

# Analyzing Chagee's Marketing Strategies from A Digital Marketing Perspective

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**Abstract.** In today's highly competitive business environment, the allure of a brand is of paramount importance to enterprise growth and development. CHAGEE, as a distinguished brand, exemplifies exceptional appeal and influence within this context. This study employs a case analysis approach to systematically examine CHAGEE's marketing strategies, with a particular focus on its digital marketing efforts. The findings reveal that digital marketing plays a critical and positive role in enhancing brand awareness and cultivating user loyalty. CHAGEE has successfully established a strong connection with consumers, fostering a loyal customer base and substantial brand following. Digital marketing has proven to be instrumental in reinforcing user loyalty, enabling CHAGEE to maintain long-term consumer engagement through targeted and innovative campaigns. In conclusion, the study demonstrates that, in the digital age, digital marketing has become an indispensable and highly effective tool for enterprises aiming to elevate brand visibility and strengthen customer loyalty. By strategically leveraging advanced digital technologies, CHAGEE differentiates itself from competitors and secures long-term stability in a dynamic market.

**Keywords:** Chagee, Digital Marketing, Marketing.

## 1. Introduction

Chinese tea beverages constitute a significant segment within the broader tea drink market and enjoys considerable consumer favor. This analysis of CHAGEE's market positioning will encompass its product positioning, brand identity, and target audience. CHAGEE's marketing strategy focuses on offering premium teas that incorporate unique blends, emphasizing health, natural ingredients, and diverse flavors. The brand ensures flavor and nutritional value by sourcing high-quality raw materials, including top-grade teas and natural ingredients. Moreover, CHAGEE's health-oriented approach prioritizes reducing sugar and eliminating additives, catering to consumers' modern dietary preferences.

The brand's identity reflects a fusion of historical elements with contemporary aesthetics, striving to create a tea brand that marries classical charm with modern fashion. CHAGEE primarily targets teenagers and white-collar workers. Teenagers, known for their pursuit of individuality and openness to new brands, are inclined to explore novel tea beverages. In contrast, white-collar professionals, driven by their fast-paced lifestyles, demand higher-quality beverages that offer convenience. CHAGEE effectively meets these needs by delivering high-quality tea drinks in a refined retail environment. In order to enhance brand visibility, customer engagement, and promotional effectiveness, digital marketing is given a priority by many firms. By leveraging various online channels, beverage brands like CHAGEE can significantly boost brand exposure. Through social media, search engine advertising, and content marketing, CHAGEE conveys its brand message to a wide range of target audiences.

## 2. Theoretical Framework of Digital Marketing

Digital marketing refers to the use of digital channels, platforms, and technologies to promote a product, service, or brand to a wide audience. Digital marketing has become an essential component of business strategy, fundamentally altering the ways companies interact with their audiences. Defined as the use of digital channels, platforms, and technologies to promote a product, service, or

brand to a vast audience, digital marketing offers opportunities for unprecedented engagement and personalization. This disruptive wave has transformed traditional marketing paradigms by enabling real-time interaction, data-driven insights, and widespread accessibility through the internet. Its rapid rise has shifted the marketing landscape, especially in the food and beverage industry, where brands are capitalizing on social media marketing, influencer collaboration, and content marketing.

## 2.1. Social Media

Social media marketing is defined as “the use of social media—platforms where users build social networks and share information—to develop brand identity, increase sales, and drive traffic to a company’s website.” It has emerged as one of the most widely utilized digital marketing strategies, particularly within the food and beverage sector, offering unparalleled opportunities for brand visibility and consumer engagement. Platforms such as Instagram, Facebook, Twitter, and TikTok facilitate the formation of social networks, the dissemination of information, and interactive content sharing. For businesses, these platforms provide a powerful medium to enhance brand awareness, stimulate sales, and increase website traffic. Social media marketing capitalizes on these networks to cultivate relationships with both prospective and existing customers, while also yielding valuable insights into consumer preferences and behaviors.

For food brands specifically, social media offers a highly visual and interactive platform, ideally suited for showcasing products. Visual content, particularly images and videos of food, tends to generate substantial engagement on image-centric platforms like Instagram and TikTok, where users regularly share aesthetically appealing depictions of meals and recipes [1]. These platforms enable brands to engage directly with consumers through activities such as responding to comments, conducting surveys, and organizing promotional giveaways, thus fostering a sense of community and strengthening brand-consumer relationships. Leading brands like Starbucks and Chipotle have effectively leveraged social media not only to promote their products but also to engage consumers through user-generated content (UGC), which serves as a form of social proof, significantly influencing potential customers and encouraging trial of the brand’s offerings [2]. Despite the clear advantages, food brands must approach social media marketing with strategic caution. The rapid pace of change in social media trends can make it challenging to maintain long-term relevance, as marketing campaigns that are effective today may quickly become outdated. This dynamic environment necessitates continuous innovation and adaptability. Additionally, the open nature of social media increases the risk of negative feedback spreading rapidly, potentially damaging brand reputation. As such, it is imperative that brands implement strong public relations strategies and maintain vigilant oversight of social media interactions to mitigate reputational risks and manage crises effectively [3].

## 2.2. Influencer Collaboration

Influencer marketing has emerged as one of the most effective digital marketing strategies, particularly for food brands. Influencer marketing refers to partnerships between brands and social media influencers or content creators who promote products or services to their audience. This form of marketing capitalizes on the trust and authenticity that influencers have built with their followers, offering a relatable and credible platform for promoting food products [4]. Influencers often collaborate with brands through sponsored posts, product reviews, giveaways, or co-created content that showcases the product in an organic, engaging way.

For food brands, influencer marketing can drive significant visibility, particularly among younger, digital-savvy demographics. Influencers on platforms such as Instagram and YouTube frequently share cooking tutorials, recipe ideas, and product reviews, seamlessly integrating branded content into their everyday lives. This approach offers an authentic way to promote food products without appearing overly commercial. For example, collaborations with food bloggers or fitness influencers can enhance the perceived credibility of a brand and foster consumer trust [5].

However, influencer marketing also presents challenges. As the influencer market becomes increasingly saturated, consumers are becoming more discerning about sponsored content. The authenticity of influencer recommendations can be called into question, particularly when influencers work with multiple brands, potentially diluting the impact of their endorsements. Additionally, finding the right influencer who aligns with a brand's values and target audience requires careful consideration. Mismatched partnerships can result in ineffective campaigns and wasted resources [4].

### 2.3. Content Marketing

Content marketing is defined as a strategic marketing approach focused on creating, curating, and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, ultimately driving profitable customer actions. Unlike traditional advertising, which often emphasizes immediate product promotion, content marketing aims to provide informative, educational, or entertaining material that helps customers solve problems, builds trust, and encourages long-term engagement). This approach is particularly effective in fostering a deeper connection between brands and consumers by emphasizing value creation rather than direct sales pitches.

For food brands, content marketing offers a powerful tool to build a meaningful relationship with their target audience. Effective strategies include blog posts on food-related topics, detailed recipe guides, instructional videos on cooking techniques, and newsletters containing tips on nutrition or sustainable sourcing. By offering content that addresses the needs and interests of consumers, food brands can position themselves as experts in their niche. This not only strengthens brand loyalty but also encourages repeat business, as customers view the brand as a trusted resource. Moreover, content marketing can help differentiate a brand in a crowded market, as it emphasizes expertise, authenticity, and customer education rather than focusing solely on price or product attributes.

In addition to building trust and authority, content marketing plays a crucial role in enhancing search engine optimization (SEO) efforts. By producing high-quality, keyword-optimized content that aligns with consumers' search behaviors, brands can drive organic traffic to their websites and improve their visibility in search engine results pages (SERPs). SEO benefits arise from regularly publishing valuable content that generates backlinks, encourages social sharing, and improves the overall user experience on a website, all of which are key factors considered by search engine algorithms. In this way, content marketing provides a long-term strategy for improving digital presence and attracting new customers.

However, the success of content marketing requires consistency and a long-term commitment. Unlike pay-per-click (PPC) advertising, which often yields immediate results, content marketing typically builds brand recognition, authority, and customer loyalty incrementally over time. This makes it a resource-intensive strategy, as it demands continuous production of high-quality content that resonates with the target audience. Developing compelling, relevant content that engages users while maintaining a coherent brand message requires considerable time, effort, and often specialized skills. Furthermore, measuring the return on investment (ROI) of content marketing can be challenging, as its impact is often indirect. While increased web traffic, social shares, and improved brand visibility are important indicators of success, these metrics do not always translate into immediate sales [1]. Consequently, brands must view content marketing as a long-term investment that gradually nurtures consumer relationships and drives profitable actions over time.

## 3. Background of Chagee

CHAGEE, founded in 2016, is a Chinese tea brand that blends traditional tea culture with modern consumption trends. Starting with traditional tea beverages, as their main business, CHAGEE quickly gained popularity through innovative products that resonated with contemporary consumer preferences. The brand's core philosophy is to preserve the heritage of tea culture while embracing modern tastes, rigorously selecting ingredients employing advanced technology to ensure exceptional quality. This commitment has enabled CHAGEE to expand its market through both online and offline

channels, utilizing digital marketing strategies, including social media promotions and influencer collaborations, to enhance brand exposure.

CHAGEE lies in its dedication to preserving traditional tea culture while maintaining strict quality control. The brand sources its raw materials exclusively from top-quality tea region, and will and adheres to meticulous blending practices, ensuring every beverage meets the highest standards. Targeting a young, quality-conscious demographic, CHAGEE positions itself as a high-end tea brand. By designing modern store spaces, developing innovative products, and leveraging fashion-forward marketing, the brand has successfully attracted a large and diverse consumer base, particularly among younger generations.

CHAGEE's competitive advantage in the crowded tea market stems from its unwavering commitment to product products, innovative brand culture, flexible marketing strategies, and health-conscious product design. The brand carefully selects premium tea leaves and employs stringent quality control measure, ensuring each cup reflects the finest raw ingredients. This focus on excellence differentiates CHAGEE from its competitors. Additionally, CHAGEE integrates innovation into its marketing strategy, engaging consumers through social media campaigns and combining online and offline promotional efforts. The brand's use of captivating product imagery and user-generated content (UGC), strengthens its appeals among younger consumers. By offering limited-time promotions and exclusive member benefits, CHAGEE fosters consumer and repeat purchases in response to modern consumers are increasing focus on health, CHAGEE develops beverages that are low in sugar and free from any additives, aligning with the demand for nutritious, health-oriented options. Through this focus on promoting a healthy lifestyle, CHAGEE not only delivers high-quality tea but also aligns itself with broader wellness trends, enhancing its appeal in a competitive market.

## 4. Analysis of Chagee's Digital Marketing Strategies

### 4.1. Social Media Marketing and Influencer Collaborations

CHAGEE's social media marketing strategy emphasizes precise audience targeting and creative content development. In addition to publishing high-quality visual content and engaging interactive activities on platforms such as Weibo and wechat [5], to attract young consumers, the brands strategically leverages other popular social media channels like Douyin and Kuaihou, to expand its reach and increase brand exposure.

To build stronger connection with its audience, CHAGEE adeptly capitalizes on trending topics and popular cultural phenomena. By incorporating relevant themes and aligning them with product features the brand executes creative marketing campaigns, fostering opportunities for interaction through user-generated content (UGC). Collaborations with internet celebrities, key opinion leaders (KOLs), and influencers further amplify CHAGEE's brand recognition and enhance consumer engagement. These partnerships leverage the large fanbases and credibility of KOLs to drive attention, trust, and discourse around the brand.

CHAGEE also prioritizes the creation of personalized user experience. Through online and offline integration, the brand launches limited-edition products and gift boxes, and hosts offline events to invite consumers to engage in hands-on experience. This multi-faceted communication approach not only strengthens the brand image, but also deepens consumer brand loyalty to CHAGEE. By offering unique, tailored experiences, CHAGEE ensures that consumers feel a personal connection to the brand, which in turn fosters long-term engagement and advocacy.

One of the most impactful aspects of CHAGEE's marketing strategy is its collaboration with key opinion leaders (KOLs) and influencers. A kol is defined as a individual with accurate product information, who is trusted by a particular group, and whose opinions significantly influence the purchasing behavior of that group. Partnering with renowned KOLs offers several key advantages. The first one is that, it enhances the brand exposure by utilizing the KOLs' large and dedicated followings, generating rapid attention and discussion around the brand Apart form this,, these

collaborations strengthen the brand's credibility. For instance, CHAGEE's partnership with Qinwen Zheng successfully embedded the concept of health into the brand perception, increasing consumer trust in the product quality. Lastly, KOL collaborations enable precise market targeting, as influencers typically cater to specific audience groups segments. By carefully selecting KOLs aligned with its target demographic, CHAGEE can effectively reach potential customers, optimizing advertising investment and improving marketing efficiency.

To sum up, CHAGEE's success in social media marketing stems from its precise audience positioning, creative content strategy, and multi-channel marketing efforts. Through continuous innovation and effective collaboration with influencers, CHAGEE has maintained steady growth in a competitive market, gaining the favor and loyalty of a growing number of young consumers.

## 4.2. Content Marketing and Brand Storytelling

By creating engaging and culturally rich content, CHAGEE enhances the interaction between users and brands, fostering emotional resonance, credibility, and deepening consumer-brand connections. Additionally, CHAGEE has effectively demonstrates its unique market positioning and brand strategy through carefully crafted content marketing, thereby strengthening its competitiveness in the marketplace.

CHAGEE's visually captivating content plays a key role in drawing users' attention. The brand utilizes high-quality images and videos to showcase the unique features and practical applications of the product. For instance, CHAGEE often produces short videos that highlight the tea-making process and provide insights into the sourcing of raw materials, emphasizing the authenticity and craftsmanship behind its offerings. The brand's success is also attributed to its focus on emotional resonance in storytelling. By sharing narratives about the origins of its tea, production techniques, and the brand's development, CHAGEE not only enhances its credibility but also strengthens the emotional bond between consumers and the brand and forms a more affinity brand image. This narrative approach humanizes CHAGEE, making it more relatable and cultivating a brand image that resonates with consumers on a deeper level. It positions CHAGEE as a brand with authenticity and cultural significance, fostering a sense of affinity and trust.

Moreover, CHAGEE actively leverages UGC to stimulate further engagement. By encouraging consumers to share photos and stories about their tea-drinking experiences or innovative uses of the products, the brand organically amplifies its reach through word-of-mouth promotion and social media visibility. This strategy not only increases CHAGEE's presence across various platforms but also fosters a community of loyal consumers who feel personally connected to the brand's narrative and values.

In summary, CHAGEE's use of visually appealing content, emotionally resonant storytelling, and strategic user engagement has been instrumental in building a competitive advantage while strengthening its emotional connection with consumers.

## 5. Challenges and Opportunities in Digital Marketing for Chagee

### 5.1. Challenges in Maintaining Brand Authenticity and Consistency

In the dynamic realm of digital marketing, CHAGEE encounters significant challenges, particularly with regard to brand dilution and consumer dissatisfaction—two issues that can substantially undermine long-term brand equity if not properly addressed. Brand dilution refers to the weakening of a brand's core values and distinctiveness as a consequence of frequent or overly aggressive marketing activities. This dilution ultimately leads to a reduction in brand recognition and, more critically, consumer loyalty.

As the company ramps up its marketing efforts to drive engagement and sales, it risks being perceived as overly focused on discounts and promotions rather than its foundational values. Frequent promotional activities, while effective in the short term, can lead consumers to associate the brand with price cuts rather than the quality and exclusivity it traditionally represents. This shift in

perception can erode the premium positioning CHAGEE has cultivated over time, ultimately reducing the perceived value of its offerings. As consumers become conditioned to expect frequent promotions, their willingness to pay full price may decline, negatively impacting both profit margins and long-term consumer loyalty. Research has shown that excessive promotions can commoditize even high-end brands, causing a loss in perceived quality.

In addition to brand dilution, consumer dissatisfaction represents another critical challenge for CHAGEE's digital marketing strategy. The company's use of personalized ads and behavioral tracking—common techniques in digital marketing—aims to engage consumers more effectively by delivering targeted and relevant content. However, these practices can become intrusive, especially when consumers feel overwhelmed by repetitive ads or perceive the tracking of their online behavior as a breach of privacy. In an increasingly privacy-conscious digital environment, where trust is a cornerstone of consumer-brand relationships, any perception of invasiveness can lead to negative sentiment toward the brand. This discontent may manifest in a reduction of engagement, negative reviews, or even active avoidance of the brand. Studies indicate that perceived invasiveness in digital marketing can significantly reduce consumer trust and loyalty [4].

## 5.2. Opportunities for Growth and Innovation in Digital Marketing

The ongoing advancement of digital marketing offers transformative opportunities for innovation and growth, granting businesses unparalleled access to global markets while enabling more personalized and efficient consumer engagement.

One of the most significant areas for growth lies in personalization. AI and big data enable businesses to deliver highly customized marketing messages tailored to individual consumer preferences and behaviors. By analyzing vast datasets, companies can predict purchasing patterns, optimize content delivery, and develop hyper-targeted campaigns that resonate with specific audience segments. This level of personalization not only enhances the consumer experience but also improves conversion rates and fosters brand loyalty [6]. As consumer expectations for relevant and timely interactions across digital touchpoints rise, the shift toward personalized marketing will likely intensify.

The adoption of automation in digital marketing presents another opportunity for enhanced efficiency and scalability. Marketing automation tools streamline repetitive tasks, such as email marketing, social media scheduling, and ad placement, allowing marketers to focus on strategic initiatives. Combined with AI-driven analytics, these tools enable real-time campaign optimization, ensuring improved return on investment (ROI) and overall performance [7]. Automation also facilitates the scaling of digital marketing efforts across multiple channels, reducing operational costs while expanding reach. Immersive technologies, including AR and VR, represent a promising frontier for innovation in consumer engagement. AR enables customers to visualize products in real-world settings prior to purchase, while VR creates immersive brand experiences that foster deeper emotional connections [8]. These technologies not only enhance consumer interaction but also differentiate brands in increasingly competitive markets [9].

Finally, the rising importance of sustainability and corporate social responsibility (CSR) offers brands an opportunity to align digital marketing strategies with values-based approaches. Younger consumers, in particular, are increasingly drawn to companies that demonstrate a commitment to social and environmental issues. By integrating sustainability and ethical messaging into digital campaigns, companies can build brand loyalty while differentiating themselves within a crowded marketplace [10].

## 6. Strategic Recommendations for beverage industry

In current highly competitive market, milk tea brands must implement innovative digital marketing strategies to effectively differentiate themselves and foster stronger connections with consumers [11]. With the rise of personalization, automation, and immersive digital experiences, these brands have a

myriad of opportunities to enhance engagement, cultivate customer loyalty, and increase brand visibility. Based on the opportunities and challenges previously outlined, the following three digital marketing strategies are particularly pertinent for milk tea brands seeking to solidify their position in the market.

Personalization is a powerful tool in digital marketing, enabling brands to tailor content, offers, and experiences to individual consumer preferences [12]. Milk tea brands can significantly improve customer engagement by leveraging data from purchase histories, preferences, and behaviors. Through CRM systems and AI, brands can deliver personalized promotions, targeted advertisements, and product recommendations. For example, loyalty programs can track customers' favorite drinks, offering personalized discounts or exclusive early access to new flavors based on past purchases. Personalized mobile app notifications, email campaigns, and social media advertisements can further encourage repeat purchases and sustain customer interest. Additionally, segmenting audiences based on specific demographics—such as students, working professionals, or health-conscious consumers—allows brands to deliver tailored messages that resonate with unique consumer needs. Implementing personalization not only enhances conversion rates but also fosters long-term customer loyalty by making consumers feel valued and understood. This approach is closely aligned with modern consumer expectations for relevant, individualized brand interactions [13].

Influencer marketing has become a highly effective method for reaching younger, digitally engaged consumers—a key demographic for milk tea brands [14]. By partnering with influencers on platforms like Instagram, TikTok, and YouTube, milk tea companies can authentically and engagingly showcase their products. Influencers can create content around product reviews, recipe ideas, or personalized drink combinations, promoting the brand to their dedicated followers. Such partnerships enhance credibility and trust, as followers often place great value on the recommendations of influencers they admire. Milk tea brands should prioritize collaborations with influencers whose values and audiences align with their brand identity. For example, influencers promoting healthy lifestyles can spotlight milk tea options made with plant-based milk or low-sugar alternatives. Additionally, food and beverage influencers can amplify brand visibility through engaging content that feels organic, rather than overly commercial [15]. Furthermore, milk tea brands can encourage UGC by incentivizing customers to share their own experiences, such as posting photos of their favorite drinks or participating in brand-related challenges. UGC not only provides free promotion but also builds a sense of community, strengthening brand loyalty. By actively engaging with UGC and featuring customer content on official brand accounts [16], milk tea brands can further enhance customer relationships.

Immersive technologies like augmented reality (AR) and virtual reality (VR) present compelling opportunities for milk tea brands to create distinctive, memorable experiences. For instance, brands can incorporate AR features into mobile apps, allowing users to virtually customize cups or create virtual “flavors” to share on social media. AR can also provide additional product information or showcase a brand’s story through QR codes on packaging, fostering a deeper connection between customers and the brand. Moreover, mobile convenience is increasingly important in the food and beverage industry [4], and milk tea brands must ensure that their mobile ordering platforms are seamless and user-friendly. Brands should invest in well-designed mobile apps or websites that facilitate easy ordering and payment, integrate loyalty programs, and offer real-time updates on order status. In-app promotions or limited-time offers can drive frequent engagement, while personalized rewards encourage repeat purchases. Integrating a seamless mobile experience with immersive technologies not only enhances the customer journey but also improves customer retention by making the purchasing process both enjoyable and efficient.

## 7. Conclusion

This paper’s analysis of CHAGEE’s digital marketing strategy underscores the critical importance of digital marketing in today's business environment. With the advancement of technology and the

increasing ubiquity of internet usage, companies are increasingly relying on digital platforms to effectively engage with target audiences and promote their products and services.

A central component of CHAGEE's strategy is its strong emphasis on social media engagement [2]. Social media such as Facebook, Instagram, and Twitter offer CHAGEE the opportunity to directly connect with consumers, fostering customer loyalty and enhancing brand visibility. By creating engaging content and actively interacting with followers, CHAGEE communicates its brand message effectively while building a robust online presence. Additionally, the analysis highlights the company's strategic focus on SEO to increase organic traffic. By optimizing relevant keywords, CHAGEE improves its visibility on search engine results pages, enhancing brand exposure and driving customer acquisition.

Another key element of CHAGEE's digital marketing approach is its strategic use of influencer marketing [4]. Understanding the significant influence that social media personalities have on consumer behavior, CHAGEE collaborates with influencers whose followers align with its target demographic. Through sponsored posts and product endorsements, the brand leverages influencers' broad reach to increase awareness and credibility. However, CHAGEE faces challenges in navigating the rapidly evolving digital marketing landscape, including the need to stay abreast of emerging technologies and trends. Areas for further development include increasing brand awareness, improving the integration of online and offline channels, and enhancing user interaction and feedback mechanisms [17].

To address these challenges, CHAGEE should consider several strategic initiatives. First, the brand could expand its collaborations with internet influencers to increase visibility through short video content and live-streaming events. Second, CHAGEE could launch exclusive online promotions designed to drive both digital engagement and in-store purchases, thereby creating a more cohesive online-to-offline customer experience. Finally, CHAGEE should strengthen its user feedback systems, utilizing social media and mobile platforms to gather real-time consumer insights and make agile adjustments to products and services. By implementing these strategies, CHAGEE can enhance its responsiveness to market dynamics, expand its digital footprint, and deepen user engagement, thereby positioning itself more competitively in the digital age.

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