



**Article**

**Cross-platform Digital Media Integration and Brand Communication Strategy: Insights into New Trends in Marketing Communication from Social Media and AI Personalized Recommendation**

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**Abstract:** In the context of an increasingly complex and fragmented digital media environment, brand communication is facing unprecedented challenges and opportunities. This article aims to explore the internal logic and core mechanisms of cross-platform digital media integration and deeply analyze how social media and artificial intelligence personalized recommendation technologies are reshaping the paradigm of brand communication. The research reveals that the new generation of marketing communication presents a hyper-personalized paradigm from extensive reach to precise interaction, a systematic construction from isolated campaigns to integrated content ecosystem, a two-way dialogue from brand one-way monologue to user participation and co-creation, a seamless integration from binary opposition of online and offline to physical-digital experience, and a predictive decision-making from experience-driven to data and algorithm-driven. Based on this, this article constructs an

AI-enabled cross-platform integrated brand communication strategy framework, which is based on a data middle platform and integrates content intelligent engine, multi-channel distribution matrix,



user interaction and feedback loop, and dynamic optimization module, aiming to provide theoretical guidance and practical paths for enterprises to achieve efficient, precise, and humanistic brand communication in the digital era. Finally, through the analysis of cases such as Nike, ByteDance, and Perfect Diary, the effectiveness of this strategy framework is verified, and the ethical challenges and technological prospects faced by brand communication in the future are also prospected.

**Keywords:** brand communication; digital media; social media; artificial intelligence; new marketing trends

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## 1. Introduction

The wave of digital technology has completely transformed the ways of information production, distribution and consumption, giving rise to a new media era characterized by connection. Cross-platform digital media integration emerged, inheriting the core idea of integrated marketing communication, which is to convey clear, consistent and persuasive brand information by coordinating all communication channels, and to deepen and evolve this idea within a more complex digital ecosystem (Yang et al., 2024). However, true cross-platform integration is not simply multi-channel promotion, but requires brands to strategically plan content, design user journeys and manage data assets based on understanding the unique attributes of each platform and user behavior.

The two technological engines of social media and AI personalized recommendation are exerting unprecedented influence on the relationship between brands and consumers. Social media is not only a channel for information dissemination but has also evolved into a core arena for brand community building, listening to user voices and inspiring user-generated content. The AI personalized recommendation technology, through deep learning of massive user data, has achieved precise content matching from one-size-fits-all to one-size-fits-everyone, significantly improving communication efficiency and user experience (Li, 2024). The core question of this study is: Under the dual drive of social media and AI personalized recommendation, what new trends are emerging in the brand communication strategies of cross-platform digital media integration? How should



brands build an effective strategy framework to respond to these trends and build sustainable brand assets in the fierce market competition? This article will systematically explore these issues through theoretical tease, trend insights, framework construction and case analysis, hoping to provide valuable references for the academic community and the industry.

## **2. Theoretical Foundation**

The Integrated Marketing Communication (IMC) theory was proposed by Don Schultz in the early 1990s. This theory emphasizes the organic integration of various communication tools such as advertising, public relations, sales promotion, and direct marketing, presenting a unified voice and image to consumers. The core of IMC is centered on the consumer, highlighting the consistency and synergy of communication.

The rise of social media has completely overturned the traditional gatekeeper model, granting ordinary users the previously unprecedented capabilities of content production and dissemination. The role of brands on social media has also evolved, shifting from simple broadcasting to becoming a conversationalist, community organizer, and content creator.

If social media has changed the who produces the content situation, then AI personalized recommendations have changed the who decides what content you watch situation. Recommendation algorithms such as collaborative filtering, content-based recommendation, and deep learning models have become the core driving force of today's mainstream digital platforms.

## **3. Insights into the New Trends of Marketing Communication Driven by Social Media and AI Personalized Recommendations**

Under the joint influence of the rich data soil provided by social media and the powerful computing power engine of AI personalized recommendations, cross-platform brand communication presents the following five core trends:



### **3.1. From extensive reach to precise interaction: The hyper-personalization paradigm**

The traditional user profile, also known as Persona, is mostly constructed based on demographic statistics and broad interest tags. However, with the hyper-personalization achieved through AI-driven methods, it can delve into the individual's context, intentions, and real-time behaviors. Brands no longer address a group but engage in one-on-one, dynamic conversations with each individual. In terms of context perception, highly relevant content is pushed based on the user's time, location, device, weather, and even current emotions. For example, when a user opens the food delivery app on a rainy day, the homepage will prioritize recommending hot soups and warm meals. In terms of intent prediction, by analyzing the user's search history, browsing path, and social interactions, AI can predict their next purchase intention and provide appropriate product information or discounts at key decision points, achieving one-to-one, one-personalized communication through dynamic content optimization (DCO) (Yin and Jin, 2024).

### **3.2. From isolated campaigns to integrated content ecosystem: Systematic construction**

Consumers are no longer satisfied with fragmented advertising information. They desire a coherent, in-depth, and valuable content experience. Successful brands are transforming from planning one-off hit campaigns to building sustainable, cross-platform content ecosystems.

In terms of content IPization and multi-form derivatives, brands perform the same story on different platforms in various forms. For example, a brand story on Weibo will be presented in the form of a long graphic article, on Bilibili it will be adapted into a deep analysis video, on Douyin it will split into multiple viral short video segments, and on Xiaohongshu it will be transformed into the real experience sharing of KOCs.

In terms of the linkage between public domain attraction and private domain accumulation, brands attract potential users through high-quality content on public domain platforms such as Douyin and Weibo, and then rely on private domain



channels such as communities, mini-programs, and Enterprise WeChat to retain users, conducting deeper relationship maintenance and refined operations, forming a traffic - retention - sales conversion loop. In the aspect of content as a service, the content provided by the brand itself has instrumental or service value. For instance, beauty brands offer online makeup try-on tools, and sports brands provide training course apps. This makes the content go beyond the marketing scope and become a part of the product experience.

### **3.3. From Brand One-way Monologue to User Participation and Creation: Two-way Dialogue**

Social media grants users the right to express themselves. Brand communication is gradually shifting from the previous single monologue mode of I say, you listen to a dialogue format that invites users to participate together and create. User-generated content shows a trend of large-scale incentives. Brands use various methods such as setting topic challenges, providing creative templates, and establishing reward mechanisms to stimulate users to create content around the brand theme on a large scale. These user-generated contents, due to their authenticity and originality, are often more persuasive and communicative than the content produced by the brand itself. Open innovation and product co-creation: Brands, through social media and communities, invite users to participate in the conception, design, testing, and even naming of new products. Xiaomi's MIUI development model is a representative classic case in the early days. It prompts MIUI fans to deeply integrate into the iterative process of system functions, significantly enhancing user stickiness and brand recognition. The emergence of opinion leaders towards commoditization: Brand collaborations with KOLs/KOCs are no longer just a single advertising placement behavior, but more inclined to build long-term, community-based cooperative relationships, making opinion leaders become communication bridges and value resonators between the brand and user communities (Peng, 2024).

### **3.4. From the Binary Opposition of Online and Offline to the Seamless Integration of Physical-Digital Experiences**



Phygital is gradually replacing the concept of O2O. Brands are striving to break the boundaries between the physical world and the digital world, creating a unified, immersive, and seamless brand experience for consumers.

Offline stores leverage digital means to gain empowerment. They are no longer just simple sales channels but key venues for brand experiences. By using technologies such as AR fitting mirrors, intelligent shelves, and scanning interaction devices, the convenience, individuality, and fun brought by digitalization are integrated into the physical shopping experience.

The online promotion and offline verification form a closed loop. Users are first attracted online and receive coupons, then go to the offline store for verification and experience. During this process, offline behavioral data can be collected, promoting the improvement of the online user profile. Eventually, a two-way flow of data and experience is formed.

Brands hold virtual-real combined events, leveraging live streaming, VR/AR technologies, etc., enabling users who cannot physically attend the event to participate in the offline press conferences, fashion shows, or flash events in an immersive way. This largely expands the influence range of brand events.

### **3.5. From Experience-Driven to Data and Algorithm-Driven Predictive Decision-Making**

Big data and AI technologies have prompted a transformation in the decision-making process of brand communication. It has shifted from relying solely on personal experience and intuition in the past to a scientific model based on data analysis and algorithm prediction. The full-chain data is integrated and attribution analysis is carried out. By deploying CDP (Customer Data Platform), brands can integrate user data from different touchpoints, including advertisements, social media, official websites, mini-programs, and offline stores, to build a 360-degree unified view. Thus, cross-channel attribution analysis can be achieved, allowing brands to clearly understand the contribution of each touchpoint to each conversion, thereby optimizing budget allocation. In marketing combination models and predictive analysis, with AI-driven marketing combination models, brands can simulate the potential impact of different market investments such as advertising expenses and promotional efforts on sales. When formulating budgets and strategies, they can make

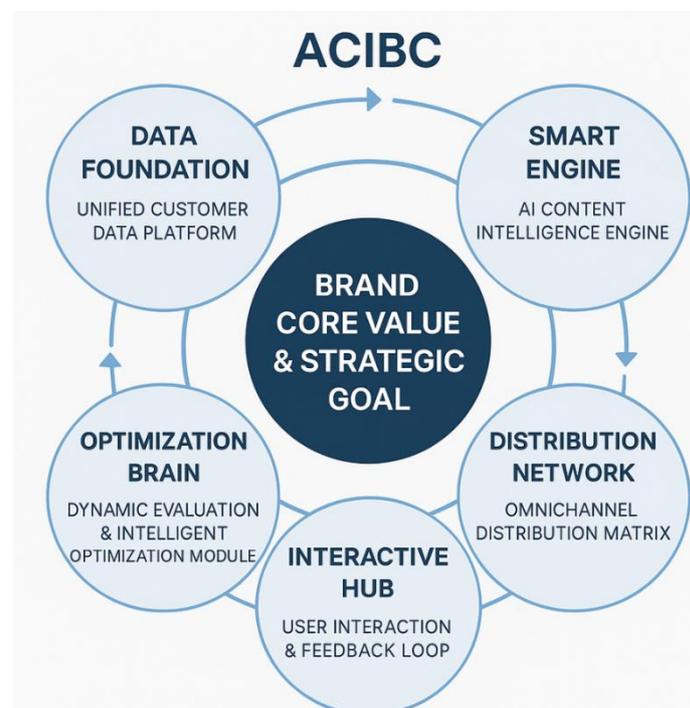
more optimal decisions. AI can also predict future trends and identify potential hot cake content themes, helping brands make better preparations in advance. In terms of public opinion monitoring and crisis warning, AI can capture and analyze all online dynamics related to the brand in real time, automatically identify negative emotions and potential public relations crises, and then issue warnings, securing valuable response time for the brand.

#### **4. Construction of the AI-Enforced Cross-Platform Integrated Brand Communication Strategy Framework**

Based on the above trend insights, this paper constructs a framework named AI-Enforced Cross-Platform Integrated Brand Communication Strategy Framework (ACIBC Framework). This framework is a closed-loop system aimed at helping brands systematically apply AI and data capabilities to achieve efficient cross-platform integrated communication ( **Figure 1**).

**Figure 1**

*Schematic Diagram of the ACIBC Framework*



##### **4.1. Data Foundation: Integrated Customer Data Hub**



This forms the underlying cornerstone of the entire framework. The CDP is responsible for collecting, cleaning, and integrating data from various online and offline touchpoints, including apps, mini-programs, social accounts, official websites, CRM systems, and POS machines in physical stores. The aim is to create a unique and continuously updated ID for each user and a comprehensive tag system, which is a necessary condition for achieving hyper-personalization and full-chain analysis.

#### **4.2. Intelligent Engine: AI Content Intelligent Engine**

This engine, based on the data from the CDP, utilizes AI technology to support the full lifecycle management of content. In terms of content insights and planning, AI will analyze social hotspots, competitor dynamics, and user UGC, extracting potential content themes and creative directions from it. In the content generation and optimization process, AIGC technology can assist in generating drafts of copy, images, and videos, or personalize the combination of existing materials. In the process of content tagging and knowledge graph construction, AI will automatically add multi-dimensional tags to each content asset, such as theme, style, target audience, related products, etc., to build a brand content knowledge graph, facilitating management, retrieval, and intelligent recommendation.

#### **4.3. Distribution Network: Multi-channel Distribution Matrix**

This module is responsible for accurately delivering content to target users. Brands should formulate differentiated distribution strategies based on the characteristics of different platforms and user profiles. For public platforms, the focus is on attracting new users and breaking through existing circles. By leveraging the algorithm recommendation mechanism, high-communicative content is used to reach a wide range of potential user groups. For private platforms, the emphasis is on in-depth user exploration and achieving repeat purchase conversions. Through various methods such as personalized push, member activities, and one-on-one services, the value of users throughout their lifecycle is enhanced. For niche platforms, the goal is to shape a professional image and conduct in-depth promotion, by collaborating with experts in the niche field and publishing in-depth and professional review content or knowledge-based content to influence core circle users' perceptions (Tang et al., 2024).



#### **4.4. Interaction Hub: User Interaction and Feedback Loop**

Communication is not the ultimate goal; it is the starting point for initiating a new round of interaction. This module emphasizes capturing and responding to user feedback. It involves several aspects: Firstly, multi-channel interaction management, which involves unified management of comments and private messages from different social platforms, using AI chatbots to handle routine inquiries, and having human customer service handle complex issues to ensure prompt responses. Secondly, UGC/VOC collection and analysis, which involves systematic collection of user-generated content and user voices, using AI sentiment analysis and topic modeling to extract suggestions for product improvements, insights into brand reputation, and new marketing opportunities. Finally, community operation and relationship deepening, where interactions are consolidated within the brand community, relying on regular online and offline events to transform users from mere fans into brand co-creators (Zhou and Ho, 2024).

#### **4.5. Optimization Brain: Dynamic Evaluation and Intelligent Optimization Module**

This is the key to achieving closed-loop optimization. This module is responsible for measuring, attributing, and optimizing the effectiveness of the entire communication activity. Firstly, there is the measurement of the entire link effect. A comprehensive evaluation system including brand indicators and effect indicators needs to be established. Secondly, cross-channel attribution analysis is carried out. By using the multi-touch attribution model (Yılmaz et al., 2024), the contribution of each channel in the user conversion path can be scientifically evaluated, providing data support for budget allocation. Finally, intelligent optimization suggestions are provided. Based on real-time data, the AI model automatically identifies the underperforming links and proposes optimization suggestions. It can even automatically adjust the advertising strategy to achieve A/B testing and continuous iteration.

### **5. Case Analysis**



### **5.1. Nike: Community-driven Phygital Experience Integration**

Nike is a prime example of cross-platform integration and community building. It does not merely use digital media as an advertising channel; instead, it has created a digital ecosystem centered around the Nike App, Nike Run Club, and Nike Training Club. Users can use the App to record their exercise data, participate in various online challenges, and access specialized training courses. This content-as-service approach significantly enhances user stickiness. Nike seamlessly integrates online communities with offline activities such as city runs and store training camps, creating a unique Phygital experience. Its strategies in social media focus more on sharing athletes' stories and the spirit of ordinary people's struggles, relying on emotional resonance rather than forceful sales tactics, thereby firmly establishing its Just Do It brand essence.

### **5.2. ByteDance (TikTok/ Douyin): Algorithm-driven Content Ecosystem**

As a typical representative of the AI personalized recommendation trend, ByteDance's core product TikTok/ Douyin achieved success, and the key lies in its powerful recommendation algorithm, which can create an irresistible personalized content stream for each user. For brands, as long as they can produce high-quality content that aligns with the platform's style and can trigger user interaction (Raza et al., 2024), they have the opportunity to leverage the leveraging effect of the algorithm to obtain a large amount of free traffic. ByteDance's model has confirmed that in the AI era, the criticality of content quality and algorithm compatibility even surpasses traditional advertising budgets.

### **5.3. Perfect Diary: The Ultimate of Social fission and Private Domain Operations**

As a new-generation domestic cosmetic brand, Perfect Diary's development process can be regarded as a typical example of the public domain promotion - private domain accumulation linkage within the ACIBC framework. Its strategies can be divided into several key steps: In the aspect of all-round grassroots promotion, on the



UGC-centered Little Red Book platform, Perfect Diary collaborates extensively with top KOLs, mid-level, lower-level, and ordinary KOCs, building a content matrix like a vast network. These contents mainly consist of real user reviews and makeup tutorials, accurately capturing the psychological tendency of young female consumers to trust public praise and pursue authenticity, effectively achieving grassroots promotion and mental pre-sale. The private domain Concluding stage, after stimulating users' purchase interest through the public domain platform, Perfect Diary ingeniously uses packaging cards, customer service guidance, etc., to guide purchased users to its WeChat personal account and community. In this brand, a virtual IP named Little Fanzi is used as the community manager. She is the customer service, a makeup consultant, and a friend of the users. In terms of refined operation and repeat purchase conversion, within the private domain community managed by Little Fenzi, Perfect Diary uses methods such as daily scheduled release of new product information, time-limited sales, makeup skills sharing, and user interaction games to maintain the high activity of the community. This high-frequency and highly relevant interaction significantly increases user stickiness, and through community-exclusive discounts and other forms, directly promotes users' repeat purchase behavior. By tagging community members, Perfect Diary can also carry out more precise product recommendations and activity pushing's, achieving the maximization of private domain traffic value (Sikora et al., 2024).

These three cases verify the feasibility of the ACIBC framework from different perspectives. Nike demonstrated how to integrate online and offline through brand spirit as the core, building an experience ecosystem centered on service and community; ByteDance revealed the disruptive power of AI algorithms in content distribution; Perfect Diary has provided a model for how to achieve low-cost and high-efficiency user growth and conversion in the fierce market competition through the refined public domain - private domain linkage. Together, they point to a future where brand communication is no longer an isolated creative or advertising action, but a dynamic and integrated system project powered by data, driven by AI, and centered on user relationships as the core asset (Zhao et al., 2024).

## **6. Conclusion**



This research was conducted in the context where the digital media environment has become increasingly complex. It focused on exploring a new model of cross-platform integrated brand communication. By analyzing the two major technological drivers - social media and AI personalized recommendation, this paper identified five key trends in the field of marketing communication, namely the hyper-personalization model, integrated content ecosystem, user participation in co-creation, Phygital experience integration, and data and algorithm-driven predictive decision-making.

To comprehensively address these trends, this research established the AI-enabled Cross-Platform Integrated Brand Communication Strategy Framework. This framework takes the integrated customer data hub as the foundation and leverages the AI content intelligent engine, multi-channel distribution matrix, user interaction and feedback loop, as well as dynamic evaluation and intelligent optimization modules to work together, forming a communication loop that can learn and optimize itself. The core concept of the ACIBC framework is: transforming brand communication from a series of scattered battles into a continuous, user-value-oriented ecosystem construction process. It aims to maximize communication efficiency and strives to build a sustainable and resilient brand-user relationship through deep interaction and personalized experiences.

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