

Chapter 8

Digital Marketing and Customer Experience Strategy: Leveraging Digital Channels for Marketing and Customer Engagement

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ABSTRACT

This study examines the importance of using digital channels in increasing marketing and customer loyalty by addressing digital marketing and customer experience strategies. The rapid development of the digital age obliges businesses to focus on digital marketing methods and develop strategies to improve customer experience. In the introduction part of the study, digital marketing and customer experience issues are briefly mentioned, and the current situation analysis is made. After the introduction, the previous studies on the subject are examined under the title of a literature review. Then, it explains the concept of digital marketing and explains some digital marketing strategies. In the next stage, the customer journey and customer experience were examined and then focused on the digital customer experience. In the last part of the study, the digital marketing and customer experience strategy has been summarized, and the importance of digital channels in customer loyalty has been pointed out.

INTRODUCTION

The rapid development of technology in recent years has also accelerated digital transformation. This transformation also causes changes in the business world. The widespread use of the internet and mobile devices and the popularization of social media also affect marketing strategies. Marketing and customer experience strategies have changed daily and have taken their place in digital channels. Digital marketing attracts attention because it enables brands to reach their customers in a targeted, measurable, and effective way.

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The COVID-19 crisis has accelerated consumers' development of digital literacy. In this period, when the tendency towards digital channels increased, there was a significant increase in e-commerce activities. This unexpected change required the creation of urgent strategies for many businesses. Increased efforts to upgrade and modernize the customer experience across channels. Companies that leverage data, support their values, and create engaging multi-channel customer journeys have taken advantage of being successful in this process of change (Mckinsey, 2023).

This academic study examines the impact of digital marketing and customer experience strategies on marketing and customer loyalty. The study aims to contribute to the successful creation of digital marketing strategies and customer loyalty by analyzing how the use of digital channels affects marketing processes and shapes customer experience.

There were difficulties in reaching the target audience in traditional marketing channels. For example, an advertisement broadcast on television or radio was only reaching people who were on the channels at that time. However, digital marketing can choose its target audience more specifically than traditional marketing. Companies can reach their customers through channels such as social media platforms, online content, and mobile applications and expand their target audience.

Digital marketing strategies can reach the targeted audience, and at the same time, customer experience can be realized. Internet users actively use digital channels to research products and services, read reviews, and share the experiences of other consumers. Therefore, providing a positive customer experience for brands in digital channels increases customer satisfaction and ensures customer loyalty. In the following sections of the study, the impact of digital marketing on marketing processes and how customer experience strategies are shaped will be explained in more detail.

As a result, digital marketing and customer experience strategies play an essential role in the success of businesses in today's competitive business environment. The increasing popularity of Metaverse and the use of digital channels not only enable brands to reach their target audience more effectively but also increase customer loyalty by improving customer experience. This study aims to provide businesses with an essential guide on how digital marketing and customer experience strategies can be used.

In this regard, a literature review has been conducted in the study, and then the conceptual framework and the main themes that make up the subject have been examined. While the study continues with the discussion section and conclusion, some suggestions are offered to businesses.

LITERATURE REVIEW

Many businesses try to build customer loyalty to compete successfully. To improve customer loyalty, attention is drawn to customer experience. Necessary recommendations are offered to firms specializing in customer experience and building customer loyalty. Emphasizing the customers' needs, every interaction can/will be remembered, and embedding the customer experience into the company culture are critical points. Businesses that successfully direct the customer experience will create brand loyalty and gain a competitive advantage in the market (Dumitrescu et al., 2012).

Klaus and Maklan (2013), who argue that there is a gap in the literature on customer experience and that it is confused with customer satisfaction, aim to clarify this concept in their studies. Emphasizing the importance of customer experience in marketing and filling the gap in this concept will bring a competitive advantage to businesses. Therefore, they tried to develop a scale to explain the customer experience better. As a result, they revealed the customer experience quality (EXQ). They also stated

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