# A Novel Marketing Strategy Framework for E-commerce Enterprises in the Digital Economy

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**Abstract***: The rise of the digital economy has rendered traditional marketing methods insufficient to meet the evolving expectations of modern consumers. E-commerce enterprises must now adopt intelligent, data-centric, and customer-focused strategies to sustain growth and remain competitive. This study examines how digital transformation is reshaping the marketing landscape for e-commerce businesses, identifying key issues such as trust deficits, strategy duplication, and poor utilization of data resources. It proposes a comprehensive marketing framework that incorporates structured product management, personalized content strategies, and socially driven promotional approaches. Additionally, a genetic algorithm-based model is introduced to refine and optimize these strategies. Experimental results reveal improvements of over 20% in customer satisfaction and marketing coherence, validating the efficacy of the proposed model in enhancing brand competitiveness and customer engagement.*

**Keywords:** E-commerce, Digital Economy, Marketing Strategy, Big Data, Genetic Algorithm, Optimization