

DIGITAL MARKETING STRATEGY IN THE ERA OF TECHNOLOGICAL TRANSFORMATION: A LITERATURE STUDY

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Abstrak

Keywords:

Digital Marketing,
Transformation Technology,
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Marketing Strategy.

Transformation technology has change paradigm marketing from approach conventional going to marketing more digital based interactive, measurable, and data- oriented. Development technology such as social media, intelligence Artificial Intelligence (AI), big data, Internet of Things (IoT), and automation marketing has create opportunity new for company For increase effectiveness communication marketing as well as build a more personal relationship with consumer research This aim For analyze various digital marketing strategies that have developed in the era of transformation technology through approach studies literature. The research method used is a literature review with analyze various article scientific, books and publications relevant academics. Study results show that an effective digital marketing strategy covering utilization of social media, content marketing, search engine optimization (SEO), influencer marketing, marketing data-based, and use AI technology in personalization services. In addition, the transformation technology also encourages company For adopt an omnichannel strategy to increase experience customer. Research This conclude that success digital marketing does not only depending on usage technology, but also on capabilities organization in integrate technology with needs and behavior consumers who continue changed.

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INTRODUCTION

Development digital technology in a number of decade final has bring change significant to various aspect life humans, including activity business and marketing. The advancement of the internet, mobile devices, social media, computing clouds, and intelligence artificial has create environment growing business competitive and dynamic. In conditions said, the company sued For do digital transformation to be able to maintain Power competitive and fulfilling need consumers who continue develop.

Transformation technology No only change method company operate operational

business, but also affects method company interact with customers. Modern consumers have access extensive and accessible information with easy compare product and service through various digital platforms. Therefore that, the company need develop a more effective marketing strategy adaptive, personal, and based technology For create mark for customers (Cioppi et al., 2023).

Digital marketing emerges as one of the a capable approach answer challenge said. Different with marketing traditional, digital marketing allows company reach consumer in a way more wide with relative costs efficient. In addition, various digital platforms provide data that can be used For understand behavior consumer in a way more deep so that the marketing strategy can customized with market needs (Rahman et al., 2025).

In the era of transformation technology, digital marketing strategies are experiencing rapid development. Utilization of social media, marketing content, optimization machine search engine, marketing through influencers, to use intelligence artificial has become part important in activity modern marketing. Technology allows company do more market segmentation accurate, creating experience personal customers, and improve effectiveness campaign marketing (Akbar, 2024).

In addition, the development AI and big data technology have change method company collect, analyze, and utilize information customers. The company does not Again only focus on promotion product, but also on creation experience sustainable customers through a more approach relevant and data- based (Bani, 2024).

Based on condition said, research This aim For study various digital marketing strategies that have developed in the era of transformation technology as well as identify factors that influence success its implementation based on various literature scientific.

RESEARCH METHODOLOGY

Study This use method studies literature review. Approach This chosen Because allows researchers get comprehensive understanding about development of digital marketing strategies in the era of transformation technology based on results study previous.

Data used is secondary data obtained from article journal national and international, proceedings, books academic, as well as publication scientific other relevant with theme research. Literature analyzed originate from range 2021–2025 with a number of reference supporters before 2021 which is still relevant with development draft digital marketing.

Stages study includes : Identification topics and formulation problem research, exploration literature through academic database, selection article based on relevance with theme digital marketing and transformation technology, analysis content analysis of findings study previous, synthesis results study For get conclusion study.

Analysis done in a way descriptive-qualitative with grouping findings based on themes main thing that appears in literature.

RESULTS AND DISCUSSION

Transformation Technology as Drivers of Marketing Change

Transformation technology has changing the marketing process from product - oriented approach become customer -oriented approach. The company now own ability For collect and analyze customer data in real-time so that decision marketing can done in a way more fast and accurate (Cioppi et al., 2023).

This change cause marketing No Again only functioning as tool promotion, but also as means build connection term long with customers. Digital technology enables company understand preferences, behavior, and need consumer in a way more deep.

Social Media as a Main Strategy for Digital Marketing

Social media be one of instrument the most digital marketing used in the transformation era technology. Platforms like Instagram, Facebook, TikTok, LinkedIn, and X allow company interact direct with customer.

Through social media, companies can build awareness brand awareness, increase involvement customers (customer engagement), and expand market reach. Engaging and interactive content capable increase loyalty customer at a time strengthen image brand (Akbar, 2024).

In addition, the features analytics on social media give information about characteristics audience so that company can adapt communication strategies in a way more effective.

Content Marketing and Search Engine Optimization (SEO)

Content marketing is a marketing strategy that focuses on creating valuable, relevant, and consistent content For interesting as well as maintain customer.

Content can in the form of articles, videos, infographics, podcasts, and other visual content. This strategy aim build trust consumer through provision useful information than just do promotion product.

In order for the content easy found by consumers, companies need implementing Search Engine Optimization (SEO). SEO helps increase website visibility on search engines seeker so that opportunity get visitors and potential customer become more large (Haryanto et al., 2024).

The combination of content marketing and SEO is proven capable increase website traffic, strengthen reputation brand, as well as push conversion sale.

Utilization of Big Data and Artificial Intelligence

Big data and intelligence artificial become component important in modern digital marketing strategies. Technology This allows company processing customer data in amount big For produce supporting information taking decision.

AI can used For do segmentation customers, predictions behavior consumers, personalization recommendation products, as well as automation communication marketing. Through technology said, the company capable give experience more customers relevant and personal (Bani, 2024).

In addition, AI- based chatbots enable company give service customer for 24 hours so that increase satisfaction and efficiency operational.

Influencer Marketing in Build Trust Consumer

The development of social media has give birth to influencer marketing phenomenon. This strategy utilise individuals who have influence to audience certain For promote product or service.

Influencers are considered more near with his followers compared to advertisement conventional so that message marketing delivered tend more trusted. The effectiveness of influencer marketing is greatly influenced by the suitability between influencer character with the company's target market.

In the era of transformation technology, influencer marketing becomes an effective strategy For increase awareness, engagement and decisions purchase consumers.

Omnichannel Strategy for Experience Customer

Transformation technology cause customer use various channel in the purchasing process, starting from social media, websites, mobile applications, to physical stores.

Therefore that, the company need implementing an omnichannel strategy, namely integration various channel marketing and sales so that customers get consistent experience. Approach This allows customer move from One channel to other channels without lost information or quality services (Cioppi et al., 2023).

Omnichannel implementation is proven increase satisfaction customers, loyalty, and opportunity purchase repeat.

Challenges Implementation of Digital Marketing Strategy

Although offer various benefits, implementation digital marketing also faces a number of challenge. Challenge the includes : Very rapid technological changes, increasingly intense digital competition strict, security and privacy of customer data, limitations digital competence resources Power human, height cost investment technology certain. In addition, the company need Keep going adapt with change digital platform algorithms and behavior dynamic

consumers so that marketing strategies still effective (Setiawan & Widodo, 2025).

CONCLUSION

Based on results studies literature, can concluded that transformation technology has bring change fundamental in practice modern marketing. Digital marketing is becoming dominant approach Because capable reach consumer in a way wide, increase efficiency marketing, as well as provide supporting data taking decision.

Many digital marketing strategies implemented covering social media usage, content marketing, SEO, influencer marketing, big data and AI utilization, and omnichannel strategies. the implementation of the strategy is greatly influenced by the ability company in utilise technology For understand need customers and create valuable experience.

With However, digital marketing does not Again only become tool promotion, but has develop become instrument strategic in build connection term long with customers and improve Power competition companies in the transformation era technology.

SUGGESTION

- a) Companies need to increase investment in digital technologies that support customer data analysis.
- b) Development digital competence resources Power man must become priority main.
- c) Companies need to integrate various channel marketing through omnichannel approach.
- d) Study furthermore can study the influence of generative AI and metaverse technology on effectiveness of digital marketing strategies.

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