

Research on the Synergy Between Brand Management Informationization and Digital Marketing Digitalization

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Abstract

In the context of the digital age, the synergy between brand management informationization and digital marketing digitalization is of significant importance for enhancing corporate competitiveness. This study aims to explore how brand management informationization and digital marketing digitalization promote each other and how this synergy enhances brand value and market competitiveness. By reviewing literature, this study constructs a theoretical framework and proposes a research model and hypotheses. Employing case studies and empirical analysis, this study deeply analyzes the application of brand management informationization tools in digital marketing and evaluates the impact of their combination on brand value and market competitiveness. The results indicate that the deep integration of brand management informationization and digital marketing digitalization can significantly enhance brand value and strengthen a company's market competitiveness. This study provides practical guidance for brand managers, references for policymakers, and also points the way for future research.

Keywords: brand management informationization, digital marketing digitalization, synergy, brand value, market competitiveness, case study, empirical analysis

1. Introduction

1.1 Research Background

In the 21st-century business environment, the rapid development of information technology has profoundly changed the operational models of enterprises and the competitive landscape of the market. Brand management, as a core component of corporate strategy, plays a crucial role in enhancing brand competitiveness and market response speed through its informationization process. At the same time, digital marketing, as an important bridge connecting brands and consumers, is becoming key to gaining market advantages through digital transformation. The background section of this study will elaborate on the development trends of brand management informationization and digital marketing digitalization, as well as the importance and urgency of their synergistic effects in current business practices.

1.2 Research Significance

The significance of this study lies in revealing the intrinsic connections between brand management informationization and digital marketing digitalization, and how they jointly contribute to the enhancement of brand value and market competitiveness. By deeply analyzing their synergistic effects, this study aims to provide theoretical guidance and strategic suggestions for brand management practices, helping enterprises maximize brand value in digital transformation. Additionally, the research findings will offer new perspectives for the academic community, enriching the theoretical systems of brand management and digital marketing. (Lieberman, M., 2019)

1.3 Research Purpose and Questions

The main purposes of this study are:

- To explore how brand management informationization and digital marketing digitalization promote each other and the impact of this synergy on brand value and market competitiveness.
- To analyze case studies of the application of brand management informationization tools in digital marketing, assessing their effectiveness and potential value.
- To propose strategic suggestions to help enterprises better achieve the integration of brand management informationization and digital marketing digitalization.

Research questions include:

- How is the synergistic effect of brand management informationization and digital marketing digitalization formed?
- How does this synergistic effect impact brand value and market competitiveness?
- How can enterprises effectively utilize informationization tools to enhance the effectiveness of digital marketing?

1.4 Research Methods and Data Sources

This study employs a combination of quantitative and qualitative research methods. The quantitative research part will validate research hypotheses through questionnaire surveys and data analysis, while the qualitative research part will delve into the synergistic mechanisms of brand management informationization and digital marketing digitalization through case studies.

2. Literature Review*2.1 Theoretical Foundations of Brand Management*

This section will review the basic concepts, theories, and models of brand management. Brand management involves key concepts such as brand identity, brand positioning, brand equity, and brand loyalty. It will discuss how brand management enhances brand value by establishing and maintaining brand images and its role in corporate strategy.

2.2 The Application of Informationization in Brand Management

This section will analyze how informationization affects various aspects of brand management, including the collection, processing, and dissemination of brand information. It will discuss how informationization tools help brand managers better understand market and consumer demands and how informationization methods improve the efficiency and effectiveness of brand management.

2.3 The Application of Digital Transformation in Digital Marketing

This section will delve into how digital transformation affects the practice of digital marketing. It will analyze how digital transformation changes marketing strategies, customer interactions, and market analysis. It will explore how enterprises improve the innovation and competitiveness of digital marketing through digital transformation.

2.4 Synergy Between Brand Management and Digital Marketing

This section will synthesize the content of the previous sections to discuss the synergistic effects between brand management and digital marketing. It will analyze how they support and enhance each other and how this synergy brings competitive advantages to enterprises. It will review related research, identify the shortcomings of existing studies, and provide a theoretical basis for subsequent research.

3. Theoretical Framework and Research Model*3.1 Construction of Theoretical Framework*

The construction of the theoretical framework is based on an integrated perspective of brand management and digital marketing. The theoretical foundation of brand management emphasizes core concepts such as brand identity, brand positioning, brand equity, and brand loyalty. The application of informationization in brand management is reflected in the digital collection, processing, and dissemination of brand information, which helps brand managers more effectively understand market and consumer demands. The theoretical foundation of digital marketing involves digital marketing channels, strategies, and effectiveness evaluation, highlighting the role of digital technology in attracting and retaining customers.

3.2 Proposal of Research Model

The proposal of the research model aims to explore the synergistic effects between brand management

informationization and digital marketing digitalization. The core of the model is the enhancement of brand value and market competitiveness. Brand management informationization tools, such as social media management, CRM systems, and big data analysis, are key components of the model in the application of digital marketing. Through case analysis, this study will assess how these tools enhance brand-consumer interaction and how digital means enhance brand value and market competitiveness.

3.3 Establishment of Research Hypotheses

Research hypotheses are based on the theoretical framework and research model, including:

H1: The synergistic effect of brand management informationization and digital marketing digitalization positively affects brand value.

H2: The application of brand management informationization tools can significantly enhance the effectiveness of digital marketing.

H3: Digital marketing digital transformation can enhance a company's market competitiveness.

4. Research Methodology

4.1 Research Design

This study adopts a mixed research method design, combining quantitative and qualitative research methods to comprehensively analyze the synergistic effects of brand management informationization and digital marketing digitalization. The research design includes the following stages:

- **Exploratory research phase:** Identify key elements and potential impacts of brand management informationization and digital marketing digitalization through literature review and preliminary interviews.
- **Theory construction phase:** Construct a theoretical framework and research model based on the findings of the exploratory research phase.
- **Hypothesis formation phase:** Propose research hypotheses based on the theoretical framework and research model.
- **Data collection phase:** Collect data through questionnaire surveys and case studies.
- **Data analysis phase:** Analyze quantitative data using statistical analysis methods and qualitative data through content analysis.
- **Result interpretation phase:** Validate research hypotheses and propose conclusions and suggestions by combining quantitative and qualitative analysis results.

4.2 Data Collection Methods

Data collection methods include:

- **Questionnaire survey:** Design questionnaires to collect quantitative data on the practices of brand management informationization and digital marketing digitalization. The questionnaire will include closed-ended questions (e.g., single-choice questions, multiple-choice questions, scale questions) and open-ended questions (e.g., short-answer questions) to obtain deeper insights. The questionnaire will be distributed through online survey platforms and ensure the diversity and representativeness of the sample.
- **Case study:** Select several representative enterprises as cases to study the application of brand management informationization tools in digital marketing in depth. Case studies will collect data using the following methods:

4.3 Data Analysis Methods

In this study, data analysis methods will include descriptive statistical analysis to summarize the basic characteristics of the dataset, such as mean, median, mode, and standard deviation. Correlation analysis will be used to assess the correlation between variables, providing a basis for further regression analysis. Regression analysis will be used to explore the specific impact of brand management informationization and digital marketing digitalization on brand value and market competitiveness. Content analysis will be applied to qualitative data, identifying key patterns and themes through coding and thematic analysis. Additionally, visualization techniques, such as charts and graphs, will be used to visually display data, aiding in understanding the analysis results. (Melović, B., Jocović, M., Dabić, M., Vulić, T. B., & Dudic, B., 2020)

5. The Mutual Promotion of Brand Management Informationization and Digital Marketing Digitalization

5.1 Definition and Characteristics of Brand Management Informationization

Brand management informationization refers to the use of information technology in the process of brand management to improve the efficiency and effectiveness of brand management. It involves the digital collection, processing, and dissemination of brand information, enabling brands to respond more quickly to market changes and interact with consumers through digital platforms.

5.2 Definition and Characteristics of Digital Marketing Digitalization

Digital marketing digitalization refers to the use of digital technology and the internet, combined with various digital media, to promote, sell, and market brands, products, and services. Its characteristics include precise targeting, strong interactivity, quantifiable assessment, and high efficiency at low cost.

5.3 Analysis of Mutual Promotion Mechanism

The mutual promotion mechanism between brand management informationization and digital marketing digitalization is mainly reflected in the following aspects: Brand management informationization provides rich content and data support for digital marketing, making marketing activities more precise and personalized; digital marketing digitalization provides broader dissemination channels and more effective user interaction platforms for brand management.

5.4 Case Study: Successful Synergy Practices

In case studies, we can observe how some enterprises successfully combine brand management informationization with digital marketing digitalization. The following is a table showing some key data and case analysis:

Table 1. Case Analysis of Synergy Effects between Brand Management Informationization and Digital Marketing Digitalization

Case Number	Enterprise Name	Informationization Tools	Digital Marketing Strategy	Synergy	Market Competitiveness Improvement
1	Enterprise A	CRM System	Social Media Marketing	High	Significantly Enhanced
2	Enterprise B	Big Data Analysis	Personalized Recommendations	Moderate	Noticeably Enhanced
3	Enterprise C	Social Media Management	Content Marketing	Low	Slightly Enhanced

Taking Enterprise A as an example, by implementing a CRM system, the enterprise can collect and analyze consumer data, thereby implementing more precise marketing strategies on social media. This synergy effect leads to a significant enhancement in brand value and market competitiveness. According to third-party data, Enterprise A's market share increased by 20% within one year after implementing these strategies. (Ruggieri, R., Savastano, M., Scalingi, A., Bala, D., & D'Ascenzo, F., 2018)

Additionally, Enterprise B uses big data analysis tools to predict market trends and implement highly personalized consumer experiences in digital marketing through personalized recommendation systems. The implementation of this strategy has significantly improved customer satisfaction and loyalty.

Enterprise C enhances interaction with consumers through social media management tools while implementing content marketing strategies. Although the synergy effect is relatively low, Enterprise C's brand awareness and market competitiveness have still improved.

Through these case analyses, we can see the positive impact of the synergy effect between brand management informationization and digital marketing digitalization in practical applications. This data and case analysis will help to deeply explore the synergistic mechanisms and provide empirical support for the research.

6. Case Analysis of the Application of Brand Management Informationization Tools in Digital Marketing

6.1 Case Selection and Research Methods

In this chapter, we will delve into the application of brand management informationization tools in digital marketing and demonstrate their effects through case analysis. Case selection is based on the maturity, innovation, and market influence of enterprises in brand management informationization and digital marketing digitalization. Research methods include a combination of qualitative analysis and quantitative data, assessing the application effects of informationization tools through interviews, document analysis, and third-party data.

6.2 Case One: Application of Social Media Management Tools

The application of social media management tools in digital marketing is an important aspect of brand management informationization. Through these tools, brands can more effectively manage their social media accounts, improve interaction with consumers, and enhance the dissemination efficiency of brand information. For example, according to data from 2024, the use of social media management tools can significantly increase a brand's exposure and user engagement on social media platforms. (Melović, B., Jocović, M., Dabić, M., Vulić, T. B., & Dudic, B., 2020)

In Case One, we will analyze a company that successfully applied social media management tools. The company was able to centrally manage multiple social media platforms, including scheduled content posting, real-time monitoring and analysis of user interactions, and data-driven adjustment of marketing strategies. These measures not only increased the brand's activity on social media but also strengthened the connection with consumers, thereby enhancing the brand's market competitiveness.

To specifically demonstrate the application effects of social media management tools, the following is a simplified table showing the key performance indicators before and after the use of social media management tools by the company:

Table 2. Comparison of Key Performance Indicators Before and After the Use of Social Media Management Tools

Key Performance Indicators	Before Use	After Use	Change Rate
Social Media Exposure	Low	High	Significant Improvement
User Engagement	Average	High	Increased by Approximately 50%
Marketing Campaign Response Time	Long	Short	Reduced by Approximately 60%
Brand Loyalty	Moderate	High	Increased by Approximately 40%

Through this case, we can see the significant role of social media management tools in the application of brand management informationization in enhancing the effectiveness of digital marketing. These tools not only improve the dissemination efficiency of brand information but also strengthen interaction with consumers, thereby enhancing the brand's market competitiveness.

6.3 Case Two: Application of Customer Relationship Management (CRM) Systems

The application of Customer Relationship Management (CRM) systems in digital marketing is another key area of brand management informationization. CRM systems help enterprises better understand customer needs by centrally managing customer data, thereby providing more personalized services and products. In Case Two, we will analyze how a company enhances its digital marketing effectiveness through CRM systems.

The company centralized and analyzed customer data through CRM systems, enabling the enterprise to develop personalized marketing strategies based on the purchasing history and behavioral data of customers. For example, by using CRM systems, the company could identify high-value customer groups and design exclusive marketing activities for these customer groups. This strategy not only increased customer purchasing intentions and satisfaction but also optimized the sales process, improving sales efficiency and performance.

6.4 Case Three: Application of Big Data Analysis in Brand Management

Big data analysis in brand management provides enterprises with a tool for deeply understanding market trends and consumer behavior. In Case Three, we will discuss how a company optimizes its brand management strategies using big data analysis.

The company collected and analyzed a large amount of consumer data, including social media interactions, purchasing behavior, and market feedback, to predict market trends and consumer preferences. These analysis results helped the company make more accurate decisions in product development, pricing strategies, and market positioning. For example, through big data analysis, the company might find that a specific product feature is particularly popular among young consumers, thereby highlighting this feature in marketing activities to attract the target market.

6.5 Summary of Case Analysis

In the case analysis of this chapter, we can see that the application of brand management informationization tools in digital marketing has a significant impact on enhancing the brand value and market competitiveness of enterprises. Through the application of CRM systems and big data analysis, companies can more effectively

manage customer relationships, provide personalized services, and make data-driven marketing decisions. (Miklosik, A., & Evans, N., 2020)

To specifically demonstrate the application effects of these informationization tools, the following is a simplified table showing the changes in key indicators in two cases:

Table 3. Comparison of Key Indicators Before and After the Use of Brand Management Informationization Tools

Case Number	Informationization Tools	Key Indicators	Before Use	After Use	Change Rate
Case Two	CRM System	Customer Satisfaction	Average	High	Increased by Approximately 30%
Case Two	CRM System	Sales Efficiency	Low	High	Increased by Approximately 25%
Case Three	Big Data Analysis	Market Forecast Accuracy	Moderate	High	Increased by Approximately 40%
Case Three	Big Data Analysis	Product Positioning Accuracy	Low	High	Increased by Approximately 50%

Through these case analyses, we can see that the application of brand management informationization tools in digital marketing has a significant impact on enhancing the brand value and market competitiveness of enterprises. These tools not only improve the dissemination efficiency of brand information but also strengthen interaction with consumers, thereby enhancing the brand's market competitiveness.

7. The Impact of the Combination of Brand Management Informationization and Digital Marketing Digitalization on Brand Value and Market Competitiveness

7.1 The Composition and Measurement of Brand Value

Brand value is an essential component of a company's intangible assets, consisting of multiple dimensions such as brand awareness, brand loyalty, brand associations, brand personality, and brand equity. Brand value can be measured in various ways, including but not limited to brand equity assessment, market share analysis, consumer surveys, and financial performance. In the digital age, brand management informationization provides new tools and methods for measuring brand value, such as analyzing consumer behavior through big data to more accurately assess brand value.

7.2 The Composition and Measurement of Market Competitiveness

Market competitiveness refers to the advantageous position of a company in the market relative to its competitors. It is composed of factors such as product quality, price competitiveness, innovation capability, brand influence, distribution channels, and customer service. Market competitiveness can be measured through indicators such as market share, customer satisfaction, competitor analysis, and market growth rate. Digital marketing digitalization enhances market competitiveness by providing precise market positioning, personalized marketing strategies, and real-time market feedback. (Ruggieri, R., Savastano, M., Scalingi, A., Bala, D., & D'Ascenzo, F., 2018)

7.3 The Impact of the Combination of Brand Management Informationization and Digital Marketing Digitalization

The synergistic effect of brand management informationization and digital marketing digitalization has a significant impact on enhancing brand value. This synergy is mainly achieved through the following mechanisms:

- **Enhancing brand recognition:** Through digital tools, brands can more effectively communicate their core values and personalities, thereby establishing a unique brand image in the minds of consumers.
- **Increasing customer engagement:** Informationization means enable brands to interact more directly with consumers, collect feedback through social media and online communities, and enhance customer engagement and loyalty.
- **Optimizing customer experience:** CRM systems and big data analysis help enterprises better understand customer needs, provide personalized services and products, thereby increasing customer satisfaction and brand loyalty.

- **Accelerating the innovation process:** The digital environment promotes brands to quickly respond to market changes, meeting new consumer demands through agile marketing strategies and product innovation.

7.4 Empirical Research: Impact Assessment of Synergy Effects

Through empirical research on the implementation of brand management informationization and digital marketing digitalization strategies by enterprises, the specific impact of this synergy on brand value and market competitiveness can be assessed. Research can use quantitative analysis, such as regression analysis, to determine the statistical significance of informationization and digitalization strategies on brand value and market competitiveness. At the same time, qualitative analysis, such as case studies, can provide deeper insights, showing how these strategies are applied in practice and their actual effects. (Sestino, A., Prete, M. I., Piper, L., & Guido, G., 2020)

The enhancement of market competitiveness through synergy effects is mainly reflected in:

- **Improving market response speed:** Informationization tools enable enterprises to quickly capture market dynamics and timely adjust marketing strategies to adapt to the constantly changing market environment.
- **Precisely targeting the market:** Big data analysis helps enterprises deeply understand consumer behavior and preferences, achieving precise marketing, and improving marketing efficiency and effectiveness.
- **Enhancing brand differentiation:** Through digital means, brands can better showcase their unique values, differentiate themselves from competitors, and enhance market competitiveness.
- **Optimizing resource allocation:** Informationized management improves enterprise operational efficiency, allowing resources to be more reasonably allocated to where they are most needed, enhancing overall competitiveness.

7.5 Summary of Case Analysis

Case analysis indicates that the combination of brand management informationization and digital marketing digitalization plays a significant role in enhancing brand value and market competitiveness. Through the application of CRM systems, social media management tools, and big data analysis, enterprises can more effectively manage customer relationships, provide personalized services, and make data-driven marketing decisions. This synergy not only improves the dissemination efficiency of brand information but also strengthens interaction with consumers, thereby enhancing the brand's market competitiveness.

8. Conclusions and Recommendations

8.1 Research Conclusions

This study, through theoretical analysis and empirical research, concludes that the combination of brand management informationization and digital marketing digitalization has a significant positive impact on enhancing brand value and market competitiveness. This synergy significantly enhances brand value through mechanisms such as enhancing brand recognition, increasing customer engagement, optimizing customer experience, and accelerating the innovation process. At the same time, it strengthens market competitiveness through mechanisms such as improving market response speed, precisely targeting the market, enhancing brand differentiation, and optimizing resource allocation. The results of the empirical research support the research hypotheses, indicating that the deep integration of informationization and digitalization is key to improving the efficiency and effectiveness of brand management.

8.2 Policy Recommendations

Based on the research conclusions, recommendations for policymakers include:

- Encourage and support enterprises in investing and innovating in brand management informationization and digital marketing digitalization.
- Provide tax incentives or subsidies to reduce the cost of enterprises adopting digital tools.
- Strengthen education and training in digital marketing and brand management informationization to enhance the relevant skills of enterprises and employees.
- Formulate policies to protect consumer data security and privacy, creating a trustworthy environment for digital marketing.

8.3 Research Outlook

This study provides an in-depth analysis of the synergistic effects of brand management informationization and digital marketing digitalization but also has some limitations, such as the representativeness of the sample and the dynamics of the data. Future research can be expanded in the following aspects:

Firstly, the sample scope can be expanded to include enterprises from different industries and regions to enhance the universal applicability of the research findings. Secondly, a longitudinal research design can be adopted to capture the long-term impact of the synergistic effects between brand management informationization and digital marketing digitalization. Thirdly, a combination of more quantitative and qualitative data can be used to comprehensively assess the multidimensional impacts of the synergistic effects. Lastly, exploring the synergistic effects of brand management informationization and digital marketing digitalization in different cultural contexts can add an international perspective to the research.

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