

The Significance and Impact of Digital Technologies and Strategies on Digital Marketing

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Abstract

The main purpose of this study is to fill the existing research gap in the literature. Because there are not many studies on the impact of digital technologies and strategies on digital marketing. In this study, a document analysis methodology was applied to use digital technologies for digital marketing. Digital marketing is the process of utilizing digital channels to advertise products or services to potential consumers. Digital marketing encompasses any promotional activities that utilize technical gadgets or the internet. An examination of the digital technologies that are utilized in digital marketing is covered in this study. There is a discussion on the significance of digital marketing tactics as well as the distinction between digital marketing and conventional marketing. Other topics that are covered include the future of digital marketing as well as the many utilization areas of digital marketing. In addition to this, both the positive and negative aspects of digital marketing are investigated. With regard to the subject of marketing, the findings of this research indicate that applications of artificial intelligence and digital technologies have a favorable influence, especially on the increase of revenue and more generally on the happiness of its customers.

Keywords: Metaverse, Virtual Reality (VR), Digital Marketing, Virtual Market, Artificial Intelligence

1. INTRODUCTION

Marketing has been in existence for an extended period of time. Entrepreneurs recognized the need to share the knowledge that emerging information technologies have greatly influenced marketing, one of the core business functions. The Internet is offering businesses new avenues for communication and interaction. It offers the ability to develop more cost-effective and personal client interactions in areas such as marketing, sales, and support. Companies may use the internet to offer ongoing assistance, information, and services. It also encourages pleasant interactions with customers, which may form the basis for long-term partnerships and repeat purchases (Mandal & Joshi, 2017). The internet primarily functions as a means of communication rather than a tool for commercial purposes. E-commerce is a platform that facilitates commercial transactions and allows for the implementation of targeted marketing strategies. Tactics are the specific methods or actions used to carry out a particular strategy (Olson et al., 2021).

Digital marketing encompasses all online and electronic marketing efforts. Digital marketing is defined as the use of a variety of digital tactics and channels to establish a connection with consumers in the online environment, where they spend a significant amount of time. This may also be referred to as "internet marketing," "web marketing," or "online marketing." (Desai & Vidyapeeth, 2019). Internet marketing uses electronic commerce to promote and sell products. Electronic commerce, sometimes known as e-commerce, encompasses any commercial

transactions conducted via the internet. Electronic commerce facilitates the online exchange of goods or services over the internet. Internet marketing is an aspect of electronic commerce (Bala & Verma, 2018). Currently, digital marketing has emerged as a primary area of emphasis for organizations worldwide. Initially serving as a means of communication, it has now transformed into more than simply a source of extra income. Its primary purpose now is to cultivate and sustain enduring connections with the many entities in the market. The primary characteristic of the Internet, interactivity, has facilitated a new level of connectivity among all market players (Kaur, 2017).

The new marketing landscape has necessitated that companies not only continue to operate in the traditional competitive arena, but also in the digital-based marketing arena. By preparing themselves, manufacturers equip themselves to address the needs and interests of consumers. Additionally, producers acquire the skills necessary to engage and communicate with their customers through valuable information. To capitalize on opportunities in the new marketing landscape, companies must modify their digital marketing strategies to retain consumer loyalty, support, and attract new customers. To achieve this, companies must have digital marketing capabilities (Masrianto et al., 2022). Firm digital marketing is typically necessary for businesses to pique consumers' interest and facilitate their purchasing decisions. It is possible to identify a company that has a strong reputation and produces high-quality products by employing an e-commerce platform. There are numerous individuals who experience anxiety when they conduct online shopping transactions due to their uncertainty regarding the identity of the seller (Siregar et al., 2023).

Many businesses sell their products through digital marketing, which makes it easier for customers to evaluate other organizations' offerings. They do not need to physically go to multiple shopping places to compare things. Because of digital media, customers and viewers may communicate product and service information and qualities with one another. The firm displays the pricing of things via digital channels, making charges incredibly apparent and easy for consumers to make purchasing selections (Jadhav et al., 2023). Organizations that utilize digital marketing tactics could greatly influence their target audience, therefore expanding their customer base (Nalbant & Aydin, 2024a). Most of the time, consumers are required to pay money for search costs to identify information regarding items and pricing. For a long time, intermediaries have helped reduce such costs and speed up transactions. Shopping malls, for example, have traditionally served as mediators for clients in the market for items from a variety of sellers. Increasingly, consumers will have easier access to things with reduced search costs because of the increasing mediation of transactions through digital technology and the Internet (Aydin et al., 2022).

2. CONCEPTUAL FRAMEWORK

The emergence of digital marketing has resulted in enormous changes not just in the business landscape but also in consumer behavior. This type of marketing enables organizations to effectively recognize and comprehend client needs and provide targeted opportunities based on a specific time and location. Additionally, it reduces expenses by avoiding unnecessary transactions (Minculete & Olar, 2018). The advancement and enhancement of management principles, including marketing, is an inherent progression in the evolution of science and practical application. The advent of the information age, sometimes referred to as the "computer age" or "digital age," marked the transition from the 20th to the 21st century, and individuals belonging to this era could be considered "information age" individuals (Sokolova & Titova, 2019).

The concept of digital marketing originated from the first exchange of goods or services for money between a seller and a customer, which has now evolved to include the use of electronic information. Digital marketing entails facilitating communication and cooperation between the consumer and the company, enabling the consumer to actively participate in the purchasing process and directly support the brand online. This is achieved through a combination of traditional media strategies and indirect methods to promote the brand. It is important for companies to have a thorough understanding of digital marketing and implement appropriate tactics. Digital communication is a dependable and essential marketing tool for both customers and enterprises in today's business landscape (Keke, 2022). Businesses can obtain pertinent information from targeted groups and analyze the results based on their responses by conducting surveys online. This method is significantly more convenient. To make well-informed decisions regarding the purchase of a product or the use of a service, prospective consumers may consult reviews and recommendations. However, businesses can leverage the exercise to implement pertinent feedback from consumers to more precisely meet their needs (Khan & Siddiqui, 2023).

An examination of the digital technologies utilized in digital marketing is the primary objective of this study. There is a conversation that is presently taking place about the utilization of digital marketing approaches and the distinction between digital marketing and traditional marketing. There is also a discussion on the next developments in digital marketing, as well as the several domains in which digital marketing may be utilized. These are some of the additional subjects that are discussed. In addition, an investigation is carried out, which examines the good as well as the bad elements of digital marketing strategies.

2.1 Digital Technologies for Digital Marketing

Corporations currently emphasize the significance of establishing a "digital relationship" with customers. Furthermore, in the next few years, customers may expect substantial changes in their lives due to the advancements in digital technology and gadgets (Kannan, 2017). During the age of digital technology, the concept of marketing is subjective and varies from person to person. For a significant number of individuals, digital is often synonymous with the ongoing transformation of most industries. Digital transformation involves identifying cutting-edge technologies tailored to companies' unique requirements and eliminating inefficiencies. Meanwhile, the digital era's fundamental purpose of marketing extends beyond the mere introduction of new technologies (Muhammedrisaevna et al., 2021).

In the last twenty years, digitization has completely transformed both consumer marketing and industrial marketing. Digital marketing involves several aspects, like e-commerce, mobile devices, smart goods, the Internet of Things (IoT), and artificial intelligence. Digital technologies facilitate the execution of all endeavors, establishments, and procedures that aim to generate, convey, and provide value to clients. Industrial marketers enhance their content marketing efforts, utilize marketing automation systems more frequently, deploy chatbots for client interactions, and explore potential leads on social media platforms (Herhausen et al., 2020). The utilization of information and communication technologies provides a variety of advantages from a consumer's standpoint, such as cost reduction, product diversity, competitive pricing, more comprehensive and participatory information, convenience, and efficiency (Tiago & Veríssimo, 2014).

The utilization of Metaverse has greatly elevated the capabilities of digital marketing and branding. The Metaverse provides options for the creation and promotion of branded content. Several subfields of digital marketing are now utilizing AI. AI marketing applications encompass decision-making, autonomous robotics, as well as picture, text, and speech recognition. By using artificial intelligence (AI) technology, such as augmented reality, virtual reality, automated

content generation, and speech recognition, it is undeniably possible to elicit a more favorable response from consumers, ultimately leading to increased customer satisfaction (Nalbant & Aydin, 2023). AI and the metaverse are crucial technologies in the 21st century. Both technologies have the potential to enhance the quality of people's lives, revolutionize industries, and enhance job productivity. The metaverse integrates virtual, augmented, and physical realities. The metaverse offers advertisers the opportunity to target a select group of valuable clients who are particularly interested in novelty. The digital marketing strategy utilizes virtual reality (VR), mixed reality (MR), augmented reality (AR), and AI to achieve its goals (Aydin & Nalbant, 2023).

In today's rapidly changing economic environment, it is critical to have access to real-time data. This is especially important for developing strategies in commodity production, marketing promotion, and pricing, as these factors are dependent on consumer behavior. Therefore, it is imperative to establish a digital marketing system that utilizes cloud technology. Digital marketing systems enable the identification of client demand and the fulfillment of customer demands. Hence, digital marketing has emerged as the primary means of engaging with consumers in the online Marketplace (Ivanov, 2019). Customers use digital channels more due to technological advances. Marketers may now collect, retain, and use substantial customer data. Big data helps organizations understand unmet client needs and expectations, sustaining success (Cavlak & Cop, 2021).

AI-powered digital marketing is revolutionizing several aspects of firms' operations, including campaign content creation, lead generation, customer acquisition cost reduction, customer experience management, recruitment marketing, and social media customer conversion (Van Esch & Stewart Black, 2021). Chatbots are helpers that utilize artificial intelligence. As these apps utilize messaging interfaces, they can communicate with consumers through both voice and text. Chatbots in marketing could acquire new consumers, offer services, and maintain the loyalty of current clients. In the future, virtual assistants will expand their operations in other domains, including marketing, sales, and finance. Technological advancements have enhanced customization in marketing strategies by integrating with digital marketing and the merging of the internet of things and media devices (Nalbant et al., 2022).

Companies are aiming to reach out to new generations through the metaverse. It enables marketers to promote their brands by creating virtual and augmented reality environments. Digital marketing is a popular promotional strategy, but it has limitations because clients cannot examine a 3D model of the goods. Metaverse provides clients with an immersive experience and is a future marketing platform that allows them to explore various brands, goods, and services in a 3D interactive digital area. Many businesses have begun to use the metaverse to sell their products, particularly in the real estate, gaming, fashion, and automotive industries. The metaverse opens immense opportunities for neuromarketing. Metaverse combines the real physical world and virtual reality to create an environment in which customers and marketers may communicate about the usefulness, applicability, qualities, and content of items (Sharma & Bansal, 2023).

The dynamic Metaverse, characterized by expansive virtual environments and captivating interactions, offers significant opportunities for marketers on a global scale. The virtual reality locations in this dynamic and linked universe enable people, companies, or organizations to surpass the conventional limits of contact and participation. The metaverse enables highly focused marketing by gathering extensive data on users' habits and preferences within the virtual realm. This data can assist organizations in customizing their marketing tactics with more precision. Businesses can personalize advertisements by considering the specific digital platforms that people frequently visit or the virtual objects they interact with. The Metaverse generates new sources of income through virtual commodities and services. Marketers can create brand-

associated virtual items to sell or use within the virtual world. The introduction of blockchain technology and cryptocurrencies has also streamlined these transactions, eliminating possible geographical and currency obstacles (Rathore, 2018).

2.2 Usage Areas and Future of Digital Marketing

In the current era of pervasive digital marketing, the most frequently used tools include websites, e-commerce sites, interaction tools, social media channels, online catalogs, and textbooks. Search engine optimization, social media marketing, and online research are also mentioned as marketing stages that make the most effective use of rising digital marketing. We can expect that human centricity will become more important as we transition to Marketing 4.0 in an increasingly digital environment. Marketers should capitalize on the potential of marketing that prioritizes individuals. In a world where smartphones have become a fundamental component of people's daily lives, robotization encompasses a wide variety of technologies, including voice-controlled household robots, autonomous vehicles, automated factories, robot physicians, and attorneys (Aydin et al., 2023).

The agriculture business exhibits the lowest rate of adoption of content marketing, with a percentage of 78%, in contrast to the average of 88% seen in all other industries. However, the agriculture industry is slow to adapt. On the contrary, it demonstrates that non-digital strategies hold greater significance in this field. Numerous organizations in this industry continue to execute effective content marketing efforts and frequently use a combination of online and offline strategies to offer valuable information to their current consumers. The marketing of agricultural products is considered distinctive and warrants specific attention. The primary goal of digital marketing is to improve brand visibility, cultivate consumer preference, and drive sales by employing a variety of digital marketing strategies (Bojkić et al., 2016).

Digital marketing has been acknowledged by the airline industry as a critical factor in improving consumer engagement and meeting client needs. The customer began utilizing digital marketing during various stages of their travel experience, such as booking through mobile phones or computers, using airline company smartphone applications for boarding, managing the flight process, receiving baggage, and accessing services like hotels and car rentals upon arrival. Airlines store customer preferences, travel patterns, behaviors, and other data in their flights, miles, score-collection cards, or systems (Karaagaoglu & Cicek, 2019).

Over the past decade, the insurance industry in developing countries has seen significant advancements in digital marketing methods. Specifically, the internet has played a crucial role in delivering digital marketing services to clients in the insurance industry (Kajwang, 2022). The evolution of Internet technology and increased accessibility to the Internet have facilitated the development of Internet marketing and opened up new marketing opportunities. Clearly, digital marketing is a crucial element of successful firms' marketing strategies, as it can expand their reach and create favorable outcomes. Customers have instant access to many types of information, such as photographs and videos of locations. This effectively showcases the product's unique selling proposition (USP) through visual attractiveness, ultimately influencing the customer's decision to visit the desired destination. Tourist organizations are utilizing digital technology to promote their brand and connect with potential customers by offering exceptional travel discounts, therefore exerting a significant impact on the whole tourist sector (Gupta, 2019).

In the education industry, the primary target audience consists of students and prospective students. For educational institutions to recruit and retain new students, it is imperative that they modify their marketing techniques to align with the current conditions and preferences of this particular group of potential customers. Due to the younger population's growing emphasis on

the digital world, traditional marketing approaches are no longer effective. The younger generations predominantly engage in a virtual world, where they communicate, share information, and come across educational promotions. Digital marketing tools, designed for the digital realm, facilitate more effective engagement with students (consumers) and allow for a two-way communication channel to understand their needs and desires. This enables the development of tailored marketing campaigns to provide an appropriate response (Baltezarevic, 2023).

2.3 Advantages and Disadvantages of Digital Marketing

The advantages of digital marketing are given below (Veleva & Tsvetanova, 2020).

A high degree of interactivity enables consumers to engage in interactive communication, thereby increasing their responsiveness to their expectations and comprehension of the information they seek and receive.

It facilitates customer segmentation and targeting, leading to improved advertising message targeting and increased marketing activity effectiveness.

It enables competitors' activities to be monitored and examined.

This enhances the degree of control and correction in the development and implementation of various marketing activities.

There is the potential to reduce the time required to prepare and undertake marketing research.

Digital marketing allows marketers to accomplish results that are both precise and expeditious. Determining the number of individuals actively engaged and paying attention to a newspaper advertisement can be challenging. Digital marketing offers businesses a range of advantages, such as the capacity to enhance the visibility of their products or services, engage with potential consumers, broaden their global reach, and execute targeted promotional strategies (Nalbant & Aydin, 2024b).

The disadvantages of digital marketing are given below (Veleva & Tsvetanova, 2020).

In digital marketing, it is necessary to establish relationships with consumers who are not present in person.

Users may perceive digital marketing campaigns as unserious if they lack professional design and targeting.

The tools provided by digital marketing are not applicable to all products, services, and companies. These instruments cannot reach or influence the target audience for certain products and services.

There are no clear guidelines for choosing digital tools in marketing campaigns.

Maintaining current information in the digital realm is exceedingly challenging.

Use of internet-based platforms is crucial to the effectiveness of digital marketing. In certain regions, the internet may be inaccessible, or individuals may have inadequate internet connectivity. Marketers face obstacles in their efforts to effectively differentiate their advertising and foster consumer engagement in discussions about an organization's brand image or products due to over cluttering. The existence of numerous competing products and services that employ comparable digital marketing strategies also presents a substantial disadvantage. Some organizations are experiencing a lack of trust in platforms due to the prevalence of what some consumers consider to be fraudulent advertisements on websites and social media. This stems from the potential for the public to perceive customers negatively (Nalbant & Aydin, 2024b).

3. METHODOLOGY

In this study, a document analysis approach was applied to use digital technologies for digital marketing. Digital technologies for digital marketing, usage areas, advantages, and disadvantages for digital marketing are analyzed. Document analysis, which uses various documents as the primary source of empirical data for academic study, is a research approach that requires methodical collection, examination, questioning, and interpretation of these documents.

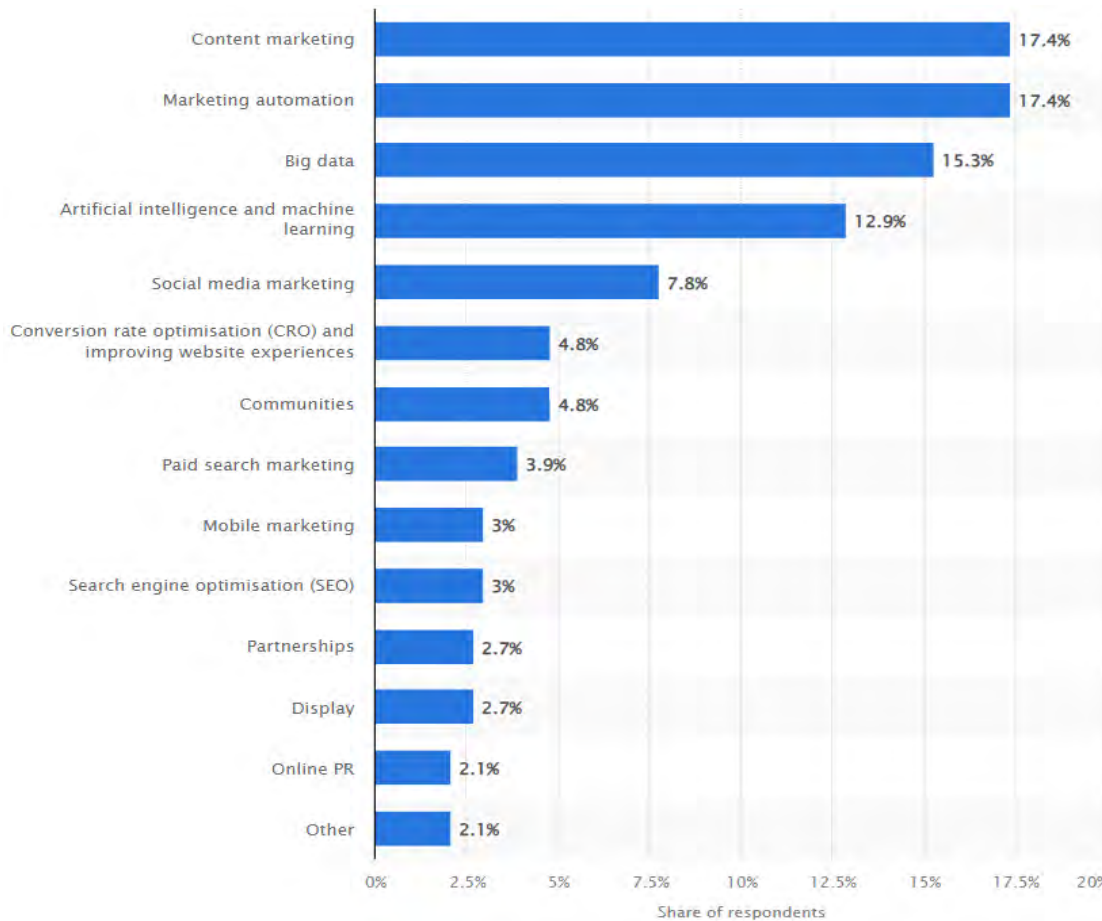


Figure 1. The most effective digital marketing strategies in 2020 (Dencheva, 2023)

In early 2020, global marketers felt that content marketing was the most successful digital strategy. Content marketing was the activity 17 percent felt would have the greatest commercial impact on their own or their clients' company (Figure 1). It is congruent with marketers' expectations for AI, which are to improve marketing effectiveness and simplify their jobs. Many marketers who have used AI in their marketing campaigns claim that it has facilitated the launch of new goods, enhanced content recognition, and increased sales and customer relations. As a result, the percentage of marketers globally that used AI for digital marketing rose from 29% in 2018 to 84% in 2020 (Dencheva, 2023).

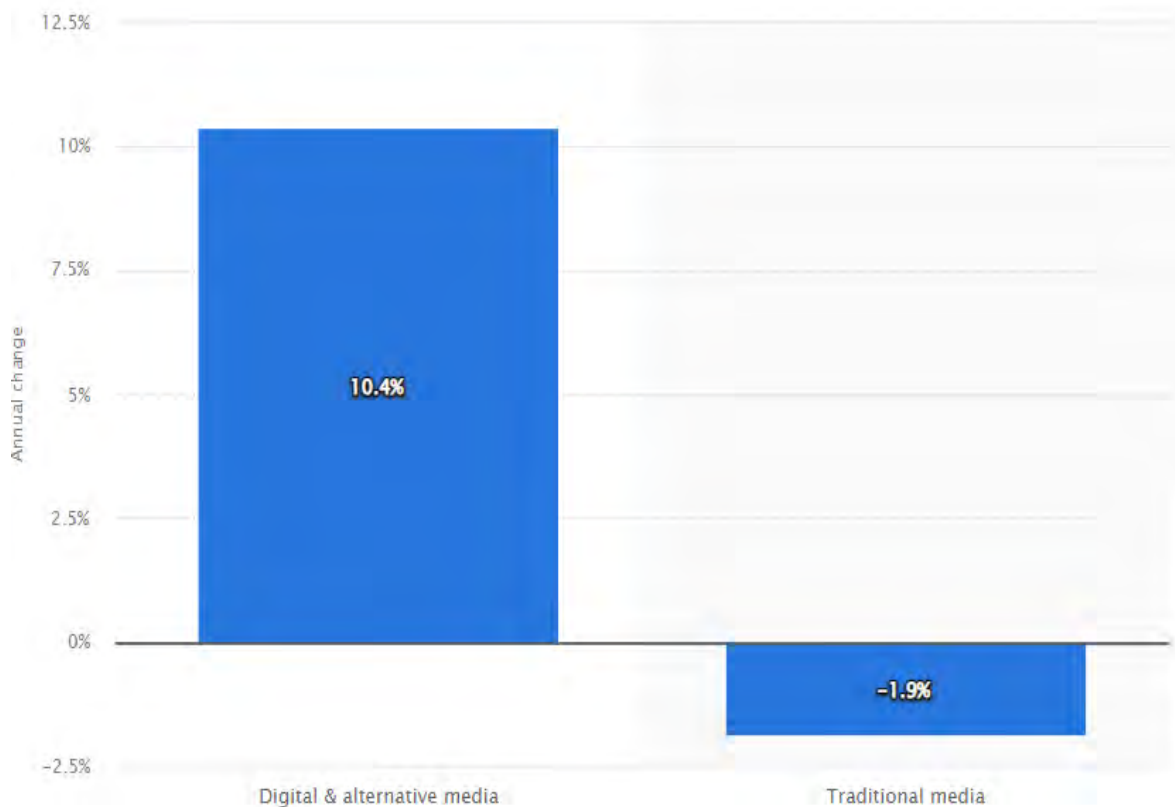


Figure 2. Change in Conventional and Digital Advertising and Marketing Spending Globally in 2023. (Navarro, 2024)

Global expenditure on advertising and marketing in digital and alternative media experienced a growth rate exceeding 10% in 2023. Concurrently, investments in conventional media dropped by approximately two percent (Navarro, 2024). Digital marketing is superior to conventional marketing, as can be shown in Figure 2. Increased investments in the digital sector are therefore something that should be considered.

4. RESULTS

Based on the existing literature and document analysis, it is reasonable to infer that digital technologies and techniques have a significant impact in the field of digital marketing. When developing a digital technology strategy, organizations should prioritize resource allocation to the sector. One possible strategy for a corporation to attain its aim is to expand its market share. The company's performance depends on ensuring client happiness and enhancing service quality. It is also critical for the company to improve the overall quality of services provided. As a result, digital technologies must be given special priority.

The key objective of this study is to investigate the digital technologies and methods that are utilized in digital marketing. One of the purposes of this research is to concentrate on doing such an inquiry. This research investigates the digital marketing methods that have proven to be the most successful. The greatest rates are among those associated with content marketing and marketing automation. When compared to traditional marketing, digital marketing is by far superior. The development of the field of digital marketing is made possible by the technology of the digital age.

5. CONCLUSION

Enterprises and social networks can employ digital technologies to monitor behaviors and analyze the content of requests, complaints, and evaluations. Digital monitoring technologies can perform this task. The marketing department is responsible for achieving the intended outcome, and firms must have a clear understanding of the method by which good evaluations will contribute to achieving that objective. Companies that place a strong emphasis on their reputation in the present technological era and have the objective of becoming leaders in the digital marketplace should concentrate on and increase their financial investments in technology, artificial intelligence, and programming to widen the scope of their entrepreneurial endeavors. Additionally, firms should prioritize innovation and entrepreneurialism in their digital marketing strategies.

Customers want to be able to quickly receive the products and brands they desire. Because of this, it is planned that the speed of communication will increase to the greatest level that is achievable. Artificial intelligence and machine learning applications in marketing have a positive impact, particularly on revenue growth and, more generally, customer satisfaction. Marketers have a better understanding of marketing and sales qualified leads, a greater insight into consumer preferences, the ability to optimize marketing campaigns, the ability to enhance the accuracy of pricing, and the ability to estimate sales in a manner that is both more accurate and timelier.

Businesses that have successfully implemented digital transformations have acquired large positions in digital marketplaces that they had previously neglected. This has become possible because of the growth of digital technology. Artificial intelligence, robotics, fuzzy logic, artificial neural networks, machine learning, the internet of things, the metaverse, augmented reality, blockchain, digital twin, and Web 3.0 are a selection of digital technologies that possess the capability to enhance consumer satisfaction in the present era. As a result, to meet the needs for digital transformation, a substantial number of digital technologies must be adopted, both now and in the future. These technologies have a significant impact on digital marketing because they meet a specific condition.

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