

Digital Marketing Strategies for Sustainable Brand Development

Strategi Pemasaran Digital untuk Pengembangan Merek Berkelanjutan

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ABSTRACT

This research investigates the relationship between digital marketing strategies and sustainable brand development. Using a systematic literature review, we analyze various factors influencing brand development in a digital context. Our findings show that significant investment in digital marketing, high quality digital content, ongoing interactions with customers through digital channels, and consistency and relevance of digital marketing messages have a major impact on sustainable brand development. This emphasizes the importance of a targeted and effective digital marketing strategy in achieving sustainable brand development goals in this digital era.

Keywords: Digital Marketing, Brand Development, Sustainability, Investment, Content Quality, Customer Interaction, Message Consistency, Message Relevance

ABSTRAK

Penelitian ini menginvestigasi hubungan antara strategi pemasaran digital dan pengembangan merek yang berkelanjutan. Dengan menggunakan tinjauan literatur sistematis, kami menganalisis berbagai faktor yang memengaruhi pengembangan merek dalam konteks digital. Temuan kami menunjukkan bahwa investasi yang signifikan dalam pemasaran digital, kualitas konten digital yang tinggi, interaksi yang berkelanjutan dengan pelanggan melalui saluran digital, serta konsistensi dan relevansi pesan pemasaran digital memiliki pengaruh yang besar terhadap pengembangan merek yang berkelanjutan. Hal ini menegaskan pentingnya strategi pemasaran digital yang terarah dan efektif dalam mencapai tujuan pengembangan merek yang berkelanjutan di era digital ini.

Keywords: Pemasaran Digital, Pengembangan Merek, Keberlanjutan, Investasi, Kualitas Konten, Interaksi Pelanggan, Konsistensi Pesan, Relevansi Pesan.

Introduction

The digital marketing strategies for sustainable brand development encompass various approaches, including the use of big data analytics, artificial intelligence, social media, and digital content analysis. These strategies aim to foster the progression and optimization of sustainable digital marketing practices. Some specific examples include the use of AI random forest models for customer prognostication, the necessity of using digital marketing strategies in the tourism sector, and the implementation of consistent marketing communication strategies through social media platforms like Instagram (Mualfah,2023). The combination of creativity in social branding through attractive visual content and effectiveness in digital marketing has been shown to have a positive impact on income and improve the welfare of Micro, Small and Medium Enterprises (MSMEs) and surrounding communities. Therefore, a comprehensive and integrated approach to digital marketing, incorporating various tools and technologies, is essential for sustainable brand development in the digital era (Sadono,2023).

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Sustainable digital marketing practices encompass a range of strategies and approaches, including the integration of advanced big data analytics and artificial intelligence (AI) technology into the realm of digital marketing. For instance, a scholarly study has developed an AI random forest model tailored for sustainable digital marketing, which was deployed to prognosticate the anticipated count of prospective customers for a specific enterprise (Susilo,2023). In the tourism sector, the use of digital marketing strategies has become essential for brand building. This includes the creation of modern websites, the use of digital marketing tools such as AR and VR technologies, e-mail marketing, mobile travel applications, and blogging. Effective digital marketing has been shown to develop the tourism sector (Sofiko ,2023). Furthermore, companies like Sprite have demonstrated a distinct approach to digital marketing, with a singular focus on promoting sustainability. Their commitment to a specific marketing strategy aimed at a significant objective showcases their capacity for sustainable development (Jin,2024). Additionally, Micro, Small and Medium Enterprises (MSMEs) have utilized social media and e-commerce platforms to build a strong brand image, reach potential consumers on a larger scale, and participate in the global market. The combination of creativity in social branding through attractive visual content and effectiveness in digital marketing has been shown to have a positive impact on income and improve the welfare of MSMEs and surrounding communities (Tariq,2022). These examples illustrate how various entities have employed sustainable digital marketing practices through a combination of social media, content strategy, and advanced technologies.

Several effective digital marketing strategies for brand development have been identified in the literature: (1) Consistent Marketing Communication on Instagram: A study highlighted the use of consistent advertising, promotion, personal selling, and public relations on Instagram to build a brand image. (2) Digital Marketing in the Tourism Sector: The use of digital marketing strategies, such as the creation of modern websites, AR and VR technologies, e-mail marketing, mobile travel applications, and blogging, has been emphasized as essential for brand building in the tourism sector. (3) Social Media and E-commerce for MSMEs : Micro, Small and Medium Enterprises (MSMEs) have utilized social media and e-commerce platforms to build a strong brand image, reach potential consumers on a larger scale, and participate in the global market. This approach has been shown to have a positive impact on income and improve the welfare of MSMEs and surrounding communities. (4) Sustainability-Focused Marketing: Sprite's commitment to a specific marketing strategy aimed at promoting sustainability demonstrates their capacity for sustainable development. The company has implemented extensive promotional strategies with a singular focus on sustainability, particularly targeting the younger demographic. These examples illustrate how various entities have employed effective digital marketing strategies through a combination of social media, content strategy, and advanced technologies (Hidayat,2022) (Dumitriu,2019).

Strategic digital marketing is a planned and directed approach to using digital technology to achieve the marketing goals of a company or brand. It involves the use of various digital tools and platforms such as websites, social media, email, and online search to promote products or services, build relationships with customers, and increase brand awareness (Saura,2019). Sustainable brand development is the process of building, managing and strengthening a brand by paying attention to the social, environmental and economic impacts of business activities. This concept emphasizes the importance of sustainability in all aspects of company operations, including marketing strategy and brand development, with the aim of creating long-term value for the company and society as a whole (Barua, 2021).

The use of digital marketing can have a strong correlation with sustainable brand development. Here are some ways in which digital marketing can support sustainable brand building (Ho,2020) (Ahmed,2019) (Martin,2019): (1) Transparent Communication: Digital marketing allows companies to communicate directly with their consumers through various channels such as websites, social media, and email. This allows companies to be more

transparent about their sustainability practices, such as raw material sourcing, production processes, and adopted environmental efforts. This transparent communication can build consumer trust and strengthen the brand's image as a responsible brand. (2) Consumer Education: Through digital content such as blog articles, videos, and infographics, companies can educate consumers about sustainability issues and the importance of choosing environmentally friendly products or services. Digital marketing can be used as a tool to increase consumer awareness about the impact of products or services on the environment and society, as well as to promote more sustainable product choices. (3) Performance Measurement and Reporting: Digital marketing can be used to measure and report a company's sustainability performance openly to consumers and the public. For example, companies can use social media to share information about their progress in achieving sustainability targets, as well as to encourage consumers to participate in sustainability initiatives. Transparency in reporting sustainability performance can increase consumer trust and strengthen the brand's image as a responsible brand. (4) Collaboration and Partnerships: Digital marketing can facilitate collaboration and partnerships between companies and other parties who have similar sustainability goals. For example, companies can use social media to forge partnerships with non-governmental organizations (NGOs), governments, and business partners to hold joint sustainability campaigns or events. This collaboration can expand the reach and impact of sustainability initiatives, as well as strengthen the brand's image as a leader in sustainable brand building. By utilizing digital marketing effectively, companies can strengthen their commitment to sustainability, build strong relationships with consumers, and create long-term value for all parties involved. This enables sustainable brand development that not only benefits the company financially, but also makes a positive contribution to society and the environment.

Sustainable digital marketing practices can be exemplified by various strategies and approaches. Some examples include: (1) Sprite's Emphasis on Sustainability: Sprite's digital marketing communication on social media, particularly on Instagram, demonstrates a singular focus on promoting sustainability. This commitment to a specific marketing strategy aimed at a significant objective showcases their capacity for sustainable development. (2) MSMEs' Use of Social Media and E-commerce: Micro, Small and Medium Enterprises (MSMEs) have utilized social media and e-commerce platforms to build a strong brand image, reach potential consumers on a larger scale, and participate in the global market. The combination of creativity in social branding through attractive visual content and effectiveness in digital marketing has been shown to have a positive impact on income and improve the welfare of MSMEs and surrounding communities. (3) Digital Marketing in the Tourism Sector: The tourism sector has recognized the necessity of using digital marketing strategies for brand building. This includes the creation of modern websites, the use of digital marketing tools such as AR and VR technologies, e-mail marketing, mobile travel applications, and blogging. Effective digital marketing has been shown to develop the tourism sector. (4) Integration of Big Data Analytics and AI in Digital Marketing: A scholarly study focuses on seamlessly integrating advanced big data analytics and artificial intelligence (AI) technology into the realm of digital marketing to foster the progression and optimization of sustainable digital marketing practices. This includes the development of an AI random forest model tailored for sustainable digital marketing. (5) Consistent Marketing Communication Strategies on Instagram: Businesses, such as @Caramiastore, have implemented consistent marketing communication strategies through social media platforms like Instagram to build a brand image. This includes consistent advertising, promotion, personal selling, and public relations on their Instagram accounts. These examples illustrate how various entities have employed sustainable digital marketing practices through a combination of social media, content strategy, and advanced technologies.

In today's digital era, marketing strategies are crucial for sustainable brand development. The digital transformation phenomenon has driven a paradigm shift in marketing

strategy, with the main focus shifting from conventional methods to digital methods. This research aims to explore effective digital marketing strategies for sustainable brand development. The research method used is a systematic literature review, which involves analysis of a number of related studies to obtain comprehensive and detailed insights.

This research is vital to carry out considering its significance in the context of a continuously developing business environment. In the midst of increasingly fierce competition, companies are required to not only survive, but also develop sustainably. However, in facing digital transformation, many companies are having difficulty finding the right marketing strategy. This phenomenon raises the need for comprehensive research to understand and identify the most effective digital marketing strategies for sustainable brand development.

The change in marketing paradigm from conventional to digital has created a major shift in the way companies interact with consumers. However, amidst the variety of digital strategy options, many companies still struggle to find the optimal approach. This phenomenon shows that there is a research gap in the literature regarding effective digital marketing strategies for sustainable brand building. Therefore, this research aims to fill this gap by providing clear and detailed guidance for practitioners and researchers in understanding and implementing appropriate digital marketing strategies.

Research Methods

The research method used in this research is a systematic literature review. The first step in conducting a systematic literature review is determining relevant keywords for the literature search. For this research, the keywords used include "digital marketing", "sustainable brand development", "strategies", and variations of other related keywords. Next, a literature search was carried out on various academic databases such as Scopus, Web of Science, Google Scholar, JSTOR, and IEEE Xplore. This literature search process produced a number of articles that were relevant to the research topic. The articles were then filtered based on predetermined inclusion and exclusion criteria, such as relevance to the research topic, year of publication, and quality of research methodology. After the screening process, articles that met the criteria were held for further analysis.

In the literature analysis, the selected articles were organized and information was extracted according to the main research theme, namely digital marketing strategies for sustainable brand development. The extracted information includes basic concepts, frameworks, case studies, research findings, and practical recommendations. All this information is then synthesized and analyzed systematically to produce a comprehensive understanding of effective digital marketing strategies in the context of sustainable brand building.

Through this systematic literature review process, it is hoped that in-depth and detailed insights regarding digital marketing strategies that can support sustainable brand development can be obtained. It is hoped that the results of this research can make a significant contribution to the development of digital marketing theory and practice, as well as assist companies in formulating more effective and sustainable marketing strategies.

Results and Discussion

Level of digital technology adoption

The level of digital technology adoption refers to how much a company applies digital technology in its operations, including in marketing strategies and brand development. This can include the use of big data analytics, artificial intelligence (AI), social media, e-commerce platforms, and other digital technologies. The hypothesis which states, The higher the level of digital technology adoption by a company, the greater its influence on sustainable brand development, implies that there is a positive relationship between the level of digital technology adoption and sustainable brand development. In other words, the more active a

company is in adopting and using digital technology, the more likely it is to achieve sustainable brand development (Denga, 2022).

The explanation emphasizes that by adopting digital technology more actively, companies have the potential to increase operational efficiency, expand market reach, and increase customer engagement through digital channels. This can have a positive impact on brand development, including increasing brand awareness, brand reputation and customer loyalty in the long term. Therefore, further research is needed to empirically test the relationship between the level of digital technology adoption and sustainable brand development (Jevtić, 2023).

Hypothesis: The higher the level of adoption of digital technology by a company, the greater its influence on sustainable brand development.

Invest in digital marketing

Investment in digital marketing refers to the amount of funds allocated by a company to carry out marketing activities that use digital platforms and tools such as online advertising, digital content, social media, and email marketing. This hypothesis states that the greater the investment a company makes in digital marketing activities, the greater its influence on sustainable brand development. In other words, if a company allocates more funds to digital marketing activities, then it is likely that their brand will experience more significant and sustainable development (Melović, 2020).

This explanation emphasizes the importance of investing in digital marketing as a strategy to strengthen and expand brands online. With the increasing use of the internet and social media by consumers, investing in digital marketing can help companies to reach a wider audience, increase brand awareness, strengthen consumer engagement, and ultimately improve the overall brand image. Therefore, this hypothesis implies that digital marketing strategies supported by sufficient investment can have a significant impact on sustainable brand development (Chen, 2021).

Hypothesis: The greater the investment allocated to digital marketing activities, the greater the impact on sustainable brand development.

Level of interaction with customers via digital channels

The level of interaction with customers through digital channels refers to how often a company interacts with customers through various digital channels such as social media, email, websites, or mobile applications. The hypothesis states that the higher the level of interaction between companies and customers via digital channels, the greater the influence on sustainable brand development. This means that if a company succeeds in building and maintaining strong relationships with customers through digital channels, it is likely that their brand will experience more significant and sustainable development (Hwangbo, 2019).

This explanation highlights the importance of interactions with customers in the context of digital marketing. With the increasing use of the internet and social media, companies have the opportunity to interact directly with their customers, listen to their feedback, answer questions, and provide more personalized customer service. This active and positive interaction can help strengthen the relationship between the brand and customers, increase customer loyalty, and ultimately strengthen the overall brand image (More, 2023).

Hypothesis: The higher the level of interaction with customers via digital channels, the greater the impact on sustainable brand development.

The quality of digital content provided by the company

The quality of digital content provided by a company refers to the level of prominence, relevance, and attractiveness of the content a company publishes digitally, such as blog articles, videos, infographics, or social media posts. This hypothesis states that the higher the quality of

digital content provided by a company, the greater its influence on sustainable brand development. In other words, if a company is able to provide high-quality, interesting and relevant digital content to their audience, then their brand will likely experience more significant and sustainable growth (Urdea, 2021).

This explanation highlights the importance of digital content in marketing strategy and brand development. High-quality content can help companies attract audience attention, build trust, strengthen connections with customers, and establish a positive brand image. Informative, useful and interesting content can also increase brand awareness and build long-term relationships with consumers. Therefore, this hypothesis states that the higher the quality of digital content provided by a company, the greater its influence on sustainable brand development (Deb, 2022) (Çizmeci, 2015).

Hypothesis: The higher the quality of digital content provided by a company, the greater its impact on sustainable brand development.

Consistency and relevance of digital marketing messages

Consistency and relevance of digital marketing messages delivered by a company refers to how uniform and relevant the marketing messages delivered by a company are via digital channels such as social media, websites, or email. This hypothesis states that the more consistent and relevant the digital marketing messages delivered by the company, the greater the influence on sustainable brand development. In other words, if a company can deliver digital marketing messages consistently and relevantly to the needs and desires of their audience, then it is likely that their brand will experience more significant and sustainable growth (Bruce, 2023).

This explanation highlights the importance of consistency and relevance in digital marketing messages. Consistency in marketing messages can help build and maintain a consistent and reliable brand image in the eyes of consumers. Meanwhile, relevance in marketing messages can help increase engagement and response from audiences, as well as strengthen the relationship between brands and customers. Therefore, this hypothesis states that the more consistent and relevant the digital marketing messages delivered by the company, the greater the influence on sustainable brand development (Poddar, 2019) (Batu, 2023).

Hypothesis: The more consistent and relevant the digital marketing messages delivered by a company, the greater the impact on sustainable brand development.

Research Framework

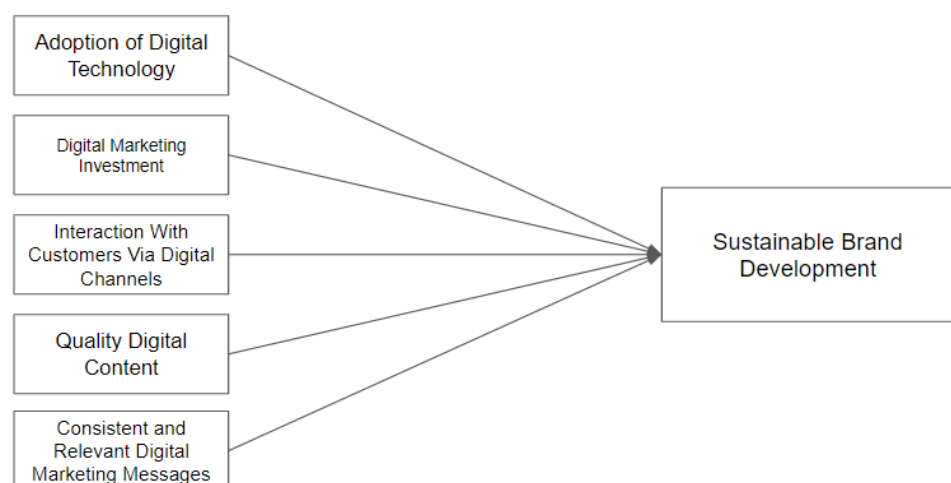


Figure 1. Research Framework

Hypothesis:

1. The higher the level of adoption of digital technology by a company, the greater its impact on sustainable brand development.
2. The greater the investment allocated to digital marketing activities, the greater the impact on sustainable brand development.
3. The higher the level of interaction with customers through digital channels, the greater the impact on sustainable brand development.
4. The higher the quality of digital content provided by a company, the greater its impact on sustainable brand development.
5. The more consistent and relevant the digital marketing messages delivered by a company, the greater the impact on sustainable brand development.

Conclusion

In this research, the relationship between various factors in the digital marketing domain and sustainable brand development has been investigated. Through a systematic literature review, we can draw several important conclusions. First, significant investment in digital marketing can make a substantial contribution to sustainable brand development. This is evident from the finding that the greater the allocation of funds for digital marketing activities, the greater the impact on brand development. Additionally, the quality of digital content provided by the company also plays a key role. High-quality, relevant and consistent content can help build a strong brand image and positively influence consumer perceptions. Furthermore, high levels of interaction with customers via digital channels have also been shown to have a significant impact. Active and continuous interactions can increase customer engagement, strengthen brand-customer relationships, and in turn, support sustainable brand development. Likewise, consistency and relevance in digital marketing messages can make a significant contribution to sustainable brand development. By delivering messages that are consistent and relevant to the needs and desires of the audience, companies can build a strong brand image and maintain customer loyalty in the long term. In conclusion, an effective and targeted digital marketing strategy is the main key to achieving sustainable brand development in this digital era. By paying attention to these factors, companies can build a strong, relevant and resilient brand to face the challenges of an ever-growing market.

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