



# Understanding Various Digital Marketing Strategies and Its Implications

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**Abstract.** Digital marketing is about recognizing products Is an electronic communication method used by marketers and services toward the market. Digital marketing is broad-based and involves business strategies that promote emerging technology that raises costs and promotes industry internationally in a highly competitive environment. Rapid technological advances, the use of digital marketing, social networking ads, and web browser marketing are on the rise. Digital marketing is used by advertisers to advertise products and services in the market. Digital marketing is an essential part of increasing the distribution of Good and services. The purpose of this investigation is to explore the impact of digital media and whether it is a mandatory tool for both marketers and consumers. We explored the impact of digital media and its impact on customer buying behavior.

**Keywords:** Entrepreneurship, Entrepreneurialism, Entrepreneurship Education, Entrepreneurship research.

## 1. Introduction

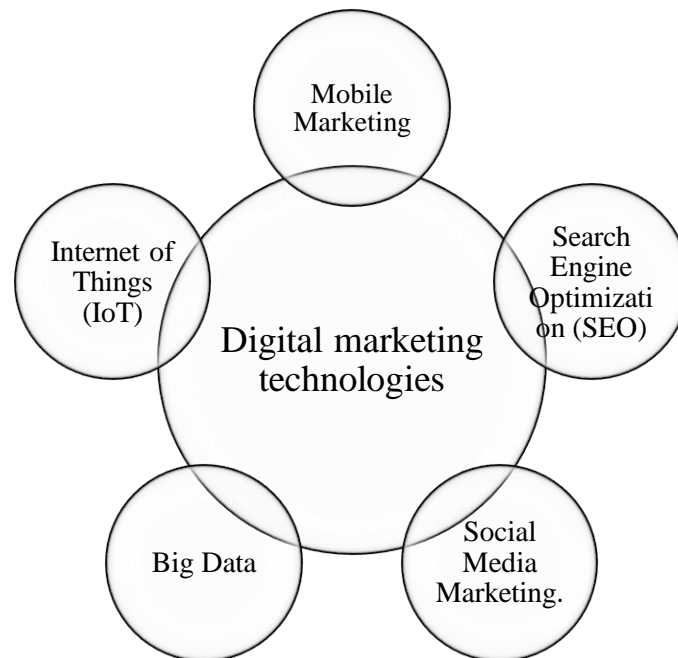
The digital marketing Internet and desktop computers, Such as mobile phones, other digital media and operating systems Online based digital technologies Used is a component of marketing. Using these online media channels, Digital marketing is a way for companies to recognize products, services and brands. Its growth in the 1990s and 2000s was for marketing brands and businesses changed the way technology was used. Digital sites are increasingly involved in marketing projects being integrated into everyday life; Extension digital marketing for non-Internet channels Distinguishes from online advertising. Is digital marketing to market products and services to reach consumers Refers to the use of digital channels? This type of marketing involves the use of websites, Mobile devices, social media, Search engines and other similar channels. Digital marketing incorporates certain principles such as traditional marketing and is considered by companies to be a new way of approaching consumers and understanding their behavior. Companies often incorporate traditional and digital marketing techniques into their strategies. Is digital marketing Term used to target, scalable and Digital technologies to reach audiences Interactive marketing of products or services using, convert and retain customers.

## 2. Digital Marketing

Digital marketing channels work just like traditional marketing channels, to customers through a specific type of supply chain integrates the delivery of products and services from their origin. The supply chain in question contains unique tools and methods, it primarily ensures the delivery of products and services through digital connections online. The Internet is evolving and developing completely new types of products and services can also be provided by computers connected to the network, there is a need for more precise research into how these products and services are made available to their end customers from a variety of locations. [1] Digital marketing is the best marketing contact, efficient online sales and low search costs, and Easy price comparisons, dissemination of user reviews, Brand difference and better customer relationship Makes management easier. Also, create creative and impressive content; you can further enhance brand value by using social media channels It airs. Much about the use of Digital Marketing Communication (DMC) in B2B companies Research focuses on communications using digital marketing tools. DMC is about building better relationships with customers, to disseminate integrated, concise and measurable communications Is the use of the latest technologies or tools. The title is divided into four categories: Branding, Advertising, Content Marketing and Communication. By influencing the market vision of the company's products and services Brands drive business performance; thus, they pay a premium for the value felt by the consumer. Loyal consumers, popular brands are high profit and good sales and market presence. However, most studies on branding have examined B2C products and services; many have not read the B2B perspective. Recently, some studies have been conducted in the field of customer and partner engagement and B2B Have studied their effects on concrete performance. Companies need to gain new customers and maintain long-term relationships with consumers. Utilize social networking sites to increase brand awareness. Also, to develop advertising strategies the content available on social websites is important. [2] Digital marketing methodically has been invested. Direct cash and human resource investments and you can clearly see the high administrative commitment in this matter. With the help of analysis, management and sales teams Will undoubtedly support our digital services, Internet and our activities All have made a powerful impact, And change has been intense over the past few years. Offline marketing budget is even bigger, but the digital marketing budget has multiplied. [3] Digital marketing tools Most suitable for business marketers,

because they are (1) target value chain intermediaries, (2) In economic value Creating Focus Value Proposals And (3) less of large personal transactions Dealing with customers. Because business customers are interested in the content and technology convenient to engage through digital channels. In their focus and purchasing process on digital resources their desire to engage social media sparked a debate about digital marketing strategies for B2B markets. Most business customers who take part in industry surveys report that social content has had an impact on their purchasing journeys. As it is very important to earn consistent revenue In B2B markets through contractual agreements, it is important to enable and every week, every month, through digital media secure sales quarterly and yearly maintain customer engagement. [4] Digital marketing is an alternative and a fundamental tool in business performance that can reduce costs. However, the emergence of e-commerce and the development of new marketing techniques have called into question traditional trading and presented new issues, while at the same time increasing some of the existing ones. [5] Digital marketing tools are simplified into 5 key techniques, and manage businesses today It is also necessary to develop skills for individual marketers.

- Big Data
- Internet of Things (IoT)
- Mobile Marketing
- Search engine optimization (SEO)
- Social media marketing [6]



**FIGURE 1.** Digital marketing technologies

### 3. Digital marketing strategies

To develop a digital strategy reviewing a company's performance based on the process of traditional strategic development It's similar, but with digital strategies Focuses on managing specific issues. An effective digital strategy should be: For internet marketing activities Providing future direction - Requires a long-term map of Internet services and activities; The external environment and internal resources and strategy of the company Includes analysis of implementation capabilities; Supports marketing objectives Express goals for digital channels; Achieving goals for digital channels Engage in the selection of strategic options and create sustainable diversified competitive advantages; Such as the specification, positioning and marketing mix of target markets Strategic development involves the incorporation of conventional marketing strategy options; Do not follow any strategies And define which function is not suitable for implementation; How resources are used to achieve strategy And specify how the system will be configured. [7] Companies that follow a similar business strategy for marketing managers about how they approach digital marketing by providing insights they Lack of marketing resources can be better allocated. To accomplish this, companies need to engage in digital marketing we must first understand what the strategic priorities are. To that end, accept the list of the top seven digital marketing priorities These include:

- Increasing sales opportunities / fronts,
- Customer Acquisition,
- increase customer engagement,
- enhance brand awareness,
- Improving the final size
- Increasing cyber traffic
- Improving the Internet user experience. [8]

B2B Digital Marketing Strategy with B2C Digital marketing is the primary focus and differs from the strategy followed in terms of approach. In business markets, the focus is on marketing for the value chain by focusing on the leading segment, content distribution and subscriber engagement. On the other hand, in the B2C environment, digital marketing strategy is brand creation and focuses on end-consumer travel, this includes purchase and post-purchase activities. This includes purchase and post-purchase activities. Focus only on companies operating in developed markets. So, in emerging economies the need for digital marketing research Scholars have suggested. [10] The most widely used digital marketing strategies by companies are Search engine optimization, search engine marketing, Social media marketing, related to program advertising and influential marketing. Digital marketing techniques are increasingly being used to fill the Internet with algorithms that analyze users' perceptions of how companies share their messages. [11]

#### 4. Social Media

Digital social media brings many benefits to companies. Einskoff and Lockett (1996) argue, For example, publishing, online sales, The Internet can be used for market research and customer support. Brand creation, building oral communication among consumers, other scholars argue that the Internet can help with marketing and grocery sales. Assist in implementing marketing strategies, the Internet can improve a company's overall performance. [12] For social media marketing and advertising activities has become a popular channel. Attract customers successfully; encourage them to buy their brands when designing social media ads Companies face challenges. Social media advertising that predicts the purpose of the purchase Related studies have identified and tested the factors. Impact of social media marketing activities and is more interested in how to measure value. In that direction, various social media metrics are proposed. [13] Social media companies carry out their marketing activities Changes the way we conduct, brings new challenges and benefits. When misused or used by incompetent professionals, it can negatively impact digital marketing companies. Therefore, improving the social media capabilities of companies is important. Companies use digital marketing strategy with their organizational objectives Particular attention should be paid to the composition. When used strategically, Social media marketing can lead to an increase in customer satisfaction and perceived value, affiliate creation, brand loyalty and a positive attitude. [14] In addition, social media is content created by the online user, by studying eWOM communications and online communities have provided new opportunities for companies to gain consumer intelligence. Consumer reviews are a big part of social media; Concerns such as quality, reliability, assistance and reliability Bringing issues to the forefront. Online reviews can affect the performance of companies Consumer attitude and Changes may occur in purchasing behaviors. [15] Social media are products for different types of companies and organizations around the world And Acts as a bridge in marketing services. Content given or desired on the website It works by gravity content, which attracts attention with the content that attracts on social media sites, which encourages readers to share information about companies, organizations and organizations across the social network to potential consumers. It provides sellers with consumer information. Rooms for their products on social media in the hotel industry, It serves as a source for marketing Breakfast, lunch and dinner Buffet, Spa and many amenities for consumers. Social media is between users and viewers Acts as a bridge; it also allows them to communicate with each other Information about the hotel Online to share ideas as well. Like Instagram, Twitter and Facebook Online networking sites are spread for advertising purpose and rating in all luxury hotels. Which helps to enhance business capabilities. To boost hotel sales, hotels need to find new technologies that will help them maintain hotel presence with social networking sites and online companies (OTAs). [16]

#### 5. Smart Digital Marketing

Digital marketing transforms and shapes industrial architecture and customer behavior. As digital marketing becomes increasingly complex, Ryan argues that energy is becoming more and more universal. Also, ideas about ingenuity and sustainability are at an early stage in digital marketing. In terms of smart digital marketing, much of the published research is of paramount importance, Focuses on the types of functions and approaches. In terms of the importance and sustainability of digital marketing, Such as retail, manufacturing, wholesale and other industries Many businesses use their smart digital marketing strategies Use this as a part. As a useful communication channel for understanding customer behavior and needs the authors emphasize Emphasis on smart and sustainable digital marketing. Pantano and Timmermans based on smart digital technologies and the web they use sustainable marketing as smart retailers. The future of retail will be intelligent, sustainable and widely used they argue that digital technologies are in the research and application. Maintain Existing customers at the same time Strong relationship for retention. Other literature focuses on the importance of smart and sustainable digital marketing and is a channel that contributes to sales growth and reaches customers. [17] Smart digital marketing in the Malaysian context In terms of popularity of use, Including most small and large companies Real estate companies use websites. However, these companies like e-commerce in the use of smart digital marketing Face challenges and difficulties. The main concerns are the security and personal information infringement and hacks of the buyer, as well as the risk associated with such degrading digital sites. Literature covers the importance of digital marketing; some companies generally focus on its characteristics. Current Study in Malaysian Property Development Companies Contributes to the work of smart digital marketing. It has been adopted by smart digital marketing by local property development companies Establishes priority status. Furthermore, realizing the goals of smart and sustainable asset development, these companies develop strategies to help them use digital marketing. [18]

## 6. Search Engine Optimization (SEO)

Improving the hotel website will help you to get the best hotel business. In search engine results Getting a website is a technique, and this process in search engine listings Works with keywords and website frequency. Number of visitors, how many times a site was visited In the search results page and in the search results list How many times does a site appear, This will help your website get more visitors, And these visitors will be converted into hotel guests. Word Search, Local Search, Video Search, Image Search, Including corporate search, hotel location, amenities and some hotel related news SEO can focus on different searches. SEO can focus on different searches. Every hotel should There is a website, it is necessary to visit the hotel online, And the main purpose of that website is with the help of online tools. [19] On the search engine search results page the technique used to obtain high quality space. Application: To analyze online rankings, Traffic Numbers and measure the number of page views or visits, create key types. [20] SEO and direct traffic are processes that greatly affect the number of changes achieved in B2C businesses. SEO is a subdivision within digital marketing that explores much of its impact and its economic value to the company. [21]

## 7. Conclusion

New technologies have made great strides in digital marketing. With the rise of new technology, the market approach has also evolved. Digital marketing has many advances and improvements in its strategy, so it is important to know the results of digital marketing. Customers and marketers need to be aware of the pros and cons of doing digital marketing. The Benefits of Doing Digital Marketing Good at low prices and promotional items. Frequent updating of the hotel website Get the best hotel business. This way the hotel website will appear in the search engine results and it will be rated according to frequency. For doing digital marketing in the hotel industry Videos are a good source. If the hotel has promotional video before doing so on YouTube and Instagram, Hotel marketing consultants, the video should be shot with a marketing strategy suitable for hotel properties. On weekends, the hotel has a video on their menu, Highlight the restaurant by interviewing a one-day specialist and hotel chef. Knowing the need of the hotel and choosing the compatible PMS on the internet an important task is, because it helps to get rooms and always occupy, this is the hotel website Works with help.

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