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Strategy Models and Practical Research of Growth Marketing under the Background of Digital Transformation

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Keywords: Digital transformation; Digital marketing strategy model; Mechanical manufacturing industry; 5A marketing model; Full lifecycle service system.

Abstract: Against the backdrop of digital transformation driving the rapid growth of the global digital economy, the mechanical manufacturing industry faces unique challenges in digital marketing practices due to its high product complexity, long decision-making chain, and wide customer distribution. Existing theories mostly focus on the consumer goods field and are difficult to directly adapt to industrial scenarios. Therefore, it is urgent to construct a digital marketing strategy model and practical path exclusive to the mechanical industry. This study takes F company as a case study, using a combination of PEST and SWOT environmental analysis, 5A theoretical framework diagnosis, in-depth interviews, and questionnaire surveys. Combining STP market segmentation, content marketing strategy, and multi-channel integration strategy, a complete research path of "problem identification cause analysis strategy optimization guarantee mechanism" is constructed. Research has found that F enterprise's digital marketing has core problems such as low channel synergy efficiency, superficial content production, weak customer interaction system, defects in online purchasing process, and lack of reputation management system. Based on this, three optimization directions are proposed: constructing a feed industry segmentation model based on STP theory, and establishing target customer groups with large and medium-sized feed production enterprises as the core; Design a full chain optimization path based ngon the 5A marketing model, covering a precise reach system of "search engine+vertical platform+community matrix", a three-dimensional content creation strategy, CRM customer grading management, real-time response of expert diagnosis system, intelligent quotation upgrade, dynamic pricing, payment process optimization, and public opinion monitoring system; Supporting human resources, funding, technology, and performance guarantee measures to form a feasible digital marketing optimization plan. This study not only provides a practical path for F enterprise to transform from an "equipment supplier" to a "digital solution service provider", but also fills the theoretical gap in digital marketing in the machinery industry, forming a closed-loop research framework of "theoretical innovation practice verification model promotion", and helping the feeding machinery industry build a full life cycle service system, injecting new momentum for high-quality development.

1. Introduction

Driven by the wave of digital transformation, the global digital economy has entered a period of rapid growth, and various industries are undergoing strategic transformation from traditional marketing[1] to digital marketing. However, the mechanical manufacturing field faces unique challenges in digital marketing practice due to its high product complexity, long decision-making chain, and wide customer distribution. Existing theories mostly focus on the consumer goods field and are difficult to directly transplant to industrial scenarios. This study takes F Enterprise as a case study, focusing on the digital marketing strategy model and practical path of the feed machinery industry, aiming to address three core propositions: how to achieve precise customer outreach through data-driven approaches, how to build a full lifecycle service system, and how to promote the transformation of "equipment suppliers" into "digital solution service providers". Literature review shows that both domestic and foreign research has formed theoretical systems for consumer behavior analysis, precision advertising placement, and social media communication. However, there is a significant gap in the industrial equipment industry - traditional digital marketing models have not fully adapted to the technical complexity, long-term decision-making, and service demand characteristics of the machinery industry. Industry practice mostly stays at shallow applications such as website display and basic SEO, lacking systematic solutions. This study constructs a complete research path of "problem identification cause analysis strategy optimization guarantee mechanism" through PEST and SWOT environment analysis, 5A theoretical framework diagnosis, in-depth interviews and questionnaire surveys, combined with STP market segmentation, content marketing strategy and multi-channel integration strategy. Finally, a feasible digital marketing optimization plan and implementation guarantee system are proposed, which not only provides a transformation path for F enterprise, but also fills the theoretical gap of digital marketing in the machinery industry, forming a closed-loop research framework of "theoretical innovation practice verification model promotion", and has significant academic innovation and practical guidance value.

2. Correlation theory

2.1 The Core Framework and Strategic Practice of Digital Marketing

Digital marketing [2] is a marketing method in which organizations or enterprises use digital means such as networks, computers, multimedia, and interactive technologies to accurately identify target users and achieve marketing goals through emerging multimedia. Its core lies in using digital technology as the underlying support, breaking the temporal and spatial limitations of traditional marketing, and reconstructing the "brand consumer" connection mode through data-driven precision outreach, two-way interactive communication, and full chain effect tracking. Specific forms include search engine marketing, social media marketing, content marketing, short video marketing, etc. Compared with traditional marketing, digital marketing has significant differences: the target audience has shifted from the "mass market" to "precise positioning and personalized push", the communication method has achieved "multi-channel integration and rapid dissemination", the customer experience emphasizes "interactivity and personalized service", the cost-effectiveness is reflected as "lower cost and higher efficiency", and the effect evaluation relies on "data-driven and precise tracking". Its characteristics include global network layout, innovative interaction mechanisms, intelligent and precise outreach, omnichannel matrix integration, cost efficiency revolution, quantitative management of effects, and construction of innovation driving forces. For example, the global network layout breaks through geographical limitations through multilingual sites and cross-border commerce; Innovative interactive mechanisms establish a two-way

communication loop to drive product iteration decisions; Intelligent and precise outreach relies on big data and AI algorithms to achieve user segmentation and personalized recommendations. Digital marketing strategy is a top-level design plan for enterprises to achieve specific market goals, based on internal and external environment analysis, systematic planning, and integration of digital technology, online channels, and data resources. Its core elements include: market positioning and precise segmentation, constructing dynamic user profiles through big data mining and implementing refined stratification; Omnichannel integration and collaborative management, balancing search engine marketing, social media advertising, and private domain traffic, building a three in one communication matrix; Content strategy and experience design, following user cognitive habits to design personalized content and optimize cross end interaction consistency; The data-driven dynamic decision-making loop achieves continuous iteration of budget allocation and creative direction through real-time data monitoring, machine learning prediction, and privacy computing technology. This strategy needs to balance long-term brand building with short-term effect transformation, and solve the contradiction between technological tool iteration and organizational capability lag. It requires the enterprise to establish an agile team architecture and cross departmental collaboration mechanism.

2.2 Dual core engine for digital marketing and four-dimensional diagnostic framework

The 5A marketing theory[3], proposed by Philip Kotler, divides consumer behavior paths into five progressive stages: cognition, attraction, inquiry, action, and endorsement, forming a complete closed loop from brand contact to loyalty endorsement. In the cognitive stage, exposure efficiency is improved through wide reach. In the attraction stage, value perception is enhanced through content creativity and emotional resonance. In the inquiry stage, trust building and decision support are used to promote conversion. In the action stage, the transaction loop is optimized to improve conversion rate. In the advocacy stage, word-of-mouth communication is activated to achieve long-term value accumulation. This model takes the consumer decision-making path as its core, adapts to the active participation and fission characteristics of the digital age, and accurately locates marketing breakpoints by quantifying conversion rates at each stage. STP marketing theory[4]constructs a precise matching system through three elements: market segmentation, target market selection, and market positioning. Market segmentation uses multidimensional variables to deconstruct consumer groups and form high granularity user profiles; Target market selection is based on indicators such as segmented market capacity and growth potential to screen strategic markets; Market positioning design differentiation value proposition, establishing clear cognition in consumers' minds. The combination of the two can form a data-driven dynamic marketing system, achieving precise optimization of the user's entire journey and accurate matching with the market, providing theoretical support and path guidance for digital marketing strategies.

3. Research method

3.1 PEST-SSWOT Collaborative Framework for Macro Environment and Strategic Analysis

The PEST analysis method[5]systematically evaluates the external macro environment of enterprises through four dimensions: politics, economy, society, and technology, and assists in strategic adaptation - analyzing policy and regulatory guidance from the political dimension, analyzing market structure and growth potential from the economic dimension, capturing intergenerational changes in cultural concepts and lifestyles from the social dimension, and revealing the reshaping effect of emerging technologies on the underlying marketing architecture from the technological dimension. The SWOT analysis method was proposed by Albert Humphrey,

which identifies strategic elements through a structured evaluation of the interaction between internal strengths, internal weaknesses, external opportunities, and external threats. Strengths are reflected in internal controllable differentiation capabilities, weaknesses reflect internal weaknesses and risks, opportunities stem from potential favorable external trends, and threats come from external unfavorable factors. The combination of the two can construct a dynamic environmental diagnosis system: PEST provides macro potential insights, SWOT refines the matching logic between resources and risks, forming a systematic analysis foundation from environmental scanning to strategic implementation, jointly supporting the optimization and dynamic adjustment of digital marketing strategies.

3.2 SWOT Strategy for Digital Marketing of Global Agricultural and Livestock Machinery Enterprises

The implementation of digital marketing in F enterprise presents a situation of multidimensional advantages and challenges coexisting. In terms of advantages, the brand has been deeply involved in the field of agricultural and animal husbandry equipment for over half a century, forming a reputation advantage of "reliable technology and long-term service". The official website and social media have achieved significant results in attracting traffic naturally; Rich customer data resources can drive precise marketing strategies through behavioral analysis; Continuous investment in funds and technology, such as the addition of equipment operation data visualization function on the official website and the development of encrypted management system on WeChat platform, to enhance customer experience. The disadvantage lies in the weak capabilities of the digital marketing team, as well as the lack of experience in creating short video content and live streaming, resulting in insufficient coverage of online scenes; The marketing technology tools are lagging behind, lacking marketing automation (MA) [6]tools to integrate customer data, and the manual execution mode restricts efficiency improvement. At the opportunity level, emerging platform traffic dividends are emerging, with short video platforms delivering process value through dynamic content, and industry vertical platforms strengthening transaction trust, forming a "traffic introduction demand cultivation conversion closed-loop" chain; Technology empowers innovation, and the integration of the Internet of Things, AI, and big data reconstructs marketing logic, such as device networking data-driven customer profiling and generative AI upgrading interactive scenarios. In terms of threats, competitors are accelerating their digital marketing layout, small and medium-sized enterprises are covering price sensitive customers through SEO and precise advertising, and companies of the same scale are integrating data optimization strategies; The tightening of user privacy protection and restricted data access have changed the underlying logic of precision marketing. Based on this, F company needs to deepen the development of new channels (such as short video marketing) and technology driven precision marketing through SO strategy; Implementing differentiated marketing and tool development for ST strategy; WO strategy upgrade team capabilities and deployment automation tools; WT strategy optimizes the process and strengthens technical training, ultimately building a dynamically adapted digital marketing system.

3.3 Survey and Analysis of Digital Marketing Questionnaire for Global Agricultural and Animal Husbandry Machinery Enterprises

This study comprehensively evaluates the effectiveness of digital marketing strategies of global agricultural and animal husbandry machinery enterprises through targeted questionnaire design. The questionnaire focuses on five dimensions: digital channel selection, content satisfaction, customer digital communication status, factors influencing online purchasing decisions, and customer acceptance and support. It covers demographic information, information outreach paths, content

marketing satisfaction, online consulting experience, purchasing decision factors, and product value recognition. The research group covers existing customers and market customers, and is distributed through email, offline exhibition printing questionnaires, and online submission by scanning codes. 423 complete questionnaires were collected. The channels for obtaining customer information exhibit diversified characteristics, with a mainstream search engine accounting for 76.02% of search platforms, industry vertical website penetration rate of 58.37%, and e-commerce platform search volume accounting for 54.25%; A certain instant messaging application on social media platforms has become the core traffic hub with a usage rate of 78.23%. In terms of content satisfaction, 28.26% of respondents do not recognize the value of existing content, and 7.87% have never actively consulted enterprise information, reflecting insufficient connection between content supply and demand. The consulting experience is significantly influenced by information accuracy (79.77% attention), feedback timeliness (68.13% attention), service personnel professionalism, communication channel convenience, and cross platform consistency. In online purchasing decisions, device performance and intelligence level are the primary considerations, while product price, payment process, and customized services are also key factors. In terms of customer repurchase and recommendation, 59.81% of purchased users maintain a willingness to recommend, while the non recommended group is mainly constrained by price sensitivity and reputation. These findings provide specific data support and improvement directions for optimizing digital marketing strategies.

4. Results and discussion

4.1 Diagnosis of Digital Marketing Strategy Issues for Global Agricultural and Animal Husbandry Machinery Service Providers

The systematic optimization of the five core issues of digital marketing for global agricultural and animal husbandry machinery service providers needs to rely on a quantitative formula system to achieve precise attribution and closed-loop management. To address the issue of significant traffic fluctuations, the formula for traffic fluctuation rate is adopted

$$\text{Volatility} = \frac{\sigma_{\text{channel traffic}}}{\mu_{\sigma\text{channel traffic}}} \times 100\% \quad (1)$$

Quantify stability by calculating the ratio of the standard deviation to the mean of traffic for each channel - for example, when the standard deviation of traffic during e-commerce promotions is 200 and the mean is 500, a 40% volatility reveals the instability risk behind the surge in traffic. Constructing a Content Interaction Efficiency Index to address the insufficient effectiveness of content interaction

$$Q = \left(1 - \text{Bounce Rate}\right) \times \text{Click} - \text{ThroughRate} \times \text{Engagement Rate} \times 100) \quad (2)$$

The problem of low conversion efficiency in the entire chain needs to be addressed by multiplying the conversion rates of each link (such as 60% → 50% → 66.7% → 25%) to locate the funnel attenuation nodes. A 5% conversion rate directly exposes pain points such as a 20% conversion rate gap for high-value customers and a 18% efficiency disadvantage for mobile devices. The issue of increasing negative reviews requires the integration of data such as dissemination scope (e.g. covering 3 platforms), dissemination speed (e.g. spreading within 2 hours), duration of popularity (e.g. 5 days), and proportion of negative emotions (e.g. 80%) to quantify the actual impact on credibility - for example, when the negative review dissemination impact index reaches 24, a real-time public opinion rating response mechanism needs to be activated. At the implementation level, it is necessary to implement mechanisms such as channel specific fluctuation

monitoring, content A/B testing verification, CRM system automation information sharing, and stage conversion rate threshold warning (such as triggering alerts with<1% click through rates). Ultimately, through data-driven quantitative diagnosis and closed-loop optimization, the digital marketing efficiency can be comprehensively improved.

4.2 Model experiment

The optimization of F enterprise's digital marketing strategy should revolve around three principles: customer centricity, data-driven, and technology empowerment, and achieve differentiated value transmission based on accurate customer profiles and market positioning. The customer centered principle [7] constructs a dynamic response mechanism by integrating multi role decision chain data (technical decision-makers, procurement managers, and differences in equipment user needs), specifically implemented as an intelligent content engine analyzing digital touchpoint interaction preferences (official website/email/social media), automatically generating equipment energy efficiency analysis reports that match the knowledge reserve of the technical decision-making layer, and directing the full life cycle cost calculation tool that conforms to the decision-making rhythm of the procurement manager, forming an accurate matching of "technical parameters equipment solutions application scenarios". At the same time, based on real-time feedback data such as inquiry conversion rate after downloading the solution and tracking of decision chain positions of online seminar participants, it continuously optimizes the experience path from customer cognition cultivation to procurement decision-making, establishes a dynamic calibration mechanism for demand insight and marketing strategies. The data-driven principle focuses on building an analysis system that deeply integrates with the industry decision chain, integrating diverse data such as customer behavior trajectories on digital platforms (technical document viewing paths, equipment configuration simulator usage preferences), industry professional terminology dissemination trends (process parameter keyword fluctuations), and marketing activity conversion quality. It constructs a decision influence model that runs through customer cognitive cultivation, program evaluation, and equipment use. Through customer behavior clustering and demand deconstruction techniques, implicit needs such as equipment selection parameter sensitivity and procurement cycle patterns are transformed into executable strategies. Based on dynamic attribution models, high-value content forms and efficient reach channel combination schemes are identified, achieving graded push of marketing materials such as technical white papers and equipment efficiency measurement tools, Ultimately, a cross channel influence evaluation system is used to quantify the key role weights of different marketing methods in establishing the cognitive foundation of technical decision-makers and comparing procurement managers' plans. A marketing campaign timing planning model is established based on market demand fluctuations and customer equipment update cycles. The principle of technological empowerment breaks through efficiency bottlenecks through the integration of digital tools and marketing technology. Specific implementation includes opening up customer touchpoint data (official website behavior trajectory, email interaction records, activity registration information) through a marketing automation platform, establishing an automated response mechanism covering technical document push, cost estimation tool distribution, and after-sales service warning, using privacy enhancement technology to achieve cross platform data security collaboration, accurately matching device usage scenario data with marketing content strategies while ensuring sensitive customer information, and establishing a mixed decision-making mode of "machine prediction+manual calibration", retaining regional sales engineers for immediate intervention channels, and ultimately using APIs to achieve cross platform data security collaboration The interface connects the official website content management system with industry vertical media and

device IoT platform data streams, forming a full traceability capability from customer awareness cultivation (technical white paper outreach), solution evaluation (energy consumption simulation tool use) to procurement decision-making (online configuration system generates quotations). The target market positioning is based on a customer profile tag system, which integrates basic attribute data (employee situation, type, region, scale), purchasing behavior data (purchase history/frequency/amount), interest preference data (product preference and content preference), and social attribute data (social network usage habits). Specifically, the age distribution of customers is mainly between 30-39 years old (39.87%), with livestock and poultry feed customers accounting for 42.21% and aquatic feed customers accounting for 22.92% of the customer types. Shandong Province has the highest proportion of customers (13.09%) in the regional distribution. The enterprise size is divided into large customers (national/global group enterprises, accounting for 50%), regional customers (local large customers, accounting for 20%), and medium-sized customers (coverage). prefecture level cities (accounting for 15%) and small customers (small feed factories, accounting for 15%), In terms of purchase frequency, 47.58% of customers have only made one purchase record, and 29.31% of customers have made another purchase within 5-10 years. The market segmentation dimensions include region (49.7% in the east, 20.1% in the central region, 17.7% in the west, and 11.3% in the northeast), scale (51 large enterprises with an annual output of more than 500000 tons, 1050 medium-sized enterprises with an annual output of 100000-500000 tons, and numerous small enterprises with an annual output of less than 100000 tons), and type (five categories of livestock and poultry feed, aquatic feed, premix feed, ruminant feed, and pet feed). The target market focuses on large and medium-sized domestic feed production enterprises, with a focus on the eastern coastal, central, and southern feed production areas, mainly engaged in the production of livestock, ruminant, and aquatic feed. The core decision-makers are males aged 30-50, mainly concentrated in feed industry concentration areas such as Shandong, Guangdong, and Guangxi. Differentiated marketing strategies need to be adopted to adapt to the characteristics of different customer enterprises and personnel to avoid wasting marketing resources. The specific data support is shown in Table 1 (customer regional distribution)

Table 1 Distribution of F Enterprise's Customer Regions

Region	Proportion	Region	Proportion
Shandong	13.09%	Hubei	2.77%
Hebei	7.84%	Jiangxi	2.77%
Henan	5.96%	Shaanxi	2.42%
Anhui	5.19%	Shanxi	2.29%
Beijing	5.12%	Guangxi	2.22%
Jiangsu	4.78%	Fujian	1.87%
Xinjiang	4.71%	Jilin	1.87%
Liaoning	4.36%	Shanghai	1.87%
Tianjin	3.95%	Zhejiang	1.66%
Sichuan	3.60%	Chongqing	1.32%
Hunan	3.60%	Ningxia	1.18%
Heilongjiang	3.60%	Yunnan	0.83%
Inner Mongolia	3.46%	Qinghai	0.83%
Gansu	3.39%	Hainan	0.69%
Guangdong	3.12%	-	-

As shown in Table 2 (annual distribution)

Table 2 Global Feed Enterprises Output Distribution 2021-2023

Year	>100,000 Tons	>500,000 Tons	>1,000,000 Tons	>10,000,000 Tons
2021	957	14	39	6
2022	947	13	36	6
2023	1,050	11	33	7

Create multi-dimensional user profiles and market positioning criteria.

4.3 Effect analysis

The optimization of F Enterprise's digital marketing strategy revolves around three principles: customer centricity, data-driven, and technology empowerment. Based on STP theory market analysis and 5A theory model, a systematic solution is constructed. The customer centered principle constructs a dynamic response mechanism by integrating multi role decision chain data (technical decision-makers, procurement managers, and differences in equipment user needs), and implements intelligent content engines to analyze digital touchpoint interaction preferences, generate equipment energy efficiency analysis reports that match the knowledge reserves of the technical decision-making layer, and develop a full life cycle cost calculation tool that conforms to the decision-making rhythm of procurement managers, forming a precise matching of "technical parameters equipment solutions application scenarios". Based on real-time feedback data, it continuously optimizes the experience path from customer cognition cultivation to procurement decision-making. The data-driven principle focuses on building an analysis system that deeply integrates with the industry decision chain, integrating diverse data such as customer behavior trajectories, industry professional terminology dissemination trends, and marketing activity conversion quality. It constructs a decision impact model that runs through customer cognitive cultivation, program evaluation, and equipment use. Through customer behavior clustering and demand deconstruction techniques, implicit needs are transformed into executable strategies, and high-value content forms and efficient reach channel combination solutions are identified based on dynamic attribution models. The principle of technological empowerment is to break through efficiency bottlenecks through the integration of digital tools and marketing technology, implement a marketing automation platform to connect customer touchpoint data, establish an automated response mechanism covering technical document push, cost calculation tool distribution, and after-sales service warning, use privacy enhancement technology to achieve cross platform data security collaboration, and establish a mixed decision-making mode of "machine prediction+manual calibration". Finally, through API interfaces, the content management system is connected to industry vertical media and device IoT platform data streams, forming a full chain tracking capability. The target market positioning is based on a customer profile tag system, integrating basic attributes, purchasing behavior, interest preferences, and social attribute data. Specifically, the customer age distribution is mainly between 30-39 years old (accounting for 39.87%). Among the customer types, livestock and poultry feed customers account for 42.21%, and aquatic feed customers account for 22.92%. Among the regional distribution, Shandong Province has the highest proportion of customers (13.09%). The enterprise scale is divided into large customers (national/global group enterprises, accounting for 50%), regional customers (local large customers, accounting for 20%), medium-sized customers (covering prefecture level cities, accounting for 15%), and small customers (small feed factories, accounting for 15%). The market segmentation

dimensions include region (49.7% in the east, 20.1% in the central region, 17.7% in the west, and 11.3% in the northeast), scale (51 large enterprises with an annual output of more than 500000 tons, 1050 medium-sized enterprises with an annual output of 100000-500000 tons, and numerous small enterprises with an annual output of less than 100000 tons), and type (five categories of livestock and poultry feed, aquatic feed, premix feed, ruminant feed, and pet feed). Specific optimization measures include cross channel collaborative optimization in the cognitive stage (omni channel strategy, content collaboration, cross channel combination), building three-dimensional content in the attraction stage (content layering design, vertical domain depth content, innovative content forms), establishing efficient interoperability mechanisms in the inquiry stage (CRM hierarchical management [8], digital communication channel interoperability, hierarchical expert diagnosis system), constructing an intelligent pricing system in the action stage (dynamic pricing strategy, intelligent quotation system upgrade, online payment process optimization), and establishing a public opinion monitoring and management system in the support stage. Implementation guarantee includes human resource guarantee (building a three in one support structure of "strategic command professional execution talent supply", establishing a digital marketing command center and special team, configuring a composite job matrix, launching a three-year cultivation plan for "digital red collar talents"), financial guarantee (building a hierarchical allocation mechanism, prioritizing investment in data asset development, technological marketing innovation, and precise customer acquisition, implementing cross departmental collaboration and dynamic monitoring, phased promotion and risk planning), technical guarantee (building a three-dimensional technical guarantee system, covering product research and development technology, digital marketing technology, and risk prevention and control system), and performance guarantee (setting clear quantitative marketing goals, building an efficient marketing performance monitoring system, and strengthening data-driven decision-making capabilities).

5. Conclusion

This article takes F Enterprise as the research object, focusing on the current situation and optimization strategies of digital marketing in the feed machinery industry. The following conclusions are drawn: digital marketing is an inevitable choice for F Enterprise's transformation and upgrading. Through PEST and SWOT model analysis, policy promotion, economic environment, technological breakthroughs, and online user behavior constitute the driving force for transformation. Combined with intensified industry competition and customer demand upgrading, it forces the enterprise to build a data-driven marketing system; The current digital marketing of F enterprise has problems such as low channel collaboration efficiency, superficial content production, shortcomings in customer interaction system, defects in online purchasing process, and lack of reputation management system, which urgently need systematic optimization; Based on this, a feed industry segmentation model based on STP theory is proposed, establishing a differentiated marketing strategy with large and medium-sized feed production enterprises as the core. A full chain optimization path is designed according to the 5A marketing model, covering a precise reach system of "search engine+vertical platform+community matrix", a three-dimensional content creation strategy, CRM system customer grading management, expert diagnosis system real-time response, intelligent quotation system [9]upgrade, dynamic pricing strategy formulation, payment process optimization, and public opinion monitoring management system construction, while supporting measures such as manpower, funds, technology, and performance. Although there are limitations in the depth and breadth of market segmentation feature mining due to sample size, bias in questionnaire survey scenarios, and insufficient coverage of cutting-edge trends in data collection windows, the establishment of a long-term tracking database, the introduction of diversified data

[10] collection methods such as online behavior tracking and telephone follow-up, and the continuous tracking of generative AI marketing and Web3.0 interaction technology dynamics can promote the construction of a full chain customer digital portrait system in the industry, deepen the integration of AI and AR/VR technology, create an immersive marketing model of "cloud experience+on-site service", and ultimately establish a closed loop of "data exploration - intelligent outreach - value transformation", helping the feed machinery industry transform from a single device supply to a full life cycle service, injecting new high-quality development momentum.

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