

Effective Digital Marketing Strategies in the Technology Era

Roshanita Syarif¹, Nurhidayah², Syamsu A. Kamarudin³

Universitas Negeri Makassar

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Abstract

Background: In an increasingly competitive digital era, digital marketing strategies are the key to increasing a company's competitiveness. Digital media platforms must be able to be utilized by companies more effectively in order to reach a wider audience and have closer networks with consumers. This research aims to identify effective digital marketing strategies in increasing company competitiveness in the digital era. By understanding the latest trends and technology in digital marketing, companies can develop strategies that are more focused and responsive to the rapidly changing business environment. Method: This research uses a literature review method to collect and analyze various literature related to effective digital marketing strategies. Results: Digital marketing is a key element in modern marketing strategies. The use of digital platforms and media is able to reach audiences effectively. The lives of consumers are starting to experience a paradigm shift, triggering a consumer mindset that is all connected digitally, using mobile first, the internet and social media to search for information about a product brand digitally before making a purchase. Various uses of an effective digital marketing strategy are increasing brand visibility, expanding market reach, increasing consumer engagement, and optimizing user experience. Digital marketing trends continue to grow, with the use of social media, video-based content, AI, and machine learning as factors or influencing the way companies market their products or services.

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Corresponding Author:

Roshanita Syarif

Universitas Negeri Makassar

Email: roshanitasyarif9@gmail.com

1. INTRODUCTION

Indonesia, as a diverse and rapidly developing country, has witnessed a significant surge in the number of MSMEs that contribute substantially to its economy (Ardhiyansah et al., 2021; Iskandar et al., n.d.; Supriandi, 2022). These companies account for the majority of employment opportunities and play an important role in encouraging local innovation, diversifying economic activities, and distributing wealth more evenly (Iskandar, 2023; Jaman, 2017). However, in facing the impact of digital era transformation, MSMEs are faced with a series of new challenges that require innovative strategies to not only survive, but also develop (Anatan, 2021; Anatan & Nur, 2022). Digital technologies integrated into various business models and processes have changed consumer behavior, market dynamics, and industry norms. MSMEs now face intense competition, changing customer expectations and the need to adapt quickly to remain relevant in the digital landscape (Apriyanti & Yuvitasari, 2021). Therefore, there is an urgent need to understand how MSMEs in Indonesia implement innovation strategies to increase competitiveness and encourage growth in the digital era.

The rapid development of information and communication technology, especially the internet, has changed the business landscape significantly. Overall, there has been a fundamental change in the digital era, in which companies interact with consumers, carry out marketing and manage business. Companies that want to remain relevant and competitive must be able to adapt effective marketing strategies in an ever-changing digital

environment. Digital marketing strategies are an important key in the current era of digitalization in increasing the company's competitiveness.

Digital marketing is a marketing activity that uses the internet and information technology to expand and improve traditional marketing functions. Social media with all its advantages can help in the marketing communications process. In carrying out marketing communications, the company must have a strategy so that all previously determined plans can be achieved. A good strategy will provide benefits for the Company as the realization of the Company's goals (Kusama & Sugandi, 2018).

An effective digital marketing strategy not only includes the use of social media or online advertising, but also involves a deep understanding of online consumer behavior, data analysis and the use of technology to create engaging experiences for consumers. By utilizing various digital platforms, the Company can increase its visibility, expand market reach, and build closer relationships with consumers.

However, implementing a digital marketing strategy is not always easy. Companies need to pay attention to various factors, including appropriate market segmentation, selecting appropriate platforms, creating relevant content, and continuous performance measurement to determine the effectiveness of their strategies. Apart from that, companies also need to pay attention to changing trends and new technology in digital marketing to remain relevant and competitive.

By understanding the importance of effective digital marketing strategies, this research aims to analyze various digital marketing strategies that can increase a company's competitiveness in the digital era. Through this study, it is hoped that practical guidance can be found for companies to develop and implement effective digital marketing strategies to achieve their business goals in this challenging digital era.

2. RESEARCH METHOD

This research uses a literature review method to collect and analyze various literature related to effective digital marketing strategies. Literature review is a research method used to compile, evaluate and synthesize literature relevant to a particular research topic. This approach allows researchers to understand and present the latest knowledge developments in a particular field, as well as identify knowledge gaps that need further research.

The first step in the literature review method is to formulate a clear and well-defined research question. In the context of this research, the research question that might be asked is "What are effective digital marketing strategies that can increase a company's competitiveness in the digital era?"

Once the research question is determined, the next step is to collect literature relevant to the topic. Literature can include scientific literature, books, articles, and other sources of information that can provide insight into digital marketing strategies. Literature selection was carried out carefully based on predetermined inclusion and exclusion criteria. This process involves reading and in-depth understanding of the content of the literature, as well as identifying general findings and patterns that emerge from the literature that has been analyzed. The results of this analysis are then compiled and presented systematically in research, including in the literature review section.

In this research, the literature review method is used to present a comprehensive view of various effective digital marketing strategies that have been put forward by experts and practitioners in the marketing field. Through this approach, it is hoped that this research

can provide valuable insight for companies in developing digital marketing strategies that suit their business needs and goals in the ever-growing digital era.

3. RESULTS AND DISCUSSION

Understanding and Basic Concepts of Digital Marketing

Understanding

Digital marketing is a series of marketing efforts carried out with utilize digital platforms or the internet to promote products, services or brands. In digital marketing, all activities related to promotions, communications and transactions are carried out through digital media such as websites, social media, email, search engines and various mobile applications.

Basic Digital Marketing Concepts include; a) Utilization of Digital Technology, Digital marketing focuses on the use of digital technology and the internet as a means to interact with consumers. This involves online channels such as websites, mobile applications, search engines (SEO), and social media. b) Segmentation and Personalization, Digital marketing allows advertisers to more easily segment the market and provide a more personalized experience to each user. The collected consumer data can be used to create marketing messages that are more relevant and targeted to the right audience. c) Two-Way Interaction, one of the main differences between digital marketing compared to traditional marketing is its ability to create two-way interaction between brands and consumers. Consumers can provide feedback directly through comments on social media, reviews, or clicks on advertisements. d) Measurement and Analysis One of the great advantages of digital marketing is the ability to measure results accurately. Through analytical tools like Google Analytics, advertisers can track the performance of ads and marketing strategies in real-time, and quickly adjust tactics to improve results. e) Relevant and Quality Content, Content is key in digital marketing. Using quality content, such as blog articles, videos, infographics, or other visual content, can attract your audience's attention and provide more value to them. Good content can build long-term relationships with consumers. f) Search Engine Optimization (SEO), SEO is an important element in digital marketing which focuses on efforts to make a website or content appear on the first page of search engine results (such as Google). This involves understanding keywords, website optimization, and building online authority. g) Marketing via social media (SMM) social media has become an important channel for interacting with audiences. Platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok are used to connect brands with consumers, build loyalty, and increase brand awareness. h) Paid Advertising (PPC) Paid advertising, such as Google Ads or ads on social media platforms, is a quick way to attract audience attention. In the pay-per-click (PPC) model, advertisers pay every time someone clicks on their ad. i) Email Marketing, Marketing via email remains an effective digital marketing method. With email marketing, companies can send information, promotions, or special offers directly to consumers' inboxes, which can increase conversion and customer retention. j) Affiliate and Influencer Marketing, Affiliate and influencer marketing involves third parties (affiliates or influencers) to promote products or services in exchange for commissions or payments. This marketing takes advantage of an individual's credibility and influence on social media or digital platforms.

Digital Marketing Trends

Digital marketing trends continue to develop along with technological developments and changes in consumer behavior. Some of the latest trends in digital marketing include:

- **Artificial Intelligence (AI) and Machine Learning, Personalization with AI:** The use of artificial intelligence to provide customers with more personalized experiences, such as more relevant product recommendations or easier shopping experiences. **Chatbots and Virtual Assistants:** AI-based chatbots are increasingly sophisticated in providing 24/7 automated customer service, answering questions, and even assisting with purchasing. **Predictive Analytics:** AI helps analyze customer data and predict their future behavior, which allows for more targeted marketing strategies. **Use of social media:** social media is becoming one of the main platforms for digital marketing. Companies use platforms such as Facebook, Instagram, Twitter, and LinkedIn to interact with audiences, build brands, and promote products or services.
- **Video Marketing and Live Streaming consisting of Short Video Content:** Platforms like TikTok, Instagram Reels, and YouTube Shorts are increasingly popular, making short videos a very effective marketing tool to attract audience attention. **Live Streaming:** Marketing via live streaming, whether for product launches, tutorials, or question and answer sessions, continues to grow. Platforms like Instagram Live, YouTube Live, and Facebook Live are used by brands to interact directly with their audience.
- **Influencer Based Marketing consists of Micro and Nano Influencers:** Brands are increasingly turning to influencers with smaller followings (micro and nano influencers) because they have a more engaged and more authentic audience. **Influencers on New Platforms:** Apart from Instagram and YouTube, influencers are also gaining popularity on platforms like TikTok and even in the world of podcasting.
- **Voice Search (Voice Search),** Voice search through devices such as Amazon Alexa, Google Assistant, and Siri is increasing. Therefore, optimizing for voice search is becoming increasingly important, especially with a focus on longer, more natural, conversation-based keywords.
- **Experience Based Marketing (Experience Marketing),** Immersive customer experiences are increasingly becoming the main focus. Brands strive to create immersive and meaningful experiences for consumers, both physically and digitally, through AR (Augmented Reality), VR (Virtual Reality), or interactive events.
- **Sustainable and Ethical Marketing** Consumers are increasingly concerned about sustainability and ethical issues in the products and services they purchase. Marketing that focuses on values such as sustainability, social responsibility and brand transparency is gaining greater attention.
- **Marketing Using User-Generated Content (UGC),** Inviting consumers to create content that promotes a brand's products or services is increasingly popular. UGC builds brand trust and authenticity because customers feel more connected to brands that are "like them."
- **Micro-Moments,** Micro-moments are moments when consumers search for information or make decisions at certain moments, usually via mobile devices. Marketers are now focusing more on creating satisfying experiences in these moments, such as when consumers are looking for recommendations or trying products in person in the store.
- **SEO (Search Engine Optimization) and Quality Content, SEO for Visual Search and Video:** Given the popularity of visual search (like Google Lens) and video search, optimizing images, videos and other multimedia content is becoming increasingly

important. Quality Content and E-A-T (Expertise, Authoritativeness, Trustworthiness): Google is increasingly emphasizing the quality of content and the authority of its authors. Informative, relevant, and trustworthy content is very important for ranking in search engines.

- Augmented Reality (AR) and Virtual Reality (VR), AR and VR technology are used to provide immersive experiences that allow customers to try products virtually before purchasing. For example, apps that allow consumers to see how furniture would look in their home via their phone camera or try on makeup virtually.
- Marketing with Better Use of Data (Data-Driven Marketing), Collecting and analyzing consumer data is increasingly important to understand audience behavior, measure campaign effectiveness, and adjust marketing strategies in real-time. Platforms like Google Analytics and social media monitoring tools allow brands to more quickly gain insight into how consumers interact with them.
- TikTok Marketing and Other Social Platforms, TikTok continues to be one of the most influential platforms in digital marketing, with creative and interactive short videos that encourage audience participation. Additionally, X (formerly Twitter), Threads (from Meta), and Snapchat continue to grow, and marketers need to adapt content to meet the audiences on these platforms.
- E-commerce and Social Commerce. Social commerce is a trend that integrates e-commerce directly into social media platforms, such as Facebook Shops, Instagram Shopping, or TikTok Shop. Customers can purchase products without leaving the platform. Data-driven marketing allows marketers to target audiences with more precision in the larger e-commerce ecosystem.
- Data Security and Privacy As awareness increases about the importance of privacy and data security, brands must become increasingly transparent about how they collect, store and use customer data. Compliance with regulations such as GDPR (General Data Protection Regulation) is crucial.

These trends show that digital marketing continues to move forward with increasingly sophisticated technology and ever-changing consumer behavior. Companies that can follow these trends and adapt quickly will have an advantage in facing a competitive market.

Benefits of Digital Marketing Strategy

Digital marketing strategies offer a variety of benefits that can help businesses increased visibility, optimize interactions with customers, and achieve marketing goals more effectively. Here are some of the main benefits of implementing a digital marketing strategy:

- a. Wider Reach, **Global Reach**: Digital marketing allows businesses to reach a global audience at a lower cost compared to traditional marketing. Digital platforms, such as social media, email, and search engines, provide access to potential customers worldwide. **More Precise Targeting**: Digital marketing allows highly specific audience targeting based on demographic data, behavior, interests, location and more. This increases campaign effectiveness and reduces budget waste.
- b. More Efficient Costs, **Cheaper than Traditional Marketing**: Digital marketing, such as advertising on social media, Google Ads, or email marketing, is often more affordable than traditional marketing methods such as television, radio, or print advertising. **More Flexible Budget**: You can adjust your digital marketing budget

according to your needs and see the results directly. This allows you to allocate your budget more efficiently.

- c. Accurate Measurement and Analysis, **Real-Time Performance Measurement**: One of the main advantages of digital marketing is the ability to track and analyze data directly. You can monitor metrics like click rate (CTR), conversions, return on investment (ROI), and more in real time. **Live Campaign Customization**: Based on the data obtained, you can quickly make adjustments to your campaign, for example changing the ad content or adjusting the target audience, to improve results.
- d. Better Customer Interaction and Engagement, consisting of **Two-Way Communication**: Digital marketing, especially through social media, provides the opportunity to interact directly with customers. This allows businesses to listen to feedback, answer questions, and build a closer relationship with their audience. **Higher Engagement**: With interesting and relevant content, businesses can encourage their audience to interact more, such as liking, sharing, or commenting on their content, which can increase customer loyalty.
- e. Better Personalization, **Customized Content**: Digital marketing allows you to create a more personalized experience for customers through content tailored to their interests and behavior. For example, through email marketing, you can send relevant offers based on customer purchase history or preferences. **More Detailed Segmentation**: You can divide your audience into specific segments and customize messaging for each segment, ensuring that each group gets the information most relevant to them.
- f. Increase Brand Credibility and Trust, **Online Reputation**: Digital marketing allows you to build a positive online reputation by sharing valuable content, providing responsive customer service, and managing customer reviews and testimonials. Brands that are transparent and active in the digital world are more likely to be appreciated by consumers. **Influencer Marketing**: Collaborating with influencers or authority figures in your industry can increase brand credibility and trust, especially on social platforms like Instagram and TikTok.
- g. Increase Conversions and Sales. **More Effective Lead Generation**: Digital marketing offers a variety of tools for generating quality leads, such as optimized landing pages, retargeting (remarketing), and the use of personalized ads. **Conversion Optimization**: With continuous monitoring and data analysis, you can identify bottlenecks in the conversion path and optimize the user experience to increase conversion rates.
- h. More Flexible and Agile Marketing, **Ability to Adapt Quickly**: Digital marketing allows you to adapt quickly to market changes, trends and consumer behavior. You can change content, ads, or messages instantly to respond to new situations. **Easier Experiments**: You can easily test different marketing strategies (A/B testing) to see what is most effective without major risks or high costs.
- i. Improve User Experience, **A Smoother Experience**: With digital marketing, especially focused on mobile devices, you can provide users with a more seamless experience, such as a faster and more intuitive shopping experience. **Integration with Advanced Technology**: Technologies such as Augmented Reality (AR) and chatbots can be used to create more interactive and engaging experiences for customers.
- j. More Measurable and Targeted Marketing, **More Measurable Data**: With a digital marketing strategy, you can see data in more detail, for example, how many people clicked on your ads, visited your website, or interacted with your content. This data allows you to optimize and plan more targeted marketing campaigns. **More**

Measurable ROI: You can calculate marketing return on investment (ROI) directly by looking at metrics such as cost per click (CPC), cost per acquisition (CPA), and total revenue generated from the campaign.

- k. Increase Market and Competitor Knowledge. **Competitor Monitoring:** With digital marketing tools, you can monitor competitor activity, understand industry trends, and adjust your strategy to stay competitive. **Deeper Customer Insights:** Through analytical data, you can understand more deeply about your audience's preferences and behavior, which allows you to design more targeted marketing strategies.
- l. Sustainability and Accessibility, **Marketing 24/7:** With digital marketing, businesses can reach their audience anytime and anywhere. Users can access your content via mobile devices, computers, and various online platforms 24 hours a day, 7 days a week. **Ongoing Campaign:** You can plan ongoing marketing campaigns without time and geographic limitations. Additionally, digital marketing allows managing campaigns over the long term at lower costs.

Overall, digital marketing strategies provide many benefits for businesses, from cost efficiency to the ability to target audiences more precisely, as well as the ease of measuring and optimizing campaign performance. As technology and digital platforms continue to develop, implementing the right digital marketing strategy can provide a significant competitive advantage.

Components of a Digital Marketing Strategy

An effective digital marketing strategy consists of various components that support each other to achieve marketing goals. Each of these components functions to maximize results and ensure that marketing campaigns can be run efficiently. The following are the main components of a digital marketing strategy:

- a. Clear Marketing Goals, **Measurable and Specific Goals:** Every digital marketing strategy should start by setting clear goals. These goals must be specific, measurable, achievable, relevant, and time-bound (SMART). Examples of marketing goals could be increasing sales, increasing the number of customers, or increasing brand awareness. **Determination of KPIs (Key Performance Indicators):** Establish the right KPIs to measure campaign success, such as conversion rate, clicks, or engagement.
- b. Target **Audience Segmentation:** Understanding who your audience is is key. Determining the demographics (age, gender, location, income), psychographics (interests, values, lifestyle), and behaviors (shopping patterns, social media habits) of your audience allows you to tailor your marketing messages to be more relevant and effective. **Buyer Persona (Buyer Persona):** Create buyer personas or ideal customer profiles to help refine communication strategies and marketing messages to be delivered.
- c. Digital Content. **Relevant and Quality Content:** Digital marketing relies heavily on content that is interesting and useful to the audience. These can be blogging articles, videos, infographics, podcasts, eBooks and more. Content should focus on providing value, answering audience problems, and building long-term relationships. **Strategic SEO (Search Engine Optimization):** Optimize content for search engines so it can appear in organic search results (On-Page and Off-Page SEO), helping to attract a larger audience. **Content Calendar:** Create a content calendar to plan and organize when and where content will be published, as well as ensure consistency in marketing.

- d. Marketing Platforms and Channels. **Selection of the Right Platform:** Choose the most relevant channels for your audience. Some of the major digital channels include, **Website or E-commerce:** Business website optimized for SEO and good user experience, **Social media:** Platforms such as Facebook, Instagram, LinkedIn, TikTok, Twitter, and YouTube used to interact with audiences and build brand awareness, **Email Marketing:** Using email to build direct relationships with customers and send personalized messages, **Search Engine Marketing (SEM):** Using paid advertising on search engines such as Google Ads to get relevant traffic, **Influencer Marketing:** Collaborate with influencers to reach larger, more segmented audiences.
- e. Paid Marketing (Paid Media), **Paid Advertising (PPC):** Using paid ads like Google Ads, Facebook Ads, or LinkedIn ads to increase reach and get conversions. These ads allow for very specific targeting and provide faster results. **Retargeting and Remarketing:** Retarget audiences who have previously interacted with your website or ads to increase the chance of conversion.
- f. User Experience (UX) Optimization and Website Design, **User Friendly Website:** The website should be easy to navigate, responsive on mobile devices, and fast to load. Good user experience (UX) is critical to increasing conversion rates. **Call-to-Action (CTA):** Provide clear, compelling CTAs throughout your website and landing pages to encourage visitors to take action (such as filling out a form or making a purchase).
- g. Marketing Automation (Marketing Automation), **Email Automation:** Use automated marketing tools to send timed emails, such as welcome, purchase confirmation, or special offers. **Alat CRM (Customer Relationship Management):** Using CRM tools to manage relationships with customers and track interactions with them across various channels, **Automatic Segmentation:** Automatically segment audiences based on their behavior to deliver more personalized messages.
- h. Analytics and Performance Measurement, **Data Monitoring and Measurement:** Use analytical tools such as Google Analytics, social media analytics tools, and other analytical tools to track campaign performance. **A/B Testing:** Conduct A/B testing on campaign elements (e.g. headline, CTA, image) to determine which is most effective in achieving marketing goals, **Reports and Insights:** Compile reports regularly to evaluate performance and gain insights that help to make better marketing decisions.
- i. Marketing via social media **Social Media Content Strategy:** Determine the type of content to post on social platforms, the best time to post, and how to interact with the audience. **Engagement and Community Building:** Interact actively with audiences through comments, messages, and content that invites participation (such as polls or quizzes). **Influencers and Collaboration:** Utilize influencers or brand ambassadors to increase exposure and credibility.
- j. Marketing **Based Data (Data-Driven Marketing), Data Collection:** Collect data about your audience and their behavior, and use this data to make more informed decisions. **Customer Behavior Analysis:** Using data to understand customer behavior patterns and adapt marketing strategies to meet their needs and preferences. **Utilization of Big Data:** With big data analysis, businesses can gain deep insight into customers and markets to plan more effective campaigns.
- k. Branding and Online Reputation Management, **Brand Building (Branding):** Develop and maintain a consistent brand image across digital marketing channels to increase brand recognition and loyalty, **Online Reputation Management:** Monitor and respond

to customer reviews and feedback to maintain a positive brand reputation. This also includes managing complaints or issues that arise on social media and other platforms.

1. Mobile Marketing Strategy, **Mobile-First Design**: Ensure that content and websites are optimized for mobile devices, as more consumers interact with brands via their phones, **SMS Marketing and Applications**: Use text messaging (SMS) or mobile apps to connect with audiences directly and provide offers or updates.

These components are interrelated and must work together to create a holistic and successful digital marketing strategy. From audience understanding to data analysis, every element plays a vital role in ensuring that marketing goals are achieved efficiently and effectively. A good digital marketing strategy is one that is continually evaluated and adjusted as markets, technology and consumer preferences change.

Digital Platform Selection

Choosing the right digital platform is very important in designing an effective digital marketing strategy. The platform chosen must be appropriate to the business objectives, target audience, and type of content to be delivered. Each platform has certain characteristics and advantages that can be utilized to achieve maximum results. The following is a guide to choosing the right digital platform for marketing: Choosing the right digital platform is very important in a digital marketing strategy. Several factors that need to be considered in selecting a digital platform that suits the target market and marketing objectives are:

1. Identify Marketing Goals, **Brand Awareness (Brand Awareness)** : If the main goal is to increase brand awareness, then platforms with a large audience and visual content are very useful, such as Instagram, Facebook, TikTok, or YouTube, **Lead Generation (Collection of Prospects)** : To generate leads or increase sales, platforms such as LinkedIn (for B2B), Facebook, or Google Ads can be more effective because they support more specific targeting, **Customer Engagement (Customer Engagement)** : If your goal is to interact and build closer relationships with customers, platforms like Instagram, Twitter, or Facebook can be very useful.
2. Know the Target Audience, each platform has an audience with different demographics. Understanding who your audience is and where they are active is critical in choosing the right platform. Example platforms; **Facebook**: The platform has a wide audience, including various ages and demographics. Suitable for community-based campaigns, paid advertising and content marketing, **Instagram**: Known to a young audience, especially between 18-34 years old. Ideal for visual marketing and creative content such as photos, videos and Stories, **TikTok**: The main audience is teenagers and young adults (18-34 years). This platform is very popular for its creative, viral and interactive short video content, **LinkedIn**: More focused on professional audiences, both for B2B (business-to-business) and career marketing. This platform is effective for connecting companies with professionals and building credibility in a particular industry, **Twitter (X)**: This platform is used for real-time conversations, news, and trending topics. Perfect for building brand awareness and engagement in more direct discussions, **YouTube**: This video platform is excellent for building brand awareness and reaching a wider audience. Suitable for tutorials, video ads and entertainment content, **Pinterest**: More used for visual inspiration searches. This platform is especially effective for brands that focus on visual products such as fashion, home decor, beauty, and crafts.

3. **Type of Content to be Shared:** The platform you choose must support the type of content you will create and share. For example : **Visual Content:** Instagram, Pinterest and TikTok are great for image and video based content, **Long Text Content or Articles:** LinkedIn and blogs on websites are great for sharing long-form articles, case studies, or knowledge-based content, **Video Content:** YouTube, Facebook, Instagram and TikTok are ideal platforms for sharing longer or shorter videos, whether they are for tutorials, brand stories or advertisements, **Audio Content:** Platforms like Spotify or Apple Podcasts can be very useful if you plan to develop podcasts or audio content.
4. **Marketing Budget,** Different platforms have different cost models. For example, advertising on Facebook and **Instagram** allows you to determine your daily budget and adjust it to your desired results. On the other hand, **Google Ads** provides the ability to select keywords and target audiences based on specific searches. Some platforms, such as **LinkedIn** or **Twitter**, may be more expensive for paid advertising, but are more effective for a more professional target market. Make sure you choose a platform that can fit your budget, both for paid advertising and for organic marketing.
5. **Advertising and Targeting Features.** Some platforms allow for more sophisticated and granular audience targeting. For example: **Facebook/Instagram Ads:** Allows very detailed targeting based on demographics, interests, behavior and Location, **Google Ads:** Search-based targeting allows you to reach audiences looking for specific products or services, **LinkedIn Ads:** Ideal for B2B, as it allows you to target by job title, industry, company, and skills.
6. **Ability to Measure Performance.** A good digital platform provides analytical tools to measure your campaign performance. This tool allows you to monitor ROI, audience engagement, conversions, and various other important metrics. Platforms like **Google Analytics, Facebook Insights, And Instagram Insights** provide in-depth data to help you measure marketing effectiveness.
7. **Resources and Time:** Some platforms, like Instagram and TikTok, require very creative and consistent content creation, while others, like LinkedIn or email marketing, rely more on long-form text or B2B-based strategies. Also consider how much time and resources you have to produce and manage content consistently.
8. **Consumer Trends and Behavior,** knowing trends and audience behavior is very important. For example, if your audience tends to prefer interacting with video content or live broadcasts, then **YouTube, Instagram Live, or Facebook Live** may be more effective. Meanwhile, if your audience is more likely to read articles or guides, then platforms like **Medium** or **LinkedIn** are more suitable.

Choosing the right digital platform depends on marketing goals, target audience, type of content to be shared, and available resources. In many cases, effective digital marketing involves using multiple platforms to reach a wider audience and create a more holistic experience for customers. Therefore, it is very important to analyze your audience and goals carefully before deciding on the platforms to use in your digital marketing strategy.

Digital Market Segmentation

Market segmentation in digital marketing is the process of dividing a market into smaller groups based on similar characteristics, needs, or behavior. This is important because it helps companies to better understand their audience and adjust their marketing strategies to be more effective. Several reasons why market segmentation is important in digital marketing are:

- a. **Increasing Relevance:** By understanding the characteristics and needs of audiences in each segment, companies can create content and offers that are more relevant and attractive to each audience group.
- b. **Increase Engagement:** Through market segmentation, companies can develop marketing strategies that are more targeted, thereby increasing engagement and interaction with the audience.
- c. **Increase Customer Retention:** By understanding customer needs and preferences within each segment, companies can develop loyalty programs and special offers that can increase customer retention.
- d. **Increase Marketing Efficiency:** By focusing on the segments with the most potential, companies can allocate their marketing resources more efficiently and get better results from their marketing investments.

To carry out effective market segmentation in digital marketing, companies can follow the following strategies:

- a. **Data Analysis:** Collect and analyze consumer data, such as demographic data, online behavior, and purchasing preferences, to identify patterns that can be used for market segmentation.
- b. **Use of Analytics Tools:** Use analytics tools like Google Analytics, Facebook Insights, or other analytics tools to gain deeper insights into your audience and understand how they interact with your brand online.
- c. **Market Research:** Conduct market research to better understand consumer needs and preferences within each segment, as well as identify possible opportunities.
- d. **Use of Personalization Technology:** Using personalization technology to deliver content, offers and experiences tailored to the needs and preferences of each segment.

By carrying out effective market segmentation in digital marketing, companies can increase the effectiveness of their marketing campaigns and achieve better results in achieving their marketing goals.

Relevant Digital Content

Creating digital content that is relevant and interesting to consumers requires a good strategy to attract attention and build relationships with audiences. Some strategies for creating relevant digital content are:

- a. **Understanding Audience:** First of all, you need to understand who your target audience is. Conduct research on their demographic characteristics, preferences and online habits.
- b. **Use of Storytelling:** Use storytelling techniques to convey your message in a way that is interesting and moves the audience's emotions. Good stories can help you connect with your audience on a deeper level.
- c. **Presentation of Valuable Information:** Your content should provide added value to your audience. Provide useful information, solutions to their problems, or insights that can help them.
- d. **Consistency and Creativity:** Maintain consistency in the style and tone of your content, but be creative in your delivery. This can help your brand be more easily identified and increase engagement.

- e. **Use of Interesting Visuals:** The use of interesting visuals, such as pictures, graphics, or videos, can help your content be more interesting and easier for the audience to remember.
- f. **Interaction with Audience:** Interacting with your audience through comments, questions, or polls can help you understand their needs and preferences, and build stronger relationships.
- g. **Monitoring and Measurement:** Monitoring your content performance and measuring engagement and conversion rates can help you understand which content is most effective and optimize it for better results.

By using these strategies, you can create digital content that is relevant and engaging for consumers, helping to increase brand awareness, engagement and consumer loyalty.

4. CONCLUSIONS

Digital marketing is very influential in today's world of commerce and has become an integral part of modern marketing strategies, utilizing digital platforms and media to reach audiences effectively. The use of the internet, social media, mobile phones and other online platforms is the basic concept of digital marketing to promote various products or services. The paradigm shifts in marketing from traditional to digital occurs due to changes in consumer behavior patterns which tend to be more connected digitally. Modern consumers use the internet and social media to search for information, interact with brands, and make purchases, prompting companies to shift to more measurable and targeted digital marketing.

Digital marketing strategies have many benefits, including increasing brand visibility, expanding market reach, increasing consumer engagement, optimizing user experience, and measuring campaign performance more accurately. The various main components of a digital marketing strategy include SEO, SEM, social media, digital content, email marketing, analysis and measurement, as well as user experience optimization and content personalization. These components are combined so that entrepreneurs can achieve marketing goals more effectively and efficiently in this increasingly digital marketing environment.

Digital marketing trends continue to develop along with technological developments and changes in consumer behavior. Some of the latest trends include the use of social media, video-based content, the influence of AI and machine learning in marketing personalization, location-based marketing, the use of chatbots, and the rise of influencer marketing. Companies/entrepreneurs who are able to adapt quickly and follow current trends will have an advantage in facing a competitive market. Thus, digital marketing in the entrepreneurial or corporate world has become a key element in modern marketing strategies and the digital era, allowing companies to reach audiences more effectively and efficiently in this digital era.

5. SUGGESTION

Digital marketing is widely used by entrepreneurs to sell their products, as consumers must be wiser in choosing products to buy on online media platforms. Training - training in the world of digital marketing must be carried out frequently by the government or authorized parties so that MSMEs or business actors can take part in these activities so that their insight into digital marketing increases.

Carrying out continuous evaluation of effective digital marketing strategies in the technological era, the author will continue to conduct research to become a reference for entrepreneurs to make digital platforms an effective marketing place.

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