

## Business Marketing Strategies In The Digital Era (Literature Analysis)

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### ABSTRACT

Digitalization provides convenience and efficiency in human life. It cannot be separated from the fact that the business world is moving from conventional methods to digital. Businesses that have adopted digital in their marketing aspects have made their businesses experience changes or adaptations. The method in this article uses library research, namely a method of collecting data by understanding and studying theories from various literature related to marketing and implementing digital marketing strategies. Based on the description of marketing strategies in the digital era, it can be concluded that it is important for businesses to implement marketing digitalization in their business to increase profits and long-term business sustainability.



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## 1. INTRODUCTION

Digitalization is now a topic that is in the spotlight and discussed in all fields. Digitalization provides convenience and efficiency in human life. It cannot be separated from the fact that the business world is moving from conventional methods to digital. Businesses that have adopted digital in their marketing aspects have made their businesses experience changes or adaptations. Several phenomena of digitalization aspects in the marketing aspect:

### 1. Social Media as a Primary Marketing Tool

Social media has revolutionized the way brands communicate with consumers. Platforms like Facebook, Instagram, Twitter, and LinkedIn provide opportunities for more personalized and interactive marketing.

### 2. Content Marketing

Quality and relevant content has become the key to attracting and retaining customers. This includes blogs, videos, podcasts and infographics that not only promote products but also provide added value to consumers.

### 3. Influencer Marketing

Brands are increasingly using influencers to promote their products and services. Influencers with large, engaged followers can have a significant impact on brand awareness and perception.

4. **Personalization**  
Technology allows brands to collect and analyze big data to offer a highly personalized experience to each customer. This personalization can increase customer satisfaction and brand loyalty.
5. **Mobile Marketing**  
With the increasing use of smartphones, mobile marketing is becoming increasingly important. This includes the use of mobile-optimized apps, text messages, and ads.
6. **SEO and Search Engine Marketing**  
Search engine optimization (SEO) and search engine marketing (SEM) are essential for increasing online visibility and attracting traffic to a company's website.
7. **Analytics and Big Data**  
Analytics plays a critical role in digital marketing. By analyzing big data, companies can make more informed decisions about their marketing strategies.
8. **Marketing Automation**  
Automation allows companies to be more efficient in their campaigns, automating tasks such as email marketing, lead nurturing, and social media posting.
9. **Augmented and Virtual Reality (AR and VR)**  
The use of AR (Augmented Reality) and VR (Virtual Reality) in marketing provides consumers with immersive experiences, such as trying products virtually before buying.
10. **E-commerce and Online Purchasing**  
Online purchasing has changed the way consumers shop, prompting brands to improve their e-commerce strategies.
11. **Social Awareness and Responsibility**  
Consumers are increasingly aware of social and environmental issues, forcing brands to be more responsible in their marketing practices.
12. **Live Interaction and Chatbots**  
The use of chatbots and direct customer interaction via digital platforms improves customer service and engagement. Marketing in the digital era is interesting to discuss because it creates technological developments and innovations and has an impact on changes in customer behavior. Businesses are also trying to use digital marketing strategies that can accommodate changes in customer behavior. So businesses are trying to adapt quickly so they can remain relevant in changing times and have a competitive edge. Convenience for the sake of convenience brings business entities closer to consumers and offers easier ways of transacting. In fact, the behavior that used to involve going to offline stores has now evolved into shopping from home via gadgets connected to the internet. Therefore, it is important that digital marketing strategies are understood, mastered and implemented by business people in their marketing management as a form of effort to achieve maximum profits and long-term business sustainability.

## **2. RESEARCH METHOD**

The method in this article uses library research, namely a method of collecting data by understanding and studying theories from various literature related to marketing and implementing digital marketing strategies. There are four stages of library study in research, namely preparing the necessary equipment, preparing a working bibliography, organizing time and reading or recording research material[1]. This data collection uses the method of searching for sources and constructing them from various sources, for example books, journals and research that have already been carried

out. Library materials obtained from various references are analyzed critically and must be in-depth in order to support the propositions and ideas.

### 3. RESULTS AND DISCUSSION

Implementing marketing strategies in the digital era must prioritize conformity to change. Changes in consumer behavior and marketing methods in the digital era require business people to adapt in order to meet consumer needs and demands to gain profits. Adapting to marketing changes in the digital era is part of long-term business sustainability. Businesses that are reluctant to adapt to digitalization will experience being left behind and decreasing their competitiveness. In the future, only businesses that adapt will be interested in consumers. It is the conformity of consumer behavior with the adaptive attitude of business that is able to survive in the era of digitalization.

### 4. CONCLUSION

Based on the description of marketing strategies in the digital era, it can be concluded that it is important for businesses to implement marketing digitalization in their business to increase profits and long-term business sustainability. This is proven in the description of the results of previous research. The results of this literature analysis can add to the knowledge of digital marketing and become a reference for business people

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