

# Merits and Effectiveness of Digital Marketing

Xu Huang

Research Scholar, Department of Commerce, Tianjin University of Commerce, China

## Abstract:

**Even before the advent of the Internet, there were multitudes of different ways to advertise a product or service. These included telemarketing and pamphlet distribution, as well as radio, television, newspapers, and magazines. In most cases, the objective was to communicate a corporate name and/or product name, a statement, or some other information to the greatest number of individuals feasible at the lowest cost possible.**

**Keywords: Merits, Effectiveness, Digital Marketing.**

## Introduction

When the Internet was first developed, there were not very many search possibilities accessible. Businesses were given the opportunity to publicise themselves on a more extensive basis. Because of the way advertising was perceived at that time period, many enterprises were considered to have a significant amount of value, and as a result, they were traded on the stock exchange at extremely high prices. This occurred in 2001, during a period that is referred to as the dot-com bubble by most people.

Marketing is a social process that identifies the demands of customers, focuses on a product or service that can satisfy those wants, and attempts to shape consumers so that they prefer the products or services that are being supplied. In point of fact, marketing is an essential component of the expansion of any organisation. It is the responsibility of the marketing teams (marketers) to increase customer awareness of the goods or services being offered by utilising various marketing strategies. In most cases, a company will not have long-term success unless it pays the appropriate amount of attention to the demographics of its customers, the needs, and the wants of those customers. In its most basic form, marketing is the process of developing or guiding an organisation with the goal of achieving financial success through the sale of a product or service that consumers not only want, but are also willing to pay for. As a result, effective marketing must be capable of developing a "proposition" for the end-user, which is a collection of benefits that demonstrate how the company's goods or services provide value.

## History

The advent of digital marketing may be traced back to 1990, when the Archie search engine was developed as an index for file transfer protocol (FTP) websites. In the 1980s, the storage capacity of computers had already grown to the point where it was large enough to store massive amounts of client information. Many businesses moved away from using limited list brokers and instead opted to implement internet strategies such as database marketing.[9] Databases made it possible for businesses to keep more accurate records of their consumers' information, which fundamentally altered the dynamic between purchasers and vendors.

The phrase "digital marketing" didn't come into use until the 1990s.[10] As a result of the rise in use of personal computers and the development of server/client architecture, customer relationship management (CRM) programmes have become an important part of marketing technology.[11] Because of the intense competition, software providers were compelled to include more services into their products, such as marketing, sales, and customer service applications. After the Internet was invented, marketing software like eCRM made it possible for businesses to acquire ownership of their online customers' data. Because of this, the first clickable banner ad went online in 1994 as part of AT&T's "You Will" campaign. In the first four months after the ad went live, 44 percent of all individuals who saw it clicked on the ad to learn more about the product or service being advertised.

Customers started looking for products and making decisions about their needs online rather than consulting a salesperson in the early 2010s as a result of an increase in the number of people using the internet and the introduction of the iPhone. This presented a new challenge for the marketing department of a firm as a result of the shift in consumer behaviour. In addition, the results of a poll conducted in the year 2000 in the United Kingdom indicated that the majority of shops had not established their own personal domain address. Because of these issues, marketers were motivated to investigate novel approaches for incorporating digital technology into the process of market creation.

In response to the dynamic nature of the marketing environment, marketing automation was first established in the year 2007. The process of using software to automate the operations that are traditionally involved in marketing is referred to

as marketing automation. Based on the precise actions taken by customers, businesses were able to more effectively segment client bases, initiate multichannel marketing campaigns, and deliver personalised information to customers thanks to marketing automation. In this manner, the activity of users (or the lack thereof) will trigger a personal message that is tailored to the user and delivered on the platform that the user prefers. However, despite the many benefits of marketing automation, many businesses are finding it difficult to successfully implement it into their day-to-day operations.

In the 2000s and 2010s, when the expansion of devices that are capable of accessing digital media led to quick growth, digital marketing grew more complex. The production of statistics in 2012 and 2013 revealed that digital marketing was continuing its expansion. Consumers have become extremely reliant on digital gadgets in their day-to-day lives as a direct result of the proliferation of social media platforms in the 2000s, such as LinkedIn, Facebook, YouTube, and Twitter. As a result, they anticipated an intuitive and consistent user experience across all available channels while searching for product information. The shift in the manner in which customers behaved facilitated the diversity of marketing technology.

In the 1990s, the concept of "digital marketing" was first conceptualised. 'Online marketing,' 'internet marketing,' and 'web marketing' are all terms that were formerly used to refer to what is now known as digital marketing. The term "global digital marketing" has surpassed all others in frequency of usage and has experienced explosive growth in the commercial sector, particularly after the year 2013. However, digital marketing is still commonly referred to as web marketing in some countries, such as Italy.

### **Innovative non-linear method of marketing strategy**

Nonlinear marketing is a form of interactive marketing that is a long-term marketing strategy that draws on businesses gathering information about an Internet user's online behaviours and attempting to be visible in numerous locations. Nonlinear marketing is also a type of marketing that is called nonlinear marketing.

Nonlinear digital marketing tactics are centred on reaching prospective customers via many internet platforms. This is in contrast to traditional marketing techniques, which include communicating with clients in a one-way, direct manner (such as through print, television, and radio advertisements).

This change, when combined with increased consumer knowledge and the demand for more sophisticated consumer offerings, has caused many businesses to be forced to rethink their outreach strategy and adopt or incorporate omnichannel and nonlinear marketing techniques in order to maintain sufficient brand exposure, engagement, and reach.

Nonlinear marketing methods involve making an effort to adapt the advertising to many platforms [29] and to customise the advertising to a variety of individual consumers rather than targeting a huge cohesive audience.

These are some examples of tactics:

- Optimising a website for search engines (SEO)
- Social media marketing
- Video marketing
- Email marketing
- Blogging & affiliate marketing
- Website marketing
- Advertising based on paid searches and contextual relevance
- Internet marketing using search engines

According to the findings of several studies, the responses of customers and clients to conventional methods of marketing are becoming less predictable for companies. According to a study that was conducted in 2018, approximately ninety percent of internet customers in the United States conducted research on products and brands online before going to the store or making a purchase. According to estimates provided by the Global Web Index for the year 2018, slightly more than half of customers conducted product research while using social media. Businesses frequently rely on users of social media to present their products in a favourable light.

As a result, businesses may modify their marketing strategies to focus on individuals who have high numbers of followers on social media in order to create positive product reviews. Businesses can reduce their marketing expenses by using customers to promote their goods and services, which in turn results in cost savings for the company.

### **Awareness of the brand**

One of the primary goals of contemporary digital marketing is to increase brand awareness, which can be defined as the degree to which customers and the general public are familiar with a particular brand and recognise it.

Because of the influence it has on both consumers' perceptions of the brand and their purchasing decisions, increasing brand awareness is an essential component of digital marketing and marketing in general. According to the findings of the article that was published in 2015 and titled "Impact of Brand on Consumer Behaviour":

"Brand awareness, which is one of the core aspects of brand equity, is frequently believed to be a prerequisite for consumers' purchasing decisions, as it is the primary factor that determines whether or not a brand is included in the consideration set. This is because brand awareness is the most important factor for including a brand in the consideration set. Due to the fact that consumers are more comfortable with the brand and the traits it possesses, brand awareness can also impact the consumers' perceived risk assessment and their confidence in the purchase decision.

Recent developments indicate that companies and digital marketers are placing a greater emphasis on brand awareness. As a result, they are devoting a greater portion of their digital marketing efforts to the cultivation of brand recognition and recall than they did in earlier years. A research that was conducted in 2019 by the Content Marketing Institute discovered that 81 percent of digital marketers had worked on improving brand recognition over the course of the previous year. This finding provides proof that demonstrates this point.

According to the results of another poll conducted by the Content Marketing Institute, 89 percent of B2B marketers now believe that activities aimed at enhancing brand recognition are more significant than those aimed at increasing sales.

For a variety of reasons, one of the primary goals of any digital marketing plan should be to raise brand awareness:

The proliferation of purchases done online. According to the findings of a poll conducted by Statista, the number of individuals in the United States who will use the internet to shop, compare prices, and make purchases will increase to 230.5 million in 2021 from 209.6 million in 2016.[38] According to research conducted by the business software company Salesforce in 2018, 87 percent of respondents started their searches for products and brands on digital media.

The part that digital interaction plays in the behaviour of customers. It is estimated that seventy percent of all consumer purchases made in the United States are in some way impacted by an engagement with a brand that took place online. The increasing significance of familiarity with a brand in the decision-making process of internet customers: When looking for services, 82% of internet customers prefer to buy from brands they are already familiar with.

The utility, comfort, and impact of using various social media platforms. According to a new data published by Hootsuite, there are currently more than 3.4 billion active users on social media platforms. This is a 9% growth over the number of users in 2018.[42] 74% of social media users follow brands on social networks, and 96% of individuals who follow businesses also engage with those brands on social platforms, according to a poll conducted in 2019 by The Manifest.[43] According to research conducted by Deloitte, one in three consumers in the United States are impacted by social media when making a purchase decision. Furthermore, Deloitte found that 47 percent of millennials consider their interactions with a company on social media when making a purchase decision.

### **Online methods used to build brand awareness**

Digital Increasing customer awareness of a brand can be accomplished by the implementation of many marketing strategies, one of which is the utilisation of all available internet channels and methods (omnichannel).

Increasing consumer awareness of a brand could involve strategies and instruments such as the following:

### **Optimising a website for search engines (SEO)**

It is possible to apply search engine optimisation strategies in order to boost the visibility of business websites and material associated with brands in response to typical search queries connected to an industry.

It is believed that the expanding influence of search results and search features like as featured snippets, knowledge panels, and local SEO on customer behaviour is a correlation between the significance of SEO to promote brand awareness and the importance of SEO to increase brand awareness.

(SEM) stands for "search engine marketing."

Pay-per-click (PPC) advertising, which is another name for search engine marketing (SEM), is purchasing ad space in prominent and visible positions atop search results pages and websites. It has been demonstrated that search advertising have a favourable impact on conversion rates as well as brand identification and awareness.

### **Providers of Conversion Services**

33% of users who click on sponsored advertisements do so because the ad directly responds to the question that they entered into the search engine.

### **Social media marketing**

The characteristics of social media marketing include always being in a marketing state, constantly connecting with customers, and placing an emphasis on both the quality of the material and the ability to interact with customers. The marketing process needs to be monitored, analysed, summarised, and managed in real time. Additionally, the marketing aim needs to be updated according to the real-time feedback received from the market and consumers.[48] Seventy percent of marketers say that growing brand awareness is their most important objective when it comes to marketing on social media platforms. There is a consensus among social media marketing teams that the most important platforms currently in use are Facebook, Instagram, Twitter, and YouTube.[source: missing citation] Due to the extensive professional networking opportunities it provides, corporate executives have made LinkedIn one of the social media networks they utilise the most as of the year 2021.

### **Content marketing**

Personalization content, which includes brand-centered blogs, articles, social updates, videos, and landing sites, is believed to boost both brand memory and engagement by 56% of marketers.

### **Developments and strategies**

The "emergence of digital marketing" was one of the key shifts that took place in traditional marketing, and as a result, marketing tactics needed to be reimaged in order to accommodate this huge shift in traditional marketing.

Because digital marketing is dependent on technology, which is continuously developing at a rapid pace, it is reasonable to anticipate that digital marketing advancements and tactics will also exhibit these characteristics. This section is an attempt to classify or categorise the major highlights that are now available and being utilised as of the time of publication.

### **Environment for Collaboration:**

In order to maximise efficiency in terms of effort, resource sharing, reusability, and communication, it is possible to establish an environment for collaboration between the organisation, the technological service provider, and the digital agencies. In addition, companies are reaching out to their customers in an effort to gain a deeper understanding of how best to serve them. User-generated content is the name given to this type of data source. The majority of this information is obtained through company websites, on which the company encourages visitors to submit their thoughts and opinions, which are then reviewed by other users of the website. The concepts that have received the most support are examined and, possibly, put into action. When an organisation uses this approach to gather data and produce new products, it has the potential to strengthen its relationship with its clientele, as well as generate ideas that would not have been considered in any other circumstance. Since user-generated content (UGC) comes directly from end users, it is an inexpensive kind of advertising that can help an organisation save money on marketing expenses.

Advertising that is driven by data Users generate a large amount of data at each stage of the customer journey they complete, and marketers can now use that data to activate their existing audience through data-driven programmatic media buying. Users' data can be collected from digital channels (for example, when a customer visits a website, reads an e-mail, or launches and interacts with a brand's mobile app), and brands can also collect data from real-world customer interactions, such as visits to brick and mortar stores, as well as from CRM and sales engine datasets. Collecting users' data from digital channels does not compromise customers' privacy. Data-driven advertising, which is also known as people-based marketing or addressable media, is empowering brands to discover their loyal customers among their audience and offer in real time a much more personal communication that is highly relevant to each customer's moment and actions. In other words, data-driven advertising is a form of addressable media.

When making a decision about a strategy in the modern day, it is necessary to take into account the fact that digital tools have democratised the promotional landscape.

**Remarketing:** Remarketing plays a vital part in digital marketing. This strategy gives advertisers the ability to publish tailored advertisements in front of a specific interest category or specified audience. These individuals are typically referred to as searchers in online parlance since they have either searched for specific goods or services or visited a website for some reason.

In-game advertising, sometimes known as "game ads," refers to adverts that can be found within computer or video games. Billboards are one of the most popular types of in-game advertising that can be found in sporting events. In-game advertisements could also take the form of recognisable brand-name goods, such as firearms, automobiles, or articles of apparel that serve as gaming status symbols.

The following are the six guiding principles for developing content for internet brands:

Do not think of individuals as potential customers; have an editorial perspective; establish an identity for the brand; make sure there is consistency in the content; guarantee that there will be consistent contact with the audience; Make sure to include an events channel.

The advent of the new digital era has made it possible for businesses to selectively target their clients who may perhaps be interested in their brand or based on the interests they have shown when browsing. Businesses now have the ability, through the use of social media, to choose the age range, geographic region, gender, and interests of the people they want to see their targeted message. In addition, a consumer's recent search history can be used to 'follow' them on the internet, which will cause them to see adverts for companies, products, and services that are comparable to those they have already shown interest in. Before the advent of the digital era, businesses had limited capacities to target specific consumers who they knew and felt would benefit the most from their product or service. This allows businesses to target the specific customers that they know and feel will most benefit from their product or service.

Advanced tourism, responsible and sustainable tourism, social media and online tourism marketing, geographic information systems, and sustainable tourism all fall under the umbrella of tourism marketing. As a wider research field develops into maturity it begins to draw a greater variety and depth of academic inquiry.

### **Methods of digital marketing that are ineffective**

According to the most recent findings of the headline global marketing index, activities related to digital marketing continue to expand all over the world. According to the findings of a study that was released in September 2018, global expenditures on digital marketing strategies are getting close to reaching \$100 billion. The expansion of digital media is continuing at a breakneck pace. Traditional media are seeing their share of the market shrink while marketing expenses continue to grow. Brands can more easily connect with consumers through digital media, allowing for more individualised interactions with the goods or services being offered. Prioritising clicks, striking a balance between search and display, understanding mobiles, targeting, viewability, brand safety and invalid traffic, and cross-platform measurement are the five areas that are listed as existing industry practises that are frequently unproductive. The reasons why certain practises are useless, as well as some potential solutions to turn these features into effective ones, are discussed surrounding the following points.

### **Limitations**

The terms "online" and "offline" will be used throughout this work to refer to whether or not the subject in question is accessible to the general public via the Internet. We shall not take into account the "language" that the content is available in, whether it be HTML or another language. There are other ways to access the internet without using a computer. The integration of various technologies, such as mobile phones, portable music players, and mechanical calendars, is accelerating.

### **The six social science paradigms**

It is generally agreed upon that the most significant set of paradigms to comprehend and explain business activities is a collection of six social science paradigms. According to Arbnor and Bjerke (1997), they symbolise the several categories under which one can generate knowledge about and in a certain reality. In Table 6, we have the following: In the section under "Methodological appendix," an attempt was made to define each of the six social science paradigms. In order to better understand the reasoning that went into developing the model, we have made the decision to extract the hermeneutical circle from the appendix.

The reasoning that underpins the model is adaptable to a variety of different perspectives on social construction.

The post-understanding is then used to form a new pre-understanding, and this never-ending spiral ultimately results in a fresh perspective on any particular topic. A pre-understanding, a present understanding, and a post-understanding are the components that make up a step-by-step process that leads to the acquisition of knowledge according to the hermeneutic point of view, which holds that knowledge is obtained in this manner.

Do new possibilities arise as a result of using the internet?

The previous research that has been done and the conclusions that have been drawn from that study should always serve as the basis for any new research. This chapter is broken up into two major sections, each of which has its own subchapter: 1. The section on traditional Internet marketing

1. B: The use of more conventional marketing methods

2. The new model for marketing on the internet

2. B: The updated approach to advertising

First, to describe the theories of Internet marketing and how they are now being used (i.e., how corporations view online marketing today), and second, to review the several possibilities that are available to companies when it comes to developing marketing strategies. A concise overview of the Internet has been provided previously as part of this article.

The worldwide web

There have been a great number of hypotheses and speculations regarding the internet. Because the Internet is still a relatively young phenomena, there is still space for development and growth in this area. At first, it was only natural for marketers to view internet media as extensions of the traditional space and time media, such as television, radio, and print. During the majority of the first ten years of internet advertising, advertisements filled the measured spaces on web sites with banners, rectangles, buttons, and leader boards of varying sizes and shapes. In point of fact, a significant amount of the early work that was done in the advertising business centred on defining these spaces, which were referred to as Interactive Marketing Units, in order to standardise practises for the sale and delivery of paid advertising.

### **Marketing Methods Used Traditionally**

In the following section, we will do our best to provide you with an overview of traditional marketing, including what it is and how it is employed on the internet. The term "traditional marketing" (TM) refers to a well-established model of advertising. There are numerous perspectives that may be taken on TM, as well as applications for it. In this particular research, we have decided to concentrate solely on the TM conducted over the internet. In the following section of the chapter, we will discuss some of the most well-known media techniques that can be used for advertising.

### **Email/Newsletters**

Email is a pretty straightforward method of communicating with the customers. Nevertheless, it has been abused, and the majority of people who use the internet are well familiar with the concept of spam. Less serious businesses and advertisers will buy hundreds of email addresses in order to send out their advertisements. There are a lot of websites that ask for information about the visitor, and as a result, they demand an email address. These websites also frequently ask for permission to send out regular newsletters. These newsletters are an effective tool for luring people back to the site again and time again.

### **The four most important Ps**

According to E. Jerome McCarthy, marketing is company-focused and can be broken down into four main categories of activities: product, pricing, promotion, and place. These categories are listed in that order. In his book "Basic Marketing: A Managerial Approach" (McCarthy 1960), E. Jerome McCarthy outlined the four P theory that he developed. Every one of the pursuits can be subdivided further into a variety of distinct categories.

In the following paragraph, we will go over the 4P as described by E. Jerome McCarthy and Philip Kotler. After that, we will explain what enhancements/developments have been discussed, and then we will specify how the theory applies to the conversation that is currently taking place.

The term "marketing mix" is almost certainly the most well-known one in the marketing industry. A marketing plan's fundamental and operational components can be summed up as its aspects. The aspects of the marketing mix are price, place, product, and promotion. These are also referred to as the "Four P's."

The idea is straightforward. Consider a another type of often used mix: a cake mix. Eggs, milk, flour, and sugar are the four basic ingredients of every kind of cake. You are able to produce a different cake by adjusting the proportions of the individual components that make up the mix. Therefore, if you want a more sweet cake, add more sugar!

## **Product**

What the customer wants—in terms of quality as well as colour, dimensions, and features—is the real product. In addition to it, it incorporates supplementary components like warranties, guarantees, and support. It is composed of the relationships that exist between:

To provide some context, a tangible commodity, a service, or even people and organisations themselves can be considered products. Level; the product level provides the marketer with an opportunity to differentiate products that are, on the surface, very similar to one another. The tiers are as follows: • The core advantage, the fundamental product, and the act of purchasing a car is the act of purchasing transportation. • The generic product, transportation, needs to be turned into something tangible, such as wheels.

## **Price**

When trying to differentiate yourself from the competition, one of the easiest ways to do so is through price. If you are able to sell your product at a lower price than anybody else, the logical conclusion is that you will receive the sale. It is not necessary for the price to be expressed in monetary terms in order for it to be understood correctly; rather, the price can simply be what is exchanged for the product or services, such as time, energy, psychology, or attention.

## **Place**

The term "place" might relate to the location of the store where the product is sold, a specific section inside the store, or the sort of store itself. And moreover to which market category the product is marketed and sold. However, it is also about distribution and the choosing of the number of levels that occur before the product is used by the final consumer. The relationships that exist between the producer and the retail outlet frequently help to boost sales.

## **Promotion**

Not only with regard to the product itself, but also with regard to the surrounding components, such as the advertising of the warranty or the company's reputation, the manner in which the product is promoted also influences the conduct of the consumer. This is true not only in relation to the product itself, but also to the surrounding parts.

## **Conclusion**

Throughout the course of the project, each question has been investigated in the prior chapters. In the beginning of this adventure, we learned that there was a great deal of relevant literature, but that there were few relevant hypotheses surrounding the topic. The majority of people's ideas and actions are still focused on traditional forms of marketing, despite the fact that many individuals have opinions regarding the use of the internet. Discovering new ways to utilise the internet was the objective of our investigation. We discovered that the Traditional Marketing strategy has been implemented for a considerable amount of time, and that the websites of businesses are based on these assumptions.

During the course of our investigation, we found that it appears that businesses have been and still are using the internet as a communication tool to a limited extent, meaning that they are just communicating in a one-way fashion with their customers (rather than developing new marketing strategies). The readings that we did gave us some insight into the factors that contribute to the current state of affairs. One could call it a lack of awareness on the part of the companies about alternative methods of accessing the internet, or one could call it simple. Perhaps the most significant finding is the realisation that the latter has always been the standard practise and approach to conducting business. The last ten years have brought about a number of new trends, but many businesses have not been keeping up with them.

## **References**

- [1]. Nakamura, Leonard I. (FRB); Samuels, Jon (BEA); Soloveichik, Rachel H. (BEA) (24 October 2017). "Measuring the "Free" Digital Economy Within the GDP and Productivity Accounts" (PDF). SSRN.com. Social Science Research Network publishing working paper 17-37 of the Research Department, Federal Reserve Bank of Philadelphia. p. 37 (Fig. 3). Archived (PDF) from the original on 20 March 2021.
- [2]. "Definition of digital marketing". Financial Times. Archived from the original on 29 November 2017. Retrieved 22 August 2015.
- [3]. "The Four Faces of Digital Marketing". American Marketing Association. Archived from the original on 13 February 2020. Retrieved 22 August 2019.
- [4]. Nielsen (10 March 2016). "Digital Advertising is Rising in Canada, Requiring More Sophisticated Measures of Success". Nielsen. Nielsen. Archived from the original on 18 March 2016. Retrieved 25 March 2016.
- [5]. Nielsen (20 January 2016). "Connected Commerce is Creating Buyers Without Border". Nielsen Global. Nielsen Global. Archived from the original on 23 January 2016. Retrieved 25 March 2016.
- [6]. Dahlen, Micael (2010). Marketing Communications: A Brand Narrative Approach. Chichester, West Sussex UK: John Wiley & Sons Ltd. p. 36.

- [7]. "Digital Marketing". Techopedia. Archived from the original on 21 August 2015. Retrieved 22 August 2015.
- [8]. "Digital Marketing Systems and Techniques". Warwick. Archived from the original on 13 February 2020. Retrieved 28 August 2019.
- [9]. Schoenbachler, Denise D.; Gordon, Geoffrey L.; Foley, Dawn; Spellman, Linda (1997). "Understanding consumer database marketing". *Journal of Consumer Marketing*. 15 (1): 5–19. doi:10.1108/07363769710155820.
- [10]. Clark, Dorie (11 November 2012), "The End of the Expert: Why No One in Marketing Knows What They're Doing", *Forbes*, archived from the original on 4 November 2013
- [11]. Bhat, Suhail Ahmad; Darzi, Mushtaq Ahmad (16 May 2016). "Customer relationship management: An approach to competitive advantage in the banking sector by exploring the mediational role of loyalty". *International Journal of Bank Marketing*. 34 (3): 388–410. doi:10.1108/IJBM-11-2014-0160. ISSN 0265-2323.
- [12]. McCambley, Joe (12 December 2013). "The first ever banner ad: why did it work so well?". *The Guardian*. Archived from the original on 19 December 2019. Retrieved 14 March 2018.
- [13]. Curran, James; Fenton, Natalie; Freedman, Des (5 February 2016). *Misunderstanding the Internet*. doi:10.4324/9781315695624. ISBN 9781315695624. S2CID 246616261.
- [14]. Kannan, P.K.; Li, Hongshuang "Alice" (March 2017). "Digital marketing: A framework, review and research agenda". *International Journal of Research in Marketing*. 34 (1): 22–45. doi:10.1016/j.ijresmar.2016.11.006. ISSN 0167-8116. S2CID 168288051.
- [15]. Hart, Cathy; Doherty, Neil; Ellis-Chadwick, Fiona (1 September 2000). "Retailer adoption of the Internet – Implications for retail marketing". *European Journal of Marketing*. 34 (8): 954–974. doi:10.1108/03090560010331441. ISSN 0309-0566.
- [16]. Balmer, John M.T. (May 2009). Balmer, John M.T. (ed.). "Corporate marketing: apocalypse, advent and epiphany". *Management Decision*. 47 (4): 544–572. doi:10.1108/00251740910959413. ISSN 0025-1747.
- [17]. McGruer, Dawn (21 January 2020). *Dynamic Digital Marketing: Master the World of Online and Social Media Marketing to Grow Your Business*. John Wiley & Sons. ISBN 978-1-119-63588-8. Archived from the original on 8 April 2022. Retrieved 4 November 2021.
- [18]. "Ad agency joins up with AOL for marketing surveys". Archived from the original on 18 March 2021. Retrieved 11 March 2015.
- [19]. Kates, Matthew (17 April 2013), *Making digital and traditional marketing work together*, Econsultancy, archived from the original on 25 November 2013
- [20]. "Digital Marketing Communication". iccwo.org. Archived from the original on 12 October 2015. Retrieved 17 October 2015.
- [21]. Brinkley, Claire (18 October 2012), *Digital marketing is growing in Australia, but so is the skills gap*, Econsultancy, archived from the original on 21 October 2012
- [22]. eMarketer (25 September 2013), *Worldwide Ad Growth Buoyed by Digital, Mobile Adoption*, eMarketer, archived from the original on 12 November 2013
- [23]. "Connected Commerce Is Creating Buyers Without Borders". Nielsen Global. Archived from the original on 23 January 2016. Retrieved 6 March 2018.
- [24]. "Google Trends". Google Inc. Archived from the original on 25 February 2009. Retrieved 9 February 2014.
- [25]. "Digital Marketing Communication". International Chamber of Commerce. Archived from the original on 20 December 2019. Retrieved 12 September 2017.
- [26]. Clerck, J.-P. De (10 January 2014). "Integrated marketing: the nonlinear connected buyer journey". i-SCOOP. Archived from the original on 21 June 2020. Retrieved 19 May 2020.
- [27]. "What is Nonlinear Marketing? And How Can it be Used to Grow Your Sales and Revenues?". [www.linkedin.com](http://www.linkedin.com). Retrieved 21 May 2020.
- [28]. Su, Bill (8 June 2018). "The evolution of consumer behavior in the digital age". *Medium*. Archived from the original on 30 July 2020. Retrieved 19 May 2020.
- [29]. "5 Major Brands That Use Nonlinear Digital Marketing To Engage Consumers". *Business Diary Philippines*. Archived from the original on 30 July 2020. Retrieved 19 May 2020.
- [30]. Turner, Jamie; Shah, Reshma; Jain, Varsha (1 March 2018). "How brands are using nonlinear marketing to address consumer resistance to traditional marketing strategies". *Journal of Brand Strategy*. 6 (4): 397–408. Archived from the original on 18 August 2020. Retrieved 19 May 2020.
- [31]. PYMNTS (9 January 2018). "Study Finds Consumers Research Before They Buy". PYMNTS.com. Archived from the original on 9 August 2020. Retrieved 19 May 2020.
- [32]. Brown, Eileen. "Consumers trust user-generated content more than traditional advertising". *ZDNet*. Archived from the original on 29 July 2020. Retrieved 19 May 2020.
- [33]. "6 Key Benefits of User-Generated Content (and How You Can Achieve Them)". *Social Media Today*. Archived from the original on 29 July 2020. Retrieved 19 May 2020.
- [34]. Chovanová, Henrieta Hrablik; Korshunov, Aleksander Ivanovich; Babčanová, Dagmar (1 January 2015). "Impact of Brand on Consumer Behavior". *Procedia Economics and Finance. International Scientific Conference: Business Economics and Management (BEM2015)*. 34: 615–621. doi:10.1016/S2212-5671(15)01676-7. ISSN 2212-5671.



- [35]. "2019 B2B Content Marketing Research: It Pays to Put Audience First". Content Marketing Institute. 10 October 2018. Archived from the original on 10 June 2020. Retrieved 2 June 2020.
- [36]. Pulizzi, Joe (1 June 2020). "B2B Manufacturing Content Marketing" (PDF). Content Marketing INstitute. Archived (PDF) from the original on 30 July 2020. Retrieved 1 June 2020.
- [37]. "Number of digital shoppers in the U.S. 2021". Statista. Archived from the original on 2 June 2020. Retrieved 2 June 2020.
- [38]. "Shopper-First Retailing: New Research from 6,000 Consumers and 1.4 Billion Ecommerce Visits Reveals What Shoppers Actually Want". Salesforce Blog. Archived from the original on 27 May 2020. Retrieved 2 June 2020.
- [39]. "In-Store Sales Still Rule, but Digital Helps". eMarketer. Archived from the original on 29 July 2020. Retrieved 2 June 2020.
- [40]. "Why Brand Awareness Matters". CMSWire.com. Archived from the original on 29 July 2020. Retrieved 2 June 2020.
- [41]. "Report Library". DataReportal – Global Digital Insights. Archived from the original on 3 June 2020. Retrieved 2 June 2020.
- [42]. "How Social Media Can Help Businesses Win Loyal Customers | The Manifest". themanifest.com. Archived from the original on 17 June 2020. Retrieved 2 June 2020.