

Innovative Marketing Strategies in the Digital Era: Systematic Literature Review Analysis

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ABSTRACT

Running a business in the modern era is different from business in the past. Business today is greatly influenced by technological advances, for those who master the touch of technology in marketing, they are the ones who can market products, especially in the current digital era. This research aims to gain an understanding of marketing strategies in the digital era. For this reason, we reviewed several studies that we obtained with evidence that we examined from various sources, including scientific papers, especially marketing strategies. Based on the analyzed data and discussion, it can be concluded that online marketing is successful by following the right steps for digital media, mapping marketing, choosing appropriate digital media, and implementing all internet-based marketing activities. Consumers are adopting an increasingly active role in co-creating marketing with their respective companies and brands. In turn, companies and organizations are looking to online social marketing programs and campaigns in an effort to reach consumers where they 'live' online. However, the challenge many companies face is that although they recognize the need to be active on social media, they do not really understand how to do it effectively, what performance indicators they should measure, and how they should measure it. Furthermore, as companies develop social media strategies, platforms such as YouTube, Facebook, and Twitter are too often treated as stand-alone elements rather than as part of an integrated system. This article offers a systematic way to understand and conceptualize online social media, as an ecosystem of related elements involving digital and traditional media. We highlight best practice case studies from organizations' successful efforts to leverage social media to reach important young consumer audiences. Then, we conclude with some insights and lessons related to the strategic integration of social media into a company's marketing communications strategy. The internet has brought disruptive changes to the business landscape through the creation of a number of digital marketing tactics. However, with these new tactical options, marketing managers need to (1) prioritize what they want to achieve and (2) determine which digital marketing tactics to invest in. In this article, we consider these issues from the perspective of four business strategies: explorer, analyzer, low-cost defender, and differentiated defender. In this article, we provide marketing managers with insight into how businesses pursuing various strategies approach these digital marketing issues, with the ultimate goal of assisting managers in the efficient and effective implementation of their corporate strategies.

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1. INTRODUCTION

A major change in human interaction today is the widespread spread of online social networks. The rapid growth of web-based platforms that facilitate online social behavior has significantly changed the nature of human activities, habitats, and interactions. Real-world social relationships have migrated to the virtual world, resulting in online communities that bring together people from all over the world. This move to the digital dimension allows individuals to share knowledge, entertain one another, and promote intercultural dialogue.

This article discusses changes in consumer behavior that require companies to rethink their marketing strategies in the digital realm. Current related research focuses more on customers than on companies. This study adopts a corporate perspective to understand the use of digital marketing and social media and its benefits and barriers [1]. The second generation of internet-based applications enhances marketing efforts by enabling companies to implement innovative forms of communication and co-create content with their customers [2]. Surveys of marketing managers show that companies face internal and external pressure to adopt a digital presence on social media platforms.

This article highlights the importance of relationship-based interactions with customers to increase digital marketing engagement[3]. Some companies are already achieving this by focusing on two-way communication and content creation with their customers. There is discussion about the role of Web 2.0 and the Semantic Web in changing digital marketing strategies, moving market power from companies to consumers.

This research also involves case studies regarding the motivations of companies in various countries to adopt online communication strategies. The results

show that external competitive pressures play the most important role in a company's decision to use digital media for marketing purposes. This article concludes that digital marketing is not just about the message, but also about relationships with customers, and companies need to adopt digital marketing strategies that include co-creation of content and closer relationships with customers.

2. METHODS

The research method in the article text describes the type of research, the subject and object of the study, the time and location of the research, the research instrument, the sampling method, data collection, and data analysis (10 pt).

Systematic Literature Reviews (SLRs) have the ability to offer a comprehensive amalgamation of knowledge in a particular field, thereby enabling the identification of future research priorities. Additionally, SLR has the capacity to answer questions that cannot be adequately resolved through individual research efforts. Furthermore, SLR may indicate deficiencies in important research that require improvement in future investigations. In addition, SLR has the ability to generate or evaluate theories relating to the means or causes of phenomena [4].

To ensure the usefulness of systematic reviews to users, it is critical for authors to prepare transparent, complete, and accurate reports that explain the rationale behind conducting the review, the methodology used (including the approach to study identification and selection), as well as the findings obtained (such as characteristics significant studies and meta-analysis results)[4]. This special systematic literature review was developed based on the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA). PRISMA 2020 is specifically designed for utilization in

systematic reviews that include synthesis (such as paired meta-analysis or other statistical synthesis methods), or that do not involve synthesis (for example, when only one eligible study is identified)[4].

The data collection method for this literature review uses Publish or Perish (PoP) version 8, by selecting international journals on the Google Scholar and Scopus databases with the keywords "marketing strategy", "innovative", "digital era", and "digital marketing". The literature in the database can be useful for research on Innovative

Marketing Strategies in the Digital Era. Using these search phrases, 150 articles were identified, with inclusion criteria including (1) Relevance to the topic studied; and (2) Complete articles only. Meanwhile, the exclusion criteria used include (1) Non-expert website articles; (2) Non-scientific articles; and (3) Not relevant to the topic.

The next stage includes refining the article in preparation for systematic observation. The above strategy starting from search results to inclusion and exclusion criteria is presented in Figure 1.

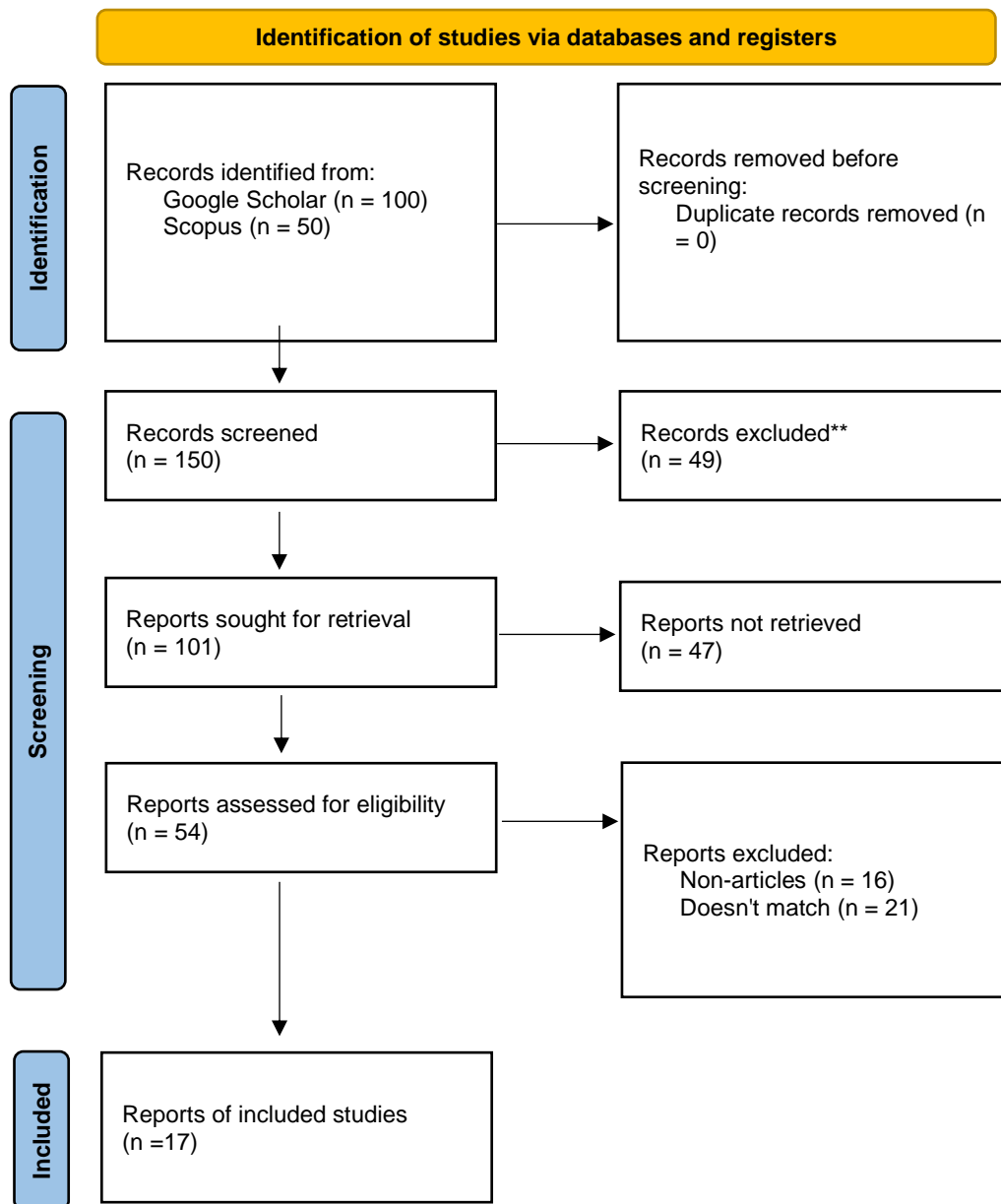


Figure 1. PRISMA Flow: Data Extraction Procedure
Source: Data Process (2023)

3. RESULTS AND DISCUSSION

Marketing strategy refers to the overall plan and approach that a business or organization develops to promote its products or services and achieve its marketing goals. This involves identifying target markets, understanding customer needs and preferences, and determining the most effective ways to reach and engage with customers. Marketing strategies can include various tactics such as advertising, public relations, social media marketing, content marketing, and sales promotions. The goal of a marketing strategy is to create a competitive advantage, build brand awareness, and drive customer acquisition and retention. It is an important component of business success as it helps businesses position themselves effectively in the market and differentiate themselves from competitors [5] [6] [7].

In the digital era, innovative marketing strategies have become essential for businesses to remain competitive and reach their target audiences effectively. One trend in innovative marketing strategies is the use of social media as a powerful tool for brand awareness and online advertising [5]. Companies leverage social media platforms to build strong relationships with consumers both online and offline, as well as to transmit brand awareness through social media followers to users of other platforms [6]. Another trend is the adoption of digital-based marketing strategies, such as online advertising and market utilization, to take advantage of the opportunities offered by the digital era [7][8]. In addition, there is a focus on developing innovation strategies in the digital creative industry, including product innovation, process innovation, and marketing innovation, to improve business performance and gain competitive advantage [9]. This trend highlights the importance of embracing digital marketing strategies and leveraging emerging technologies to thrive in the digital era.

Technology has played an important role in changing the traditional marketing communication model. With the emergence of

interactive digital media, consumers have become the initiators and recipients of information exchange, moving from the passive model of Web 1.0 to the interactive model of Web 2.0. This transformation has allowed companies to develop integrated communications strategies that reach consumers across multiple platforms, enabling a broader sphere of influence. The combination of traditional and social media has played an important role in this process, as it allows companies to create, influence and share content through social media. The Grammy Awards' social media marketing campaign serves as an example of the powerful impact that social media can have on performance. It highlights the strategic integration of social media into marketing communications strategies, offering valuable insights for practice [10].

Digital marketing refers to the use of the internet and digital technology to create, deliver, and communicate product value to consumers. It involves activities, processes, and intuition supported by digital technology [7]. Digital marketing is becoming increasingly important in the industrial era 4.0, providing opportunities for businesses, especially small and medium enterprises (MSMEs)[11]. It offers several advantages compared to traditional marketing strategies, such as wider reach, cost effectiveness, and the ability to target specific audiences [10]. Companies face internal and external pressure to adopt digital marketing, with competitive pressure being a prominent factor [12]. Digital marketing engagement can be categorized based on perceived benefits and usage, and it is critical for marketers to focus on relationship-based interactions with customers to increase engagement. Overall, digital marketing allows companies to improve their marketing efforts, build their brand, increase knowledge, and improve communication flows.

There is research that describes a significant transformation in marketing communications strategies, where interactive digital media is becoming the main motor of change [13]. Digital communication strategies have evolved with the emergence of

interactive digital media, changing traditional marketing communication models. Companies now have the opportunity to engage with consumers across multiple platforms, leveraging traditional and social media to create an integrated communications strategy. Social media plays an important role in this strategy, allowing companies to create, influence and share content, which ultimately impacts their performance. The adoption of a digital presence on social media platforms is driven by the internal and external pressures faced by companies. To increase digital marketing engagement, marketers must focus on relationship-based interactions with customers. Despite the emergence of new digital marketing tactics, companies still have the ability to pursue a variety of established generic business strategies, albeit with new delivery twists. Overall, digital communications strategies allow companies to reach consumers in a more interactive and impactful way, enhancing their marketing efforts

Innovative marketing strategies in the digital era have become essential for businesses to remain competitive and adapt to the changing market landscape. Research has emphasized the importance of leveraging social media as an online advertising platform to build brand awareness and build strong relationships with consumers both online and offline [5]. The digital era also requires the use of internet services for business development, and companies that fail to adapt to these advances often struggle to remain competitive [6]. Additionally, research has highlighted the importance of innovation strategies in improving business performance and gaining competitive advantage in digital creative industries [7]. Furthermore, community service initiatives that focus on marketing digitalization have been found to have a positive impact on the agricultural sector, especially in improving the welfare of rural community groups and increasing sales of processed agricultural products [9]. The research findings provide valuable insights and practical guidance for businesses and industries looking to utilize innovative marketing strategies in the digital era.

Innovative marketing strategies in the digital era offer several benefits. First, they enable companies to reach a wider audience by taking advantage of internet services and emerging technologies[7]. This expanded reach can lead to increased brand awareness and customer engagement, both online and offline [6]. Secondly, digital marketing strategies enable businesses to adapt to changing times and remain competitive in the market [14]. By embracing digitalization, companies can leverage social media platforms as online advertising tools, enhancing their marketing efforts [15]. Additionally, digital marketing strategies provide practical guidance for businesses in utilizing digital technologies, such as marketplaces, to increase sales and increase the competitiveness of their products. Overall, innovative marketing strategies in the digital era offer opportunities for companies to connect with consumers, increase their market share, and improve their overall business performance.

Successful marketing innovation in the digital era is influenced by several key factors. First, the use of emerging technologies plays an important role in driving innovation in marketing strategies [6]. This technology allows companies to reach a wider audience, personalize their marketing efforts, and collect valuable data for analysis. Second, a deep understanding of target markets and consumer behavior is essential for effective marketing innovation [7]. By understanding the needs, preferences and behaviors of their target audience, companies can develop innovative marketing strategies that resonate with consumers. Additionally, the ability to adapt to the changing digital landscape is critical to successful marketing innovation [8]. Companies that can quickly embrace and leverage new digital platforms, tools and trends are more likely to stay ahead of the competition. Lastly, collaboration and a culture of innovation within an organization are important factors for successful marketing innovation [9]. By fostering a collaborative environment and encouraging creativity, companies can generate innovative ideas and

implement them effectively in their marketing strategies.

Ethical considerations in digital marketing are very important. With the emergence of interactive digital media and the increasing role of consumers in co-creating marketing exchanges, companies need to pay attention to ethical practices [10]. In today's digital era, where consumers engage with companies and other consumers through digital media, it is critical for marketers to prioritize transparency, honesty and respect for consumer privacy [12]. Additionally, as digital marketing spending continues to grow, companies must ensure that their employees are properly trained in ethical digital marketing practices. Outsourcing strategic digital marketing processes may not be advisable, as it can compromise ethical decision making. Overall, ethical considerations in digital marketing involve maintaining consumer trust, protecting consumer privacy, and adhering to ethical standards in all digital marketing activities

Changes in consumer behavior have a significant effect on companies and their marketing strategies in the digital domain. Research in this area focuses primarily on customers, but there is a need to understand the company perspective as well [12]. The second generation of Internet-based applications has enabled companies to enhance their marketing efforts by implementing innovative forms of communication and co-creating content with customers [16]. Companies face internal and external pressure to adopt a digital presence on social media platforms, and their digital marketing engagement can be categorized based on perceived benefits and usage. To increase digital marketing engagement, marketers must focus on relationship-based interactions with customers. These changes in consumer behavior and adoption of digital marketing strategies have led to a reduction in the number of brands considered and evaluated by consumers, as well as shorter evaluation times and changed methods. Companies can strategically use social media to better present their products and reduce the

need for consumers to evaluate available options.

4. CONCLUSION

In the context of marketing strategies in the digital era, this research highlights significant changes in traditional marketing communication models towards innovative marketing strategies. Interactive digital media, especially social media, has become a key driver of this transformation. Innovative marketing strategies open up opportunities for companies to engage with consumers more interactively, build brand awareness and create greater influence.

Trends in innovative marketing strategies include utilizing social media as a primary tool for online advertising, adopting digital-based marketing strategies, and focusing on innovation in digital creative industries. Technology plays a key role in changing marketing communications models, enabling companies to create integrated communications strategies through traditional and social media.

Digital marketing is becoming increasingly important in the industry 4.0 era, providing benefits such as wider reach, cost effectiveness, and the ability to target specific audiences. Companies are faced with internal and external pressure to adopt a digital presence, and digital marketing engagement is strengthened by a focus on relationship-based interactions with customers.

In this context, successful marketing innovation is influenced by the intelligent use of technology, a deep understanding of consumer behavior, adaptation to digital change, and a culture of innovation within the organization. However, in adopting digital marketing strategies, companies must pay attention to ethical considerations, such as transparency, honesty, and respect for consumer privacy.

Recommendations

Digital Skills Development

Companies need to invest in developing the digital skills of their employees. In-depth training on new technologies, data analysis, and ethical digital

marketing practices will enhance a company's internal capabilities.

Constant Research and Trend Analysis

Given the fast dynamics of the digital world, companies need to conduct constant research and trend analysis to stay at the forefront of change. This enables rapid adaptation to new technologies and changing consumer behavior.

Strengthened Ethical Considerations

Companies must have strong ethical guidelines in their digital marketing. This includes transparency, honesty, and adherence to industry ethical standards to build consumer trust.

Focused Performance Measurement

Developing performance metrics that focus on long-term results, such as brand awareness, customer retention, and positive impact on communities, will provide a more holistic picture of the success of a digital marketing strategy.

Collaboration and Sustainable Innovation

Encouraging a culture of innovation and collaboration within an organization will be key to remaining relevant. Internal and external resources can be used effectively to generate innovative ideas.

Responsive to Consumer Changes

Companies need to remain responsive to changes in consumer behavior. Increasing customer interaction and engagement through social media allows companies to continuously understand consumer needs and preferences.

Continuous Evaluation and Adjustment

Continuous evaluation of digital marketing strategies must be carried out. A company's ability to identify areas of improvement and adjustment will ensure the sustainability and effectiveness of their marketing strategy.

By implementing these recommendations, companies can maximize

the potential of their innovative marketing strategies in the digital era, achieve competitive advantage, and strengthen their position in an ever-changing market.

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