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The Impact of Digital Intelligence on Business Marketing Processes

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Abstract. Accompanied by the rapid development of digital intelligence technology, enterprises are urgent to shift from traditional marketing to digital intelligence marketing. Based on the literature search analysis, this paper studies the framework design analysis of digital intelligent marketing in the enterprise marketing process, aiming at reconstructing the enterprise marketing structure and enhancing the innovation of the whole marketing process and universities. It provides a reference significance for enterprises to innovate the new mode of digital intelligent marketing, and at the same time, it thinks about the negative impact of digital intelligent marketing on enterprises in the case of imperfect establishment of the system. Therefore, this paper can provide a certain degree of reference for the improvement of marketing competitiveness of Chinese enterprises in the Internet era and the use of Internet technology based on social stability.

1. Introduction

The digital Intelligence revolution has become the fastest, broadest and most profound revolution in the history of human society. The Digital Intelligence revolution is driving transformational changes in economic and social life, giving rise to the digital economics and intelligent economic, and bringing about digital transformation and digital innovation. Under the rapid development of digital intelligence technology, the traditional marketing methods and the current development status of enterprises are no more compatible. As the basis of normal operation and management of the enterprise and the necessary activities of the enterprise based on the market, now the academic circle and the industry for the use of

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Internet frontier technology in marketing to bring the benefits and the negative impact on the society and other aspects of the heated discussion and analysis. Based on the concepts and basic characteristics of Internet frontier technology, this paper adopts the methods of literature search and data analysis. This paper summarises the opportunities for enterprises in the context of the development of Internet frontier technology, and the negative impacts on the society when the Internet system is not well established. Enterprise marketing has become one of the important factors in China's economic development, and the safe use of Internet technology plays an important role in social stability. Therefore, this paper can provide a certain degree of reference for the improvement of marketing competitiveness of Chinese enterprises in the Internet era and the use of Internet technology based on social stability.

2. Digital intelligence technology

"Digital + Intelligent" promotes the transformation of digital technology into digital intelligence technology, and the definition of digital intelligence has been enriched and expanded in the process of transformation from digital to digital intelligence. The initial definition of digital intelligence is: the synthesis of digital intelligence and intelligent digitalization, which has been deeply explained in its three meanings. The first layer of meaning is digital intelligence, that is, adding human intelligence to big data to make data value-added to improve the utility of big data. The second layer of meaning is the wisdom of digital, is the use of digital technology to manage the wisdom of people, from artificial to intelligent enhancement, so as to liberate people from repetitive and complicated labor. The third layer of meaning is the combination of digital intelligence and wisdom digital, constituting a deep dialogue between man and machine, so that the machine inherits some of the logic of man, to achieve deep learning. It can even enlighten people, which means that with wisdom as a link, people and machines combine with each other to form a new ecology of human-machine integration. Therefore, during the development and application of digital intelligence, its connotation and application have gone through three stages. The first stage makes digital technology combined with products to make products more intelligent. The second stage uses digital technology for enterprise management to improve the efficiency and quality of enterprise decision-making, which makes the enterprise more intelligent. The third stage aggregates data from multiple parties to achieve human-machine synergy and mutual response between people and the environment, making the city more intelligent and forming a smart city. Therefore, the development of digital intelligence technology makes the traditional human-centered marketing is gradually moving towards the digital era of marketing. The development of emerging technologies has accelerated the shift of enterprise digital marketing to digital intelligent marketing, "digital + intelligent" will be the deep integration of the Internet with the Internet of Things,

artificial intelligence, cloud computing and other technologies. Digital intelligent marketing system based on big data through the operation of customer labelling, marketing digitalization, sales flow, etc., to make the entire marketing activities into a closed loop operation around the flow. That is, to open the online and offline channels, to achieve the fission distribution of marketing information and accurate reach, so on to achieve the transformation of traffic to sales.

3. Impact of Digital Intelligence Technology on Marketing Processes

This article will carry out the digitalized enterprise marketing process innovation based on the marketing process framework in Figure 1.
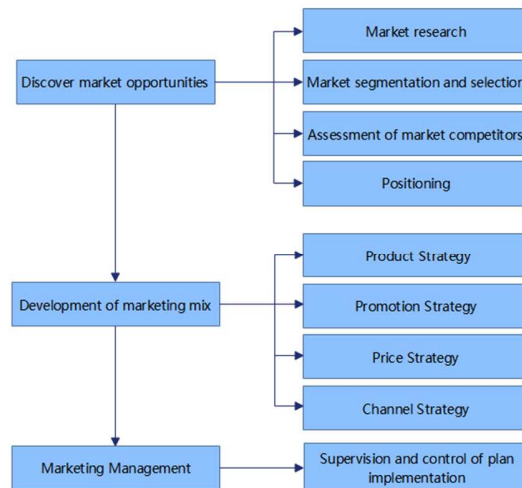

Figure 1: Business marketing process framework

3.1. Discover market opportunities

3.1.1. Market research

Market research is the foundation of marketing activities for enterprises, while data authenticity and share ability promote research reliability. With the intensification of enterprise competition, the speed of new product updates and iterations, and the changing behavior of consumers, it makes the importance of market research more prominent. Therefore, when enterprises carry out marketing activities, they first need to conduct market research to grasp the needs, desires and changing trends of consumers in the market, and to understand their own strengths as well as where their core competencies lie. This is useful for exploring and evaluating market opportunities, as well as predicting and preventing future threats in the market. Digital intelligence techniques are applied in marketing and can be analyzed to predict consumer behavior. It is important to apply artificial positioning

strategies to effectively target the customer to understand their behavior and find their expectations in relation to product features [3]. Artificial Intelligence and Deep Learning have evolved marketing, opening avenues for more personalized marketing so that the consumer is not the recipient of random advertising [1]. Research the real situation of the market for marketing activities to develop the right strategy to provide direction, making the authenticity of the data and the degree of data sharing is particularly important. Traditional market research methods are not able to meet the demand for market research and forecasting, and the imperfections of laws and regulations have led to the concern of various parties about their own interests. In order to avoid the phenomenon of data silos, resulting in the complexity of the marketing process and the existence of a "wall" between brands and consumers, the application of data authenticity and data sharing based on cloud computing, blockchain, the Internet of Things and other technologies is very crucial for enterprises to carry out user profile analysis. This allows brands to face consumers directly, generate real marketing reach and impress, and achieve the analysis of the current market situation and market prospect prediction, so as to accurately grasp the direction of the market. Therefore, cloud computing, block chain, artificial intelligence and other digital intelligence technology has positive marketing for providing accurate data information for enterprise marketing.

3.1.2. Market segmentation and selection

Segmentation means dividing the market into parts, with customers having unique needs and wants in each part [1]. Digital intelligence technology enables enterprises to be more objective and scientific in market segmentation, and the technology-based consumer demand segmentation is more credible, enabling enterprises to make the correct target market selection. Digital intelligence technology can accurately understand the heterogeneity of consumer demand, helping enterprises to carefully choose the focus of the target user group market. Therefore, the precise categorization of potential customers and their needs determines the market that the enterprise chooses to enter, and objective and scientific segmentation assessment can bring greater profits for the enterprise. In the past, due to the limited access to consumer information and the difficulty of data collection, enterprises were unable to effectively explore the potential consumers and their needs, which greatly limited their marketing effectiveness. Nowadays, with the support of the digital intelligence technology, enterprises can track, record and learn consumers' behavioral patterns with the help of intelligent devices, so as to accurately predict consumption trends and tap potential consumers and their needs. The field of marketing is one of the most advanced in terms of artificial intelligence, AI techniques can predict consumer behavior and purchase through the personalization of user-profiles 3. Enterprise can increase consumer awareness through personalized targeting to meet their needs, and

data analytics allows us to target the right kind of audience 5. By tapping potential customers with spending power, enterprises can understand the development potential, spending power and sustainability of consumers in different market sectors, prompting them to choose the most profitable market consumer groups. At the same time, through the real-time tracking of data, you can get to know the consumer demand for new products, product changes or consumer behavior and other data. This is conducive to timely adjustment of market strategies, shift the target user groups, so that enterprises focus on the development of enterprises in favor of market segments, which allows enterprises to obtain more economic benefits.

3.1.3. Assessment of market competitors

The strength of competitors in the market affects whether enterprises choose to enter the market. With the digital intelligence technology, the data exchange between enterprises is more transparent and the reliability is improved. As a result, digital intelligence technology not only allows for more accurate positioning of target users, but also provides a more accurate understanding of competitors and competitors' users. Therefore, enterprises can know the marketing strategy of rivals, analyze the differences between themselves and their competitors, so as to grasp their own advantages, to make up for their own shortcomings, to adjust the target market in a timely manner. This effectively avoids the risk of business operations in the development of enterprises, reduce the loss of economic returns due to competitors in the early stages of development is not squeezed out of the market. From customers perspective, while customer loyalty simply means customers continue to rebuy or re-patronize a preferred product or service consistently in the future 2. At the same time, efficiently understand the characteristics of competitors' customers, understand the experience of different customers on the enterprise itself or competitors' products and services feedback, can also better define the competitive advantage. This is crucial for enterprises to improve and adjust their business strategies and enhance their competitiveness in a time-critical way.

3.1.4. Positioning

Based on the background of digital intelligence, after the target market positioning of the enterprise, what kind of market the enterprise is willing to enter and what kind of market it needs to occupy has been determined. At the same time, the enterprise has made an accurate judgement on whether the target customers have good purchasing potential, and further classified the needs and preferences of users. Targeting is choosing the right segments to focus the company's marketing activities on. Market slicing is more mechanical and can be done automatically by machine artificial intelligence based on relevant data. Choosing the right segment requires domain knowledge, judgment, and intuition 6. Through historical data, machine learning algorithms can Identifying ads that

are performing best and at which stage of the buying process, machine learning provides enough data to optimize our content and increase engagement in contrast to traditional marketing methods 7. Therefore, after determining the target of enterprise services, enterprises can use the digital intelligence technology to further portray and accurately locate the user profile. In this process, enterprises can differentiate their enterprises and products according to the market positioning, product positioning and brand positioning of their competitors in order to highlight the difference and differentiation from their competitors. The enterprise's corporate culture, organisational structure, the brand's impression on the target users, the core strengths of the product and other aspects need to be gone for accurate positioning, in order to seek to highlight the differences with competitors in many markets.

3.2. Development of marketing mix (from the perspective of 4P)

According to the requirements of the target market and positioning, enterprises need to consider and select the appropriate marketing mix.

The control of marketing mix can influence the market demand and is controllable by the enterprise, including four aspects: product, price, channel and promotion. In the marketing mix, digital intelligence technology can make the marketing mix to cooperate with each other to produce unexpected marketing effects, which is the best auxiliary tools and means to carry out marketing. At the same time, the marketing mix is implemented in the marketing plan and the marketing strategy effectiveness test is conducted to strive for the expected response of the target market. On 11 August 2022, Netconcepts Founder and CEO Ducheng released the "Marketing 4.0 Plan". He gave a new definition of the marketing value chain, including the in-depth application of big data, the artificial intelligence of marketing, the new content interaction mode of human-machine interconnection, machine-machine interconnection etc., which are exactly the core contents of digital-intelligent marketing. The "Marketing 4.0 Plan" fully demonstrates the overall direction of Digital Intelligent Marketing and provides a development direction for Digital Intelligent Marketing.

3.2.1. Product

Digital intelligence technology promotes product development and product customization to achieve product innovation and meet consumer demand. The concept of product life cycle is blurred and diluted in the context of digital intelligence. Enterprises can sense the change in consumer demand in advance when consumer demand for products begins to shift, so that they can start the development of new products before they reach the recessionary period. The emergence of new products can directly replace the old product maturity and decline of the slow growth of profits, making the enterprise still maintain the

vitality of the product and the enterprise's higher level of profits. At the same time, the consumer receives is no longer the same product, but exclusively one consumer customized products, to achieve demand differentiation to meet. Digital intelligence technology will
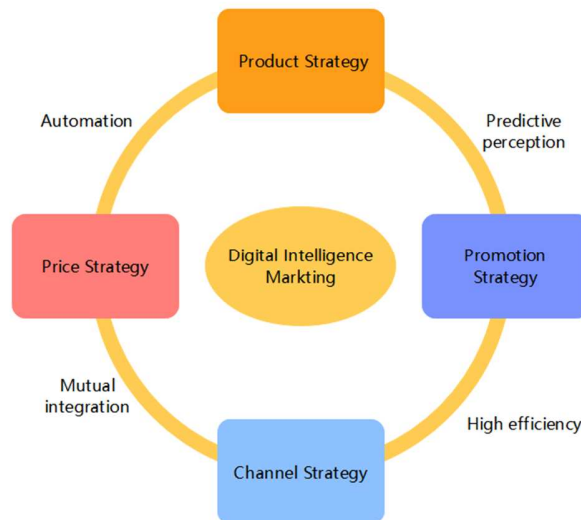

Figure 2: Marketing strategy (4P)

also lead the demand for customized products, making product customization more common and satisfying consumer demand differentiation. Digital intelligence technology can achieve innovation in product strategy, not only in exploring consumer product needs and achieving precise correspondence between core product functions and consumer needs, but also more in terms of product customization design. Digital intelligence technology can display the world's products in front of the user, and in terms of product materials, types, colors, technology and so on, more and more to meet the increasingly discerning eyes and needs of consumers. Therefore, enterprises can always be one second ahead of the user to understand its needs, so as to timely innovation or adjustment of products, reduce the cost of product and service development to meet the personalised needs of consumers. For example, Uniqlo's 4D fitting room breaks through the technical bottleneck, consumers can freely adjust the weight, height, shoulder dimension, three-dimensional, leg length, leg circumference and other data to shape the human body model close to the consumer himself. Such "online fitting room" is not only very fast, time less than 10 seconds, but also can be 360 ° free rotation model, to achieve a good fitting effect. The innovation of the enterprise product can be more closely linked to the enterprise and consumers, so that consumption from the transaction type to the relationship type, which can increase the rate of consumer repurchase. For example, Xiaomi's offline experience shops use diversified products as a means of promotion to attract a wider range of consumers, thereby cultivating consumer

expectations of the corporate brand and increasing the frequency of visits to Xiaomi shops. Not only does it enhance customer loyalty as well as user stickiness, but it also enables the mutual diversion of Xiaomi mobile phones and ecological chain products. Such a product matrix layout allows customers to shift from low-frequency consumption to high-frequency consumption, from single-category consumption to multi-category consumption, bringing customers closer to the distance between the enterprise.

3.2.2. Price

In the past, the decision of product price of most enterprises in China was mostly based on pricing strategies such as cost-plus, demand-orientation and competition-orientation. However, in the era of digital intelligence, the pricing methods of the past can no longer meet the flexible market dynamics, and to a certain extent may lead to vicious market competition in the industry. This has not been able to adapt to the development needs of enterprises in the era of "digital intelligence", and it is necessary to make scientific and effective adjustments in light of the actual situation, to enhance the comprehensive strength of enterprises to participate in market competition, and to safeguard the maintenance of enterprises to achieve the goal of stable operation on the basis of scientific pricing. Therefore, enterprises need to combine with digital intelligence technology in setting prices, managing price changes and establishing price structures to form a pricing strategy that is beneficial to enterprises. In the product pricing strategy, enterprises not only consider the impact of peer competition, cross-border products (substitute products), etc., but also need to consider the product life cycle for product pricing. Enterprises need to be in the product introduction period, growth, maturity and decline in the product price adjustment, to respond to market fluctuations in a timely manner. In terms of individual orders, product pricing is constrained by the user's budget, bargaining power and other factors. As an agent, proxy products are constrained by the authorised party's channel management and market pricing strategy. At the user level, the user groups in potential target markets basically adopt a budgetary system, and their budgets and project approvals are subject to a long period of time. After their budgets are formed, there is no possibility of adjustment. Therefore, the price of agency products is basically quoted at the manufacturer's guide price and will not be adjusted after the quote. For intangible products, based on the current market acceptance of the enterprise, the cost-based pricing strategy is adopted, which means that the user pays "variable cost + agreed profit". Until the service is completed, the price will be determined, but the user will set the upper limit [5]. Therefore, digital intelligence technology evaluates the user budget, bargaining power, price perception and sensitivity based on the customer's previous consumption of the same type of product. This allows for the management of price changes such as price segmentation, selection of price promotions, and discount management for different user groups, and the setting of price structures based on this, such

as bundled pricing, additional price structures, and so on, so as to form a suitable pricing strategy for the enterprise to improve corporate profits. At the same time, the enterprise will use digital intelligence technology to assess the degree of competition in the market and the product life cycle, so as to facilitate the timely development of new products to enter the next product pricing cycle.

3.2.3. Channels

American marketing scientist Philip Kotler believes that: "Marketing channels are all the enterprises or individuals that obtain ownership of such goods or services or help transfer their ownership when a certain kind of goods or services move from producers to consumers. Simply put, the marketing channel is the specific channel or path of the transfer process of goods and services from producers to consumers. "Compared with traditional business channels, online and offline share and interoperate information and connections more closely. From the personnel team to the planning and management of goods, the information is shared and intercommunicated, forming a change and reorganization of the channel. In the context of digital intelligence technology, the channel has undergone a completely new change. The channel has massively reduced intermediate links and the role of middlemen is diminishing, which realizes a shopless and stockless situation and greatly reduces costs. Consumers' channels for product purchase, return and exchange, and selector have been enriched and made more convenient, making consumption ever more efficient. For example, Sam's Club's "cloud warehouse" is a major breakthrough in channel construction, which not only reduces the cost of warehousing, but also improves the transport efficiency and warehousing efficiency of the channel to a certain extent. At the same time, in addition to online and offline purchase channels, based on the internet of things technology, consumers can scan the code on the smart home shopping and this way of consumption to directly contact the brand. Such channel construction can reduce the involvement of intermediaries and distributors to reduce the length of the channel. The traditional channel construction and operation exists problems such as a large number of management personnel, information is not interoperable, inventory is not shared, service is not convenient and so on. Therefore, digital intelligence technology to promote channel change is inevitable. The use of data collection to traffic portrait, sales data analysis and service demand can promote the reorganisation and reform of the channel, thus promoting the channel construction of all-channel synergistic development, the formation of a good channel division of labour, style development and commodity distribution effect. Channel revolution can achieve channel sharing, inventory sharing and information sharing, thus improving sales performance, work efficiency and customer experience. Digital intelligence service platforms, such as offline shops and online shops, are connected to the enterprise's integrated digital platform with the same data calibre and format, and are

dynamically supervised by the technology department. Using the dynamic docking of demand and service channels to achieve accurate customer-facing message promotion, which is to maximize the energy efficiency of one-to-one service, can make each channel to achieve the overall business results. At the same time, with the help of feedback after the provision of services, it is possible to collect personal data such as the usual route of activities, general experience needs and characteristics of each customer, promoting the enrichment and improvement of the personal information file of the customer.

3.2.4. Promotion

The current marketing status quo is the development of traditional promotional methods and Internet promotions in conjunction with each other, whether it is traditional marketing methods or Internet promotions, the way is unidirectional output and unilateral reception. However, unidirectional marketing methods may produce problems such as poor consumer reception, aversion, and promotional content that is not the focus of consumers. Under the background of digital intelligence technology, the information carrier of promotion is constantly changing, and based on the combination of AI and VR technology, interactive and immersive promotion methods will become the biggest magic weapon to attract consumers. As early as 2017, Forrester, Accenture and Deloitte mentioned the term "dialogue marketing" in their new technology trend report, which means that the promotion method has begun to shift from "social marketing" to "dialogue marketing". Dialogue Marketing". Dialogue marketing is a vital way of ameliorating the consumer experience 8. Chatbots are powered by utilizer engendered content [9]. They are now instrumental in sales, help desks, aid towards promoting the self-accommodation type of customer support, consequently they aim to personalize customer accommodation and are considered the prevailing future trend in the e- commerce space [10]. Marketing biometrics, voice and conversational utilizer interfaces today provide a unique betokens of integrating value to both brands and consumers [11]. Today's consumers prefer to automate their experiences and solve problems on their own. At the same time, creative advertising on social media will no longer have a clear appeal to consumers, and the one-to-one marketing model is more acceptable to consumers. "Dialogue marketing" brings conversational interaction and immersive experience, which will bring better consumer experience. For example, in 2016, the VR viewing platform launched Hugo, which is an artificial intelligence seller. Baidu and Yili jointly launched a VR campaign, combining artificial intelligence and VR. And an intelligent software from YouCount Technology can use voice interactive advertising technology with artificial intelligence to integrate brand and product information into the credits to skip the question and answer, deepening users' knowledge of the brand awareness. The combination of interactive and immersive marketing in future promotions that is different from traditional marketing will bring great changes and restructuring to

promotional methods.

3.3. Marketing Management

3.3.1. Marketing plan development and implementation (analysis of the development and implementation of strategic marketing plan)

Enterprises cannot carry out marketing activities without the development and implementation of strategic plans. Enterprise marketing strategic plan has a rigorous development process, including the determination of corporate mission objectives, analysis of the market environment facing the enterprise situation, the development of marketing strategies, market forecasts and financial feasibility analysis.

The development of enterprise marketing strategic plan needs to specify the enterprise objectives and tasks, and no clear task objectives cannot make a scientific marketing strategic plan, which will make a variety of decision-making analysis is not meaningful basis .The first step after the selection of decision-making programs need to develop a detailed implementation plan, and the development of implementation plans to strive to be clear and specific to ensure the effective and smooth implementation of the plan. Organizers should be the content of the decision measures and other measures to explain clearly to the workers, mobilize workers to achieve the goal of joint efforts. Enterprises should develop action programs for all levels of personnel, so that the responsibility to be implemented and coordinated action.

3.3.2. Control of marketing activities

The implementation of the organizational strength of the enterprise or strategic unit controls the marketing process to ensure that the predetermined goals are reached.

Firstly, digital intelligence technology can ensure the transparency of the use of advertising funds and achieve the maximum use of advertising funds. In the current marketing environment, due to the complexity of digital advertising, Party A is uncertain about the actual allocation and use of advertising funds. As a result, advertising fraud and other behaviors have also arisen, such as some automated programs to establish many fake social media accounts, send a large number of deceptive information to users, and steal online advertising funds from well-known companies. In 2016, companies in the Internet display advertising due to fraudulent activities on the loss of $7.6 billion in funds (accounting for 56% of the total funds of the display advertising). According to the survey, about 79% of advertisers are concerned about ad transparency, and as a result, more and more big brands like Procter & Gamble are cutting their advertising budgets. Digital intelligence technology allows companies to be more transparent about how they spend their advertising dollars. By precisely monitoring where their ads are placed, tracking their delivery, verifying and analyzing consumer trajectories, and ensuring the authenticity of social media identities in the network, marketing teams can identify those who are actually

exposed to the ads in accordance with the details of the media contract. At the end of the process it is possible to identify the consumers interested in these transactions. This enables direct measurement of marketing effectiveness on a per-user, per-email basis, ensuring that marketing spend is focused on activities that increase ROI. Digital intelligence technology on the control of automated procedures, will reduce the automated robot advertising fraud, control the process of enterprise funds used.

Secondly, control of marketing activities decentralized marketing. In today's marketing environment, for brands, there are too many intermediary layers in each advertising chain and they are not transparent, which leads to half of the advertising costs not being able to carry out the normal utility. At the same time, the brand through the media to enhance brand image, promote sales conversion, the conversion effect is random and uncontrollable, the brand cannot determine whether to attract consumers to facilitate the purchase of advertising strategy. Therefore, brands cannot improve their marketing strategies. However, digital intelligence technology can help brands understand the composition of advertising and marketing expenses, and clearly understand the cost per click (CPC), click-through rate (CTR), cost per thousand (CPM) and other marketing effects, so as to improve marketing programs. At the same time, digital intelligence technology can solve the current high waste rate of marketing expenses (up to 60%) in the field of digital marketing. Brands can get hold of their own consumers' information without intermediaries through digital intelligence technology, and make consumers feel negatively about brand advertisements.

Thirdly, controlling marketing activities can effectively promote the change of enterprise marketing organization structure. Digital intelligence technology can break down the barriers of various parts of the enterprise marketing organization, achieve information interoperability, and improve the efficiency of collaboration between marketing teams and communication with consumers. Based on the technology, it can make the marketing procedure simpler, the product more stable and the communication more efficient. Digital intelligence technology can make the platform to support high concurrency access, which means that in a short period of time there are a large number of users to visit, the platform is still able to maintain stability, to ensure that the marketing team, sales and consumers can be communicated in a timely manner between in place to improve the efficiency of the entire process. Through digital intelligence technology integration of search engine marketing, word-of-mouth marketing, B2B trade platform marketing, blog marketing, video marketing, forum marketing, bottom marketing and other most effective marketing channels and tools, to optimise the way to present to the merchant, and ultimately improve the merchant's ability to compete in the market, and then for the merchant to expand business and increase profits. Therefore, the centralised management of marketing activities greatly reduces the marketing operation and management costs of

enterprises, reduces the cost of acquiring new customers, minimizes customer capital investment, and increases potential customers and overall profits.

4. Challenges of digital intelligence technology to the marketing field
4.1. Violation of consumers' personal information

In the era of digital marketing, the amount of consumer information data is huge, the type and content of data is increasing, and the sensitivity is increasing. In particular, consumers' identity card numbers, home addresses, telephone numbers and other private information data, in the case of imperfect confidentiality measures, are likely to encounter personal and property security issues, such as Internet fraud, dangerous goods delivery, single women's personal safety. The negative impact on citizens' personal and property safety and social stability will hinder the development of digital marketing. In the report released by CNA's 51st Statistical Report on the Development of China's Internet, as of December 2022, the proportion of Internet users who encountered online fraud was 16.4%, and the proportion of those who encountered personal information leakage that caused network security problems was the highest, at 19.6%. Therefore, when companies use digital intelligence technology to carry out marketing business activities, information security should be put in the first place, always to protect consumer information security, especially in the study of consumer behavioral information. Consumer statistics ought to be made anonymized. Organizations should make sure that information is gathered with the consent of clients to keep away from misdemeanor problems and to make certain that financially inclined clients are covered [12]. The purchase and use of large data is a significant problem, the lack of guidelines leaves room for customer or organization privacy to be breached [13]. Once the information leakage occurs, it will be difficult for consumers to build trust in the brand again in a short period of time, and it may even affect the national interests. It can be seen that the use of digital intelligence technology in marketing, information security issues need to be sufficient security, otherwise it will produce incalculable results. Such global companies as Amazon, Google, IBM, Microsoft, Hewlett-Packard, etc., have not completely solved the problem of information leakage. Therefore, we have to be cautious about the use of digital intelligence technology.

4.2. Marketing challenges for SMEs

In the continuous development and change of information technology, enterprises need to continuously learn and adapt to new technologies. Enterprises and their marketers need to maintain a high degree of sensitivity and keep abreast of the application of new technologies in order to improve the role of digital intelligence marketing, which is also demanding and challenging for the enterprise's information technology updating capabilities. The development of digital intelligence technology is undoubtedly

exacerbating the problem of digital divide among enterprises, causing asymmetry of information resources among enterprises and making information resources redistributed to a certain extent. Therefore, as a new information technology, digital intelligence will inevitably lead to major social conflicts in the future between those who control information resources and groups that do not own them.

This will lead to the inequality of information sovereignty among enterprises, resulting in the adverse effects of the enterprise in control of information resources on the disadvantaged enterprises that do not possess information resources, such as seizing and controlling the development opportunities and squeezing the living space. When large enterprises and small and medium-sized enterprises to compete, which undoubtedly formed some small and medium-sized enterprises resources and staffing challenges.

4.3. Marketing fraud risk and intensified competition

Digital intelligence marketing is an advancement in technology that allows for automation of advertisement placement, but it also creates intense marketing competition to a certain extent. Digital Intelligent Marketing will also result in differentiated treatment of different advertisers to ensure the need to ensure the maximization of revenue from the Digital Intelligent Platform when the cost of Digital Intelligent Marketing is fixed and advertising resources are limited. If billing is based on CPC (Cost Per Click), the platform needs to ensure that there is a greater willingness to click on adverts in order to make the digital marketing platform profitable. Therefore, digital marketing platforms will tend to reserve advertising resources for advertisements with audience appeal. In the absence of a marketing budget, the chances of adverts being shown and clicked on will be drastically reduced. In addition, advertising agencies may generate marketing fraud.

Artificial marketing data may not only cost advertising demand companies marketing costs, but also market opportunities will be lost.

4.4. Loss of corporate advertising autonomy creates marketing barriers

When Digital Intelligent Marketing develops, it also means that advertisers have less and less autonomy and are more and more dependent on the platform. In digital intelligence marketing, to a certain extent, it creates information barriers for enterprises. As advertisers' data continues to enter the platform, information barriers can cause marketing data to be closed, which means that data from the Digital Intelligent Marketing platform can't flow to demand companies. Having closed off both the traffic and the data, advertisers lose control of their ad placement in the process of leaving crowd selection and landing page generation to the ad agency. Traffic from the beginning (placement) to the end (landing conversion), the marketing demand enterprises lack of digital interaction, lost the right to participate in marketing and the right to make decisions, greatly increasing the dependence on the

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advertising side of the platform. In summary, advertisers must have their own autonomy to avoid creating marketing barriers.

5. Conclusion

The age of intelligence has arrived, and technologies such as artificial intelligence, big data, and block chain are leading the shift from digital marketing to digital-intelligent marketing. Currently, digital intelligence technology has also become a topic of interest for many researchers and professionals in the marketing field due to its innovative application in the enterprise marketing process. This paper focuses on the intersection of digital intelligence technology and enterprise marketing process and tries to explore the enterprise digital intelligence marketing theory system. Based on the above analysis, the main concerns raised in this paper include (i) how companies should revisit their corporate marketing process structure, which is significantly different due to the use of digital intelligence technology, making the marketing process more efficient, accurate, automated, creative and targeted; and (ii) the ethical and legal issues related to data protection and the negative impacts on enterprises due to digital intelligence technology. This study will contribute to the innovation and upgrading of the traditional marketing service system of enterprises in China; on the other hand, it has high reference significance for the improvement of the national marketing process. But in the future, digital intelligence technology will have unimaginable support for the reconstruction of enterprise marketing processes. This study will help to innovate and upgrade the traditional marketing service system of Chinese enterprises and has high reference significance for the improvement of the national marketing process.

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