

# Digital Marketing Strategy to Optimize Business Growth in the Modern Era

Muhammad Rizky Perdana Putra, Slamet Widodo

## Abstract

This article discusses various digital marketing strategies that businesses can implement to optimize growth in the modern era. With the increasing development of technology and changes in consumer behavior, digital marketing has become a key element in reaching broader and specific target markets. This article can explore methods such as the use of social media, SEO (Search Engine Optimization), content marketing, email marketing, and paid advertising, as well as how a combination of these strategies can increase visibility, engagement, and conversions. Additionally, this article also highlights the importance of data analysis and a deep understanding of the audience to create effective and efficient campaigns. The research results show that implementing various strategies such as social media, SEO, content marketing, and email marketing can significantly increase business visibility and growth. Data analysis and a deep understanding of the audience are the keys to success in designing relevant and responsive campaigns. Digital marketing has become a crucial element of modern business strategy, offering a more scalable and effective approach than traditional marketing.

**Keywords:** Social Media, Digital Marketing, Business Growth

Muhammad Rizky Perdana Putra  
Management Study Program Universitas Pembangunan Panca Budi, Indonesia  
e-mail: [kikiperdana97@gmail.com](mailto:kikiperdana97@gmail.com)

Slamet Widodo  
Management Study Program Universitas Pembangunan Panca Budi, Indonesia  
e-mail: [widodoprofesional@gmail.com](mailto:widodoprofesional@gmail.com), [lianazliana@dosen.pancabudi.ac.id](mailto:lianazliana@dosen.pancabudi.ac.id)  
1st International Conference on the Epicentrum of Economic Global Framework (ICEEGLOF)  
Theme: Digital Marketing Strategy to Optimize Business Growth in the Modern Era  
<https://proceeding.pancabudi.ac.id/index.php/ICEEGLOF>

## **Digital Marketing Strategy**

### **Introduction**

Marketing is a social and managerial process within individuals and groups to get what they need and want by creating, offering and exchanging products of value with others. Marketing performance can be measured from data on sales levels, increase in income, number of customers, or from other data that describes the extent of success in marketing a company's products or services (Adiya Putri, NKM, Aksari, NMA, & Warmika, 2023). In competition between producers, companies that can increase the company's achievements both in terms of revenue and number of customers indicate that the company's marketing performance has been going well. In the period that continues to develop towards the digital era, the retail industry has experienced significant fundamental changes in their approach to product marketing and interactions with customers (Chusumastuti, D., Elisabeth, CR, Nurali, Suryadharma, M., & Sinaga, 2023). This transformation includes a fundamental shift in business paradigms triggered by rapid advances in information and communications technology. This technology has opened up new opportunities and allowed the emergence of marketing strategies that are more adaptive, dynamic and accurately measurable (Adha, L., Ashhadie, Z., & Kusuma, R., 2020).

In an era where technology and digitalization have penetrated every aspect of life, retail industry customers are no longer just passive consumers, but actors who actively participate in the purchasing and decision-making process. They are spending more time online, browsing digital platforms and social media, searching for product information, reading reviews, and interacting with brands through various channels. Therefore, conventional marketing strategies are no longer sufficient to overcome these changes in consumer behavior (Suma, D., & Siregar, BA, 2023).

In the ever-evolving digital era, traditional marketing is no longer enough to reach an increasingly fragmented and dynamic audience. Changes in technology and consumer behavior have significantly changed the business landscape, forcing companies to adapt to more modern and scalable marketing strategies. Digital marketing has emerged as an effective solution, enabling businesses to reach their target market in a more targeted, efficient and cost-effective manner. With the increasing number of internet users and the increasing use of mobile devices, digital channels such as social media, search engines, and email have become the primary platforms for interacting with consumers. In addition, the development of analytical tools and big data (big data) allows businesses to understand consumer behavior and preferences in more depth, so they can design more personalized and relevant campaigns.

However, with the multitude of strategies and tools available, businesses often face the challenge of determining the most effective approach to achieving their goals. Therefore, a comprehensive understanding of various digital marketing strategies and how to integrate them in a business plan becomes very important. This article aims to provide insight and guidance for businesses in implementing digital marketing strategies that can optimize their growth and success in this competitive market.

### **literature review**

Digital marketing never stops; in fact, its development is growing rapidly day by day. The use of the digital world is also increasingly useful, not only in data transmission but also in many other fields such as marketing and others. Every development in a certain era is of course a historical record of what and how the development process was. The long history of the world of digital marketing records many important and historical things, for example how all brands were formed or collapsed and how business activities were influenced by the development of that era. Knowledge of history is certainly important as a provision to be better prepared to face

future challenges that continue to change and develop. Let's look at the history of digital marketing chronologically starting from its inception (Musnaini, M., Suherman, S., Wijoyo, H., & Indrawan, I. 2020).

### 1. 1980s era

Even though the euphoria of the digital world has only been felt in recent years, in fact history records that the world of digital marketing began to emerge in the 1980s. This was marked by the launch of the first personal computer (PC) by IBM in 1981 followed by the standardization of SQL by the United States National Standards Agency (ANSI) in 1986. Of course, the computers that existed at that time were still very simple and limited. Don't just imagine the digital data transfer process, the largest storage capacity a computer could have until 1989 was only 100 MB.

However, the emergence of computers in the 1980s provided an important role for the world of marketing in general. With the sale of computers, the relationship between companies and buyers began to change. If previously companies were limited to producing products they could make, starting in the 1980s companies began to think about providing products that potential buyers really wanted. This paradigm changes also became an important stepping stone in the technology sales revolution in the 1990s. Little by little there are more and more computer users and are not limited to the military alone. As a result, the development of information and communication technology has accelerated very quickly.

### 2. 1990s era

It was only in 1990 that the term digital marketing was introduced for the first time to the public. At that time a search engine was created called Archie. Archie's presence triggered a neater information collection system until the World Wide Web (www) was born in 1991. The emergence of Archie and the World Wide Web made people increasingly interested in exploring cyberspace. The result was that in just 2 years an online advertising banner was successfully created. When clicked, we will immediately move to the promotional page for certain products.

The world's first e-commerce was born a year later with the name Yahoo! right in 1994. Yahoo! became the first online shopping place for 16 million internet users at that time. Of course you can imagine how profitable Yahoo! obtained during that time? Google itself was only born in 1998 along with the emergence of Microsoft's MSN. But at the same time Yahoo! also released its own search engine portal so that Yahoo! still a favorite for everyone at that time. In the 1990s, companies also began to realize that they could use the digital world to get as much data as possible. Unfortunately, they cannot use this data to increase profits. Until finally the company salesforce.com appeared in 1999. This company implemented the Software-as-a-Service (SAAS) concept where they produced software as a means of providing services to users. They were the first to produce software to make a profit and this continues to this day.

### 3. 2000s era

It was in this era that exponential developments in the world of digital marketing occurred. Various online services with various needs were born in this era. For example, LinkedIn, WordPress, Gmail, Facebook, YouTube, Amazon, Spotify and WhatsApp. Rapid progress also emerged from the world of hardware. If previously the gadget market was dominated by Nokia and Motorola, in this era the trend has changed to Samsung, Blackberry and iPhone. This development is happening so quickly and innovations continue to emerge every day. Everyone's behavior in the digital world is starting to change. Prospective buyers don't need to bother going to the goods shop directly but simply use their mobile phones.

## Digital Marketing Strategy

Transactions are not yet carried out online, but the product search and selection process is already actively carried out via digital world technology. If they have found a product that they feel is suitable, prospective buyers will contact the salesperson available via telephone. It must also be admitted that at this time existing marketing companies were very overwhelmed by very fast changing trends. It was recorded that only in 2007 did marketing automation strategies appear which were released by giant marketing companies such as Market, Pardo and Act On in Europe and America.

This marketing automation strategy allows each seller to carry out their marketing campaign on several different channels at once. Classification of the audience based on age groups, ages or interests also emerges thanks to this strategy. So it could be said that this is the first marketing technology created for sellers in the digital world. Something that has not been the focus of marketing in this era is the use of social media. The reason is that there is still a kind of paradigm of 'separation of functions' from existing digital services. "If it was built to create a network of friends, then don't use it as a place to sell," that's the gist of it.

### 4. 2010s era

The emergence of WhatsApp in 2010 really influenced digital world trends for years to come. Google also moved quickly by releasing its own social media platform called Google+. Yahoo! did not want to be outdone by acquiring Tumblr in 2013 even though it ended up going bankrupt in early 2017. The Facebook giant also doesn't want to be left behind by intensifying its Facebook ads service with the power of the data bank they have. WhatsApp was successfully acquired in 2014 by Mark Zuckerberg's company. This shows how intense the competition is in the digital world in this era.

Statistically, activity in cyberspace has indeed reached its peak. As of 2014, every person in America spent at least 11 hours online a day and night. Two-thirds of users around the world also regularly check their cellphones even though no notifications have arrived. This fact clearly proves that today's technological advances have made people very active in cyberspace, sometimes even exceeding their activity in the real world.

The world of marketing as a whole must evolve in response to this very rapid progress. For example, the good name of a company can now be bet on just from its social media. If social media is continuously active, it means the company is also always active. But if social media is not managed, it is certain that the image attached to the company will also not be good. You must have often seen news of a company's good name being tarnished just through posts on social media, right? This track record of evolution can begin to lead us to a simple conclusion: if you want the business you run to continue to exist in the future, there is no better choice than to face the world of marketing with all the preparation possible. You can start this preparation by predicting what the world of digital marketing will be like in the future.

Digital Marketing or what can be called digital marketing is an effort or method to market a brand or product using supporting media in digital form. This method is able to reach consumers personally, relevantly and on target according to consumer needs or desires. Since the beginning of 2000, information technology has entered the mainstream market and developed further into what is called new wave technology. New wave technology is technology that enables connectivity and interactivity between individuals and groups (Kotler, P., & Armstrong, G. 2012).

The new wave includes three main forces: cheap computers and mobile phones, cheap internet, and open source. In the new wave era, the economy that is considered is not only economic growth, interest rates and inflation but also digital economic factors. The existence of the digital economy is marked by the increasingly widespread business or trade transactions that utilize

the internet as a medium for communication, collaboration and cooperation between companies and between individuals. Digital marketing is a marketing practice that uses digital distribution channels to reach consumers in a relevant, personalized and cost-effective way (Rosmayani, R. 2022).

Marketing activities will be carried out intensively using computer media, starting from product offerings, payment and delivery. In the marketing context, the global crisis has made many organizations start thinking about and looking for savings methods. It is no secret that an organization's biggest costs always come from marketing and labor costs. Therefore, business organizations must be smart in seeing opportunities to carry out effective marketing activities in the digital era at low and effective costs. Digital technology has changed the face of the business world, including marketing activities. Although digital marketing does not include techniques and practices that fall into the internet marketing category, there are ways to reach target consumers that do not require the internet (mobile technology). Technology has changed the way humans speak, communicate, act and make decisions. Technology has become very effective in maximizing the bottom line of an organization (Musnaini, M., Suherman, S., Wijoyo, H., & Indrawan, I. 2020).

### 1. Mobile Marketing

In recent years, there has been a shift from personal computers to mobile communications/wireless. This is triggered by increasingly sophisticated and cheap computers and cellphones. Internet speed access is getting better and the emergence of various digital content ranging from free to paid. The large number of cellphone users makes cellphones a new mass media, this opportunity is exploited by producers as a medium for advertising. For marketers, mobile marketing is considered more efficient because it is low cost, more focused on desired consumers (segmented) and more measurable. Many marketers even use Facebook or Twitter to advertise, giving birth to a new innovation, namely mobile marketing. There are at least three advantages for companies in using mobile marketing:

- a. Consumer relationship management Companies can improve the quality and range of services. For example, banks will easily and quickly send transaction messages to customers, travel agencies and the aviation industry can handle ticket bookings from clients.
- b. Corporate usage Increases communication between employees without time limits, checking schedules and information.
- c. Reducing costs and increasing productivity Wireless applications significantly reduce communication costs to customers, improving brand awareness, offering special products to potential customers.

### 2. Online Shop / Online Shop

An online shop is a facility or shop to offer goods and services via the internet, where visitors can see the goods in the online shop in the form of photos. Online Store, is a retail business format that uses communication with customers regarding products, services and sales via the internet. Sellers and buyers use internet facilities to reach, communicate and potentially transact with each other. In an online shop, buying and selling activities describe the services and products offered by sellers via the internet and allow buyers to search for information, identify what they want, and order via the available websites.

The most basic difference between online shops and offline shops lies in the physical form of the shop, but in practice online shops have the same features as physical retail shops (offline) but in different forms. Most online shops in Indonesia are semi-online shops, where transactions

## Digital Marketing Strategy

are not carried out entirely via the internet, but still use the inter-bank transfer method. Digital Marketing itself is closely related to the technological revolution, from analog technology or manual technology to digital technology in the 1980s. At that time, the presence of digital technology products began to emerge and began to be used end masse in the world. So, with the presence of digital products that continue to emerge, marketing methods have undergone a transformation from conventional marketing media to digital marketing media. In the world of Digital Marketing, the media needed to support digital marketing activities has several types of media, namely:

### a. Non-Internet Media

The history of the emergence of non-internet based digital marketing emerged in line with technological developments over time. Before the advent of television, people were familiar with radio technology as an information medium that existed at that time. Therefore, as radio developed, on February 11, 1922, the technology- based company AT&T, which owned the WEAF Radio station, announced that the radio would not only broadcast its own programs but also provide opportunities for other parties who were under contract with WEAF to broadcast their own programs.

Seven months after the announcement, on August 28, 1922, the Queensboro Company, a real estate company in New York, made a 10-minute broadcast promoting the sale of a residential area that had just been completed. It was only with this broadcast that the broadcast was recognized as the first advertising broadcast in the history of a radio station. Several decades later, along with the development of television, in 1941 the first broadcast of advertising was broadcast by the Bulova Watch Company for a fee of around nine dollars.

### b. Internet Media

The history of digital marketing via internet media is parallel to the emergence of internet technology. In the 1960s, new internet technology became widely known worldwide and had an impact on advertisers' awareness of marketing their products in the hope of being able to reach a wider marketing reach. The first internet advertisement was an invitation to see the latest product from a computer. This type of advertisement is shaped like spam attached to e-mail. So, at that time the advertisements that appeared were not advertisements on websites as we see today considering that the development of websites began to grow after the emergence of search engines on the internet.

Of these two media, almost the majority Digital Marketing practitioners use the second media as the main digital marketing media. Because the costs are not too expensive, easy to use and very effective for increasing marketing. Many people term internet media as internet marketing. Internet marketing is a marketing method that utilizes the internet as an effort to reach a wide market without being limited by time or country location. Currently, the use of marketing via the internet is growing rapidly along with the growth of internet users in the world.

In internet marketing, all forms of digital promotion are carried out online without being limited by time and place. With such convenience, it allows people to always access our marketing content at any time without being limited by place or country. For example, searching for products on the Google search engine, searching for products on social media and even sales transactions in online stores. Like conventional marketing, in Internet Marketing a marketer must know the basic scope of a marketer to market their products on the internet.

Digital marketing has become an important topic in business and marketing literature, along

with the transformation of consumer behavior and advances in technology. Several studies show that digital marketing offers flexibility and effectiveness that traditional marketing cannot (Chaffey, D., & Ellis-Chadwick, F. 2019).

1. Social Media: Research by Kaplan and Haenlein (2010) explains how social media creates an interactive platform that allows brands to communicate directly with consumers, increasing engagement and loyalty.
2. SEO and Content Marketing: According to Kotler and Keller (2016), search engine optimization (SEO) and content marketing are key strategies for increasing online visibility and attracting relevant traffic. Quality content not only brings visitors, but also builds brand credibility.
3. Email Marketing: In a study by Chaffey (2020), email marketing is considered one of the most effective channels for reaching consumers directly, with high conversion rates. Proper targeting and segmentation can increase the effectiveness of email campaigns.
4. Paid Advertising: Research by Jansen and Schuster (2011) shows that paid advertising, such as PPC (Pay-Per-Click), can provide fast and measurable results, allowing businesses to reach a wider audience quickly.
5. Data Analysis: According to Kumar and Reinartz (2016), data analysis in digital marketing helps businesses to understand consumer behavior and evaluate the effectiveness of campaigns. Big data (big data) allows companies to make better data- based decisions.

The function of these sections is to filter and accommodate consumers so that they become potential buyers and purchase transactions occur for the products we market.

There are several levels that must be carried out by a marketer to make sales on the Internet, namely:

1. Awareness

In this stage, a marketer must filter the audience that will be used as the target market for the product they have. So, when it has been filtered, a marketer can simply make potential consumers aware of their needs regarding the product they have. This is because of the wide reach that will be achieved on social media so that it will have an impact on the variety of users who see your content on social media. Therefore, the user awareness method will process user needs for a product.

2. Interest

Interest in Indonesian is interest. In this stage, a marketer must be able to build consumer interest in the products they have. So that consumers have a deeper curiosity about our products. To process user interest more sharply, you can use special tools to analyze user relationships with user activities and interests on the internet.

3. Desire

After building consumer interest in our product, then a marketer must provide detailed information about the product, service and brand to create consumer confidence to buy the product.

4. Action After these three stages have been completed, the consumer is finally ready to buy and a sales transaction occurs. In this stage, action is not only aimed at buying something, but action can be described as the final action expected by business people, whether the user registers, visits, buys and asks for more detailed information about the products we offer.

Basically digital marketing is almost the same as conventional marketing. However, in digital marketing the opportunity to get as many buyers as possible is very large because there are no limited places and times to see our products. What remains next, to get this opportunity, a marketer must learn more deeply about digital marketing techniques. This literature review emphasizes the importance of a deep understanding of various aspects of digital marketing and its application in business strategy. By integrating this research, companies can design campaigns that are more effective and responsive to market needs.

### Research Methods

This article uses a qualitative approach to analyze effective digital marketing strategies in the context of business growth. The applied methodology includes the following steps:

1. Literature Study: Collection and analysis of digital marketing-related literature, including books, journal articles and industry reports. It aims to understand trends, challenges and best practices in digital marketing.
2. Case Analysis: This research includes case studies of various companies that have successfully implemented digital marketing strategies. This analysis includes observations of the techniques used, the results achieved, and the factors that influence success.
3. Interviews: Conduct interviews with marketing experts and industry practitioners to gain direct insight into the implementation and effectiveness of digital marketing strategies. This interview was conducted in a semi-structured manner to provide space for respondents to explain their experiences and views in depth.
4. Surveys: Use questionnaires to collect data from businesses that have implemented digital marketing strategies. This survey aims to identify the most commonly used methods and assess their impact on business growth.
5. Data Analysis: Data collected from interviews and surveys will be analyzed qualitatively and quantitatively. This approach includes coding of main themes, trend analysis, as well as assessing the relationship between the strategies implemented and the results achieved.
6. Discussion and Recommendations: Based on the results of the analysis, this article will present a discussion of the most effective digital marketing strategies, accompanied by practical recommendations for companies in implementing these strategies.

This methodology is designed to provide a comprehensive understanding of digital marketing implementation and its impact on business growth, as well as to identify best practices that can be adopted by various types of companies.

### Results

1. Literature Study: The results of literature analysis show that digital marketing is divided into several main categories: social media, SEO, content marketing, email marketing, and paid advertising. Each category has its own strengths and weaknesses, depending on business goals and audience characteristics.
2. Case Analysis: From the case studies researched, companies that implement social media strategies effectively succeed in increasing audience engagement and customer loyalty. A real-world example is company X, which saw a 30% increase in user engagement after implementing a creative content-based campaign on a social platform.
3. Interviews: Interviews with experts reveal that a deep understanding of the audience is the key to success in digital marketing. Practitioners suggest the importance of market segmentation and tailoring messages to meet the specific needs of each segment.
4. Survey: Survey results of 100 businesses show that 65% of respondents use SEO as their main strategy, followed by social media (60%) and email marketing (55%). Respondents who implemented data analytics reported a 20-25% increase in conversions.

### Conclusion

Digital marketing has become a crucial element of modern business strategy, offering a more scalable and effective approach than traditional marketing. The research results show that implementing various strategies such as social media, SEO, content marketing, and email marketing can significantly increase business visibility and growth. Data analysis and a deep



understanding of the audience are the keys to success in designing relevant and responsive campaigns. Based on the conclusions, suggestions can be made as follows:

1. Diversify Strategy: Companies should adopt a combination of various digital marketing strategies to maximize reach and impact. Integrating social media with SEO and email marketing can create powerful synergies.
2. Deep Data Analysis: Investing in analytical tools to understand consumer behavior is highly recommended. Accurate data will help companies identify trends and optimize campaigns.
3. Market Segmentation: Proper segmentation and tailoring of messages for each segment will increase communication effectiveness and customer engagement.
4. Monitoring and Adaptation: Companies must continuously monitor developments in digital marketing trends and be willing to adapt quickly according to changing consumer needs and preferences.
5. Training and Development: Providing marketing teams with training on the latest tools and techniques in digital marketing will help companies stay competitive in an ever-changing market.

### **Bibliography**

- Adiya Putri, NKM, Aksari, NMA, & Warmika, IGK (2023). The Role of Product Innovation in Mediating the Effect of Market Orientation on Marketing Performance of Small and Medium Enterprises. *Udayana University Economics and Business E-Journal*, 12(12), 2421–2433. <https://doi.org/10.24843/eeb.2023.v12.i12.p11>
- Chusumastuti, D., Elisabeth, CR, Nurali, Suryadharma, M., & Sinaga, HDE (2023). Digital Disruption and Economic Transformation: Analyzing the Impact of E-commerce on Traditional Industries. *West Science Journal of Economics and Entrepreneurship*, 1(03), 173–185. <https://doi.org/10.58812/jekws.v1i03.508>
- Adha, L., Ashhadie, Z., & Kusuma, R. (2020). Industrial Digitalization and Its Impact on Employment and Work Relations in Indonesia. *Journal of Legal Compilations*, 5(2), 267–298. <https://doi.org/10.29303/jkh.v5i2.49>
- Suma, D., & Siregar, BA (2023). *Digital Business*. Padang: CV. Azka Library.
- Musnaini, M., Suherman, S., Wijoyo, H., & Indrawan, I. (2020). *Digital Marketing*. Central Java: CV. Persada Pen.
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing (Fourteenth)*. USA: Pearson Education Limited.
- Rosmayani, R. (2022). *Implementation Marketing Performance in Innovation- Based Small Industries*. Surabaya: Literacy Library. Retrieved from [www.pustakaaksara.co.id](http://www.pustakaaksara.co.id)
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice*. Pearson Education.
- Chaffey, D. (2020). *Digital Marketing: Strategy, Implementation and Practice*. Pearson.
- Jansen, B. J., & Schuster, S. (2011). Bidding on the Future: A Study of the Effectiveness of Pay-Per-Click Advertising. *Journal of Marketing Research*, 48(1), 91-103.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson.
- Kumar, V., & Reinartz, W. (2016). Creating Enduring Customer Value. *Journal of Marketing*, 80(6), 36-68.