

Chapter 6

Development and Application of Digital Marketing Strategies

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ABSTRACT

The rapid evolution of ICT has transformed consumer behavior, particularly in how they search for information and make purchasing decisions. This study examines digital marketing's role in improving organizational performance and customer relationships. It highlights the importance of dynamic capabilities adaptive, absorptive, and innovative enabling organizations to stay ahead of trends and integrate new technologies. Digital marketing offers measurable results for real-time strategy adjustment. Combining digital and traditional marketing techniques enhances customer engagement. The success of digital strategies depends on a robust ecosystem of technology, skilled personnel, and organizational culture. A well-defined strategic plan, including SEO, paid advertising, and data-driven analytics, is essential for achieving visibility and engagement. This study offers a framework for businesses to adapt and innovate, strengthening their digital presence and ensuring growth.

INTRODUCTION

The rapid evolution of information and communication technologies (ICT) has significantly transformed consumer behavior in product acquisition. These changes impact various stages, such as information search, alternative evaluation, and preference expression through the selection of products and services. In this context, companies face a new marketing paradigm that requires adaptation to transformations in the competitive environment. Digital marketing emerges as a strategic solution to improve organization-

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al performance by leveraging the growing interaction of consumers with digital platforms. This study explores the evolution of digital marketing, its capabilities and strategies, and how the readiness of the adoption ecosystem can enhance digital marketing capabilities. The goal is to structure strategies that allow for the practical and effective application of digital marketing, achieving results such as greater visibility and increased sales through a well-defined strategic plan.

LITERATURE REVIEW

1. Concepts and Evolution of Digital Marketing

The accelerated evolution of Information and Communication Technologies (ICT) has profoundly changed consumer behavior in purchasing products. These advancements affect various stages, such as information search, evaluation of alternatives, and the expression of preferences when selecting products and services. Today, consumers, guided by their own reasoning and knowledge, can research, interact with others, share ideas, and obtain immediate answers while searching for what they need (Silva, Pereira, & Costa, *Impact of ICT on Consumer Behavior*, 2021). In this scenario, companies face a new marketing paradigm that demands adaptation to changes in the competitive environment. Oliveira & Santos (2020) highlight that digital marketing is crucial for organizations, enabling them not only to compete in the traditional market but also to establish a strong presence in the digital world.

Porter (1997) described “extended rivalry” as a hallmark of modern competitiveness, requiring companies to adjust their strategies to attract customers, maintain loyalty, and explore new markets. As a response, digital marketing emerged as a strategic solution to improve organizational performance by leveraging the increased interaction of consumers with digital platforms (Miklosik, Kuchta, Evans, & Zak, 2019). This approach employs electronic devices and digital channels, such as the internet, mobile devices, and display ads, to promote and market products and services (Scholar, 2023). By integrating technology and traditional techniques, digital marketing enables more effective interactions between businesses and customers (Wibawa, Pratiwi, & Larasati, 2021), complementing rather than replacing traditional marketing (Kotler, Kartajaya, & Setiawan, 2019).

Digital marketing offers unique advantages, such as the ease of measuring results enabled by access to data generated from users' digital footprints (Matosas-López, 2021). Furthermore, the adoption of digital marketing practices has become crucial in an intensely competitive environment, requiring specific capabilities grounded in digital transformation. Chaffey and Smith (2022) assert that these capabilities encompass organizational assets such as processes, structures, and talent needed to plan and execute effective digital strategies. Digital transformation, in turn, leverages technology to reshape business models, enhance operational processes, and strengthen customer interactions (Morakanyane, O'Reilly, McAvoy, & Grace, 2020). However, adopting these practices depends on an ecosystem that includes internal, external, individual, and technological factors (Ezzaouia & Bulchand, 2020).

Although digital marketing has been extensively researched concerning consumer behavior, a gap remains in exploring the connections between digital technology adoption, digital transformation, and the development of organizational marketing capabilities (Silva & Oliveira, 2022). This study aims to address this gap by investigating how ecosystem readiness can enhance digital marketing capabilities, contributing to existing knowledge in the field (Santos & Almeida, 2023).

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