

Exploring Digital Marketing Strategies-- The Brand of ARCTERYX

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Abstract:

With the booming of the digital economy, business marketing strategies are undergoing profound changes, especially in the outdoor sports brand space. This paper takes ARCTERYX as an example to discuss the implementation and effectiveness of its digital marketing strategy. The study begins by defining the concept of digital marketing, emphasizing its data-driven and multi-channel interactive features. Using big digital technology, the brand of ARCTERYX can accurately locate its target audience, analyze consumer behavior, develop individualized marketing strategies, and enhance brand influence. In addition, the ARCTERYX actively utilized social media to create viral marketing campaigns such as the “ARCTERYX Shower Challenge”, which attracted a large amount of attention and created extensive brand communication. Social media not only enhances consumers’ sense of participation but also stimulates a higher interaction rate through the “herd mentality” and promotes brand recognition. Social media not only enhances consumers’ sense of participation but also stimulates a higher interaction rate through the “herd mentality” and promotes brand identity. To sum up, the success of Beginner’s brand lies in the combination of data analysis and consumer psychology, and the brand’s image and sales growth through innovative digital strategy and precise market positioning. This case serves as an important benchmark for other brands to follow in digital marketing and indicates the future direction of marketing.

Keywords: Marketing; digital marketing; ARCTERYX; social media.

1. Introduction

In today’s era of rapid development of information technology, digital marketing has become a key

means for enterprises to gain competitive advantage in the market. With the popularity of the Internet and the application of big data technology, the traditional marketing model is facing unprecedented challenges

and opportunities. Especially in the field of outdoor sports brands, how to utilize digital tools and platforms to establish a deeper connection with consumers has become a core element of brand success. The ARCTERYX, as a global leader in high-end outdoor equipment, is known for its outstanding product performance and design pursuits, however, its innovative practices in the field of digital marketing are also worthy of attention.

With the increasing personalization and diversification of consumer needs, the traditional 4P marketing theory is no longer sufficient to deal with the complexity of the current market. Digital marketing allows companies to quickly adjust their strategies to rapidly changing market conditions through data analytics and real-time feedback. In this transformation process, ARCTERYX has made full use of data resources and social media platforms to successfully realize the brand's digital transformation. Through in-depth analysis of consumer behavior, ARCTERYX is not only able to accurately identify its target market but also develop personalized marketing programs to enhance consumers' purchasing experience and brand loyalty.

Moreover, psychological theories play an important role in modern digital marketing. For example, the use of "herd mentality" in social media communication has led to consumers being more inclined to choose Beginner's products after seeing positive feedback from others. This phenomenon not only enhances brand exposure but also effectively promotes the formation of brand identity. Therefore, understanding consumer psychology and combining it with modern marketing strategies will be a sure way for brands to succeed in the digital economy.

As a world-renowned leader in high-level outdoor equipment, The ARCTERYX's excellence is not only embodied in the pursuit of top product performance and design but also in the fact that it keeps abreast of the times and innovatively integrates digital marketing into brand building, further expanding the brand's influence territory. This study aims to provide an in-depth analysis of ARCTERYX's digital marketing strategy, exploring how it utilizes data-driven precision targeting and extensive social media communication to enhance brand value. By analyzing a specific case study of ARCTERYX in digital marketing, this paper will reveal the core factors and challenges behind the brand's success and look into the future trends of digital marketing. This not only provides new perspectives for academic research in related fields but also offers lessons for other brands to learn from in the process of digital transformation. With the intensification of market competition, the successful practice of ARCTERYX may become a benchmark for many brands in the field of digital marketing, promoting the innovation and development of the whole industry.

2. Overview of Digital Marketing

2.1 The Background of Digital Marketing

With the rapid development and wide application of electronic information technology, data has become an important driving force for social development. Based on this change, a data-based economic development model is gradually emerging, and mankind has officially entered the era of the digital economy. In this emerging digital economy, data resources, network platforms, and digital technologies are intertwined, profoundly changing the patterns of various economic activities such as production, Distribution, and Consumption. With the help of digital tools and digital platforms, companies can transform their innovations to better adapt to changing market demands and consumer preferences. Specifically, technologies such as the Internet, mobile communications, big data, and artificial intelligence have not only reshaped the structure of market demand but also changed consumers' aesthetic preferences and buying habits. This shift requires companies to adjust their marketing strategies accordingly, adopting a more flexible and efficient approach. The traditional marketing theory centered on the 4Ps (product, price, channel, promotion) can no longer fully meet the complex needs of today's market. As a result, more and more companies are transitioning to modern marketing theories based on 2P2C (Product, Price, Consumer, Content) and actively adopting digital marketing strategies. The rise of digital marketing, thanks to the development of Internet technology and the popularity of digital media, breaks through the limitations of time and space, making the dissemination of information more rapid and extensive the rise of digital marketing enables enterprises to analyze consumer behavior in real time and develop personalized marketing strategies through accurate data insights [1]. This not only improves market responsiveness but also enhances interaction and communication with consumers. Brands can use social media platforms to build a closer connection with users and continuously optimize their products and services with the help of consumer feedback and suggestions. Overall, digital marketing is not only a technological innovation but also an important way to reshape the relationship between enterprises and consumers, providing strong support and guarantee for the long-term development of brands.

2.2 Theories and Features of Digital Marketing

Now highly dependent on information technology and data resources digital marketing refers to the use of data technology and diversified online channels to interact with target customers in a variety of ways to promote the sale

of products or services as well as the promotion of brands. This strategy aims to maximize the digitization of the marketing process to discover new markets and potential customers. Its core lies in relying on data for decision-making and planning, continuously optimizing data-based strategies, and improving data analysis capabilities to ensure data quality and privacy protection to achieve precision marketing. The characteristics of the digital economy significantly differentiate it from the traditional economy, and digital marketing is extremely dependent on information technology and data-driven [1]. Modern digital marketing offers greater precision, real-time, quantification, and diversity compared to traditional methods. Traditional marketing often relies on experience and intuition and lacks data support and scientific basis, which can easily lead to bias and misjudgment. By contrast, digital marketing strategies guide decision-making through data analysis and scientific methods, enabling companies to gain a deeper understanding of user needs and behaviors, pinpoint target audiences, develop personalized marketing strategies, and monitor the effectiveness of marketing campaigns in real-time. The process of shifting from traditional marketing methods to digital marketing marks a significant change in the means of marketing. The traditional marketing model mainly relies on physical and offline interaction, relying on physical stores, television and radio, and other media for product promotion and branding. This approach has limitations in information dissemination and is difficult to meet the increasingly diverse and personalized needs of today's consumers. However Digital marketing, on the other hand, has benefited from the rapid popularization of the Internet, information technology, and social media, so that the dissemination of information breaks through the limitations of time and space, and the dissemination of information has become more extensive and rapid. Through this shift, companies are not only able to improve their interaction with consumers but also quickly adapt to changes in a competitive marketplace, ensuring that their brands and products can better meet consumer expectations. Therefore, the effective implementation of digital marketing has become one of the most important strategies for contemporary enterprises to achieve long-term development.

3. Digital Marketing Paths

3.1 Data-Driven Precision Targeting

Big data technology provides companies with a new perspective, enabling them to comprehensively collect and analyze consumer behavioral data across a variety of online and offline channels [2]. Data-driven is a method-

ology and philosophy for guiding decisions and actions based on data and analytics, including data collection, storage and management, data analytics, data-driven decision-making, and continuous optimization. These data cover consumers' browsing records, purchase history, search keywords, etc., detailing every click, every browse, and every purchase. This information not only reflects the real needs of consumers but also reveals their shopping preferences, demand characteristics, and buying habits. By digging deeper into this data, companies can understand their target markets better and thus develop more targeted marketing strategies. In the case of ARCTERYX for example, the brand was able to use data analytics to clarify which consumers were interested in its brand and the characteristics of those consumers - for instance, whether they were part of the target demographic for the premium outdoor market. Based on these precise data insights, ARCTERYX can develop a marketing plan that promotes its products and brand story and incorporates current hot information. This not only enhances the brand's market visibility but also effectively attracts the attention of more potential customers. Furthermore, ARCTERYX can use this data to personalize its marketing. For example, by targeting consumers who have previously viewed a specific product, brands can enhance their interaction with customers through targeted advertising or personalized recommendations. This precision marketing strategy allows brands to stand out in a competitive marketplace while providing consumers with products and services that are more relevant to their needs. In conclusion, the use of big digital technology enables brands such as ARCTERYX to form scientific marketing decisions by deeply analyzing consumer behavior. This not only enhances the connection between brands and consumers but also promotes the sustainable development and competitiveness of enterprises in the market.

3.1.1 Building a digital brand identity

In the era of digital marketing, information sources, and channels are becoming more and more extensive, and whether the content is exciting or not has become one of the most important factors in attracting consumers. Quality content can make consumers more aware of products and companies, and this marketing tool is often less costly and more effective than traditional marketing tools [3]. The digital expression of brand storytelling, on the other hand, involves the creative production of content, including integrated communication through multiple digital platforms, as well as the use of emerging technologies to enhance the interactivity and immersion of the narrative [1]. In the case of ARCTERYX, the brand utilizes its official website, social media, etc. to promote its product

expression as well as its brand story. The ARCTERYX brand uses its digital expression to present its products to the public with unique designs and attentive details, which leads to customer recognition of the brand's products. The official website also features microfilm documentaries about specific products. This series of actions will strengthen the brand's brand awareness, brand affinity, and favoritism. In the process of consumption, each item is labeled with the consumer's social status cultural tastes, etc. This allows each person's identity to be reconstructed in the process of purchasing goods, and the individual can define himself through consumption by transmitting certain symbols to others.

3.2 The Use of Social Media Marketing

Social media platforms have come into their own in today's digital age, becoming an indispensable bridge of communication and interaction between businesses and consumers. With the rapid development of technology, people are more and more inclined to use social media platforms to express their voices, share their lives, and get the information they need. Therefore, for enterprises, the in-depth application of social media platforms is not only a performance of keeping up with the trend of the era but also an important strategy to build brand image and strengthen consumer interaction [2].

Some time ago, due to a network called "ARCTERYX Shower Challenge" a video suddenly burst into flames to make that brand smoothly out of the circle to become a "net red brand", the video, a man wearing an ARCTERYX outdoor waterproof submersible in the series of videos. The video shows a man wearing an outdoor waterproof submersible jacket of ARCTERYX in the video series, imitating people wearing a submersible jacket standing under the shower nozzle, indirectly showing the workmanship and performance of Beginner Bird's clothing. This has led to a great deal of attention from the masses about this jumper that the man is wearing and about the brand name of Beginner Bird. This phenomenon can be explained by the Netflix effect, which means that some consumers like to take the outfits or products recommended by Netflix as the truth. However, the non-professional comments made by these Netroots often have a significant effect on consumers' purchasing decisions [4]. In addition, the "viral" communication formed by the short video has gathered a huge amount of traffic, which puts it in an advantageous position in the competition for attention and expands its brand awareness, while also paving the way for its popularity in the Chinese market.

3.2.1 Success Factors of Social Media Marketing

Among them, "psychological herd mentality" plays a

driving role in social media. "Herd mentality" refers to the phenomenon in which an individual, under the influence or pressure of a group, gives up his or her own opinion or goes against his or her viewpoint to keep his or her speech or behavior in line with that of the group, which is commonly known as 'following the crowd'. When the products of the ARCTERYX brand appear on social media, Jieyin, Xiaohongshu, YouTube, etc., people will be more inclined to the behavior of the group, to learn about the brand products and buy related products. This is called "following the trend".

We talked about how the modern marketing approach has changed its marketing channels and customers compared to the traditional marketing approach. Nowadays, the ARCTERYX brand is utilizing the heat and brand power of its brand to keep building momentum on social media. In this way, social media has become a new marketing channel for the brand. Because of the digitalization and information age, social media has a widespread, large spreading power as well as the speed is also quite fast.

Therefore, that brand has also opened official accounts on major social media as well as online boutiques. In addition, the customers of modern marketing have changed. For the ARCTERYX brand, the consumer is not only a user of the brand but also a marketing channel for the brand. For apparel brands to increase credibility and affinity, they can also encourage consumers to produce a variety of content around the brand, expanding the brand's reach and enhancing user engagement at a lower cost [1]. It has been argued that the emergence of social media has generated new ways of sharing knowledge, and its favorable dissemination of knowledge can promote an environment for knowledge sharing. Further research has shown that the sense of achievement, responsibility, and identity that motivate users to participate in social sharing are the core elements that trigger individuals to continue contributing to the quantity of knowledge shared on social media platforms and to improve the quality of sharing. Therefore, people convert the sense of fulfillment, satisfaction, and identity of purchasing products related to the brand into information or comments that are spread to social media platforms, which is equivalent to doing an "endorsement" for the brand. By 2022, social media had 90,000+ notes on "ARCTERYX" and 30,000+ notes on "ARCTERYX dressing" [5]. In addition, consumers' sharing of their experiences on the platform also contributes to secondary communication, as people are more inclined to share their consumption experiences, which brings people closer to each other. For example, people share experiential consumption on Facebook much more frequently than material consumption because it is generally believed that sharing experiential consumption causes less sense of dis-

tance between self and others than sharing material consumption, so people are more inclined to share experiential consumption. Therefore, snowballing communication effectively creates brand heat.

4. The Challenges of Digital Marketing

4.1 Privacy and Data Security Issues

With the booming digital age, the boundaries of enterprise market insights have been widened indefinitely. This advancement has enabled companies to analyze consumer behavior and predict market trends more accurately, thus developing more effective marketing strategies. However, with the popularity of data collection and analysis, the issues of privacy and data security have become more prominent and a serious challenge that cannot be ignored. For example, in August 2021, VPNMentor's cybersecurity team discovered that U.S.-based B2B marketing company OneMoreLead was storing the private data of at least 63 million of its users in a fully exposed database that contained sensitive data such as an individual's basic identifying information and information about their place of work. This data could be made available to clients or customers who sign up for their B2B marketing services, or it could even be utilized by hackers for criminal activities, posing a serious threat to national security and personal privacy [6]. While pursuing business interests, companies must face growing consumer concerns about personal privacy. The frequency of data breaches not only undermines consumer trust but also has a serious impact on brand image. Furthermore, as relevant laws and regulations become increasingly stringent, the pressure on organizations to comply with data use and processing is rising. Therefore, how to find a balance between gaining market insights and protecting consumer privacy has become an issue that companies must seriously consider.

4.2 Lack of Digital Talent

Experts and technicians in the field of digitization are key drivers of business development, and they are currently in short supply and excess demand in the domestic talent market, which makes the competition for these talents more and more intense among enterprises [7]. As organizations undergo digital transformation, the skills and knowledge of their employees must keep pace with increasingly changing needs, which means that organizations need to engage in continuous training and education to enhance the professional competence and adaptability of their employees. Therefore, companies not only need to focus on updating technology, but also need to build a

comprehensive training system to ensure that employees' expertise in key areas such as data analytics, digital marketing, and information security is constantly updated. At the same time, as companies move forward with digital transformation, they must also consider data security to ensure the safety of customer and internal data to maintain the reputation of the organization and the trust of consumers. In addition, adapting to organizational change is an important part of successful business transformation. Corporate culture needs to encourage innovation and change and promote the active participation of employees in the digital transformation process. By enhancing employees' ability to understand and apply new technologies, organizations can adapt more effectively to changes in the marketplace.

4.3 Challenges to Data Quality and Reliability in the Context of Big Data

Big data comes from an extremely wide range of sources, covering a variety of areas such as social media, e-commerce, sensors, and more. The diversity and complexity of this data, while providing organizations with a wealth of information, also pose significant challenges. Due to the variability of data sources, the quality and reliability of data are often variable, and problems such as gaps, errors, and duplications may occur. These data quality issues not only affect the accuracy and credibility of the data but also cause distress to the marketing decisions of the organization and increase the uncertainty in the decision-making process. Therefore, how to ensure the quality of data has become a key issue that companies need to address when utilizing big data for strategic planning. First, missing data may lead to the absence of certain key information, which may affect the completeness and accuracy of the analysis results. For example, if marketing strategy information such as consumers' age, gender, or geographic location is missing, then companies cannot accurately understand the characteristics and needs of their target markets, making it difficult to develop effective marketing strategies. Second, data errors may lead to biased analysis results. If there is incorrect or inaccurate information in the data, then analysis and decision-making based on these data may be misleading [8].

5. Communication

When exploring ARCTERYX's digital marketing strategy, we can see that the key to its success is data-driven precision targeting and efficient use of social media. By analyzing consumer behavioral data, that brand can develop targeted marketing strategies to precisely reach its target audience. In addition, through the wide dissemination of

social media, the brand not only enhances its visibility but also utilizes the “herd mentality” to encourage consumers to participate in the interaction, forming viral communication. At the same time, the “self-identification” effect also has an impact on consumer behavior. In the process of consumption, each commodity is labeled with the consumer’s own social status and cultural tastes, etc., which makes each person’s identity reconstructed in the process of purchasing commodities, and the individual can define himself through the consumption of a certain symbol to others [9]. This strategy not only enhances the brand image but also deepens consumer engagement and loyalty, laying a solid foundation for future market expansion. Therefore, the digital marketing of ARCTERYX is not only a technological innovation but also a model of brand building and consumer psychology in depth [10].

6. Conclusion

Against the background of digital transformation, the brand of ARCTERYX has successfully increased brand awareness and consumer loyalty through data-driven precision targeting and innovative social media marketing strategies. Its marketing strategy not only effectively utilizes big data analytics to understand and meet consumer needs, but also achieves wide brand reach through the interactivity and communication power of social media. By combining psychological theories, that brand has successfully stimulated consumers’ sense of participation and identification, further promoting the brand’s growth and market expansion. In the future, as digital technology continues to evolve, its exploration of digital marketing will continue to give it a competitive edge and become an industry benchmark for outdoor sports brands. This case not only demonstrates the huge potential of digital mar-

keting but also provides strategic ideas that other brands can learn from.

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