
UNDERSTANDING VARIOUS DIGITAL MARKETING TECHNIQUES AND ITS IMPLICATIONS

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Abstract

Since the early 2000s, Internet technology has significantly influenced various aspects of people's lives around the world. Digital marketing is one of the most recent examples of the ongoing interaction between humans and technology that is transforming society. Digital marketing is marketing activities including branding using various media. In simple terms, it can be interpreted as the development and maintenance of mutually beneficial relationships between consumers and producers. For example, blogs, websites, e-mail, adwords, and various social media networks such as: Twitter, Instagram, Facebook, Telegram, Spotify, Youtube, and Tiktok. Some of the techniques used in digital marketing management include search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, and content marketing. A qualitative descriptive approach was used in this study where the data collection technique was carried out through observation, in-depth interviews using Zoom Meetings with business actors and literature review. The purpose of this study is to explore the impact of digital media and whether digital media is a mandatory tool for marketers and consumers. The results of the study state that promotion using digital marketing techniques can increase brand awareness, promoting products, reducing marketing costs, improving relationships with consumers, expanding market share, increase the distribution of goods and services and purchase intention.

Keywords: information access, business performance, customer relations, digital marketing, advantages of digital marketing

Introduction

In general, digital marketing management involves using digital technology and digital media to promote products or services and build relationships with customers. It covers a wide range of disciplines including SEO (Search Engine Optimization), SEM (Search Engine Marketing), social media, email, content marketing and data analysis. The goal is to reach the target audience in an effective manner and build strong brand and customer engagement.

The goal of digital marketing is to quickly attract consumers and potential customers. As we know, the acceptance of technology and the internet in society is very broad, so it's no wonder that digital marketing activities are the top choice for companies. As a result, companies compete with each other to create interesting content to be displayed in their marketing in cyberspace.

Companies can produce products and then be supported with aggressive advertising and sales. This is called conventional marketing, which must be abandoned if you want to remain in an industry. Currently conventional marketing is far behind digital marketing. Marketing in the digital era is changing very quickly. Many business actors turn to digital platforms to promote their brands. E-commerce sites, Google ads, and e-mail are a number of platform choices to attract a higher number of consumers.

Even so, business development still requires the right marketing strategy. This is what then raises issues related to determining the marketing strategy. Business actors must first choose which one is more suitable.

Section 2 describes the transformation of marketing from conventional marketing to digital marketing by utilizing computer and internet technology. It also discussed the breadth of internet and social media users as a means of digital marketing. Digital marketing management and its benefits are discussed in Section 2 of this. Section 3 discusses various digital marketing techniques and their implications in the business world and finally the conclusion are given in Section 4.

1. Marketing Transformation

Digital is a capability that needs to be present in every job. 22 years have passed since we entered the 21st century. We now live in an age of uncertainty with changes in the global environment making it difficult to make future predictions. Digital transformation, especially with artificial intelligence (AI) and robotics, is giving people additional capabilities that enable them to pursue their dreams, some of which will make major contributions to global agendas including sustainability and social inclusion, and other major breakthroughs to drive advanced humanity. Digital transformation will dramatically change many aspects of society, including personal life, public administration, industrial structure and work. Digital Services or also commonly called "e-Services" can be defined as the provision of services via electronic networks such as the Internet (Rust, R. T., & Kannan, 2003).

2.1 Development of the Internet and Digital Marketing

Marketing is the most vital business function, it includes various activities starting from understanding what customers need and also want, planning products for the intended target market, setting prices, providing benefits to consumers, determining programs in communicating these products, and making distribution systems that are appropriate and considering the benefits that will be received by stakeholders (Hasniaty, 2023).

Marketing management is a target market to attract, retain and increase consumers by creating and delivering good quality sales. Marketing management as the art and science of choosing target markets and getting, keeping and growing customers by creating presentations and communicating superior customer value (Kotler, Philip & Keller, 2015).

Exchange in marketing is part of a relationship that occurs continuously, this is because when a company can provide solutions to customers both before and after a purchase transaction, the company does not only get one purchase but the company gets continuous sales and relationships with these customers, this has led to the establishment of profitable long-term relationships between the company and its customers. Marketing can influence consumers, and increase their trust, success in communicating a product to consumers will change consumer attitudes and make perceptions of products.

Creating a good perception of companies and products requires marketers' ability to innovate in marketing concepts that are more flexible and adapt to conditions that occur in today's dynamic and global environment. Facing a global environment full of dynamics and complexity requires a marketing strategy that is displayed in the products and services that the company produces, innovates and makes the right competitive advantage so that the company can survive and even become a market leader, with several factors being the reason for a company to be able to gain a special place in people's hearts, for example how a company determines competitive prices, then forms a brand image, effective and efficient promotion, and provides excellent quality and service and satisfies consumers in terms of service perfection.

In addition to what was stated earlier, it is necessary to pay attention to changes in marketing patterns from conventional marketing to digitalization, which is currently the concern of almost all companies in the world. If the company wants to continue to exist, then it is a must to remember the fact that the external environment is a society that is massively very modern in the use of technology. Empirical facts show that

the main reason for digitization is that the world's population of internet users currently reaches 5.16 billion people in January 2023. This number reaches 64.4% of the global population with a total of 8.01 billion people. Meanwhile, for Indonesia, the number of internet users from 1998 to 2022 is based on a survey conducted by the Statista, of the 273.8 total population of Indonesia, 210.1 people have used the internet. This can be seen in graph 1 below:



Figure 1. Internet Users in Indonesia 1998-2022 (Statista, 2023)

There are 5.16 billion internet users in the world today, meaning 64.4 percent of the total world population is now online. There are now 4.76 billion social media users worldwide, equivalent to less than 60 percent of the total global population. This is depicted in Figure 5.1 below (Simon Kemp, 2023).



Figure 2. The Global Digital States (Simon Kemp, 2023)

whether to remain competitive, how to apply them. What techniques do businesses need to master to leverage digital effectively.

The challenges in digital marketing are undergoing a reassessment amidst the global, technological, economic and social challenges facing today's companies, therefore the approach to managing social media marketing in implementing digital platforms as part of multichannel marketing to integrate the customer journey between traditional and 'new' media is also a big challenge. The management process related to digital marketing governance includes planning how digital marketing can best serve as a resource to contribute to the organization and integrate it with other marketing activities. Increasing adoption of digital marketing also implies a significant program of change that needs to be managed. New goals need to be set, new communication strategies must be developed and staff developed through new responsibilities and skills (Dave Chaffey & Fiona Ellis-Chadwick, 2016).

2.3 Advantages of Digital Marketing

The large number of digital marketing used by companies, proves that this has many advantages and benefits that can be obtained. Here are some of the advantages of digital marketing compared to conventional marketing.

1. Start a Business with Low Cost

To promote products and services, digital marketing can help save costs in intensity and marketing reach. By creating a free social media account or blog, you can promote your business. There is also no need to buy goods for capital and can start as a reseller. Advertising costs through popular social media such as Facebook and Instagram can also be adjusted according to the existing budget. The marketing capital is much smaller compared to starting traditionally.

2. Easily Reach Many Potential Consumers

The wider the reach of the promotion, the more potential customers can be captured. Distributing flyers or putting up banners will only attract people who see or receive them directly. Digital marketing is able to reach a wider market to market products efficiently. Today, cell phones and social media accounts are almost inseparable from everyday life. With digital marketing, you can directly reach hundreds and even thousands of people in a day. Just one social media post or well-written content can attract many potential customers without even leaving the house!

3. Easily Adaptable to New Trends for Marketing

Since the world has entered the digital world, it has become easier for people to follow various trends. Digital products such as social media, video sites, and streaming share various trends in music, movies, memes, challenges, and so on. All of this provides a great opportunity to advertise massively and reach potential consumers who like to follow digital trends.

Various marketing methods that take advantage of trends in digital marketing are also emerging rapidly such as email marketing, blogs with interesting content, trends or even using "ordinary people" as models, creative animated videos, advertising memes, business accounts with personal or humorous language, to video content. If marketers have already adopted, it will be easy to get information about new trends as well as adopt them. Another goal for adopting digital marketing methods is to increase business sales as well.

4. Can Increase Consumer Loyalty

This turned out to have something to do with creating loyalty to the brand (brand loyalty). If a product type has many competitors, you usually have to make consumers come to your product or service many times. Digital media is suitable for marketing a business in a way that engages consumers and creates positive emotions every time they imagine the product.

5. The Right Means for Branding and Building Reputation

Namely by creating several social media accounts with designs that reflect a business theme. Use a business image and logo on your profile photo and header. Create posts with language styles that match your target market. Apart from that, you can also use other media to market your brand, for example short videos that are funny or interesting and display products, then display them on Instagram Reels or YouTube.

Engaging digital content like this will make it easier for people to share it. Information about brands, products or services offered will spread quickly even to internet users in other areas. This is difficult to obtain with traditional marketing.

6. Facilitate Data Collection and Strategy Evaluation

Finally, every good business must have data and report results as evaluation material. Digital marketing makes it easy to collect data automatically. This is because marketing tools such as social media accounts and business websites have data recording systems and reports (analytics).

The information that can be obtained from this data is very diverse. There are the number of visits per period (day, week, month), visitor demographics, the most popular post types, to the number of purchases and the most busy or productive times. Everything can be downloaded quickly so there is no need to record manually. This information is useful for making a business more successful with a more focused strategy.

2. **Techniques in Digital Marketing**

Some of the techniques used in digital marketing management include search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, and content marketing. In choosing the most suitable technique, it is necessary to consider the target market, budget and objectives (Rizal, 2020). The following describes some of these techniques:

2.1 Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is a technique for increasing the quality and quantity of organic traffic to a website through efforts to increase the website's ranking in search engine results for certain keywords. The main goal of SEO is to increase the ranking of websites in search engine results, so that websites are more easily found by users who are looking for information or products that match certain keywords. SEO involves a number of strategies and tactics, including:

- 1) Choose the right and relevant keywords for the website, which users might use when searching for the products or services that the website offers.
- 2) Adding keywords to page titles, meta descriptions, content and page structure to increase website relevance to specific keywords.
- 3) Ensure website content is useful and of high quality for users and relevant to targeted keywords.

- 4) Ensuring that web pages load quickly to improve user experience and website ranking.
- 5) Build backlinks from high quality websites to your website to increase website authority and ranking.

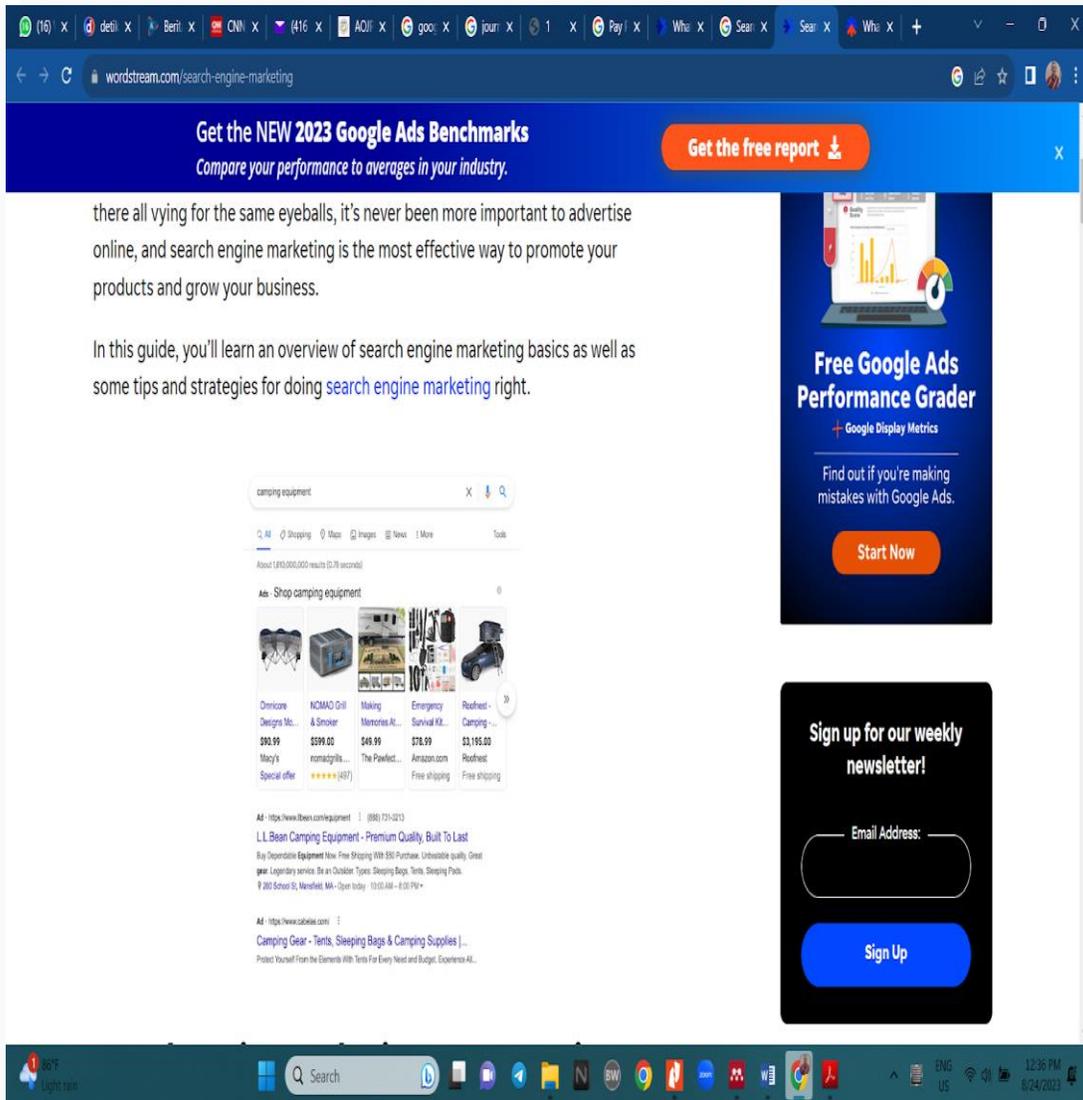


Figure 4. Search Engine Marketing (WordStream, 2023a)

SEO is an important aspect of digital marketing strategy, because the function of SEO is to help make it easier for search engines to rank websites in search engines so that they can be displayed according to the relevance of the keywords entered by the user. (Rizal, 2020).

2.2 Pay-Per-Click (PPC) Advertising

Pay per click allows advertisers to set specific target audiences. This means advertisers can reach the audience they want, potentially bringing in higher conversions. Pay-Per-Click advertising is a form of digital marketing where advertisers pay each time their ad is clicked on by a user. In this model, advertisers

place their ads on advertising platforms such as Google Ads, Bing Ads or social media such as Facebook, Twitter and LinkedIn.

The PPC advertising process begins with advertisers specifying keywords or key phrases that are relevant to the product or service they offer. Then, they determine how much cost-per-click they are willing to pay for the ad. This cost per click will vary depending on the keyword competition and how much the advertiser is willing to pay.

After advertisers set keywords and budgets, their ads will appear in search engine results or on social media when users perform searches or view relevant content. If the user clicks on the ad, the advertiser will be charged according to a predetermined cost per click.

The advantage of PPC advertising is the ability to target very specific users, as ads are only shown to users who search for keywords or display content that is relevant to the product or service being offered. In addition, advertisers have full control over their budgets and can adjust their cost-per-click and budgets according to their needs.

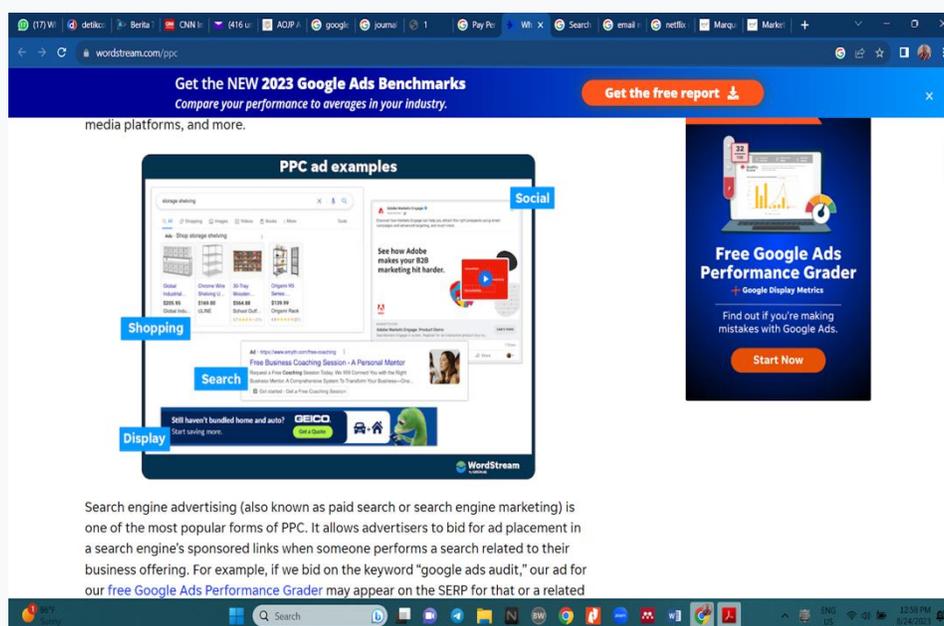


Figure 5. Pay Per Click (PPC) Advertising (WordStream, 2023b)

However, the downside to PPC advertising is that the costs can mount quickly if not done properly. Advertisers also need to pay attention to high keyword competition and ensure that their ads offer clear and attractive added value for users (Rizal, 2020).

2.3 Social Media Marketing

Social media provides the ability to reach customers anywhere, anytime, build brand awareness, and build connections with customers. So, if you want to build a successful business, make sure to make the most of social media. Social media marketing involves a variety of tactics and strategies to build an active and engaged online community, expand brand reach, and acquire potential customers. Some of the commonly used social media marketing tactics are as follows:

- 1) Create quality content
High-quality, relevant content can help brands build followers and engage with target audiences. Content can be images, videos, infographics, and blog articles.
- 2) Target the right audience
Social media allows advertisers to target very specific audiences based on demographics, interests, behavior and location. This ensures that the content shared is viewable by the people who are most likely to be interested in the product or service being offered.
- 3) Interact with followers
Building relationships with followers is one of the important aspects of social media marketing. Advertisers can interact with followers through comments, direct messages, or customer service to increase customer loyalty and build brand trust.
- 4) Using social media advertising
Social media platforms such as Facebook, Instagram and LinkedIn offer advertising options that allow advertisers to promote their products or services to the right audience.

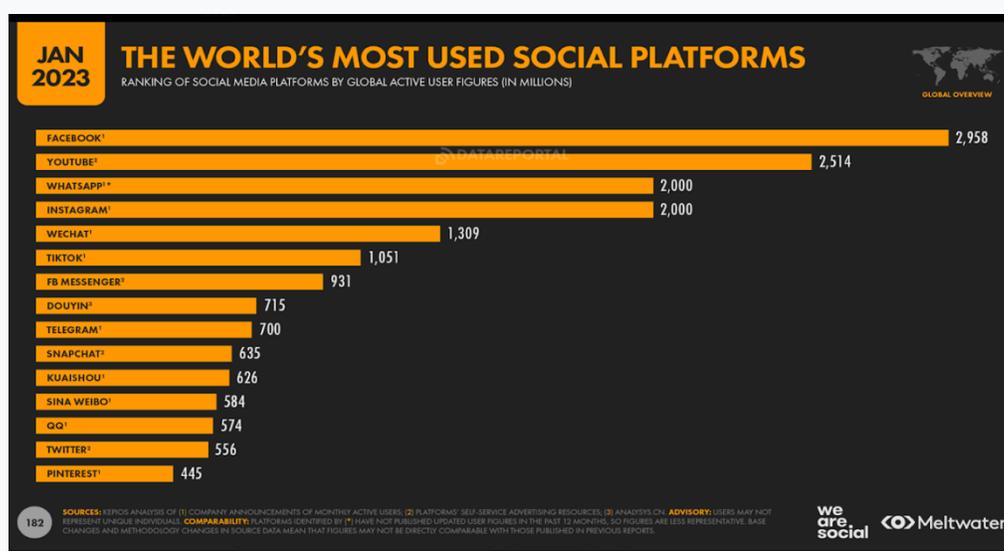


Figure 6. The World's Most Used Social Media Platforms (Simon Kemp, 2023)

Social media marketing is very effective in building brands, increasing brand awareness and creating engaged online communities. In a competitive business environment, a strong social media presence can help brands differentiate themselves from competitors and build stronger relationships with potential and existing customers (Rizal, 2020).

2.4 Email Marketing

Specifically, e-marketing is a marketing model that uses internet media, or online marketing (online). The marketing in question, can be for a brand in the form of services and products, to promote the company. The goal, is to attract, grow and retain business. Email marketing can be done in many ways, such as:

- 1) Email Newsletters
Is a monthly or weekly email that contains informative content such as articles, tips, and the latest news from companies or organizations.

2) Promotional Emails

Promotional emails are sent to promote new products or services or to provide discounts and special offers to customers.

3) Reminder Emails

Reminder emails are sent to alert customers about bill payments or remind them of upcoming products or services.

Advantages of email marketing:

- 1) Costs for sending emails are much lower than traditional marketing costs such as TV or print ads.
- 2) Emails can be sent to customers who have opted in to receive information from a company or organization, thereby ensuring that messages are delivered to the right audience.
- 3) Analysis and measurement can be performed to measure the effectiveness of email campaigns, including open, click, and conversion rates.

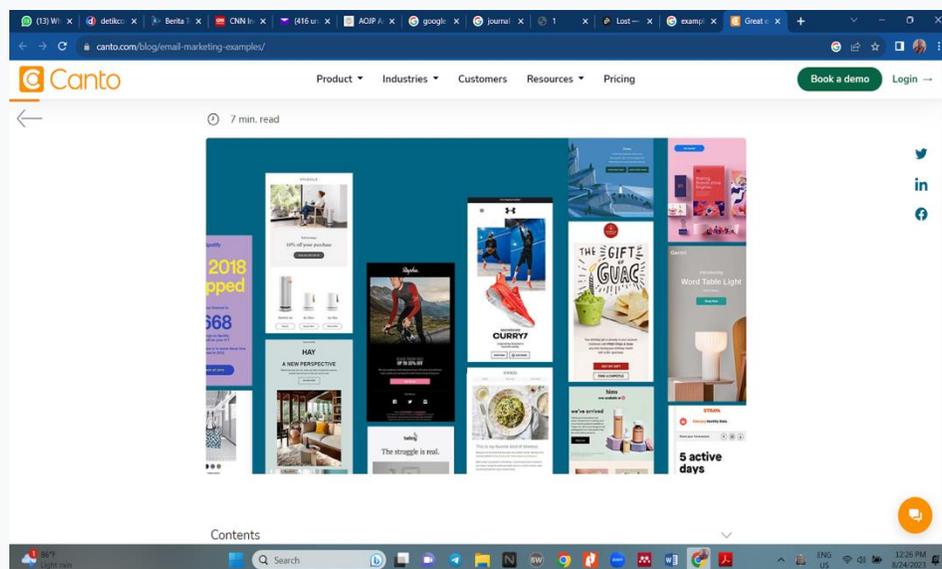


Figure 7. Email Marketing Examples (Kate Lindemann, 2020)

However, keep in mind that inappropriate or excessive email marketing can damage a company's reputation and make customers uncomfortable. It is important for companies or organizations to ensure that the emails sent are relevant and useful for customers (Astuti, M., & Matondang, 2020).

2.5 Content Marketing

Content marketing is a digital marketing strategy in the form of relevant content aimed at customers. Content can take many forms, including blog articles, videos, infographics, podcasts, ebooks, and many others. The goal of content marketing is to provide value to the target audience and build a relationship with them, not just to promote a product or service.

Some of the tactics often used in content marketing are:

- 1) Create high-quality content

High-quality and relevant content will attract your target audience and keep them coming back to your company or organization's website or social media platform.

- 2) Distribute content effectively
Content needs to be distributed in the right way to reach the target audience. This can be done by sharing on social media, email, or through digital advertising promotions.
- 3) Monitor content performance
It is important to understand the effectiveness of a content marketing campaign and identify areas for improvement.

The advantages of content marketing include:

- 1) Build brand awareness
High-quality content can help build brand awareness and strengthen a company or organization's brand image.
- 2) Increase engagement
Engaging and useful content can increase customer engagement and build stronger relationships with target audiences.
- 3) Improve SEO
Content optimized for search engines can increase a website's ranking in search results and increase brand visibility.

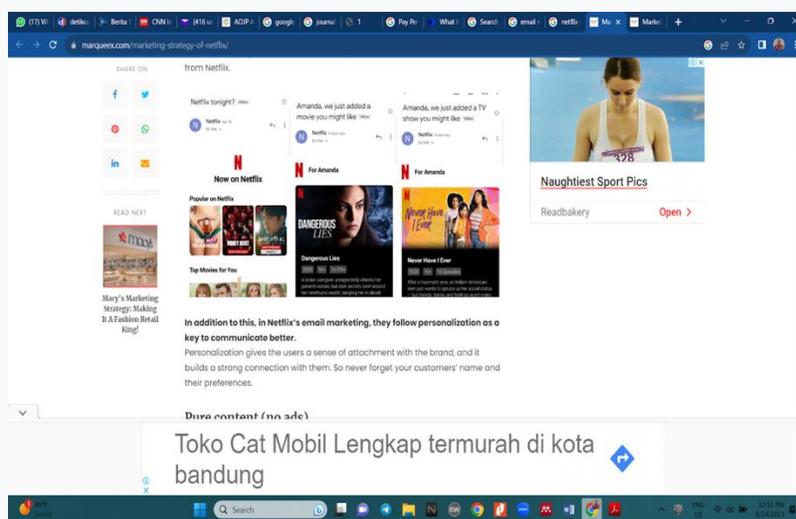


Figure 8. Examples of Content Marketing: Netflix (Agarwal, 2020)

Content marketing can be a very effective strategy for increasing brand awareness, building engagement, and acquiring potential customers. However, companies or organizations must ensure that the content produced is of high quality and provides significant value to the target audience (Astuti, M., & Matondang, 2020).

Conclusion

Marketing is an important part of company management to gain success in achieving company goals. The marketing strategy must be precise and also adapted to the product to be run. This is part of the things that must be considered by marketing management, because the product to be sold must be acceptable to

potential customers. In addition to the marketing strategy, the company must also pay attention to market share and market developments from similar business competitors.

Digital marketing is a product marketing through digital media connected by the internet. Currently the internet can not only connect people with digital media, but can also be used as a liaison between consumers. This facilitates communication in the form of marketing promotions through cyberspace.

For this reason, digital marketing research and planning is needed in order to increase the efficiency and effectiveness of marketing a digital product or service. Marketing planning aims to develop marketing strategies and tactics to achieve company goals. Digital marketing planning and research must be well organized. For business owners, the benefits of digital marketing are more suitable market targeting, being able to advertise according to customer preference data, evaluating data-based strategies.

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