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THE MECHANISMS BY WHICH DIGITAL TRADE PROMOTES THE DEVELOPMENT OF THE DIGITAL ECONOMY

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***Summary.** The digital economy is profoundly affecting the global trade pattern and is also an important force in building the "Digital Silk Road". High-quality digital economic development is conducive to promoting digital economic trade cooperation. Therefore, this paper adopts literature analysis to reveal the development mechanism of digital economy and digital trade from a theoretical perspective, and empower new trade methods for countries along the "Belt and Road".*

1. Definition and Connotation of Digital Economy.

The author's definition of digital economy is similar to the broad definition of digital economy, and believes that it is the third social and economic form after agricultural economy and industrial economy. The author agrees with the concept defined by the National Bureau of Statistics of China in the G20: digital economy refers to a series of economic activities that use data resources as key production factors, modern information networks as important carriers, and effective use of information and communication technologies as important driving forces to promote efficiency improvement and economic structure optimization.

2. The Relationship Between Digital Trade and the Digital Economy.

Digital trade is an important part of the digital economy: Digital trade not only includes cross-border e-commerce of goods and services, but also includes trade in digital products, digital technology, data and other digital services. It is the main carrier of international cooperation in the digital economy and an important part and new growth point of the digital economy.

3. The mechanisms by which digital trade promotes the development of the digital economy.

As a new form of trade, digital trade links global production and consumption at a lower cost and higher efficiency, leads the flow of materials, technology, data, capital, and talents, and builds an economic model of global interconnection of the digital economy supported by digital technology empowerment, data flow traction, and information network carrying. On the other hand, the development of digital trade has accelerated the formation of the global digital trade

network, realized the interconnection and efficient sharing of global factor resources, and thus improved the resource allocation efficiency of the digital economy. On the other hand, digital trade has opened up the boundaries of the digital economy market. Through the Internet and digital platforms, digital economy companies can quickly reach global consumers and sell products and services to the world. This will improve the operational efficiency, production efficiency, and transportation efficiency of digital economy companies, and thus improve the overall development efficiency of the entire digital economy field.

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CONTENT MARKETING AND VIDEO MARKETING IN THE FIELD OF DIGITAL MARKETING COMMUNICATIONS

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Summary. *In the wave of digital economy, the focus of enterprise marketing has gradually shifted from traditional advertising to consumer-centered digital communication channels. Content marketing and video marketing, as two major emerging digital marketing means, not only enrich the form of interaction between brands and consumers, but also significantly improve the marketing effect.*

Faced with the increasing complexity of networked user behavior, how to optimize these marketing strategies becomes a challenge. Therefore, this paper aims to explore the synergistic effect of content marketing and video marketing in digital communication, analyze its application value in enhancing brand influence and user engagement, and put forward strategic suggestions to deal with the current market changes.

Serving as a consumer-centered marketing strategy, content marketing emphasizes attracting and retaining customer groups by providing valuable information. In the past, content marketing mainly relied on text content, such as blogs and news articles, but now it has expanded to various forms of [1], such as short videos and podcasts. With the popularity of social media and user-generated content (UGC), companies began to enhance brand credibility through