

The integration of AI into economics is reshaping the global economic landscape, and both China and Belarus are making significant strides in this domain. China's state-driven, large-scale approach has positioned it as a global leader in AI, with substantial economic gains across various sectors. Belarus, with its focus on innovation and niche applications, has achieved notable successes in optimizing resource usage and improving outcomes in key sectors. As AI continues to evolve, both countries have the potential to further harness its power to drive economic growth, enhance productivity, and improve the quality of life for their citizens.

In summary, China and Belarus are taking different approaches to developing artificial intelligence in the economy. China focuses on large-scale public investment and integration of AI into strategic industries. Belarus relies on private sector development and export of IT services. Both countries are demonstrating success in their approaches, and cooperation between them in the field of AI can become a promising area for developing bilateral economic ties. Belarus can utilise China's experience in scaling AI solutions, and China can take advantage of Belarusian IT talent and innovative startups.

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BIG DATA AND DIGITAL MARKETING STRATEGY OPTIMIZATION

Abstract. *The rapid advancement of big data technology is leading the digital marketing industry into a new era of change, and optimising digital*

marketing strategies has become particularly urgent. Companies need to adapt to the evolving technology and market environment, understand the inherent characteristics of big data, and find ways to leverage big data to attract and retain consumer attention, thereby improving marketing effectiveness and optimising customer experience. This article mainly starts from the common problems facing digital marketing today, and discusses how to optimize digital marketing strategies through the following aspects driven by big data technology.

Keywords: big data, digital marketing, optimization strategy, marketing effect.

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ОПТИМИЗАЦИЯ БОЛЬШИХ ДАННЫХ И СТРАТЕГИИ ЦИФРОВОГО МАРКЕТИНГА

Аннотация. Быстрое развитие технологий больших данных ведет индустрию цифрового маркетинга в новую эру перемен, и оптимизация стратегий цифрового маркетинга стала особенно актуальной. Компаниям необходимо адаптироваться к развивающимся технологиям и рыночной среде, понимать присущие большим данным характеристики и находить способы использования больших данных для привлечения и удержания внимания потребителей, тем самым повышая эффективность маркетинга и оптимизируя клиентский опыт. В статье описаны общие проблемы, с которыми сталкивается цифровой маркетинг сегодня, и предлагаются решения по оптимизации стратегий цифрового маркетинга с помощью следующих аспектов, обусловленных технологией больших данных.

Ключевые слова: большие данные, цифровой маркетинг, стратегия оптимизации, маркетинговый эффект.

With the acceleration of digital transformation, the way brands interact with consumers has undergone profound changes. The widespread application of big data technology not only provides brands with unprecedented market insights, but also greatly enriches marketing methods and innovation space. In the era of big data, the field of digital marketing has encountered a number

of challenges. Firstly, the surge in data volume has led to the complexity of information processing. Second, the diversification of consumer needs has increased the difficulty of accurate market positioning. Furthermore, the intensification of market competition has increased the difficulty of brand differentiation as well as the diversity of marketing channels has increased the complexity of channel integration management [1, p. 12]. Faced with the challenges of big data, marketing strategies need to shift to a data-driven model to improve market response efficiency and enhance customer engagement. This involves the following key areas: in-depth analysis of consumer behaviours and preferences through data mining and applications to identify potential market opportunities; implementation of precise targeting strategies to ensure that marketing messages reach the target customer segments; innovative content strategies to attract and retain consumer attention; and finally channel integration to ensure consistency and coherence of cross-platform marketing activities. The implementation of these strategies is intended to provide a reference for enterprises to make precise decisions and maximize marketing effectiveness in the wave of big data.

With the acceleration of the digitalization process, consumers have left a huge amount of behavioral data, interaction data and feedback data on digital platforms. The relevant data is relatively large in scale, diverse in source and complex in format, which poses a huge challenge to the data processing capabilities of brands. With the popularization of the Internet, consumers have abundant channels to access information and their personalized needs are growing. The traditional mass marketing model cannot meet the diversified consumer needs. Although enterprises can collect massive user data, it is a challenge to capture key information from the complex data, gain insight into the characteristics and needs of different consumer groups and accurately reach them. Today, more and more enterprises are entering the field of digital marketing. Enterprises can reach consumers through a variety of digital channels, but most marketing strategies and communication content are similar, lacking innovative features, and are difficult to distinguish in the eyes of consumers. The brand recognition and memory points are insufficient, which weakens the differentiated marketing effect. With the deepening of digitalization, marketing channels are diversified and fragmented, and different channels have different user characteristics, interaction methods and communication effects, which increases the complexity of marketing management. The diversification of marketing channels leads to differences in data sources and formats, which brings challenges to data integration and analysis. User data from different channels are scattered on various system platforms, and the problem of data heterogeneity is prominent.

In digital marketing driven by big data, an important aspect of optimization strategy is data collection and integration. Multi-channel data

collection can fully reflect the extensiveness of data sources and provide a rich information foundation for digital marketing. Brands can collect and integrate user data from official websites, social media, e-commerce platforms, mobile applications and other channels, such as demographic information, behavioral data, transaction data, etc., and use data mining technologies such as association analysis, cluster analysis, and predictive analysis to help brands discover important information such as user behavior patterns, preference characteristics, and purchase intentions [2, p. 11]. On this basis, data cleaning and integration are carried out to ensure the accuracy and availability of data, so as to make the entire data collection and integration strategy more complete and provide strong support for accurate decision-making and effective execution of digital marketing.

Big data uses its technical advantages to mine and analyze massive data, which can more accurately show the situation of market segments. Data mining and application is one of the key technologies for enterprises to achieve precision marketing and improve marketing effectiveness. Through in-depth analysis of large data sets, corporate marketing teams can more accurately identify consumer needs and preferences and develop more targeted marketing strategies. In the field of digital marketing, data mining has a wide range of applications, including not only understanding consumer behaviour and preferences, but also monitoring and predicting market dynamics in real time, and developing personalised marketing strategies based on these analysis results. Through data mining, enterprises can achieve accurate market segmentation and customize personalized marketing strategies for each market segment. In addition, data mining can also help enterprises track consumer behavior and market dynamics in real time, adjust marketing strategies in a timely manner, use big data to predict consumer demand trends, and prepare product development and marketing plans in advance.

With big data technology, companies can develop more personalised and precise content innovation strategies to meet the diverse needs of consumers. By carefully analysing data on consumer behaviour, social interactions and search patterns, marketing teams can uncover consumer preferences, focuses and interests, which in turn drive content innovation and optimisation. based on this, and use this as a basis to create both novel and valuable marketing content, thereby effectively attracting user attention. For example, after a detailed analysis of hot topics, combined with the unique characteristics of their own brand, carefully crafted creative advertisements. This approach can make the brand stand out from the crowd of marketing information, better connect with users, promote interaction with consumers, and promote the effective promotion of digital marketing, thereby enhancing brand awareness and influence.

Through big data technology, enterprises can achieve channel integration to improve the effectiveness and efficiency of digital marketing. Enterprises can use big data to analyze data from different channels to optimize and manage channels.

By analyzing multichannel data, companies can identify the characteristics and effectiveness of each channel and then optimize channel selection and resource allocation to increase the effectiveness and efficiency of digital marketing [3, p. 30]. The key to channel integration is connecting online and offline to create a cohesive, cross-platform, cross-media consumer experience. Through in-depth analysis of consumer behaviour and preferences across channels, companies can integrate data and build a detailed portrait of the consumer. Based on consumer portraits, brands can formulate personalized cross-channel marketing strategies, provide consistent and coherent brand experience at all consumer touch points, and guide consumers to successfully complete decision-making and conversion. On the one hand, comprehensively sort out existing channels, including online social media, e-commerce platforms, search engines, as well as offline stores, exhibitions, partners, etc., actively evaluate the input-output ratio of each channel, and focus on developing channels with high efficiency. On the other hand, realize the synergy between channels, and coordinate online and offline activities, guide offline experience with online promotion, and promote online interaction with offline activities. In addition, we use big data to monitor channel effects, track key indicators such as traffic, conversion rate, and customer retention of each channel in real time, and adjust channel strategies in a timely manner based on data feedback. At the same time, we actively expand emerging channels, pay attention to industry dynamics and technology development trends, and promptly deploy new channels with potential [4, p. 156].

In the era of big data, precise positioning, content innovation and channel integration have become important directions for optimizing digital marketing strategies. Through these measures, enterprises can achieve better brand promotion effects, thereby enhancing brand influence and increasing market share, which can enhance the competitiveness of enterprises in the digital age and bring significant economic benefits.

Massive data resources contain huge commercial value and have become a key force driving marketing innovation and decision-making optimization. In the era of big data, companies must pay attention to the massive amount of data, the diversity of demand, the intensity of competition and the complexity of channels when formulating marketing plans. Companies should take data as the core driver, integrate data analytics into marketing practices, and always focus on consumer needs to continuously improve their marketing strategies and enhance their marketing capabilities to achieve more precise

and personalized marketing communications. so that enterprises can occupy a favorable position in the process of digital development and gain market initiative.

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DIGITALIZATION OF THE ECONOMY: HOW CHINA AND BELARUS CREATE NEW OPPORTUNITIES FOR GROWTH

Abstract. *The article explores the digitalization of the economy, focusing on the experiences of China and Belarus in creating new opportunities for growth. It analyzes the strategies, policies, and technological innovations implemented by both countries to foster digital transformation. The study highlights the key achievements, challenges, and lessons learned from their respective approaches. By comparing the two models, the article identifies potential areas for collaboration and mutual learning. The research is based on existing literature, government reports, and case studies, providing a comprehensive overview of how digitalization is reshaping economic landscapes in China and Belarus.*

Keywords: *digitalization, economic growth, China, Belarus, technological innovation, digital transformation, economic policies, collaboration, sustainable development, case studies.*