

Chapter 7

Understanding the Relationship Between IoT and Digital Marketing: A Bibliometric Analysis

Hesham Magd

Modern College of Business and Science, Oman

Shad Ahmad Khan

 <https://orcid.org/0000-0001-7593-3487>

University of Buraimi, Oman

Bhanupriya Khatri

Chandigarh University, India

Nidhi Sharma

 <https://orcid.org/0000-0002-3014-2312>

Chandigarh University, India

Shaina Arora

Chandigarh University, India

ABSTRACT

This study aims to understand the relationship between the internet of things (IoT) and digital marketing (DM) by conducting a bibliometric analysis of existing literature. The analysis includes mainly the co-occurrence analysis to explore the major terms and keywords in the arena of IoT and DM. Results indicate a growing interest in the IoT and DM, with a significant increase in publications in the recent years. However, the findings reveal that very limited studies have been conducted in the intersection of IoT and digital marketing. This study thus looks at IoT and DM minutely, and attempts to identify the trends, works, and future possibilities. Thus, this study can serve as a valuable resource for researchers and practitioners in the field.

DOI: 10.4018/978-1-6684-8166-0.ch007

1. INTRODUCTION

Internet of things (IoT) is changing the way things are done in the modern time. IoT is the interconnection of computing devices via the internet where the everyday objects are interconnected in a way that they can send and receive the data among themselves without any human intervention. It would not be wrong if the IoT is defined as the way one device interacts with another. Digital marketing (DM) on the other hand has been transforming the shape and size of the marketing concepts. Digital marketing utilizes the digital platforms including internet and has given an exposure to the new level of possibilities to the marketing world. The linkage of IoT with digital marketing is expected to help the marketers in identifying the right market, the right buyer and will help them to create the right products. Many researchers and authors believe that this combination of IoT and digital marketing needs to be explored further to create ways for the newer opportunities and developments. As an attempt to make this vision a reality, a track of what already has happened in the body of knowledge, and the ways of creating better interpretation of the proposed concept, a bibliometric analysis is proposed by way of this chapter. This chapter will extract the bibliometric data from the Scopus database, the largest database of the scientific publications, and will analyze the data to arrive at a meaningful conclusion. The results and analysis of this study is expected to underpin many new dimensions to the IoT and DM relationship. This chapter will have an implication on all the budding digital marketers, businesses and other stakeholders who are interested in the field of IoT and DM.

1.1. Digital Marketing

DM is the process of promoting products, services, or brands using digital channels such as social media, search engines, and mobile apps (Langan et al., 2019; Saleem et al., 2022). It has received a hype due to the rise in the internet and digital technology in the recent years. Today DM has become an integral part of the marketing activities that offers variety of benefits to the business in reaching their target audience (Chaffey & Ellis-Chadwick, 2019). The tools like search engine optimization (SEO); social media; content marketing; email marketing etc are an important element of the DM today (Matta et al., 2020). SEO is a tool to optimize a website so that it appears at the top of the search engine results. It utilises the proper and relevant keywords to assist the businesses reach their target audience (Chaffey & Ellis-Chadwick, 2019; Hollebeek & Macky, 2019). Through SEO business can improve their visibility and reach larger section of the audience.

Social media marketing is used in context of promoting products, services, or brands on social media platforms such as Facebook, Instagram, and Twitter (Langan et al., 2019; Hollebeek & Macky, 2019). This involves content creation that is engaging for the target audience. The businesses can use this tool to create awareness, notify their clients and seek feedback on their products and services. Content marketing is another key element of digital marketing. It is a tool to create and distribute relevant content to attract, engage and retain the target audience (Al-Abdallah et al., 2021). Content marketing is the process of creating and distributing valuable and relevant content to attract, engage, and retain a clearly defined audience (Saleem et al., 2022). By creating valuable content, businesses can establish themselves as an authority in their industry and increase their visibility on search engines. Additionally, content marketing can help businesses generate leads and increase sales. Similarly, Email marketing can be used to promote products, services, or events, as well as to keep customers informed about new developments

16 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:
www.igi-global.com/chapter/understanding-the-relationship-between-iot-and-digital-marketing/324005

Related Content

Deriving Competitive Intelligence from Social Media: Microblog Challenges and Opportunities

Elisa Arrigo (2016). *International Journal of Online Marketing* (pp. 49-61).

www.irma-international.org/article/deriving-competitive-intelligence-from-social-media/152193

Applying the Corporate Identity in Mega Universities' Web Sites

Mesude Canan Ozturk (2011). *Marketing Online Education Programs: Frameworks for Promotion and Communication* (pp. 248-261).

www.irma-international.org/chapter/applying-corporate-identity-mega-universities/53377

Avatar-Based Coaching: Using Virtual World to Develop Sales Skills and Learning Satisfaction Among Business Secondary School Students

Hamdy Ahmed Abdelaziz (2013). *International Journal of Online Marketing* (pp. 1-13).

www.irma-international.org/article/avatar-based-coaching/77329

Using Environment-Based Education to Transform the School Campus

Deirdre C. Greer and Pam Wetherington (2015). *Marketing the Green School: Form, Function, and the Future* (pp. 211-220).

www.irma-international.org/chapter/using-environment-based-education-to-transform-the-school-campus/115190

Response Order Effects in Online Surveys: An Empirical Investigation

M.A. Sanjeev and Parul Balyan (2014). *International Journal of Online Marketing* (pp. 28-44).

www.irma-international.org/article/response-order-effects-in-online-surveys/113956