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RESEARCH ON THEORETICAL FRAMEWORK AND SYNERGISTIC MECHANISM OF DIGITAL MARKETING IN CHINA'S MANUFACTURING INDUSTRY UNDER THE BACKGROUND OF DIGITAL GLOBALIZATION

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Abstract. The article develops a theoretical framework explaining the interaction between digital globalization, digital marketing, and global promotion of China's manufacturing industry. The study identifies key synergistic mechanisms of market, product, and development adaptability and examines practical pathways for improving international competitiveness through digital technologies. Case studies of leading Chinese manufacturing companies demonstrate the effectiveness of integrated digital marketing strategies in achieving global expansion.

Keywords: digital globalization, digital marketing, manufacturing industry, global promotion, synergy mechanism, B2B marketing, China, competitiveness

With the rapid development of digital technology, the globalization process has entered a new stage of digital globalization driven by data. As documented in the Global Digital Trade Development Report 2025 jointly released by the World Trade Organization (WTO) and the International Trade Centre (ITC), the total volume of global digital trade reached $7.23 trillion in 2024, accounting for 21.9% of the world's total international trade [1]. Driven by strategic government support for technical and digital transformation, China's manufacturing sector has sustained its global leading position, with its 2024 value-added output reaching 33.6 trillion yuan and accounting for nearly 30% of the world's total manufacturing value added, a development trajectory systematically analyzed in Wu's (2026) research [2]. However, China's manufacturing industry has long faced the cognitive dilemma of "low-endization[2]" and "homogenization[3]" in international markets. Digital globalization creates significant strategic opportunities to address this challenge.

The theoretical significance of this study lies in constructing a trinity theoretical analysis framework of "digital globalization – digital marketing – global promotion of manufacturing industry", filling the gap of lacking systematic integration in existing research; revealing the bidirectional interactive mechanism between digital globalization and manufacturing development. The practical significance lies in providing theoretical guidance for Chinese manufacturing enterprises to formulate differentiated global digital marketing strategies, and offering decision-making references for government departments to improve policies on digital transformation of manufacturing industry.

This study aims to systematically explore the theoretical framework and collaborative mechanisms of digital marketing in China's manufacturing industry under the background of digital globalization, specifically including: (1) clarifying the core essence and driving factors of digital globalization; (2) constructing an adaptability analysis framework for digital marketing and global promotion in manufacturing; (3) revealing strategic implementation pathways for China's manufacturing industry to adapt to digital globalization.

The methodological basis of the study includes theoretical generalization, comparative analysis of digital marketing approaches, and case study of leading Chinese manufacturing enterprises. The framework development method was applied to systematize the interaction between digital globalization and manufacturing promotion.

[2] Low-endization describes the structural positioning of firms or industries in lower segments of global value chains, where competitive advantage is primarily based on cost rather than innovation, branding, or technological differentiation.

[3] Homogenization describes the increasing similarity of products offered by competing firms, leading to limited differentiation and intensified price competition.

Digital globalization represents an advanced stage in the globalization process, driven primarily by digital technologies and data as its core medium. In their systematic analysis of digitalization and global restructuring, Knoblauch and Löw (2025) conceptualize digital globalization as the refiguration of global social and economic spaces, which is fundamentally shaped by the cross-border spatial logics enabled by digital technologies and data flows [3; 4].Manuel Castells' network society theory posits that digital globalization essentially constitutes a global extension of networked societies, enabling real-time interconnection of economic activities through digital networks [5].

The development of digital globalization stems from the synergistic effects of technological innovation, institutional support, and market demand. In terms of technological innovation, digital technologies represented by 5G, artificial intelligence, and big data have significantly reduced the average cost of cross-border transactions, and effectively lowered the barriers for small and medium-sized enterprises to participate in global trade [1]. Regarding institutional support, China has successively issued policy documents such as the "Digital Economy Development Plan (2021-2025)" [6; 7]. As for market demand, the upgrading of global consumers' personalized needs has compelled enterprises to leverage digital technologies to achieve global resource integration.

The compatibility between digital marketing and global manufacturing promotion covers three dimensions: market, product, and development. Market adaptability implies adjusting digital channel strategies depending on regional institutional and communication environments. For example, Chinese manufacturing enterprises tend to prioritize WhatsApp and TikTok for digital marketing in Southeast Asian markets, while focusing on Google and LinkedIn as core channels in European and North American B2B markets [8]. Product adaptability requires prioritizing LinkedIn and industry vertical platforms for the international marketing of high-end B2B equipment, while leveraging social media platforms such as TikTok and Instagram for consumer goods targeting end-users. Research on B2B market strategy adaptation shows that digital sales rooms will dominate 30% of B2B sales cycles by 2026, and 90% of B2B purchase decisions will be mediated by AI agents by 2028 [9].

To better illustrate the theoretical relationship between digital globalization, digital marketing, and manufacturing promotion, Figure presents an integrated framework that visualizes the synergy mechanisms across market, product, and development adaptability dimensions.

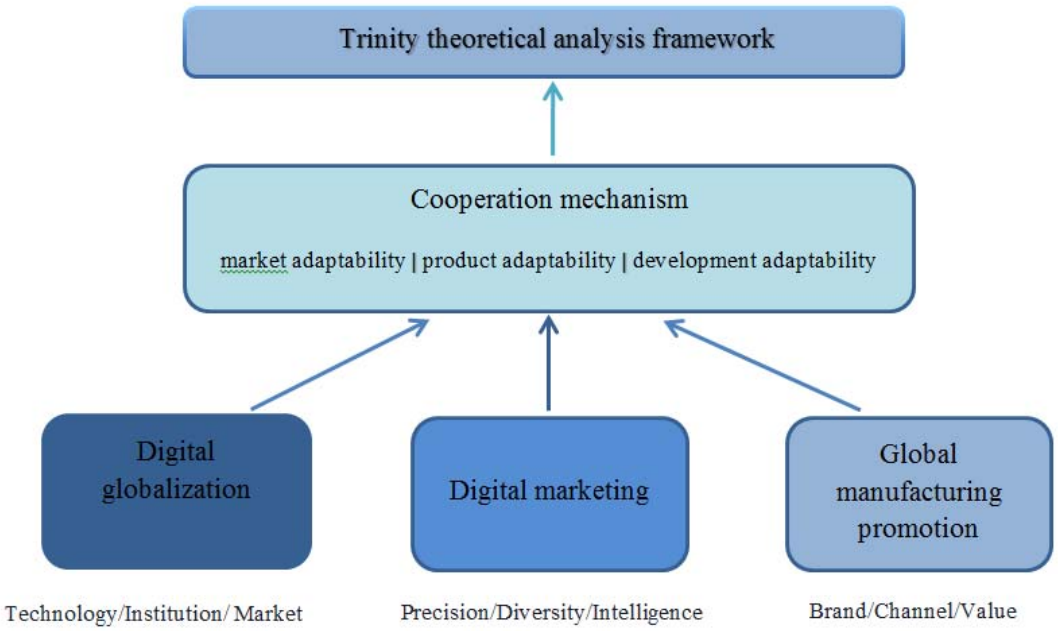

Figure – Theoretical framework of digital marketing in China's manufacturing industry under the background of digital globalization

The trinity framework reflects the systemic interaction between digital globalization as an external environment, digital marketing as a strategic instrument, and global manufacturing promotion as an economic outcome. The synergy mechanism is expressed through the alignment of technological opportunities with market positioning and product competitiveness.

Analysis of Typical Cases

To validate the theoretical framework proposed above, this section examines two representative Chinese manufacturing enterprises – BYD and Huawei – that have successfully implemented digital marketing strategies in global markets. These cases demonstrate how the synergy mechanisms operate in practice and provide actionable insights for industry peers.

1 BYD: digital global expansion through full-industry chain synergy

BYD leverages its complete new energy vehicle industry chain to achieve R&D and collaborative production of core components through digital technologies. In 2024, BYD ranked first in global sales among new energy vehicle manufacturers, with overseas exports growing by over 70% year-on-year. Its digital globalization strategy is reflected in three aspects: first, reaching B-end buyers through Google search ads and LinkedIn; second, showcasing product technologies and usage scenarios on social platforms like YouTube and TikTok; third, establishing independent overseas websites to enable brand autonomy and data privacy. The case study of BYD validates the core theoretical framework proposed in the research: the deep integration of full industrial chain advantages and digital marketing, which is built on the technical transformation-driven digital upgrading path, constitutes the core competitiveness of Chinese manufacturing enterprises in the process of globalization [2].

2 Huawei: brand building in B2B digital marketing

Huawei, as a global leading telecommunications equipment manufacturer, has significant reference value in its B2B digital marketing strategy. Huawei releases technical white papers and solutions through industry vertical platforms, establishes corporate profiles and industry communities on LinkedIn, participates in global industry summits, and conducts live streaming, effectively enhancing overseas brand awareness. Data shows that Huawei's overseas brand awareness has increased by over 25% annually, with a B-end customer repurchase rate exceeding 38% [8]. The Huawei case demonstrates that B-end manufacturing enterprises can effectively overcome overseas market recognition challenges through professional content marketing and community operations.

Combining the particularity and adaptive advantages of China's manufacturing industry, its practical path to adapt to digital globalization can be divided into three levels:

1. Macro-level – industry: optimize industrial structure layout to promote the combination of traditional manufacturing transformation and upgrading with the accelerated rise of emerging manufacturing industries; strengthen digital technology empowerment to cultivate intelligent manufacturing demonstration factories; establish a global industrial chain collaboration platform based on industrial clusters.
2. Meso-level – Enterprise: develop differentiated digital globalization strategies – traditional manufacturers prioritize developing markets in developing countries, high-end manufacturers target premium markets in Europe and the United States, while small and medium-sized enterprises focus on niche markets to achieve differentiated competition; strengthen localized overseas digital marketing capabilities and establish localized marketing teams.
3. Institutional-level – policy support: improve the policy support framework and increase assistance for digital transformation and overseas expansion in manufacturing; cultivate interdisciplinary digital talents through an integrated “industry – academia – research – application” model; promotion breakthroughs in core technologies such as high-end chips and industrial software [2].

This study draws the following core conclusions: (1) Digital globalization is essentially a data-driven paradigm of global economic synergy, stemming from the dynamic interaction of technology, institutions, and market forces; (2) Digital marketing and global manufacturing promotion exhibit significant compatibility, reflected in adaptability across three dimensions: market, product, and development; (3) China's manufacturing sector should follow a tripartite practical approach of “industry – enterprise – support system” to achieve the leap from a “manufacturing giant” to a “manufacturing powerhouse”. The case studies of BYD and Huawei validate the effectiveness of the theoretical framework.

The limitations of this study lie in its primary reliance on literature review and case analysis methods. Future research could further integrate large-sample empirical data to validate the validity of the theoretical framework.

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