

# Digital Marketing Strategies to Attract Millennials Using the ARAS Method

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Abstract: In today's digital age, effective marketing strategies are paramount for businesses striving to connect with their target audience and achieve organizational objectives. Digital marketing encompasses a broad spectrum of tactics and methodologies aimed at engaging consumers, driving traffic, and generating leads across various online platforms. As technology and the internet continue to evolve rapidly, digital marketing has become an integral and dynamic component of any comprehensive marketing strategy. Digital marketing strategies harness the potential of digital channels such as search engines, social media platforms, email, and websites to engage with potential customers. These strategies are customized to align with the distinct needs and behaviors of online users, enabling businesses to deliver personalized and pertinent content. The primary objective of digital marketing is to enhance brand visibility, foster meaningful customer engagement, and ultimately drive conversions and sales. By leveraging the power of digital platforms, businesses can establish a strong online presence, cultivate lasting relationships with their audience, and achieve sustainable growth in today's competitive marketplace. Absolutely, researching digital marketing strategies is crucial due to their profound impact on the modern business landscape. Here are some key reasons why understanding and optimizing these strategies are imperative: Overall, researching digital marketing strategies is essential for businesses looking to thrive in the digital era. By understanding and optimizing these strategies, businesses can gain a competitive advantage, enhance audience engagement, expand their market reach, make data-driven decisions, maximize ROI, and stay adaptable in an ever-changing digital landscape. Alternative: Social Media Marketing, Search Engine Optimization, Content Marketing, Email Marketing, Pay-Per-Click Advertising. Evaluation Preference: Engagement Rate (%), Conversion Rate (%), Time to implement (months), Complexity (1-5). Result: The results Pay-Per-Click Advertising achieved the highest rank, while Search Engine Optimization received the lowest rank being attained. "The value of the dataset for Digital Marketing Strategies, according to the ARAS, Pay-Per-Click Advertising achieves the highest ranking.

Keywords: Social Media Marketing, Search Engine Optimization, Content Marketing, Digital Marketing.

#### **1. INTRODUCTION**

Commonly utilized in digital media to discern which entities are influential and which are not, this practice can be detrimental to marketers. This article focuses on millennial' preferences and the digital marketing strategies that impact their behavior. Also known as Generation Y, millennial are crucial to the expansion of e-commerce. Their socializing and shopping habits online will continue to drive the growth of e-commerce as their discretionary income increases. [1] The declining interest in receiving discounts, coupons, or rewards for writing reviews is a puzzling trend. These incentives were highly effective motivators during the first two years. Interestingly, there is a significant gender difference in how these privileges are perceived. Women found the offer of a discount, coupon, or reward for writing an online review more encouraging than men did. [2] To precisely define digital marketing, we must first formalize the various terms used in specialized literature and online to describe this field. Some authors use terms like "digital marketing," "internet marketing," "online marketing," "web marketing," "email marketing," "e-marketing," and "marketing 4.0." These terms are often interchangeable and largely synonymous, though they each carry different nuances. The primary distinction between them lies in the specific tools and marketing activities they emphasize. [3] These recruitment and loyalty programs exemplify the types of activities that should be integrated into any university organization's marketing efforts. However, all these functions are context-dependent in an offline setting. Beyond the offline system, digital marketing strategies also come into play. For instance, banner ads on educational websites can serve as a recruitment mechanism, while newsletters can function as a loyalty tool. The former is an example of search engine marketing (SEM) tools, and the latter illustrates email marketing techniques. In the realm of digital marketing strategies, social networking sites (SNSs) are particularly relevant. [4] During the pandemic, companies incorporated security messages into their digital communication to raise awareness about COVID-19-related safety guidelines. This demonstrated their sensitivity to the concerns of customers, employees, and other stakeholders, helping to build customer trust. For customers, "security" pertains to the safety measures in place when ordering online or visiting retail stores. Therefore, this element must be an integral part of a company's digital communication strategy. [5] Despite having different rationales than low-cost defenders, the ultimate effect on brand building is identical. Different custodians inherently safeguard the client's core values. However, we were surprised to find that this strategic preference did not result in a significantly higher response rate compared to their lower-cost competitors. [6] Various "actors" within the digital echo verse contribute in multiple ways. Owned media acts as "feedback" from customers, facilitating interactions with companies utilizing it, particularly on their websites following media investments. This engagement is driven by personalized content, direct interactions, and digital inbound marketing. Additionally, digital inbound marketing is crucial for B2B companies, highlighting the growing effectiveness and positive reception of these strategies in emerging economies. [7] Initially, companies viewed the Internet as merely a new channel to expand their presence. However, they soon began seeking ways to differentiate themselves through their sites and services. Today, online marketing communications are evolving into a critical component of operational marketing, establishing themselves as a distinct branch of marketing: digital marketing. [8] This paper examines the application of accurate marketing through digital analysis, focusing on three key aspects: customer segmentation, shopping basket positioning, and target customer marketing. It analyzes the applicability of a precise marketing strategy in retail sales. The findings demonstrate that under the new background, retail is evolving from traditional methods to data-driven techniques, implementing precise marketing strategies. This approach enables the accurate gathering of valuable, limited marketing resources and the establishment of a new marketing model. Emphasis is placed on achieving long-term sustainable development among retailers, suppliers, and customers. [9]

## 2. MATERIALS AND METHOD

The Attribute-Ranking Approach to Sustainability (ARAS) method is a systematic decision-making framework essential for evaluating and prioritizing alternatives based on multiple attributes, with a focus on sustainability. As the demand for choices that align with ecological, social, and economic sustainability increases, the ARAS method offers a structured and transparent way to navigate complex decision scenarios. The origins of ARAS can be traced back to the mid-20th century with the development of decision analysis, which aimed to provide structured approaches for making complex decisions by incorporating both quantitative and qualitative factors. As decision-making challenges grew more intricate, there was a need for methods to effectively evaluate alternatives based on multiple criteria. This led to the development of multi-criteria decision analysis (MCDA), which provided systematic frameworks for assessing alternatives considering diverse attributes. The ARAS method is designed to guide complex decision-making by systematically evaluating alternatives based on multiple attributes, while considering sustainability criteria. It significantly contributes to MCDA by offering a structured framework for decision-makers to prioritize and select the most suitable options in situations with various conflicting factors. The ARAS method operates on key principles that guide its structured decision-making process. It starts with identifying relevant attributes or criteria, which are normalized to a common scale for fair comparisons. Decision-makers assign weights to each attribute based on their relative importance, reflecting the decision context's priorities. Alternatives are then evaluated against these attributes, with scores calculated based on predefined formulas. These individual scores are aggregated to generate an overall score for each alternative. Finally, alternatives are ranked according to their aggregated scores, enabling decision-makers to prioritize and select the most suitable options that align with sustainability criteria. The ARAS method is applicable across various domains, including business and economics for strategy formulation and investment decisions, environmental management for prioritizing projects based on ecological impact, engineering for evaluating solutions, urban planning for assessing infrastructure projects, and healthcare for resource allocation and policy design, all while incorporating sustainability and multi-criteria considerations. The ARAS method's advantages include its comprehensive evaluation of alternatives across multiple attributes, providing a holistic view of potential trade-offs and synergies. By integrating sustainability criteria, ARAS promotes environmentally and socially responsible decision-making. The method's transparency enhances stakeholders' understanding of the decision process, while its flexibility accommodates various attribute types and objectives. ARAS empowers decision-makers to make informed choices that align with broader goals and values, contributing to ethically sound decisions and sustainable outcomes across various domains. However, the ARAS method has limitations. Subjectivity in assigning attribute weights can introduce bias, and interpreting trade-offs between attributes can be complex. Additionally, data availability and accuracy may pose challenges. Future directions may include refining weight assignment techniques, addressing data uncertainties through advanced modeling, and integrating

emerging technologies such as artificial intelligence to enhance attribute evaluation. The multitude of techniques available for solving Multi-Criteria Decision Making (MCDM) problems varies greatly in complexity and potential solutions, often leading to confusion among potential users. Each method possesses its own set of strengths, weaknesses, and potential applications. This diversity can result in a phenomenon known as random problem ranking, where different MCDM methods yield disparate rankings for the same set of criteria. A significant criticism of MCDM methods stems from the inconsistency in results obtained when different techniques are applied to the same problem, highlighting the challenge of selecting the most appropriate method for a given decision-making scenario.

# **3. ANALYSIS AND DISSECTION**

			Time to	
	Engagement	Conversion	Implement	Complexity
	Rate (%)	Rate (%)	(months)	(1-5)
max or min	7.5	6	1	2
Social Media Marketing	5.5	2.5	2	3
Search Engine Optimization	4	3	6	4
Content Marketing	6	4	4	3
Email Marketing	7.5	5.5	1	2
Pay-Per-Click Advertising	3.5	6	1	4

TABLE 1	Digital	Marketing	Strategies
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The dataset evaluates five digital marketing approaches based on four key metrics: Engagement Rate, Conversion Rate, Time to implement, and Complexity. Engagement Rate gauges audience interaction, with Email Marketing and Social Media Marketing leading at 7.5%, indicating effective engagement, while Pay-Per-Click Advertising trails at 3.5%, implying lower engagement. Conversion Rate measures desired actions, with Email Marketing at 5.5% and Pay-Per-Click Advertising at 6%, signaling effective action-driving strategies. Time to implement and Complexity assess implementation ease, with Email Marketing and Pay-Per-Click Advertising being quickest and simplest, while Search Engine Optimization is the most time-consuming and complex. Overall, Email Marketing and Pay-Per-Click Advertising excel in Conversion Rates and implementation efficiency, whereas Social Media Marketing impresses with high Engagement Rates despite moderate Conversion Rates and Complexity.



FIGURE 1. Digital Marketing Strategies

The radar chart visually compares five digital marketing strategies—Social Media Marketing, Search Engine Optimization (SEO), Content Marketing, Email Marketing, and Pay-Per-Click Advertising—across four evaluation parameters: Engagement Rate, Conversion Rate, Time to Implement, and Complexity. Engagement Rate: Email Marketing and Social Media Marketing both demonstrate the highest Engagement Rates, indicating their strong ability to capture audience interest and interaction. Conversely, Pay-Per-Click Advertising exhibits

the lowest Engagement Rate, suggesting it is less effective at engaging users. Conversion Rate: Pay-Per-Click Advertising leads in Conversion Rate, implying it is the most effective at turning audience engagement into desired actions. Email Marketing follows closely, while Social Media Marketing lags behind despite its high engagement. Time to Implement: Email Marketing and Pay-Per-Click Advertising emerge as the quickest to implement, requiring minimal setup time and making them appealing for businesses needing swift deployment. In contrast, SEO demands the longest implementation time, indicating a more prolonged establishment process. Complexity: Email Marketing is depicted as the least complex strategy to implement, requiring more resources and expertise. Overall, the radar chart emphasizes that Email Marketing strikes a balance between high engagement and conversion rates with low implementation time and complexity, rendering it a highly effective and efficient strategy. Conversely, SEO, while potentially effective, demands significant time and expertise for proper execution.

	0.25	0.25	0.25	0.25
	Engagement	Conversion	Time to Implement	Complexity
	Rate (%)	Rate (%)	(months)	(1-5)
	33.33	186.41	1	0.5
	31.08	139.53	0.5	0.333
	29.12	142.97	0.166667	0.25
	24.08	122.58	0.25	0.333
	23.17	128.28	1	0.5
Weight	33.33	186.41	1	0.25

TABLE 2. Weight

The dataset provides weights and values for four parameters across five digital marketing strategies: Engagement Rate, Conversion Rate, Time to implement, and Complexity. Each parameter holds equal weight (0.25), indicating their equal importance in evaluating the strategies. Engagement Rate (%): This parameter gauges how effectively each strategy captures and maintains audience interest. The highest value (33.33) suggests exceptional engagement, while lower values like 23.17 and 24.08 indicate comparatively lesser engagement. Conversion Rate (%): This metric measures a strategy's effectiveness in converting engagement into desired actions, such as purchases or sign-ups. Values range significantly, with the highest (186.41) indicating a very effective conversion rate, and lower values (e.g., 122.58) suggesting lesser effectiveness. Time to implement (months): A lower value here signifies faster implementation, which is advantageous for time-sensitive campaigns. Values range from 0.166667 to 1, indicating variability in deployment speed. The lowest value (0.166667) suggests the fastest implementation. Complexity (1-5): Lower values indicate simpler implementation. Values range from 0.25 to 0.5, with 0.25 representing the least complexity and suggesting ease of execution, beneficial for organizations with limited resources or expertise.

TABLE 3.	Normalized Da	ta

Normalized Data			
0.191431	0.20571	0.255319	0.231
0.178508	0.153976	0.12766	0.154
0.167251	0.157772	0.042553	0.115
0.138303	0.135271	0.06383	0.154
0.133077	0.141561	0.255319	0.231
0.191431	0.20571	0.255319	0.115

The normalized dataset assesses five digital marketing strategies across four key parameters: Engagement Rate, Conversion Rate, Time to implement, and Complexity. Normalization standardizes the values to a common scale, facilitating a fair comparison. Engagement Rate (%): Values range from 0.133077 to 0.191431. The first and last strategies exhibit the highest normalized Engagement Rates (both 0.191431), indicating their effectiveness in capturing audience interest. Conversely, the lowest value (0.133077) suggests lesser effectiveness in engaging users. Conversion Rate (%): This parameter spans from 0.135271 to 0.20571. The first and last strategies boast the highest values (0.20571), signifying their superior ability to convert engagement into actions. In contrast, the fourth strategy demonstrates lower conversion efficiency (0.135271). Time to implement (months): Lower values are preferable as they denote quicker implementation. The range varies from 0.042553 to 0.255319. The third strategy emerges as the fastest to implement (0.042553), offering an advantage for rapid rollouts. Conversely, multiple strategies share the highest value (0.25319), indicating longer implementation times. Complexity (1-5):

Lower values indicate simpler implementation. The range extends from 0.115 to 0.231. The third and last strategies are the simplest (both with a value of 0.115), while the highest values (0.231) suggest more complex strategies.

	0		
Weighted Normalized Data			
0.047858	0.051427	0.06383	0.057692
0.044627	0.038494	0.031915	0.038462
0.041813	0.039443	0.010638	0.028846
0.034576	0.033818	0.015957	0.038462
0.033269	0.03539	0.06383	0.057692
0.047858	0.051427	0.06383	0.028846

TABLE 4. Weighted Normalized Data

The weighted normalized dataset offers a comparative analysis of five digital marketing strategies across four parameters: Engagement Rate, Conversion Rate, Time to implement, and Complexity. The weights assigned to these parameters ensure a balanced evaluation. Engagement Rate (%): The highest weighted normalized values for Engagement Rate are 0.047858, observed in the first and last strategies, indicating their effectiveness in engaging audiences. Conversely, lower values (e.g., 0.033269) suggest lesser effectiveness in capturing audience interest. Conversion Rate (%): Values range from 0.033818 to 0.051427. The first and last strategies also lead in this parameter with a value of 0.051427, indicating strong conversion capabilities. Conversely, the lowest value (0.033818) suggests a lesser ability to convert engagement into actions for the fourth strategy. Time to Implement (months): Lower values denote faster implementation. The range spans from 0.010638 to 0.06383. The third strategy boasts the lowest value (0.010638), making it the quickest to implement. Conversely, the highest value (0.06383), observed in multiple strategies, signifies longer implementation periods. Complexity (1-5): Complexity values range from 0.028846 to 0.057692. Lower values denote simpler strategies. The third and last strategies have the lowest complexity (0.028846), suggesting they are easier to execute. Higher values (0.057692) imply more complex implementation processes.

optimality function Si		
max or min	0.220807192	
Social Media Marketing	0.1534974	
Search Engine Optimization	0.120740146	
Content Marketing	0.122812613	
Email Marketing	0.190181612	
Pay-Per-Click Advertising	0.191961038	

**TABLE 5.** Optimality function Si

The optimality function scores provide a comprehensive assessment of five digital marketing strategies, evaluating their overall effectiveness and efficiency against a benchmark score of 0.220807192, which represents ideal performance across all parameters. Social Media Marketing (0.1534974): Social Media Marketing achieves a score of 0.1534974, indicating solid performance but with room for improvement. While effective in engaging audiences, it may lag in conversion efficiency or implementation ease compared to the optimal benchmark. Search Engine Optimization (0.120740146): SEO scores the lowest at 0.120740146, suggesting it is the least effective among the strategies. This lower score may result from longer implementation times or higher complexity, diminishing its overall effectiveness. Content Marketing (0.122812613): Content Marketing performs slightly better than SEO with a score of 0.122812613 but still falls below more effective strategies. It suggests moderate success in engaging and converting audiences but indicates potential inefficiencies in other areas. Email Marketing (0.190181612): Email Marketing achieves a high score of 0.190181612, making it one of the top-performing strategies. This high score reflects strong effectiveness in both engaging and converting audiences while being relatively easy to implement. Pay-Per-Click Advertising (0.191961038): Pay-Per-Click Advertising emerges as the second-highest scoring strategy after the benchmark, with a score of 0.191961038. This indicates it is highly effective and efficient, excelling in key performance emetrics.

	utility degree Ki	
max or min	1	
Social Media Marketing	0.695164857	
Search Engine Optimization	0.546812559	
Content Marketing	0.556198427	
Email Marketing	0.861301713	
Pay-Per-Click Advertising	0.869360442	

TABLE 5. Utility degree Ki

The utility degree scores reflect the relative effectiveness of five digital marketing strategies, with a maximum possible score of 1 indicating the highest utility or optimal performance. Each score represents how closely a strategy approaches the ideal. Benchmark Utility Degree (1): This top score of 1 represents the ideal performance across all evaluated parameters. It serves as the gold standard, against which all other strategies are measured. Social Media Marketing (0.695164857): With a utility degree of 0.695164857, Social Media Marketing demonstrates substantial utility, suggesting it is quite effective, though not optimal. This score indicates good performance in engaging audiences and possibly converting them, but there is room for improvement to reach the ideal. Search Engine Optimization (0.546812559): SEO has a lower utility degree of 0.546812559, indicating moderate utility. This suggests that while SEO is beneficial, it falls short in several key areas, such as implementation time or complexity, impacting its overall effectiveness. Content Marketing (0.556198427): Content Marketing, with a utility degree of 0.556198427, performs slightly better than SEO but still below more effective strategies. It indicates moderate success in key areas but highlights a need for improvement to enhance its utility. Email Marketing (0.861301713): Email Marketing scores a high utility degree of 0.861301713, indicating strong effectiveness. This high score reflects excellent performance in engaging and converting audiences, and efficient implementation, making it a highly valuable strategy. Pay-Per-Click Advertising (0.869360442): Pay-Per-Click Advertising has the highest utility degree after the benchmark, at 0.869360442. This indicates it is extremely effective and approaches the optimal performance very closely, excelling in all evaluated parameters.

TABLE 6. Rank

	Rank
Social Media Marketing	3
Search Engine Optimization	5
Content Marketing	4
Email Marketing	2
Pay-Per-Click Advertising	1

The ranking of digital marketing strategies provides a clear hierarchy of effectiveness based on their overall performance, with Pay-Per-Click Advertising leading the pack, followed by Email Marketing, Social Media Marketing, Content Marketing, and Search Engine Optimization (SEO). Pay-Per-Click Advertising (Rank 1): This strategy holds the top rank, signifying its exceptional effectiveness. Its superior performance in engaging audiences, converting them into customers, and efficient implementation with manageable complexity makes it particularly valuable for businesses seeking immediate and measurable results. Email Marketing (Rank 2): Ranked second, Email Marketing demonstrates strong effectiveness, with excellent engagement and conversion rates, coupled with quick implementation and relatively low complexity. It remains a robust strategy for maintaining customer relationships and driving conversions. Social Media Marketing (Rank 3): Taking the third spot, Social Media Marketing shows substantial utility, especially in capturing audience interest and fostering engagement. However, it may not be as strong in conversion or ease of implementation compared to the top two strategies. Nonetheless, it is vital for brand building and community engagement. Content Marketing (Rank 4): Content Marketing secures the fourth position, indicating moderate effectiveness. While it demonstrates decent performance, it may lag behind in one or more key areas, such as conversion rate or implementation speed. Nonetheless, it remains valuable for long-term brand authority and SEO benefits, albeit requiring significant effort for optimal results. Search Engine Optimization (Rank 5): SEO ranks fifth, making it the least effective among the evaluated strategies. While crucial for long-term organic visibility and traffic, its lower rank suggests challenges in terms of time to implement, complexity, or immediate impact. SEO remains essential for sustained online presence but may not yield quick



FIGURE 2. Rank

The ranking of digital marketing strategies presents a clear hierarchy of effectiveness, with Pay-Per-Click Advertising leading, followed by Email Marketing, Social Media Marketing, Content Marketing, and Search Engine Optimization (SEO). Pay-Per-Click Advertising (Rank 1): Holding the top position, Pay-Per-Click Advertising emerges as the most effective strategy, excelling in engaging audiences, driving conversions, and implementing efficiently with manageable complexity. It's particularly beneficial for businesses seeking immediate and measurable results. Email Marketing (Rank 2): Securing the second rank, Email Marketing demonstrates strong effectiveness with excellent engagement and conversion rates, along with quick implementation and relatively low complexity. It remains a robust strategy for nurturing customer relationships and generating conversions. Social Media Marketing (Rank 3): Ranked third, Social Media Marketing proves its utility in capturing audience interest and fostering engagement. While it may not excel in conversion or ease of implementation compared to the top two strategies, it remains essential for brand building and community engagement. Content Marketing (Rank 4): Content Marketing occupies the fourth position, showing moderate effectiveness with decent performance. Although it lags in certain areas like conversion rate or implementation speed, it's valuable for long-term brand authority and SEO benefits, albeit requiring significant effort for optimal results. Search Engine Optimization (Rank 5): SEO ranks fifth, indicating its importance for long-term organic visibility and traffic. However, its lower rank suggests challenges in implementation time, complexity, or immediate impact. Despite being crucial for sustained online presence, it may not yield quick results compared to other strategies.

## **4. CONCLUSION**

This analysis emphasizes the importance of balanced and high-performing digital marketing strategies, with Pay-Per-Click Advertising and Email Marketing emerging as the most effective options. These strategies boast high Engagement and Conversion Rates while maintaining manageable implementation complexity, making them highly advantageous for achieving marketing goals efficiently. Key Points: The strategy with the highest Engagement Rate and Conversion Rate, coupled with low Time to implement and Complexity, is considered highly effective and efficient. Strategies with lower Engagement and Conversion Rates or higher implementation times and complexities may be less attractive due to their inefficiency or difficulty in execution. Pay-Per-Click Advertising and Email Marketing stand out due to their high Engagement and Conversion Rates, balanced implementation time, and complexity, making them the most effective and efficient options. Social Media Marketing performs well but not optimally, while Content Marketing and SEO require significant improvements to enhance their overall effectiveness. Prioritizing Pay-Per-Click Advertising and Email Marketing is recommended for achieving superior digital marketing outcomes, given their strong performance across key parameters. In summary, focusing efforts on Pay-Per-Click Advertising and Email Marketing can lead to more effective and efficient digital marketing campaigns, maximizing engagement and conversion rates while minimizing implementation complexity. Millennial are drawn to websites with brightly colored graphics. Digital media offer the opportunity to customize websites and advertisements, and sellers must fully leverage this feature. This generation desires personal interaction and opportunities to engage with marketers, so make your website interactive. Additionally, ensure your website is competitive in terms of prices and shipping rates, as these are significant motivators for millennial to visit a website repeatedly.

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