

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

content sharing on the platform. For example, on the Xiaohongshu platform, KOCs content planting grass model [2] has effectively promoted the market acceptance of the product.

The success of content marketing relies heavily on data-driven, personalized recommendations. Through big data analysis, brands can accurately insight into consumer preferences, so as to develop marketing content [3]. The application of artificial intelligence technology accelerates the efficiency of content creation and distribution, and helps enterprises to respond to market demand faster.

Video marketing has more visual impact and emotional resonance, and has become an important means for brands to attract audiences. Data show that video content has accounted for more than 80% of global Internet traffic, especially the popularity of short videos has driven brand exposure and user engagement [3].

Based on the SOR (Stimulus-organism-response) model, video marketing can not only improve users' cognitive attitude, but also stimulate consumers purchase intention [1] through emotional awakening. Brands can establish emotional connection with consumers in a short time through short videos, thus enhancing users' loyalty to the brand [3].

Content marketing and video marketing have become the core pillar of enterprise digital communication strategy. Through innovative content forms and diversified video applications, the brand can occupy a more favorable position in the fierce market competition.

By incorporating content marketing and video marketing into the brands overall digital communication strategy, companies can not only enhance market competitiveness, but also maintain relevance and leading position in the rapidly changing consumer market. This also means that companies need to constantly adapt to new technology trends and optimize their content strategies to meet changing market demands.

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