



Digital-Based Marketing Strategy Innovation For Improving Company Competitiveness

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Abstract

Digital transformation has encouraged companies to adopt innovative digital-based marketing strategies to increase competitiveness in an increasingly competitive business era. This research examines the role of innovation in digital marketing strategies, such as search engine optimization (SEO), social media marketing, and data analytics. A literature review approach is used to identify key elements of an effective marketing strategy. The research results show that digital technology can expand market reach, increase operational efficiency, and create a personalized customer experience. These findings underscore the importance of continuous innovation and technological adaptation to address market changes. Thus, this research provides practical guidance for companies to design relevant and competitive digital marketing strategies.

Keywords: Digital Marketing Innovation, Company Competitiveness, Digital Transformation

Introduction

Digital transformation has become a major force that is changing business paradigms globally. These changes impact how companies operate and redefine their strategies for interacting with customers and creating added value. By adopting technologies such as artificial intelligence, data analytics, cloud computing, and the Internet of Things (IoT), companies can increase operational efficiency, speed up decision-making, and provide a more personalized and relevant customer experience (Qalbia & Saputra, 2024).

In an era of rapidly developing technology, digital transformation pushes companies to abandon traditional business models and adopt a more adaptive and innovative approach. This can be seen in new business models such as e-commerce, sharing platforms, and digital-based services that enable companies to reach global markets without geographic limitations. Real examples are companies such as Netflix and Gojek, which have succeeded in utilizing digital technology to dominate the market through product and service innovation (Kusnanto et al., 2024).

Digital marketing has become crucial in building customer relationships, expanding market reach, and increasing company competitiveness in the digital era. In an increasingly competitive business environment, companies must be able to utilize digital marketing strategies to encourage business growth and success and increase customer satisfaction. Digital marketing offers a modern approach that allows companies to provide personal attention to each customer, create added value, and build competitive advantages (Khan et al., 2024).

With the rapid development of information and communication technology, digital marketing has become the basis for many companies to differentiate themselves in the competitive market. Innovative digital marketing strategies, such as search engine optimization (SEO), social media marketing, and email campaigns, give small and medium-sized companies (SMEs) the tools to compete effectively against larger companies. In addition, digital marketing allows the integration of various technologies to ensure quality communication between advertisers and end consumers (Ijomah et al., 2024).

Innovation in digital marketing strategy is important in increasing a company's competitiveness in an increasingly competitive market. By utilizing technology and digital platforms, companies can reach a wider and more segmented audience and interact directly with consumers. This drives the need to understand the key elements of an effective digital marketing strategy, such as using data analytics to understand consumer behaviour, implementing engaging and relevant content, and using social media to build strong customer relationships. Therefore, it is important to explore how innovation in digital marketing strategies can be implemented and what elements must be considered so that companies can compete optimally in this digital era.

This research aims to analyze the role of innovation in digital marketing strategies as an effort to increase company competitiveness. In this context, innovation is expected to be the main driver that enables companies to adapt to rapid market changes and meet dynamic consumer needs. In addition, this research will also identify important elements in implementing a successful digital marketing strategy, such as search engine optimization (SEO), content marketing, and the use of social media. By understanding these elements, companies are expected to be able to design more effective and relevant marketing strategies to increase the visibility and attractiveness of their products in the market. Thus, this research provides insight into the importance of innovation in digital marketing and offers practical recommendations for companies to increase their competitiveness by implementing appropriate strategies.

The benefits of research in the context of adopting digital marketing strategies are very significant for companies. First, this research provides in-depth insight into the importance of implementing digital marketing strategies to increase competitiveness in an increasingly competitive market. By better understanding consumer behaviour and market trends, companies can formulate more effective and targeted strategies to reach a wider audience and increase interaction with customers.

The research also provides practical guidance that companies can implement to increase competitiveness through digital-based marketing innovation. By utilizing digital technology and social media platforms, companies can expand market reach, optimize marketing costs,

and increase operational efficiency. Innovations in digital marketing, such as data analytics and content personalization, allow companies to tailor their offerings according to customer needs and preferences, which in turn can increase customer satisfaction and loyalty. Thus, the results of this research not only serve as a theoretical basis but also a practical tool for companies facing modern marketing challenges.

Research Method

This research method uses a literature review approach to analyze the role of innovation in digital marketing strategy and its impact on company competitiveness. Collecting and analyzing data from various academic sources and current case studies, this research aims to identify the key elements of an effective digital marketing strategy, such as search engine optimization (SEO), social media marketing, and content marketing. This process involves searching relevant literature, selecting articles of high quality, and synthesizing information to produce in-depth insights into how innovation can be applied in a digital marketing context. In this way, the research provides an overview of trends and best practices in digital marketing and offers practical recommendations for companies to increase their competitiveness in an increasingly competitive market.

Result and Discussion

Basic Concepts of Digital Marketing Strategy

The basic concept of digital marketing strategy includes various approaches and techniques designed to promote products or services through digital channels. One of the key elements in digital marketing is Search Engine Optimization (SEO), which aims to increase a website's visibility in search engine results. By optimizing content and site structure, businesses can attract more organic visitors, which is crucial for increasing traffic and conversions (Karier.mu., 2024).

Besides SEO, Social Media Marketing also plays an important role in digital marketing strategies. Companies can interact directly with their audiences through platforms like Facebook, Instagram, and TikTok, build brand awareness, and drive engagement. Choosing the right platform is important because each platform has different characteristics and audiences. For example, Instagram is better suited to a younger target audience, while LinkedIn is more effective for reaching professionals. In the B2B context, LinkedIn has become a key platform because of its ability to share professional content and build networks (Ijomah et al., 2023). An integrated marketing strategy and choosing the right platform can increase the effectiveness of communication and interaction with the target audience.

Email Marketing is another effective strategy in digital marketing. Businesses can maintain a good relationship with their audience by emailing promotional content to customers or prospects. This strategy involves building a relevant email list and engaging content so recipients receive the message well. Content personalization and customer segmentation are essential to increase email campaign effectiveness. Research shows personalization can increase email open and click rates by leveraging consumer behaviour and regularly updated keyword preferences (Singh et al., 2019). Besides that, email marketing also plays an important

role in increasing customer retention by informing them about brands, offers and discounts and encouraging customer loyalty.

Besides that, Content Marketing has become one of the main pillars of digital marketing. High-quality, relevant, and engaging content can help build authority and trust among audiences. This content can be blog articles, videos, infographics, or social media posts tailored to the interests and needs of the target audience. In the context of digital marketing, Content Marketing captures the audience's attention and builds deeper relationships with them through meaningful and ongoing interactions. By leveraging digital platforms, companies can disseminate valuable and relevant content to increase brand engagement and consumer trust. An effective content marketing strategy must also consider the right formats and platforms to reach targeted audiences, such as social media, blogs, and brand communities (Jacob & Johnson, 2021).

Overall, digital marketing strategies must be well-integrated and data-driven. The integration of digital marketing in a company's strategic management plan is essential to achieving business goals in an increasingly connected digital era. This allows companies to target markets more precisely, increase customer engagement, and optimize the customer experience. Analysis of consumer behaviour and measuring the results of each campaign are very important to increase the strategy's effectiveness. By leveraging big data analytics, companies can gain deep insights into consumer preferences and behaviour, increasing customer satisfaction and engagement. With the right approach, businesses can build a strong online presence and attract new customers. Integrated digital marketing strategies, including social media, SEO, and paid campaigns, contribute positively to business growth by increasing brand awareness, market penetration, and customer loyalty.

Innovation in Digital Marketing Strategy

Innovation in digital marketing strategy is a key element that helps businesses stay relevant and competitive in an ever-changing market. With technological advances, companies must adapt quickly, using various new tools and techniques to attract consumer attention. One of the most significant innovations is the application of data analytics, which allows marketers to understand consumer behaviour in depth. With accurate data, companies can adjust their campaigns to reach more precise and relevant audiences, thereby increasing marketing effectiveness and optimizing budgets spent.

The application of digital technology has changed how companies create, communicate and deliver value to stakeholders, as well as enabling innovative approaches in marketing research, strategy formulation and implementation (Athaide et al., 2024). In the telecommunications sector in China, innovative marketing strategies that focus on customer-centric approaches and personalized marketing campaigns have proven successful in the face of changing consumer preferences and technological advances (Chang, 2023). Additionally, marketing innovations that involve significant changes in the design, distribution, promotion, or pricing of products or services are increasingly driven by digitalization, which enables new communication methods and branding strategies (Purchase & Volery, 2020).

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In the context of Industry 4.0, marketing innovation is the search for creative and new solutions to problems and needs, increasing a company's competitiveness (Ungerma et al., 2018). Modern trends in digital marketing communications show that companies need to be proactive in adopting new trends to attract consumer attention and funds (Slijepčević et al., 2020). In Thailand, digital marketing strategy and competitiveness directly influence innovative marketing behaviour, increasing digital marketing efficiency (Vuttichat & Patchara, 2023).

Overall, digital marketing innovation improves company Performance and strengthens marketing capabilities (Jung & Shegai, 2023). In Indonesia, the digital marketing utilization index shows that companies can improve their digital marketing capabilities by increasing managerial innovation and organizational readiness (Masrianto et al., 2022).

Additionally, content marketing has become increasingly important in the era of digitalization. Informative and engaging content helps build a relationship with the audience and increases engagement. New content formats, such as short videos and infographics, have proven effective in capturing user attention on digital platforms (Ijomah et al., 2024). Social media has also played a major role in digital marketing innovation, providing a channel for direct interaction between brands and consumers and the opportunity to gain valuable feedback. In this context, digital content marketing (DCM) focuses on creating and disseminating relevant and valuable content to increase engagement and brand trust. Innovative digital marketing strategies, including content marketing, are essential for small and medium enterprises (SMEs) to achieve competitive advantage and sustainable growth (Ijomah et al., 2024). By leveraging technology such as artificial intelligence, content marketing can bring brands closer to consumers and gain deeper insights into their preferences (Hsu & Liou, 2021).

The use of artificial intelligence (AI) and machine learning has revolutionized the way marketers operate. AI helps in data analysis and enables personalization of customer experience, prediction of consumer behaviour, and optimization of marketing campaigns in real time. With AI, marketers can prioritize a customer-centric approach, delivering real-time personalized experiences tailored to individual preferences. Additionally, AI facilitates competitive analysis by researching competitor campaigns and understanding customer expectations, ultimately supporting strategic decision-making (Arora & Thota, 2024).

Augmented reality (AR) and virtual reality (VR) offer new ways for consumers to interact with products, creating a more immersive and engaging shopping experience. AR and VR allow consumers to experience products in a realistic virtual environment, increasing customer engagement and satisfaction (Huang & Rust, 2020).

Thus, innovation in digital marketing strategy is about following the latest trends and creating unique experiences for consumers. Companies that integrate new technologies and understand changing consumer behaviour will have a significant competitive advantage in today's global marketplace. This aligns with the concept of a "continuum of care," which emphasizes the importance of integration and continuity in providing services in health and business contexts to achieve optimal results. By adopting an integrated approach, companies can more effectively adapt their strategies to consumers' evolving needs and preferences, increasing customer loyalty and satisfaction.

The Influence of Digital Marketing Strategy on Company Competitiveness

Digital marketing strategies significantly influence company competitiveness in an increasingly competitive free market era. Digital transformation in marketing allows companies to leverage the latest technologies, such as artificial intelligence, big data analytics, and customer relationship management systems, to increase their competitive advantage (Hussain et al., 2023). In Indonesia, digital marketing strategies have been proven to play an important role in economic growth, especially through increasing sales of e-commerce and non-oil and gas exports (Silfani et al., 2024).

Using digital marketing tools such as search engine optimization, social media marketing, and content marketing can increase business processes' efficiency and strengthen customer relationships (Suvorova & Karpenko, 2023). This also applies to start-up businesses that can utilize digital marketing to build brand awareness and customer trust, although many are still reluctant to implement it in the early stages (Bhanot & Kaur, 2023).

Additionally, integrating strategies allows modern businesses to automate customer interactions and provide personalized services, which in turn can increase competitiveness and create barriers to entry in certain markets. In the restaurant industry, for example, the use of social media and branding online has been shown to increase competitiveness by influencing customer decisions (Singh et al., 2022).

However, the transformation to digital marketing also brings challenges, such as increasingly fierce competition and data privacy issues, which force companies to continue to innovate and protect consumer data (Paramastri, 2024). In e-commerce, effective digital marketing strategies can increase brand awareness and profitability, which is especially important in increasingly intense market competition (Rose et al., 2024).

Overall, digital marketing significantly improves the competitive advantage and performance of companies, including micro, small and medium enterprises (MSMEs), by increasing it through appropriate marketing strategies (Asikin et al., 2024). Digital transformation, when mediated by financial literacy, can also increase competitive advantage and company Performance (Subagyo et al., 2023).

Digital marketing strategy is key to increasing company competitiveness in various sectors. By leveraging digital technology and innovative marketing strategies, companies can increase efficiency, strengthen customer relationships, and achieve sustainable growth in dynamic markets.

Challenges and Solutions in Implementing Digital Marketing Strategies

In today's digital era, implementing digital marketing strategies faces significant challenges but also offers solutions companies can adopt to overcome these obstacles.

1. Challenges in Implementing Digital Marketing Strategies

One of the main challenges is filling the "talent gap," where companies often struggle to find a workforce with the digital skills necessary to execute digital marketing strategies effectively. Adapting "organizational design" is also a challenge, as traditional structures may not support

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the flexibility and speed required in digital environments (Leeflang et al., 2014). In social media, other challenges include interactivity and integration of communications into distribution channels, which require new approaches to information gathering and media collaboration.

Companies must also prioritize which digital marketing tactics to invest in, which can be challenging considering the number of options available. Additional challenges in the small and medium enterprise (SME) sector include unstable internet connections, delivery delays, and inadequate marketing and design personnel (Rahardjo, 2023).

2. Solutions to Overcome Challenges

Companies can adopt various solutions to overcome these challenges. One way is to increase personalization and optimize the mobile experience, which can increase customer engagement and drive business growth. Using the right organizational orientation model, such as market orientation or entrepreneurial orientation, can also help in implementing social media effectively (Jiang, 2023).

Additionally, a digital marketing strategy focusing on social media, search engine optimization, and email marketing, emphasizing personalization and strong customer engagement, can increase brand awareness and revenue. Adopting a data-driven approach can help SMEs improve their online marketing Performance (Saura et al., 2021).

Overall, although implementing a digital marketing strategy faces various challenges, the right solutions can help companies overcome these obstacles and take advantage of the opportunities offered by the digital era. By filling talent gaps, adapting organizational design, and adopting data-driven strategies, companies can increase the effectiveness of their digital marketing and achieve competitive advantage.

Strategic Recommendations

To maximize marketing impact, companies must integrate various digital channels cohesively. This integration allows companies to reach a wider audience and increase the effectiveness of their marketing campaigns. Research shows that an integrated digital marketing strategy involving social media, search engines, and paid campaigns can increase brand awareness, market penetration, and customer loyalty (Sayudin et al., 2023). By leveraging multiple digital channels simultaneously, companies can create more consistent and engaging consumer brand experiences (Cvitanovic, 2018). In addition, integrating information technology in marketing strategies and brand management can improve communication with target audiences and create added value (Mariam, 2024).

Focusing on continuous innovation and adapting to the latest technology trends is critical to maintaining competitiveness in a dynamic market. Companies must continue to innovate by leveraging the latest technologies, such as artificial intelligence, big data analytics, and marketing automation, to improve their marketing strategies (Hussain et al., 2023). This innovation allows companies to respond more to market changes and consumer needs and improve customer experience. Companies can increase customer engagement and achieve sustainable business growth by adopting innovative digital marketing strategies. Adaptation to

the latest technological trends also helps companies to remain relevant and competitive in the ever-evolving digital landscape (Sifa et al., 2023). Overall, integration of digital channels and focus on continuous innovation are the keys to achieving competitive advantage and sustainable growth in the digital era.

Conclusion

The conclusion of this study affirms that innovation in digital marketing strategies is an important factor that can enhance a company's competitiveness. By leveraging the latest technologies and integrated marketing approaches, companies can achieve better operational efficiency, strengthen customer relationships, and increase product visibility in the market. The research shows that elements such as data analytics, high-quality content, and interaction through social media contribute significantly to the success of digital marketing strategies. Therefore, companies must continuously adapt to technological changes and consumer behaviour to maintain a competitive advantage in this dynamic digital era.

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