



# Research on the Reasons of the Simplification of 618 Shopping Festival Marketing Strategy From the Perspective of E-Commerce Marketing Management

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**Abstract.** In the 618 Shopping Festival in 2024, Taobao and Jingdong announced the cancellation of pre-sale, and announced their own big promotion rules, it seems intended to make some new tricks in 618 this year. The five marketing trends of today's e-commerce platforms are: price subsidy, new products, luxury explosion, science and technology wisdom, and global marketing. However, with the application of artificial intelligence, big data and other technologies, new e-commerce models such as personalized recommendation and intelligent customer service will become more popular. At the same time, social e-commerce, content e-commerce and other emerging models will gradually become the mainstream. Therefore, from the perspective of e-commerce marketing management, this paper explores the future development trend of e-commerce marketing strategy under the trend of expanding consumer groups and changing demand.

**Keywords:** 618 shopping festival; e-commerce marketing strategy; the future development trend of e-commerce marketing

## 1 618 Shopping Festival Marketing Strategy Simplification Trend Is Obvious

The "618" mid-year promotion in 2024 has become simpler and more transparent than in previous years, eliminating the pre-sale mechanism and not having so many complex rules. E-commerce realizes that Chinese consumers are now paying more attention to the actual value of their goods.[1] In addition to JD and Tmall, other e-commerce platforms have also joined in the cancellation of the pre-sale model. According to the search results, Taobao Tmall, Jingdong, Pinduoduo, Kuaishou, Vipshop and other platforms have successively cancelled the pre-sale model, which has been used for many years, and directly opened the spot sales. In addition, Kuaishou e-commerce also followed, cancelled the pre-sale play, from May 20 official "spot sale". This shows that canceling the pre-sale model has become a general trend in this year's 618 shopping festival (as shown in Fig. 1).

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Fig. 1. 618 Shpping Festival Marketing Strategy Analysis Framework.

### 1.1 The Longest 618 E-Commerce Platform Cancels the Pre-Sale Mode, and the Return of the Big Promotion Rules is Simple

This year 618 is the first e-commerce promotion after the total cancellation of the pre-commerce system, simple, good and cheap, every day is 618, the keywords in the major e-commerce platforms Slogan have indicated the focus of this activity —— simple.[2] Almost all the e-commerce platforms have readjusted the rules of the game, from complex to simple change.

However, from the perspective of the time span, the 618 front is not shortened because of the cancellation of the pre-sale system, and the 618 promotion of some platforms is even "the longest in history" (as shown in Fig. 2).

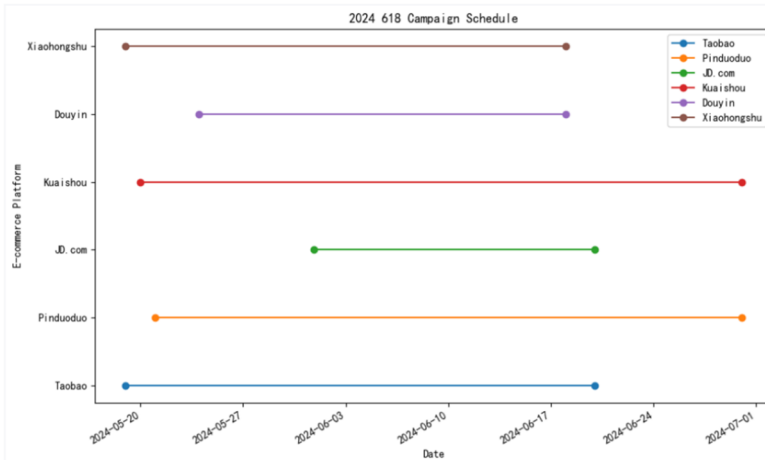


Fig. 2. 618 Campaign Schedule.

According to the historical 618 data monitored by the big data system, pre-sale can account for about one-third of the final transaction amount of the brand, which has a significant impact. Then why has the platform announced the cancellation of pre-sale? There are two main reasons. First, it is to "add" to consumer experience. The cancellation of pre-sale is intended to emphasize the price advantage and shopping experience,

and respond to users' strong demand for low price and convenient services, so as to maintain their competitiveness in the e-commerce market. The second is to prevent users from flowing to other e-commerce platforms during the pre-sale period.[6] The pre-sale mode may become a powerful weapon for friends to grab the traffic. If other platforms enjoy the pre-sale heat, the same or the same products, it is highly likely to attract users to place orders, resulting in the loss of the flow of the pre-sale platform (as shown in Fig. 3).

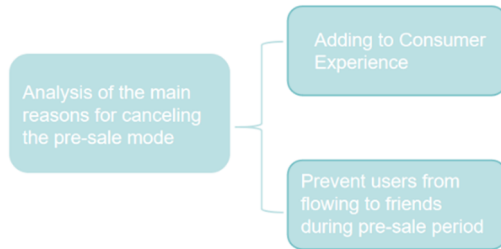


Fig. 3. Analyzing chart for reason.

To sum up, the cancellation of the pre-sale system is a positive response of the e-commerce platform to consumers, which brings a service upgrade for the whole e-commerce industry. Under the background of increasingly fierce competition in the e-commerce industry, service upgrade has become an important magic weapon for the e-commerce industry to win the market.

1.2 "618" to "518", the Big Promotion Time is Generally Extended

Although the pre-sale mode was cancelled, in terms of time, in addition to JD platform, TikTok, Tmall, Kuaishou have given a longer promotion time, Kuaishou is as long as 42 days, 10 days more than last year, the principle of which is shown in Table 1 below.

Table 1. Activity time of each e-commerce platform

terrace	618 event duration in 2024	6182023 (including pre-sale)
Tmall	33 Days	26 Days
TaoBao	33 Days	26 Days
JD.COM	21 Days	29 Days
Chinese Tiktok	26 Days	25 Days
Kwai	42 Days	32 Days

Tmall and Taobao began the first wave of warm start on May 19, officially opened at 8:00 PM, to June 20, the activity cycle lasted 33 days, compared with the 26 days of last year, increased by 7 days, and kuaishou opened the activity on May 20, ended on June 30,42 days, can be called the longest activity period in history, the principle of which is shown in Table 2 below.

**Table 2.** Activity rhythm of the 618 major platforms in 2024.

terrace	registration time	preheating time	activity time
	First wave: Get off to a good start		
Tmall	May 6, 12:00:00- May 18, 23:59:59	May 19, 00:00:00- May 20, 19:59:59	May 20, 20:00:00- May 28, 23:59:59
	Wave 2: Carnival		
	May 6, 12:00:00- May 28, 23:59:59	May 29, 00:00:00- May 31, 19:59:59	May 31, 20:00:00- June 20, 23:59:59
	First wave: Get off to a good start		
TaoBao	May 06, 12:00:00- May 26, 23:59:59	May 19, 00:00:00- May 20, 19:59:59	May 20, 20:00:00- May 28, 23:59:59
	Wave 2: Carnival		
	May 06, 12:00:00- June 18, 23:59:59	May 29, 00:00:00- May 31, 19:59:59	May 31, 20:00:00- June 20, 23:59:59
JD.COM	April 30, 12:00:00- June 20, 23:59:59	May 31, 00:00:00- May 31, 19:59:59	May 31, 20:00:00- June 20, 23:59:59
Chinese Tik- tok	May 08, 16:00:00- June 18, 23:59:59	--	May 24, 00:00:00- June 18, 23:59:59
			Talent carnival good goods to buy first
Kwai	Registration will be accepted from April 27th and will re- main open until the end of the whole promotion		From May 20 to May 31st
			Explosive category day, super weekend
			From June 1st to June 18th
			Hot style return From June 19th to June 30th

**1.3 The Core Gameplay Return to "User First", the Main Low Price, Simple**

"Low price", "simple" and "direct" is the core of the "618" to promote the main, comprehensive electric business platform of 618 strategy, although the specific scheme, but the overall trend is obvious: adhere to the low price strategy, simplify the process, close to the needs of users and merchants, Tmall main "the most simple 618", jingdong shout "no, not extension" slogan, this is the platform for consumption rational adjustment.

**Table 3.** 618 Core marketing strategies of Main platforms

terrace	In 2024,618 main platform core marketing strategy core marketing strategy	Core marketing strategy of 618 major platforms in 2023
Taobao, Tmall	1. 88 vip. 2. Simplify the registration process for mer- chants. 3. Upgrade the price guarantee service.	1. The number of Taobao live broadcasting rooms reached 81, showing the importance of Taobao in content live broadcasting. 2. Upgrade the price guarantee service, fo- cusing on "pure low price".
JD.COM	1. Provide all kinds of low-price spot commod- ities, and launch theme activities such as 10 bil- lion subsidy day, 9.9 package day, super live day and PLUS member day.	1. The number of goods that JD participates in the subsidy of 10 billion yuan is more than 10 times that of March, providing various promotional activities.

	<ol style="list-style-type: none"> <li>2. Provide a series of services such as free door-to-door return and exchange, old for new, delivery, allergy, no love to eat package return, 30-day price insurance, one-key refund price difference and so on.</li> </ol>	<ol style="list-style-type: none"> <li>2. Launch virtual anchor products to help businesses reduce the burden and increase their income. The number of merchants in digital human broadcast rooms increased by nearly 400% compared with last year's Double 11.</li> </ol>
Pinduoduo	<ol style="list-style-type: none"> <li>1. Provide a subsidy of 10 billion yuan and issue a subsidy coupon package of 618 yuan, emphasizing the price advantage.</li> <li>2. Covering the full range of products from first-tier cities to third-tier and fourth-tier cities and rural areas.</li> </ol>	<ol style="list-style-type: none"> <li>1. Pinduoduo has become the choice of more merchants with its low price strategy and high traffic.</li> <li>2. Price strategy and high traffic bring more certainty to the large promotion volume of merchants.</li> </ol>
Chinese Tiktok	<ol style="list-style-type: none"> <li>1. Fully add low price good things.</li> <li>2. Business task competition.</li> <li>3. Simplified functions of the platform products.</li> </ol>	<ol style="list-style-type: none"> <li>1. TikTok Small-scale internal test "automatic price change" function of e-commerce.</li> <li>2. The pre-sale period was increased for the first time, and the average daily GMV of pre-sale goods was 124% of the same period of Double 11 last year.</li> </ol>
Kwai	<ol style="list-style-type: none"> <li>1. Provide 10 billion traffic exposure and 1 billion red envelope subsidies to attract consumers through multiple channels such as live broadcast, short video and shopping mall.</li> <li>2. Logistics support, providing "northwest Container Transportation" service for the logistics freight problems in remote areas in northwest China.</li> </ol>	<ol style="list-style-type: none"> <li>1. Kuaishou will provide 1 billion yuan in red envelope subsidies to strengthen user participation and purchase transformation.</li> <li>2. Simplify business operations with AI technology through hosting mode.</li> </ol>
Little Red Book	<ol style="list-style-type: none"> <li>1. Upgrade support resources, upgrade live broadcast play, and upgrade live broadcast products.</li> <li>2. Provide key support to store broadcasting to help merchants and buyers gain new growth.</li> </ol>	<p>Other digital platforms such as Xiaohongshu and Meituan also participated in the 618 mid-year promotion, forming trends of price subsidies, new products, live content, scientific and technological wisdom and global marketing.</p>

In general, although there are differences in the categories of major e-commerce platforms this year, 618 has generally reached a consensus of simple and low-price activities. Surface promotion play is just show form, in the layer of subsidies investment, service experience and for the business barriers to entry and traffic policy is new 618 pay more attention to price and service, which is consumers can enjoy lower prices and better service, this represents the past flood irrigation type subsidies will become more refined, the principle of which is shown in Table 3.

#### 1.4 Xiaohongshu, B Station and Other Emerging Channels Bet on 618, the First Large-Scale Investment

At the 618 Shopping Festival in 2024, although major e-commerce platforms focus on simple and direct promotion methods, the competition between platforms is becoming increasingly fierce. Xiaohongshu invested large-scale 618 promotion for the first time,

and bet on live broadcast, its head anchors Dong Jie and Zhang Xiaohui started live broadcast on May 17 and May 19, respectively. In April 2024, the number of Xiaohongshu e-commerce merchants increased 5 times compared with April last year, the number of store broadcast users increased 12 times year on year, and the number of monthly sales of more than one million merchants increased 7.4 times year on year. Store broadcast in the user trust, price, pallet, advertising investment has a greater advantage, the small red book this year 618 development potential is greater.[4]

B station will comprehensively upgrade product capabilities, and through a series of heavy play, to help brands and businesses to seize new consumption opportunities, expand consumer groups. This year, Station B will further deepen the strategy of "big opening ring". In addition to continuously strengthening the cooperation with Alibaba and Jingdong, it will open up the cooperation with Pinduoduo and Vipshop. At the same time, B station will also focus on the product tools, traffic support, new customer incentive three dimensions of a comprehensive upgrade, to help more businesses to achieve a big promotion of take-off. In addition, B station also provides a comprehensive "618 preparation strategy" for brands and merchants. With the opening of the subsequent promotion, the blue ocean of over 100 million daily active users, will also bring more incremental value to e-commerce platforms and merchants.

With more platforms adding 618, the market competition is increasingly fierce, traditional e-commerce platforms such as Jingdong and Tmall have launched innovative strategies to win the favor of consumers through precision marketing and quality services while simplifying the process. This means that they not only need to maintain the price advantage, but also need to fully force in multiple dimensions such as product innovation, marketing strategy and service quality.[7] This is undoubtedly a comprehensive and severe test of the comprehensive strength of the e-commerce platforms and businesses. However, no matter how fierce the competition, returning to the commercial essence — value creation, the pursuit of profit is always the same ultimate goal.

## **2 618 Shopping Saving E-Commerce Marketing Strategy to Simplify the Trend**

According to the National Bureau of Statistics, in 2023, the proportion of per capita food, tobacco and alcohol consumption expenditure in per capita consumption expenditure, namely Engel's coefficient, was 29.8%, down 0.7 percentage points from the previous year, and returning to below 30% again after a year. Engel's coefficient usually refers to the proportion of food expenditure in the total consumption expenditure. According to the prevailing international standard, a country's average household Engel coefficient of greater than 60% is poor, 50% -60% is food and clothing, 40% -50% is well-off, 30% -40% is relatively rich, 20% -30% is rich, and less than 20% is extremely rich.

In the past decade, China's Engel coefficient has shown a trend of falling first and then rising. From 2014 to 2019, the Engel coefficient continued to decline from 31.0% in 2014 to 28.2% in 2019. During the COVID-19 period, the coefficient rebounded to 30.2% in 2020, dropped slightly to 29.8% in 2021, and rose again to 30.5% in 2022,

the new high since 2016. The year 2023 is the first year after the three-year transition of COVID-19 prevention and control, and the pent-up consumption enthusiasm during the epidemic was released to a large extent, which is one of the main reasons for the decline of Engel's coefficient (as shown in Fig. 4).

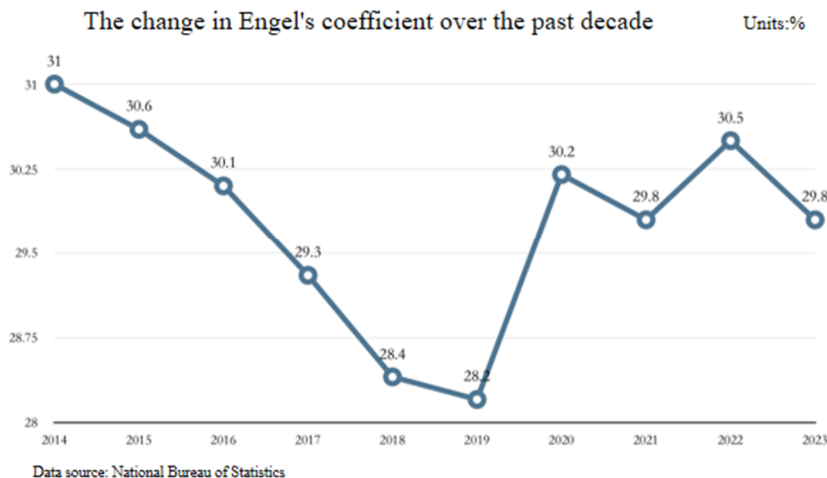


Fig. 4. The change in Engel's coefficient over the past decade.

The 618 Shopping Festival has been developing for more than 10 years. The 618 Shopping Festival in 2023 is the first 618 Shopping Festival to not announce the final turnover. No longer released specific transaction data, also shows that the 618 shopping festival overall growth slowdown is an indisputable fact. Do merchants still need the 618 shopping festival? (as shown in Fig. 5).

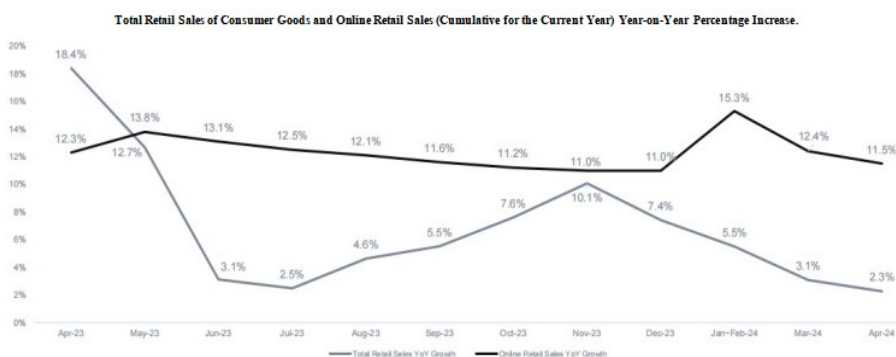


Fig. 5. Total Retail Sales of Consumer Goods and Omlime Retail Sales (Cumulative for the Current Year) Yentr-on-Y ear Percentage Increase.

The earliest, 618 shopping festival is all platforms, merchants and consumers involved years carnival shopping festival, created a sales myth, but after years of development, 618 shopping festival marginal effect in accelerating, the value of 618 shopping festival does not with the previous, but from the previous year's monthly online retail data, June above monthly average online retail sales, is the second highest monthly retail sales, thus, 618 shopping section for annual retail sales is still obvious. (as shown in Fig. 6).



Fig. 6. Monthly trend of online retail sales in 2023.

However, 618 becomes "518", which will weaken consumers' perception of 618 and their enthusiasm to decrease. In order to regain the vitality of the 618 Shopping Festival, it is not a problem that can be solved by simply lengthening the cycle. There are three main reasons for the gradual loss of the particularity of the 618 Shopping Festival:

One is, whether focus on sinking market, make billions special subsidies, or the head anchor reversed transmission brand, constantly refresh the lowest price of TikTok electricity, they can only see the past price, into daily price, factory shop low route and live with goods 618 style every day, form the internal diplomatic trapped, let the traditional electricity section is no longer attractive.[3]

Second, electricity made section itself also normalized, so that the platform itself in the field of vertical monthly section shunt flow of 618 shopping festival, to ali, itself in May, May Day promotion, 510 anniversary, 520 courtesy season and 618 shopping festival seamlessly, can cause consumer fatigue, affect the effect of 618 shopping festival. You don't have to celebrate festivals every day. Therefore, the long cycle will not stimulate the vitality of the 618 shopping festival, but will make the effect greatly reduced.

Third, under the low-price strategy of the platform, the enthusiasm of merchants is affected. Since last year, "low price" has become a common key word of e-commerce platforms. The five strategies of Taobao in 2023 include price power. In addition to the platform subsidy measures, Alibaba also established the "Small and Medium Enterprise Development Center", Taobao Tmall will pay more attention to the support of small



and medium-sized businesses; JD Founder Liu Qiangdong said that low price is the most important weapon for the past success and the only basic weapon in the future. The platform focuses on the ultimate cost performance, and most of the cost is transferred to the merchants. From the perspective of JD platform, the full reduction activity of the 618 Shopping Festival in 2024 will be reduced by 50 yuan to 300 yuan, which is 100% borne by the merchants.[11]

To sum up, want to stimulate the vitality of 618 shopping festival, solve the above problem is the key, for example, will return to 618618 on the same day, give more attractive than daily live and promotion discount and service, in addition, the platform can consider to bring more preferential policies, stimulate business enthusiasm, let the 618 low price promotion, shine.

### 3 Future Development Trend and Challenges of E-Commerce Marketing

#### 3.1 Trend 1: The Value of AI Technology in the Field of Marketing

The advantage of artificial intelligence technology lies in high intelligence and high efficiency, which is characterized by the goal of precision marketing

People have a high degree of fit. At present, AIGC has some highly mature ability to improve efficiency, and it is expected that by the end of 2024, the global marketing market revenue in the AI field will reach \$36 billion (as shown in Fig 7).

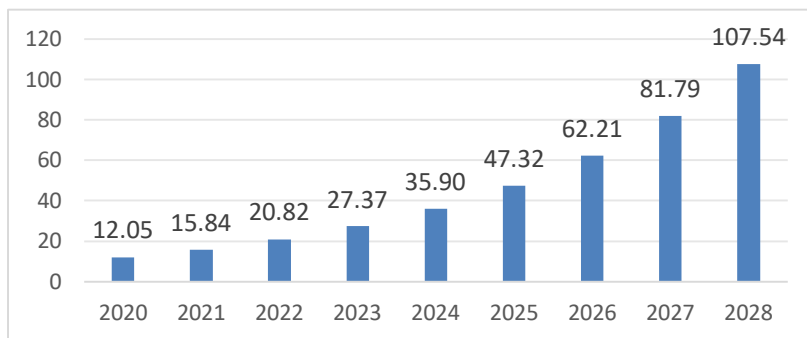


Fig. 7. Market value of artificial intelligence (AI) in marketing worldwide from 2020 to 2028 (in billion U.S. dollars).

First, AI technology can screen and recommend potential popular products by analyzing user data. For example, Shulex VOC uses AI algorithms to analyze overseas markets, conduct intelligent product selection and accurately locate customer groups, and help e-commerce platforms to select products scientifically.

Secondly, based on user behavior and historical data, AI shopping guides can provide personalized product recommendation and improve user experience. For example, Taobao Tmall merchants use the "WuEdition" system to achieve one-stop intelligent delivery and optimize the marketing effect.

Thirdly, AI technology can provide personalized recommendations according to users' behavior and preferences to improve the conversion rate. For example, Baidu preferred AI model contributed 20% of the total transactions, showing the strong ability of AI in personalized recommendation.

Finally, JD Cloud AIGC content marketing platform: through AIGC technology, starting from the commodity map, quickly generate a variety of pictures needed for e-commerce operation, greatly reduce the cost and production cycle.

These cases show that the value of AI technology in e-commerce marketing is reflected in improving efficiency, reducing costs, enhancing user experience and personalized services. With the continuous progress of AI technology, its application in the field of e-commerce will be more extensive and in-depth (as shown in Fig. 8).



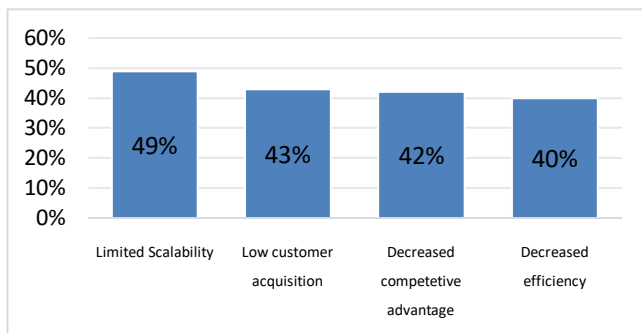
**Fig. 8. AI: Major platforms enter the large model market, building a digital intelligence business map.**

Challenge 1: There is no doubt that AI helps some important aspects of product promotion and sales. However, the technological developments it brings in creative aspects also raise legal questions about the use of personal data, intellectual property, and the ethical use of images. If professionals want to avoid high costs and complex judicial issues, then the key is to integrate AI intelligently into marketing campaigns.[5]

**3.2 Trend 2: In the Post-Live Streaming Era of E-Commerce, the Importance of Quality Content Continues to Increase.**

At present, it has entered the post-live broadcasting era of e-commerce where "everyone can bring goods". If experts and brands only do low prices, they will lose their bargaining power in the buyer's market. High-quality content may be the key to break out.[7]

For example, Douyin e-commerce continues to encourage creators to produce quality content by issuing a Guide to Quality Content with Industry Features. The platform invests a lot of resources, builds high-quality content standards, provides traffic incentives, rights and interests protection and other measures, to promote the benign development of high-quality content ecology (as shown in Fig 9).



**Fig. 9.** Risks of inadequate marketing automation and artificial intelligence (AI) adoption according to marketers in small businesses in Australia, North America, and the United Kingdom (UK) as of March 2023.

Challenge 2: In the future, consumers will be more rational, dismantling the problems that the product can solve,

Such as functional needs, spiritual needs, etc., so brands and products need to settle the underlying value to go further, rather than follow the trend.

### 3.3 Trend 3: Brand Owners May Rely on Matrix Talent and Self-Broadcast

With the maturity of the e-commerce marketing model, the dependence of brand owners on the head celebrities is gradually reduced. In order to balance the cost performance pursued by consumers, they may put more emphasis on self-broadcasting and cooperation with small and medium-sized experts. When the live streaming e-commerce model enters a very mature stage, the brand side may strengthen the construction of self-broadcasting ability, attract consumers by brand power and high-quality content, and reduce the dependence on the head celebrities, and improve the dependence on the middle waist and high professional vertical talent. Consumers' pursuit of cost performance will weaken the bargaining power of the head red man,[10] the principle of which is shown in Table 4 below.

**Table 4.** Brand owner situation

TikTok e-commerce	Oriental selection	Beauty brand self-broadcast
TikTok E-commerce proposes four business matrices centered on content, in which F represents the merchant self-broadcast (Field), A represents the talent matrix (Alliance), C represents the marketing activity (Campaign), and T represents the head big V (Top-KOL). This model encourages brands to flexibly use different matrices to achieve growth based on their own resources and marketing needs.	Using TikTok FACT + global management methodology, Oriental Selection quickly broke the circle through bilingual live broadcasting, and the number of fans increased from 965,000 to 18.704 million in 20 days.	Beauty brands achieve growth through the self-broadcast mode. For example, Nature Tang has developed a product series exclusively for TikTok e-commerce, and incubated and promoted new products through the self-broadcast room. Brand self-broadcasting not only serves as a sales channel, but also undertakes multiple functions such as brand promotion and user education.

**Challenge 3:** As more e-commerce practitioners pour into the live broadcast track, the continuous discount e-commerce will lead to the serious homogenization of live broadcast rooms and the dilemma of low-price competition. The large number of AI digital people also limits the duration of the large number of live broadcasting, which will also have a huge impact on e-commerce practitioners.

## 4 Suggestions on Risk Management Facing the Future Development Trend of E-Commerce Marketing

### 4.1 Suggestion 1: Draw lessons from the successful experience and sort out the ai e-commerce marketing management norms

From the perspective of e-commerce managers, in view of the future and challenges of e-commerce marketing based on artificial intelligence technology, managers should clearly understand that the core positioning of AIGC is a marketing efficiency improvement tool. Since AIGC cannot replace human beings in judgment and decision-making, and the authenticity of the generated content needs to be verified, the two are not a substitute relationship, but a cooperative relationship. In the future, there is still a lot of room for the application direction of AIGC capabilities, such as some more comprehensive scenarios. Therefore, we should continue to learn from the experience and form the ai e-commerce marketing management norms that are in line with China's management characteristics.[8]

From the perspective of market situation, AI drawing models and clothes or AI one-click clothing change have appeared. At present, Amazon and other large e-commerce platforms take the lead in launching AI-assisted personalized shopping recommendation and dynamic pricing —— A method that AI program can change the price according to demand. As of April 2023, more than one in five of US content creators use AI to edit content and generate videos and images. Brands such as Nike (Nike) and Martini (Martini) have tried to use imaging tools to create advertising campaigns generated by AI entirely for their products.

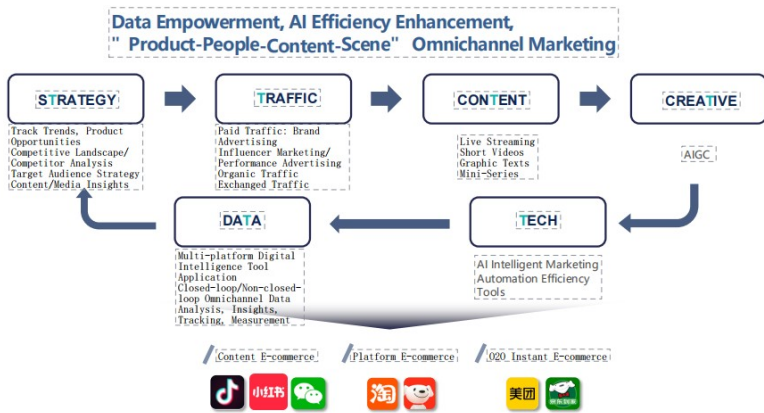
Therefore, although the fully commercial ARTIFICIAL intelligence marketing strategy is still far from the "mature commercial application", it is believed that this is the development trend, and even open up a new e-commerce battlefield in the future. Therefore, managers should formulate management norms from the following aspects.

- 1) Pay attention to data privacy and security to prevent data leakage.
- 2) Develop ethical guidelines for AI content generation to ensure compliant use.
- 3) Scalability and integration of AI technologies to ensure long-term maintainability and scalability.
- 4) Establish a professional legal counsel team to conduct legal risk assessment for marketing activities.
- 5) Use performance monitoring tools to track AI systems and generate regular risk management and compliance reports.

With these detailed risk management measures, e-commerce marketers can use AI technology more effectively, while ensuring the security, compliance, and sustainability of the business.

**4.2 Suggestion 2: For the post-live broadcasting era of e-commerce, attention should be paid to the promotion of the importance of quality content in e-commerce marketing and its risk management**

When passing the rapid development economic cycle, the rational consumption trend of pursuing value for money will be a long-term development direction, but value for money is not equal to low price, nor does it mean that the willingness to consume is reduced.[9] The brand side needs to cooperate with talents to jointly create solid product and service capabilities and high-quality communication content, and shape the quality, trust and user identity of the brand and products, so as to stabilize profits and long-term development. Therefore, creating a sense of trust through strong content and professionalism will become a key successful factor to improve the efficiency of carrying goods in the "post-live broadcasting era"(as shown in Fig 10).



**Fig. 10.** Data Empowerment, AI Efficiency Enhancement, "Product-People-Content-Scene" Omnichannel Marketing.

- Therefore, the management suggestions are put forward from the following aspects:
- 1) Detailed quality control of live broadcast content to improve the efficiency and accuracy of content audit.
  - 2) Establish an internal knowledge sharing platform to deepen the training of professional talents.
  - 3) Develop differentiated marketing plans with social media analysis tools.
  - 4) Translate consumer insight into specific product improvement and innovation points to enhance product competitiveness.
  - 5) Introduce open innovation and systematize product and service innovation.
  - 6) Formulate channel development strategy and diversify marketing channels.

7) Standardize partner management and establish a risk assessment framework.

8) Crisis management plan is practical, and legal compliance is normalized.

Through these detailed risk management measures, e-commerce managers can ensure that while pursuing high-quality content, they can effectively respond to various potential risks, and ensure the stable development and market competitiveness of the brand.

## 5 Tag

To sum up, in this year's 618 e-commerce promotion activities, the five major marketing trends of e-commerce platforms are: price

Subsidies, new products and sharp goods, luxury products explosion, science and technology wisdom, global marketing. However, with the application of artificial intelligence, big data and other technologies, new e-commerce models such as personalized recommendation and intelligent customer service will become more popular. In the future, the formulation of e-commerce marketing strategies will use big data analysis to deeply explore user needs and provide users with more accurate and personalized services. In addition, pay attention to emerging platforms such as social media to strengthen interaction with consumers and improve user engagement and satisfaction. I believe that consumer insight will play an increasingly important role in e-commerce marketing in the future. This trend further tests the ability of merchants to understand and accumulate the overall trend of consumers and conduct in-depth research on their own user assets. Major businesses and service providers work together to understand the market and users in the field of e-commerce marketing, and explore new opportunities for the growth of e-commerce marketing.

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