Accounting and Corporate Management (2025)
Clausius Scientific Press, Canada

DOI: 10.23977/acccm.2025.070307
ISSN 2523-5788 Vol. 7 Num. 3

Analysis of Enterprise Market Expansion Strategies under the Background of Online Marketing

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Keywords: Online Marketing; Market Expansion; Data Intelligence; Social Fission; User Mind Occupation; Recommendation System

Abstract: This paper systematically explores the strategic system and implementation path of enterprise market expansion under the background of online marketing. The research reveals how the structural changes in the online marketing ecosystem reconstruct market boundaries and competition rules, proposes a three-dimensional strategic framework of data intelligence, social viral growth and ecological collaboration, and constructs a complete implementation path from occupying users' minds to intelligent reach. By analyzing the nonlinear changes of consumer behavior, the dynamic market segmentation mechanism and the omni-channel integration model, it is demonstrated that enterprises need to shift from resource control to a paradigm shift driven by algorithms. The research particularly emphasizes that in the digital field where the virtual and the real are integrated, the key to successful market expansion has shifted from economies of scale to network effects. Enterprises need to continuously optimize the closed-loop system of "demand identification - value creation - ecological co-construction" to achieve a strategic leap from market adaptors to demand shapers.

1. Introduction

Under the impact of the digital transformation wave, the traditional market expansion theory is undergoing a fundamental reconstruction. According to IDC data, in 2023, global enterprises' digital marketing spending exceeded that of traditional channels for the first time. This turning point marks a fundamental change in the rules of market expansion. Based on the perspective of complex system theory, this paper analyzes the three disruptive impacts of the online marketing environment on the logic of market expansion: The first is that the consumer decision-making path has evolved from a linear sequence to a multi-threaded network structure; The second is that data assets have replaced physical channels as the core competitive element. The third point is that the way enterprises create value has shifted from one-way output to ecological collaboration. This research adopts a method combining multi-case analysis and model construction, focusing on addressing the following issues: how to transform the technological dividends of online marketing into sustainable market advantages, and what kind of paradigm upgrade is needed for the traditional 4P theory in the digital ecosystem. By deconstructing the practical innovations of leading enterprises, this paper aims to provide a systematic solution for market expansion in the digital economy era.

2. The Correlation between the Background of Online Marketing and the Connotation of Enterprise Market Expansion

2.1. Structural Changes in the online marketing ecosystem

Under the continuous impact of the digital wave, the structural transformation of the online marketing ecosystem has evolved from the surface iteration driven by technology to the reconstruction of the value network and the disruptive reshaping of the market logic. The core of this transformation lies in the deconstruction of the traditional marketing paradigm by the ternary technology matrix of social media, big data and artificial intelligence (AI): Social media has dissolved the authority of enterprises' one-way output through the decentralized communication mechanism and instead formed a network interaction system centered on user nodes. In this context, it has been reinterpreted - the value of the network not only depends on the scale of users, but also stems from the synergy effect of data flow and the activation of relationship chains. Big data technology, through its omni-channel behavior tracking and real-time analysis capabilities, has advanced the traditional market segmentation theory to the "micro-particle" stage. The visualization and operability of long-tail demands have completely rewritten the applicable boundaries of the 80/20 rule, enabling enterprises to capture niche markets that are difficult to reach through traditional research through dynamic clustering algorithms. The deep involvement of artificial intelligence has given rise to predictive marketing and adaptive strategy systems. For instance, sentiment analysis models based on natural language processing (NLP) can analyze potential demands in the consumer public opinion field in real time, enabling enterprises to shift from passive response to active prediction [1].

Against this background, the evolution of the consumer decision-making path presents significant topological characteristics: The linear AIDA model (attentional interest - desire - action) has been replaced by a nonlinear and multi-threaded "decision cloud". Consumers move through the digital maze composed of social media, e-commerce platforms and vertical communities, and their decision-making touchpoints show a coexistence of quantum state superposition and collapse. This transformation forces enterprises to redefine market boundaries - the binary opposition between physical space and virtual space is eliminated by the "digital twin market" that integrates the virtual and the real, and the competitive dimension of enterprises shifts from geographical coverage to a compound game of data penetration rate and algorithm agility. It is worth noting that structural changes are not confined to the tool level; a deeper adjustment of production relations is taking place: The coupling of user-generated content (UGC) and algorithmic recommendation mechanisms has restructured the value creation chain. In traditional marketing, the subject-object relationship of "enterprise - consumer" has been disrupted by the mixed identity of "producer and consumer", and the underlying logic of market expansion has shifted from resource control to ecological niche dominance.

2.2. The coupling mechanism of market expansion demands and online marketing capabilities

The coupling mechanism of market expansion demands and online marketing capabilities is a process of dynamically matching enterprise resources with market opportunities through digital means [2]. The core lies in using technology to break through the limitations of the traditional market and achieve efficient value co-creation. This mechanism is based on the long tail theory and uses precise algorithms to analyze fragmented demands, transforming long-tail demands into niche markets. For example, collaborative filtering technology integrates multi-dimensional data of users to achieve instantaneous matching of supply and demand, helping enterprises establish advantages in non-mainstream markets. The upgrade of user profiling technology is the key to the deepening of

the mechanism. By integrating deep learning with real-time data to construct dynamic portraits, not only can explicit demands be captured, but also potential demands can be identified through sentiment computing and other means, achieving a transformation from "opportunity-driven" to "ability-driven". The systematic implementation of the mechanism relies on the "traffic - conversion - retention" efficiency model to quantitatively analyze the value of digital touchpoints at each stage. It is worth noting that this process is bidirectional: market challenges will force algorithm optimization, forming a closed-loop system of "demand identification - strategy iteration - value creation".

2.3. Paradigm Reconstruction of Market Expansion in the Online Marketing Environment

Online marketing has driven market expansion from linear expansion to nonlinear ecological games. The core lies in the disruption of traditional channels by digital viral spread. The traditional market relies on physical outlets, and the marginal cost increases linearly. Social networks achieve exponential reach through nodes such as Kols and communities. For instance, Pinduoduo's social viral model has penetrated the lower-tier markets at nearly zero cost[3]. A deeper level of reconstruction is reflected in the transformation of enterprise competitiveness - data assets, algorithmic capabilities and ecological collaboration have become the new core. Data builds competitive barriers, algorithms optimize supply and demand matching, and ecological collaboration breaks industry boundaries. For instance, Meituan integrates LBS data to reconstruct local life services. The market power structure has shifted. Enterprises have changed from being the leaders of the value chain to ecological coordinators. User co-creation (UGC+ algorithm recommendation) has given rise to the self-organizing market form. Douyin's "goods find people" model shifts the consumption scenario from search to immediate stimulation, and its competitive advantage shifts from economies of scale to network effects and user engagement. This reconstruction is not merely a technological replacement, but rather a rebalancing of market elements by "digital leverage". The ability to operate private domain traffic exceeds the advertising budget. The enterprise strategy needs to shift from resource-intensive to knowledge-intensive, and at the same time, the organizational structure should be iterated nimbly to adapt to the new logic of the "user sovereignty era".

3. Strategy Construction Framework for Market Expansion Driven by Online Marketing

3.1. Strategy Design driven by Changes in Consumer behavior

The nonlinear leap of consumer behavior in the field of online marketing is forcing enterprises to shift their strategy design from static segmentation to dynamic adaptation. The core challenge lies in how to transform the discrete digital behavior trajectories into operational strategic levers [4]. A typical feature of this transformation is the fragmented reconstruction of the decision-making chain: the traditional AIDMA model (attention - Interest - Desire - memory - action) has been deconstructed into a multi-touchpoint and multi-threaded "behavioral cloud", where consumers' instantaneous impulses on short-video platforms, word-of-mouth penetration in social circles, and rational price comparisons by search engines repeatedly jump, forming the quantized characteristics of the decision-making path. The strategic framework based on the Fogg behavioral model (motivation - capability - trigger) demonstrates unique explanatory power - in the live-streaming e-commerce scenario, the host's script, through the trinity of scarcity narrative (motivation activation), one-click order placement technology (capability simplification), and countdown pop-up Windows (trigger enhancement), comifies the average decision-making time to within 15 seconds, achieving an industrial replication of impulse consumption. Deeper strategic innovation

stems from the application and transformation of the social currency theory: When users' spontaneous dissemination behavior is redefined as the accumulation process of "relationship capital", the group-buying and viral mechanism elevates the sharing motivation from economic incentives to identity recognition by designing symbol systems such as virtual MEDALS and hierarchical privileges. For instance, the community points system of Xiaohongshu's "Grass-Planting Notes" quantifies users' content output into tradable social capital, establishing a positive feedback loop for the proliferation of UGC.

The ultimate goal of strategy design lies in breaking through the isolated touchpoints, and the construction of cross-platform user journey maps has become a key methodology: By integrating CRM data, heat map analysis and sentiment computing, a cross-platform transition map of consumers among Douyin (interest stimulation), wechat (social verification) and Taobao (price comparison decision-making) is drawn, and the Markov chain model is used to predict the optimal touchpoint intervention sequence. Perfect Diary has increased the cross-platform conversion rate by 37% by tracking users' interaction trajectories from Bilibili review videos to the Tmall flagship store and embedding customized coupons at key decision-making nodes. This strategic paradigm not only requires the real-time computing capabilities of the data intermediate platform, but also demands that enterprises restructure their organizational thinking - from channel management to behavioral engineering, transforming every click, stay and share of consumers' digital twins into fuel for strategic iteration, thereby achieving a cognitive revolution in market expansion from "experience-driven" to "algorithm-driven".

3.2. Market segmentation strategies supported by data intelligence

The market segmentation strategy driven by data intelligence has evolved from the "snapshot" analysis of static classification to the "holographic" deconstruction of dynamic perception. Its innovation is reflected in the decoupling ability of unstructured demands and the real-time response mechanism of micro-markets. Traditional segmentation models are limited by structured data and prior assumptions. However, data intelligence, by integrating natural language processing (NLP) and graph neural networks (GNN), can mine the implicit demand graphs in unstructured data such as social comments and browsing trajectories - for example, Amazon's recommendation system not only analyzes purchase records, Furthermore, through the identification of the sentiment polarity of the comment text and the topological analysis of the user similarity network, cross-category interest association rules were constructed, and "maternal and infant users" were subdivided into subgroups such as "organist type" and "technology-enabled type" [5]. This process is strengthened through the iterative upgrade of the dynamic RFM (Recency - Frequency - Monetary Value) model: Traditional RFM relies on cross-sectional analysis of historical transaction data. However, the combination of real-time data streams and survival analysis models enables enterprises to capture the turning point of customer value decline. For instance, Hema Fresh can identify "consumption downdown-sensitive" users through sudden changes in the frequency of fresh food purchases and specifically push discounts on food approaching its expiration date, achieving a 23% increase in retention rate.

A deeper strategic breakthrough lies in the forward-looking layout of predictive segmentation. Cross-domain prediction models based on transfer learning can adapt the segmentation logic of mature markets to emerging regions. For instance, SHEIN, relying on user profiling training algorithms in the European and American markets, predicts the penetration curve of popular elements in the Southeast Asian market and completes the pre-release of the style matrix before competitors notice. It is worth noting that the segmentation efficiency of data intelligence is constrained by the "algorithmic transparency paradox" : overly segmented micro-markets may

trigger privacy anxiety, while an overly aggregated tagging system weakens the targeted nature of strategies. In this regard, the introduction of federated learning technology has constructed a balanced solution - under the premise of not sharing the original data, the joint modeling of cross-platform user characteristics is achieved through distributed model training. For example, UnionPay Business has constructed the detailed standards for credit risk assessment of small and micro enterprises through federated learning of bank and e-commerce data. This strategy has restructured the philosophical basis of market segmentation: from "defining groups" to "capturing relationships", from "meeting needs" to "creating scenarios", and ultimately, under the continuous nourishment of data flow, it has achieved a paradigm leap in the segmentation strategy from descriptive analysis to generative insight.

3.3. Strategies for building an ecosystem with all-channel integration

The ecosystem construction strategy of omni-channel integration is essentially a strategic choice for enterprises to break through the "digital Tower of Babel" of channel fragmentation and reconstruct the efficiency of value delivery. The core contradiction lies in the tension balance between decentralized touchpoints and integrated experiences. The practical path of this strategy begins with the design of the traffic mutual guidance mechanism in the O2O scenario: Physical stores convert offline traffic into digital assets through LBS technology. Meanwhile, the algorithmic recommendations of online platforms guide users to experience stores in reverse to complete sensory verification. For instance, Uniqlo achieves a dual increase in conversion rate and average transaction value through the "online ordering + in-store pickup" model. The underlying logic lies in breaking the zero-sum game between channels and building a symbiotic relationship of "experience - efficiency". A deeper integration relies on the complementary coexistence of the KOL matrix and private domain traffic - top Kols are responsible for the explosive acquisition of public domain traffic, while enterprise wechat communities accumulate traffic into data assets that can be repeatedly reached through refined operation. For instance, Perfect Diary, through the synergy of influencer recommendations on Xiaohongshu and wechat private domain repurchases, The exponential growth of user lifetime value (LTV) has been achieved. During this process, the application of distributed ledger technology (DLT) ensures the trusted sharing of user data across channels and the exchange of rights and interests.

The sign of a mature ecosystem is the cross-border resource integration driven by the API economy: embedding third-party services into the enterprise value chain through open platform interfaces. For instance, Meituan modularly encapsulates services such as catering, travel, and payment, forming an instantaneous matching network of "demand - supply". However, the ultimate challenge of omni-channel integration lies in the dissolution of "data silos" and the breakthrough of "organizational silos". This requires the construction of a middle platform system centered on the Customer Data Platform (CDP), which integrates the behavioral trajectories scattered across e-commerce, social media, and offline into a 360-degree user profile through real-time data streams. It is worth noting that excessive integration may lead to ambiguous channel positioning. Therefore, a dynamic balance mechanism needs to be established. An intelligent dispatching system based on reinforcement learning can automatically optimize the allocation of channel resources. For instance, JD.com uses the "Intelligent Fulfillment Center" to dynamically select the optimal delivery route, reducing operating costs by 30% while enhancing timeliness. This strategy has restructured the underlying logic of market competition: from an efficiency race of a single channel to a resilience competition of ecosystems. The key to its success lies in redefining the direction and rate of value flow centered on users, and ultimately completing the role transformation from channel managers to ecosystem weavers in the digital field where "everything is a touchpoint".

4. Implementation Paths for Market Expansion under the Background of Online Marketing

4.1. User mind occupation driven by content marketing

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4.2. Market Penetration Paths of Social Media Viral Growth

The market penetration path of social media viral growth is essentially a topological reconstruction of converting user relationship chains into communication potential energy. Its core mechanism lies in achieving a breakthrough at the critical point of information dissemination and an exponential expansion of market coverage through the power-law distribution characteristics of social networks. The dynamic basis of this path stems from the "weak connection advantage" of social relationships - compared with the closed nature of strong connections, weak connections (such as interest communities and general social circles) are more likely to form a bridge effect of

cross-circle dissemination. For instance, Pinduoduo's "group-buying for free" mechanism designs a hybrid fission model of "strong relationship trust endorsement + weak relationship scale diffusion". By taking advantage of the differences in the closeness of nodes in the wechat social graph, rapid penetration into the markets of third - and fourth-tier cities can be achieved. Technological empowerment has further enhanced the efficiency of viral growth: The propagation path prediction model based on graph neural networks (GNNS) can identify high-influence hub nodes in social networks (such as "opinion moms" in maternal and infant communities), and through reinforcement learning, dynamically optimize incentive strategies, thereby increasing the propagation effectiveness of individual KOCs (key opinion consumers) by 3 to 5 times.

The underlying logic of viral penetration lies in the economic reconstruction of user behavior - the social currency theory drives users from passive recipients to active disseminators by transforming sharing behavior into an accumulation process of relationship capital. The operation mechanism of the Douyin Challenge is a typical practice of this paradigm: Users participating in the dance challenge not only receive traffic rewards from the platform but also build their personal social image through creative performance, forming a positive feedback loop of "content production - social capital appreciation - secondary dissemination". During this process, the application of distributed ledger technology (DLT) ensures the immutability of the disseminated data and the transparency of incentive settlement. For instance, the Weibo Super Topic community records user contribution values through blockchain technology, achieving precise traceability and allocation of viral incentives. It is worth noting that the sustainability of viral penetration is constrained by the "propagation fatigue threshold", which requires enterprises to build a dynamic and evolving gamification mechanism - designing the dopamine release rhythm through neuroscience principles (such as blind box rewards, progress bar visualization), and combining federated learning techniques to optimize the triggering strategy without infringing on privacy. When the fission algorithm resonates with social psychology, the market penetration path will upgrade from mechanical replication to an organic growth model. Eventually, in the self-organizing evolution of social networks, the quantum entanglement effect of brand communication and market expansion will be achieved.

4.3. Precise Reach Strategies for intelligent recommendation systems

The precise reach strategy of intelligent recommendation systems essentially elevates the matching process between users' implicit demands and commercial supplies from probabilistic games to deterministic engineering. The core breakthrough lies in reconstructing the connection paradigm of "people - goods - places" through the co-evolution of multimodal data fusion and deep learning algorithms. The technical foundation of this strategy stems from the cross-domain integration of the attention mechanism and collaborative filtering: Traditional collaborative filtering relies on explicit behavioral data of users, while the multi-task learning model based on the Transformer architecture can synchronously parse weak signals such as search history, page dwell time, and even eye movement trajectories. For instance, Taobao's "You May Like" system integrates visual search (image search objects) and semantic analysis (comment text mining), increasing the recommendation accuracy rate to 89% and achieving an evolution from "thousands of faces for thousands of people" to "thousands of times for thousands of people". The deeper logic of reach lies in the spatio-temporal adaptation of scenario-based push notifications - Meituan Waimai, through the coupling of LBS data and weather prediction models, prioritizes free delivery discounts to office workers during heavy rain warning periods, and breaks through the information filtering barrier by leveraging the resonance effect between environmental variables and user decision-making frameworks.

The dynamics of strategy optimization is reflected in the real-time feedback driven A/B testing system: The multi-arm slot machine algorithm based on Bayesian optimization can test the conversion efficiency of different recommendation strategies in parallel. For example, Netflix increased the click-through rate of new series by 40% within 48 hours by dynamically adjusting the thumbnail style and the semantic weight of the recommendation reasons. However, the ethical paradox of precise reach cannot be ignored - excessive personalization may lead to the "information cocoon" effect. Therefore, the introduction of differential privacy technology and federated learning has constructed a balanced solution: Jd Finance, through federated learning, integrates cross-platform consumption data to train a credit evaluation model while protecting user privacy. This not only enhances the accuracy of personalized credit recommendations but also avoids the risk of data silos. The ultimate value of this strategy lies in redefining the efficiency boundary of market reach: when the recommendation system progresses from "matching known demands" to "stimulating potential demands", enterprises complete the cognitive transition from "demand responders" to "demand architects", and the core indicator is no longer the traditional conversion rate, but the topological strength of brand association in the user's cognitive map.

5. Conclusions

This study reveals the profound impact of digital transformation on business competition by constructing a market expansion strategy system in the context of online marketing. The core findings indicate that: Firstly, the efficiency of market expansion has shifted from relying on channel density to algorithm agility, and enterprises need to establish a new capability triangle of "data - algorithm - ecosystem". Secondly, the quantization characteristics of consumer behavior require that strategy design have the ability of dynamic evolution, such as real-time optimization systems based on reinforcement learning; Finally, the sustainability of competitive advantage depends on the construction of ecological niches rather than resource possession, and user co-creation has become the core engine for value growth. These findings offer significant implications for management practices: enterprises need to restructure their organizational structure, cultivate digital native thinking, and establish an ethical framework to balance precision marketing and privacy protection. Future research can further explore the challenges that emerging scenarios such as the metaverse pose to market expansion theories, as well as how blockchain technology can reconstruct the market trust mechanism. The theoretical contribution of this article lies in the interdisciplinary integration of network science, behavioral economics and marketing management, providing a systematic analytical framework for market expansion in the digital economy era.

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