
INCREASING BUSINESS EFFECTIVENESS THROUGH THE IMPLEMENTATION OF AN INTEGRATED DIGITAL MARKETING STRATEGY

Sayudin¹, Kartono², Aang Curatman³

Universitas Swadaya Gunung Jati, Jawa Barat, Indonesia

Sayudinsay93@gmail.com¹, kartono@ugj.ac.id², aang.curatman@ugj.ac.id³

ABSTRACT

Information technology's evolution urges global businesses to adapt to the digital era, instigating changes in technology, customer interactions, and product/service marketing. Digital marketing strategies, particularly integrated ones involving social media, search engines, and paid campaigns, are crucial for sustained business success. This research explores how companies can boost performance through integrated digital marketing, emphasizing the correlation with increased brand awareness, market penetration, and customer loyalty. In response to the digital era's paradigm shift, where customers are highly connected online, the study investigates the integration of digital marketing elements (social media, SEO, PPC campaigns) to enhance overall business effectiveness. Employing literature analysis, case studies, and surveys with a quantitative approach, the research assesses the impact of these strategies on brand awareness, market penetration, and customer loyalty. Findings indicate a positive contribution to business growth through integrated digital marketing. Companies adept at optimizing digital channels through an integrated plan are poised for greater success in achieving marketing goals. The research concludes that an integrated digital marketing strategy is pivotal in enhancing business effectiveness in the digital age, offering valuable insights for practitioners, marketing managers, and researchers navigating intense digital competition towards larger business goals.

Keywords: Integrated Digital Marketing Strategy, Business Effectiveness, Opportunities.

Corresponding Author: Sayudin

Email: Sayudinsay93@gmail.com



INTRODUCTION

In the digital era that continues to develop, companies around the world are facing pressure to continue to innovate in the face of changing business paradigms. The development of information technology has driven a fundamental transformation in the way companies operate, interact with customers, and market their products or services. In this context, digital marketing strategy is becoming increasingly important as a foundation to answer challenges and take advantage of opportunities in this digital era.

Business effectiveness in this research context refers to an organization's ability to achieve its business goals efficiently and successfully. Effectiveness is measured through several performance parameters, including increased brand awareness, improved market penetration, enhanced customer loyalty, growth in conversion and sales, and a positive return on investment (ROI). An integrated digital marketing strategy is expected to have a positive impact on all these aspects, enabling companies to be more effective in achieving their business goals in the competitive digital era.

In the ever-changing era, where the global pandemic has dramatically accelerated business transformations, the integration of digital marketing strategies has become crucial for the continuity

and success of companies. Amidst uncertainty and rapid shifts in business paradigms, especially in the face of the pandemic's impact, companies are encountering new challenges in maintaining their competitiveness. Now, the integration of digital marketing strategies is not merely an option but an urgent necessity. Deeper digital penetration is the key to understanding rapidly changing consumer behaviors and exploring new opportunities that arise amidst global uncertainty. Therefore, research and the implementation of integrated digital marketing strategies become increasingly important in guiding companies through this uncertainty, ensuring not only their survival but also growth in the current business dynamics. In this context, offering integrated digital marketing strategies is not only a proactive effort to navigate changes but also a strategic step to ensure business sustainability and success in the future.

Research on digital marketing strategies for MSMEs to compete in this pandemic era uses qualitative methods with a descriptive-analytical approach (Munthe et al., 2022). Descriptive research is collecting data based on factors that support the research object. Qualitative research relates to the ideas, perceptions, opinions, and beliefs of the people who will be researched and all of this cannot be measured with numbers (Barnham, 2015). The research aims to find out the techniques, elements, processes, and activities of MSME actors in using digital marketing to compete during the pandemic. The research results show that there are still a small number of MSMEs that utilize digital marketing (15.08 %) as a strategy to increase sales and require an understanding of digital marketing. Based on research analysis, MSMEs that have used digital marketing can survive and even increase sales without relying on conventional stores (Kannan, 2017).

The resource persons involved were 7 (seven) Rajapolah Tasikmalaya Handicraft MSME actors (Siregar & Zuliestiana, 2023). Resource persons will be interviewed regarding digital marketing business strategies and the impact of COVID-19 (Behl et al., 2023). The strategy that can be carried out by MSME business actors in Tasikmalaya, especially in the field of Rajapolah handicrafts, is to carry out the first sales strategy using the E-Commerce system, namely a strategy for selling or purchasing products which are carried out, especially for MSME business actors from one company to another by utilizing technology, namely computers, secondly with digital marketing (Digital Marketing) where business actors promote their trademarks through digital media and internet networks so that consumers more easily reach them (Krishen et al., 2021).

The high level of competition in the business world demands competitive advantages, including in marketing (Dereli, 2015). Therefore, STP (Segmenting et al.) and digital marketing communication strategies are needed (Fadhillah & Anam, 2023). The problem can be seen from marketing parameters that could be more optimal and the marketing costs incurred so a marketing strategy needs to be implemented. The implementation of digital marketing at Skymansion Horizon aims to increase sales, minimize costs, and increase marketing effectiveness. The implementation of digital marketing at Skymansion Horizon is carried out using the waterfall method. The initial step is to analyze system requirements and make preparations. Testing on this platform was also carried out with two tests, namely functional and user. The final result of this research is a platform that helps analyze marketing keywords, which can later be applied to digital marketing media such as Google Ads, websites, and Facebook ads (Aslam & Karjaluoto, 2017). The implementation of digital marketing that has been carried out has the effect of increasing Skymansion Horizon real estate sales and minimizing marketing costs (Galemba, 2023). this research is related to increasing business

effectiveness through implementing an integrated digital marketing strategy, where by taking an integrated approach to digital marketing strategy, companies can achieve a significant increase in business effectiveness in this digital era, face challenges better, and take advantage of opportunities existing ones more efficiently and innovatively (Del Vecchio et al., 2018).

The benefits of this: Implementing an integrated digital marketing strategy is not only a necessity but can also provide significant benefits for the business (Tiago & Veríssimo, 2014). This integration involves combining various digital marketing elements, such as social media, search engines, and paid campaigns, to optimally achieve marketing goals (Chaffey & Smith, 2022). The benefits not only include increased brand exposure but also more efficient market penetration and providing added value to customers (Tedry & Ellitan, 2023).

This research aims to investigate the potential for increasing business effectiveness through implementing an integrated digital marketing strategy (Nuseir & Refae, 2022). By understanding and analyzing the positive impact of this integration, this research is aimed at providing in-depth insight into how companies can maximize their performance amidst increasingly fierce market competition (Pereira et al., 2019). The main objective is to provide valuable guidance for business practitioners and marketing managers who wish to strengthen their business position in the digital realm. Thus, this research will provide an important contribution to further understanding of effective digital marketing strategies in supporting business sustainability and success in the digital era (Low et al., 2020).

METHOD

Literature Analysis

First of all, this research will explore various sources of literature related to digital marketing strategies, especially those related to the integration of digital marketing elements. This literature analysis aims to understand basic concepts, recent developments, and relevant frameworks for implementing an integrated digital marketing strategy.

This research is based on a combination of interconnected concepts and theories. Firstly, the concept of integrated digital marketing serves as a primary foundation, illustrating the importance of effective coordination among various digital marketing elements, such as social media, SEO, and paid campaigns. Secondly, the theory of digital influence on consumer behavior provides insights into how changes in consumer behavior, particularly the increasing online connectivity, can impact marketing strategies. Additionally, the theoretical framework encompasses elements from the business effectiveness theory, involving performance metrics such as increased brand awareness, market penetration, customer loyalty, and ROI. By amalgamating these diverse theories, the research aims to provide a profound understanding of how the implementation of integrated digital marketing strategies can enhance business effectiveness, particularly amid rapid shifts in business paradigms and the dynamic business environment, as witnessed during the global pandemic and current business developments.

Survey

The survey method to be used in this research encompasses several key stages. Firstly, the questionnaire will be designed with carefully crafted questions to measure customer perceptions regarding brand awareness, market penetration, and customer loyalty in the context of the

implementation of an integrated digital marketing strategy. This questionnaire will be developed considering validity and reliability to ensure the obtained data is accurate and consistent. Subsequently, the survey will be administered through Google Forms to reach a representative sample of customers and relevant stakeholders.

Quantitative Data Analysis

Data obtained from the survey will be analyzed using a quantitative approach. Statistical analysis, such as regression and hypothesis testing, will be used to evaluate the impact of integrated digital marketing strategies on the variables measured, namely brand awareness, market penetration, and customer loyalty. The results of this analysis will provide a deeper understanding of the extent to which this strategy can contribute to business effectiveness.

With a combination of literature analysis methods, case studies, and quantitative surveys, this research is expected to provide a comprehensive perspective and strong insights regarding increasing business effectiveness through the implementation of integrated digital marketing strategies.

RESULTS AND DISCUSSION

After going through literature analysis, case studies, and surveys, the results of this research reveal several significant findings related to the implementation of integrated digital marketing strategies in increasing business effectiveness (Melović et al., 2020).

Impact of Integrated Digital Marketing Strategy:

Case study results show that companies that successfully implement integrated digital marketing strategies report consistent increases in brand awareness (Ponomarenko, 2018). The integration of social media, search engines, and paid campaigns efficiently increases brand visibility among the target market. There is a positive correlation between implementing this strategy and wider market penetration. Companies that holistically integrate various digital channels tend to achieve more effective market penetration (Killian & McManus, 2015).

Customer Loyalty and Its Relationship with Digital Integration:

Surveys show that customers from companies that implement integrated digital marketing strategies tend to have higher levels of loyalty. Effective integration of various digital elements provides a consistent and coordinated customer experience (Bolton et al., 2018).

Success Based on an Integrated Plan:

Case studies also reveal that companies that are successful in implementing this strategy have mature integrated plans. This plan includes good coordination and synchronization between various digital channels, showing that success does not depend solely on the individual use of each channel (Phung et al., 2015).

Integration as the Key to Success :

These findings highlight that the integration of various digital marketing elements is the main key to achieving optimal business effectiveness. Companies that manage integration well tend to be more successful in achieving their marketing goals.

Importance of Integrated Plan:

An integrated plan that covers all digital channels is a critical element in the success of this strategy. Alignment and integration between social media, SEO, and paid campaigns create a synergy that drives positive results (Wiener et al., 2018).

Positive Impact on Brand Awareness and Customer Loyalty:

Implementing an integrated digital marketing strategy has a significant positive impact on brand awareness and customer loyalty. Customers who experience consistency and quality in digital interactions tend to become more loyal to the brand (Nisar & Whitehead, 2016).

CONCLUSION

This research confirms that implementing an integrated digital marketing strategy can make a positive contribution to business effectiveness. Effective integration plays an important role in increasing brand awareness, market penetration, and customer loyalty. Therefore, companies that aspire to succeed in this digital era are advised to design and implement integrated plans carefully, ensuring alignment and coordination between various digital channels to achieve optimal results.

REFERENCES

- Aslam, B., & Karjaluocto, H. (2017). Digital advertising around paid spaces, E-advertising industry's revenue engine: A review and research agenda. *Telematics and Informatics*, 34(8), 1650–1662.
- Barnham, C. (2015). Quantitative and qualitative research: Perceptual foundations. *International Journal of Market Research*, 57(6), 837–854.
- Behl, A., Jayawardena, N., Nigam, A., Pereira, V., Shankar, A., & Jebarajakirthy, C. (2023). Investigating the revised international marketing strategies during COVID-19 based on resources and capabilities of the firms: A mixed method approach. *Journal of Business Research*, 158, 113662.
- Bolton, R. N., McColl-Kennedy, J. R., Cheung, L., Gallan, A., Orsingher, C., Witell, L., & Zaki, M. (2018). Customer experience challenges: bringing together digital, physical, and social realms. *Journal of Service Management*, 29(5), 776–808.
- Chaffey, D., & Smith, P. R. (2022). *Digital marketing excellence: planning, optimizing, and integrating online marketing*. Taylor & Francis.
- Del Vecchio, P., Di Minin, A., Petruzzelli, A. M., Panniello, U., & Pirri, S. (2018). Big data for open innovation in SMEs and large corporations: Trends, opportunities, and challenges. *Creativity and Innovation Management*, 27(1), 6–22.
- Dereli, D. D. (2015). Innovation management in global competition and competitive advantage. *Procedia-Social and Behavioral Sciences*, 195, 1365–1370.
- Fadhillah, G. F., & Anam, H. (2023). Application Segmentation, Targeting, and Positioning in the UMKM Marketing Strategy in Indonesia. *Journal of Sharia Economics*, 5(1), 120–136.
- Galemba, R. B. (2023). *Laboring for Justice: The Fight Against Wage Theft in an American City*. Stanford University Press.

- Kannan, P. K. (2017). Digital marketing: A framework, review, and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45.
- Killian, G., & McManus, K. (2015). A marketing communications approach for the digital era: Managerial guidelines for social media integration. *Business Horizons*, 58(5), 539–549.
- Krishen, A. S., Dwivedi, Y. K., Bindu, N., & Kumar, K. S. (2021). A broad overview of interactive digital marketing: A bibliometric network analysis. *Journal of Business Research*, pp. 131, 183–195.
- Leefflang, P. S. H., Verhoef, P. C., Dahlström, P., & Freundt, T. (2014). Challenges and solutions for marketing in a digital era. *European Management Journal*, 32(1), 1–12.
- Low, S., Ullah, F., Shirowzhan, S., Sepasgozar, S. M. E., & Lin Lee, C. (2020). Smart digital marketing capabilities for sustainable property development: A case of Malaysia. *Sustainability*, 12(13), 5402.
- Lyons, G. (2018). Getting smart about urban mobility—aligning the paradigms of smart and sustainable. *Transportation Research Part A: Policy and Practice*, pp. 115, 4–14.
- Melović, B., Jocović, M., Dabić, M., Vulić, T. B., & Dudic, B. (2020). The impact of digital transformation and digital marketing on brand promotion, positioning, and electronic business in Montenegro. *Technology in Society*, 63, 101425.
- Munthe, R. N., Sihombing, D. R. W., & Siagian, E. M. (2022). *The Importance of Understanding Applications and Strategies in Marketing MSME Products on Social Media during the Covid-19 Pandemic*.
- Nisar, T. M., & Whitehead, C. (2016). Brand interactions and social media: Enhancing user loyalty through social networking sites. *Computers in Human Behavior*, pp. 62, 743–753.
- Nuseir, M., & Refae, G. El. (2022). The effect of digital marketing capabilities on business performance enhancement: Mediating the role of customer relationship management (CRM). *International Journal of Data and Network Science*, 6(2), 295–304.
- Pereira, V., Munjal, S., & Ishizaka, A. (2019). Outsourcing and offshoring decision making and its implications for businesses synthesis of research pursuing five pertinent questions. In *Journal of Business Research* (Vol. 103, pp. 348–355). Elsevier.
- Phung, K.-H., Lemmens, B., Goossens, M., Nowe, A., Tran, L., & Steenhaut, K. (2015). Schedule-based multi-channel communication in wireless sensor networks: A complete design and performance evaluation. *Ad Hoc Networks*, 26, 88–102.
- Ponomarenko, A. (2018). *B2B Digital Marketing Plan for Attracting New International Customers and Building Brand Awareness Globally: Case: AMA Co., Ltd.*
- Porter, M. E., & Heppelmann, J. E. (2015). How smart, connected products are transforming companies. *Harvard Business Review*, 93(10), 96–114.
- Siregar, A. O. B., & Zuliestiana, D. A. (2023). Efektivitas Penerapan Strategi Digital Marketing Terhadap UMKM Di Tasikmalaya Pada Masa PPKM. *EProceedings of Management*, 10(2).
- Tedry, A. K., & Ellitan, L. (2023). Building Top of Consumer's Mind Through Market Penetration: The Case of Shopee. *International Journal of Research*, 10(09).
- Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703–708.
- Wiener, M., Hoßbach, N., & Saunders, C. (2018). Omnichannel businesses in the publishing and retailing industries: Synergies and tensions between coexisting online and offline business models. *Decision Support Systems*, 109, 15–26.



© 2023 by the authors. Submitted for possible open-access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>).