cognitive understanding, talent investment, facility investment, and strategy and method usage, but also pay attention to effectiveness and supervision.

Based on the previous analysis and Fig. 1, the awareness and investment in digital marketing are relatively high among Guangdong private enterprises. The reason is that Guangdong private enterprises are influenced by cutting-edge ideas such as big data and artificial intelligence, and they have been exposed to and invested in digital marketing relatively early. Next is the dimension of digital marketing strategies and methods, where Guangdong private enterprises have a mature use of digital marketing strategies and methods, which are frequently utilized in various digital marketing scenarios. Lastly, in terms of team and resource construction and performance evaluation, Guangdong private enterprises focus on building digital marketing teams, providing digital marketing resources, and supervising and evaluating the effectiveness of digital marketing. These four

dimensions influence the digital marketing capabilities of Guangdong private enterprises to varying degrees.

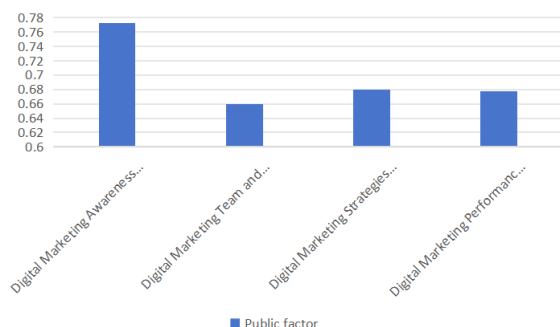


Fig. 1. Comparison of different dimensions of digital marketing.

IV. STRATEGIES FOR ENHANCING THE DIGITAL MARKETING CAPABILITIES OF GUANGDONG PRIVATE ENTERPRISES

A. Strengthen Digital Marketing Cognitive Abilities and Increase Investment

Guangdong private enterprises should closely seize the technological advantages of the Guangdong-Hong Kong-Macao Greater Bay Area, such as big data and artificial intelligence, to enhance their cognitive abilities in digital marketing. They should be more aware of market trend changes and competitor dynamics, conduct in-depth analysis of their industry's market, and increase investment in funds, talent, and resources for digital marketing. By developing more accurate digital marketing strategies, they can better seize market opportunities and enhance their core competitive strength.

B. Enhance the Construction of Digital Marketing Teams and Expand Resource Aggregation and Integration

Guangdong private enterprises should value the consciousness that talent resources are the primary resource and strengthen the construction of digital marketing teams in terms of professional expertise, training, and capabilities. The team's ability construction mainly revolves around digital-driven capabilities, creative planning capabilities, content marketing capabilities, technical application capabilities, team collaboration capabilities, and social marketing capabilities. Resource aggregation and integration include financial resources, technological resources, talent resources, equipment resources, infrastructure resources, and tool resources.

C. Proficiency in Using Different Digital Marketing Strategies and Methods in Various Scenarios

Guangdong private enterprises require team members to be proficient in using tools such as social media marketing (e.g., Weibo, WeChat, TikTok, etc.), Search Engine Optimization (SEO), content marketing (blogs, articles, videos, etc.), mobile marketing, and online advertising. They should adopt strategies such as official account operations, KOLs, social media advertising, community marketing, and short video marketing, and utilize various channels such as e-commerce platforms, Weibo, WeChat, reviews, and short video websites to gather digital marketing information. This will improve the use of digital marketing strategies and enhance overall competitive advantage.

D. Expand Content Dissemination and Advertising Effectiveness, and Improve Satisfaction

Guangdong private enterprises should use digital marketing data for real-time analysis of the dissemination effects of content across various new media and increase the effectiveness of digital marketing advertising. By employing indicators such as website traffic, social media interaction (likes, comments, shares), conversion rates (sales conversion rate, lead conversion rate), user retention rate, and customer satisfaction to evaluate the effectiveness of digital marketing, they can improve satisfaction with digital marketing results. This will promote rapid transformation and development in digital marketing for Guangdong private enterprises and enhance their core competitive capabilities in this field.

V. CONCLUSION

The construction of digital marketing capabilities in Guangdong private enterprises is not a matter for a single department but involves a comprehensive coordination among multiple departments including top-level design, marketing, technology, sales, content, logistics, and administrative management. Whether the team can work together effectively is key to ensuring the success of digital marketing activities in Guangdong private enterprises. The capability for digital marketing in enterprises is a comprehensive system that combines various aspects and dimensions, and it is a key indicator for ensuring continuous business growth and obtaining core competitiveness in the new technology era. Guangdong private enterprises should focus on four aspects for the construction of their digital marketing capabilities: (1) Strengthen digital marketing cognitive abilities and increase investment in digital marketing. (2) Enhance the construction of digital marketing teams and expand the aggregation and integration of resources. (3) Become proficient in using different digital marketing strategies and methods in various scenarios. (4) Expand the effects of content dissemination and advertising to improve satisfaction. Improving these capabilities can help Guangdong private enterprises better adapt to changes in the industry market, expand sales channels, increase brand visibility, enhance customer loyalty, and further improve the core competitive advantage of Guangdong private enterprises.

CONFLICT OF INTEREST

The author declares no conflict of interest.

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