
UNDERSTANDING VARIOUS DIGITAL MARKETING TECHNIQUES AND ITS IMPLICATIONS

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Abstract

Since the early 2000s, Internet technology has significantly influenced various aspects of people's lives around the world. Digital marketing is one of the most recent examples of the ongoing interaction between humans and technology that is transforming society. Digital marketing is marketing activities including branding using various media. In simple terms, it can be interpreted as the development and maintenance of mutually beneficial relationships between consumers and producers. For example, blogs, websites, e-mail, adwords, and various social media networks such as: Twitter, Instagram, Facebook, Telegram, Spotify, Youtube, and Tiktok. Some of the techniques used in digital marketing management include search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, and content marketing. A qualitative descriptive approach was used in this study where the data collection technique was carried out through observation, in-depth interviews using Zoom Meetings with business actors and literature review. The purpose of this study is to explore the impact of digital media and whether digital media is a mandatory tool for marketers and consumers. The results of the study state that promotion using digital marketing techniques can increase brand awareness, promoting products, reducing marketing costs, improving relationships with consumers, expanding market share, increase the distribution of goods and services and purchase intention.

Keywords: information access, business performance, customer relations, digital marketing, advantages of digital marketing

Introduction

In general, digital marketing management involves using digital technology and digital media to promote products or services and build relationships with customers. It covers a wide range of disciplines including SEO (Search Engine Optimization), SEM (Search Engine Marketing), social media, email, content marketing and data analysis. The goal is to reach the target audience in an effective manner and build strong brand and customer engagement.

The goal of digital marketing is to quickly attract consumers and potential customers. As we know, the acceptance of technology and the internet in society is very broad, so it's no wonder that digital marketing activities are the top choice for companies. As a result, companies compete with each other to create interesting content to be displayed in their marketing in cyberspace.

Companies can produce products and then be supported with aggressive advertising and sales. This is called conventional marketing, which must be abandoned if you want to remain in an industry. Currently conventional marketing is far behind digital marketing. Marketing in the digital era is changing very quickly. Many business actors turn to digital platforms to promote their brands. E-commerce sites, Google ads, and e-mail are a number of platform choices to attract a higher number of consumers.

Even so, business development still requires the right marketing strategy. This is what then raises issues related to determining the marketing strategy. Business actors must first choose which one is more suitable.