

# The Impact of Digital Marketing: A Systematic Literature Review

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**Abstract**—The development of internet influences business, operationally and strategically. People has reached wider connection towards information. This leads to several marketing transformations, from conventional to digital technology conducted by businessmen. Yet, several marketing managers still unsure in such communications through digital channel and its impacts. This research is purposed to analyse the strategy and the content of the implementation of digital marketing, and to provide opportunity for future research. This research applies systematic literature review method towards 45 literatures. Later, it could be resumed the impacts that influence the company internally or externally in terms of global perspective, the frequent-used elements or contents in digital marketing strategies as well as the opportunity for future research to obtain comprehensive and accurate result for businessperson.

**Keywords**—content marketing, digital marketing, systematic literature review

## 1 Introduction

Internet development influences business, both operationally and strategically. In conjunction with the development of technology and internet, the businessperson should adapt with this change, particularly in marketing. It is important for the company to increase the sale with the lowest marketing cost but could reach the wider market. The process in creating the value and setting the company's position in market highly depends on the online activities that are performed through internet [1]. Recently, the marketing that is performed by means of digital technology is called as digital marketing. Digital marketing is considered as one of the variances of marketing that employs the channel used by digital equipment to market the products and service brand as well as to relate the brand to costumers [1]. Traditional marketing is one-way communication tool, while digital marketing is considered as two-way communication tool [2].

People have broad connection in discovering the information. This could become a good opportunity for the business owner to attain market through digital. The implementation of digital marketing strategy will provide direct impact to company,

internally or externally. This should be prepared by company. Although many companies have started their marketing by developing the marketing strategy by digital technology, yet there are many businesspersons still unconvinced with ideas that should be communicated through digital channel [3] as well as its impacts towards company. A lot of research is performed to study digital marketing, but not its implementation towards companies. Therefore, this research specifically studies the impact of digital implementation towards companies from all over the world, analysis the possible elements that could be delivered by companies to broader community through digital technology, as well as to provide opportunities for future studies for more comprehensive and accurate results addressed to businesspersons.

## **2 Research method**

This research applies systematic literature review using 45 literatures that are aligned with topics, which is digital marketing. This method consists of three stages, which are the “plan to review” that is designated to plan the review by referencing the literatures. The second stage is to “apply screening criteria”, by selecting the literatures for more focused ones. The last stage is to “analyse the review”, by analysing the selected literatures to discover research gap, as the opportunity for future research.

### **2.1 Plan the review**

Early stage in Systematic Literature Review is to plan the review by collecting the literatures. In this research, the references are obtained from two websites of journal databases. 35 literatures are derived from proquest.com and remaining 10 literatures are derived from sciencedirect.com. To support the search on appropriate literatures, specific keywords are applied, such as Marketing Management, Digital Brand, Digital Communication and Marketing Analysis.

### **2.2 Apply screening criteria**

Next step, the selection on literatures that have been obtained. The literatures are selected based on previously set criteria, hence the appropriate literatures that are aligned with the research are eventually found. The criteria cover the types of publication, year of publication, and language. In this research, the journals are limited to 6 years back and written in English to comprehend the impacts of digital marketing under global perception.

### **2.3 Analyse the review**

After selecting the literatures under certain criteria, the final stage is determined as “analyse the review” by utilizing the review protocol. The protocol review is used to gather the necessary information by identifying the reviewed literatures. There are three parts that should be fulfilled in review protocol. The first part is bibliography that consists of author, year, title, type, name, and scope of publication. The second

part is the details of case study that comprises of case study area, industry, method, implemented strategy, dan type of social media. The third part is the focus and content publication that consists of motivation, goal, digital marketing impact, content element, role of digital marketing, and description. The result of review protocol will be analysed to answer the research question and to find the opportunity for future research. Table 1 represents the review protocol, which is adopted from the review result of a research conducted by Renee Richardson Gosline et al. [4].

**Table 1.** Review protocol

<b>Bibliography</b>	
Author(s)	Renee Richardson Gosline, Jeffrey Lee, And Glen Urban
Year	2017
Title	The Power of Consumer Stories in Digital Marketing
Type of Publication	Journal,
Name of Publication	MIT SLOAN Management Review Vol. 58, No. 4
Scope of Publication	International
<b>Details of Case Study</b>	
Case Study Area	Undefined
Industry	Undefined
Method	Literature Study
Implemented Strategy	Social Media Marketing
Type of Social Media	Facebook, Twitter, YouTube
<b>Focus and Content Publication</b>	
Motivation	With the existence of costumer to costumer platform in social media, such as Facebook and Twitter. Story could become a powerful tool to establish cognitive process, to remember, to build brand image, and selections. Yet how this process works in digital marketing, still less identified.
Goal	To enhance the costumers' involvement with the website by employing storytelling strategy.
Digital Marketing Impact	To influence people in considering the product buying.
Content Element	Story Telling
Role of Digital Marketing	Recommendation
Description	There is 32% of increase in buying consideration from customers when the storytelling strategy is employed.
Opportunity	Undefined

### 3 Result and discussion

This section employs the result of Systematic Literature Review stages towards selected 45 literatures. There are four section of discussion, the first is bibliography analysis, followed by details of the case study. The third section is focus and content analysis, followed by the fourth section, which is research gap.

### 3.1 Bibliography analysis

Based on the reviews towards literatures that have been published from 2015–2020, the result is obtained as illustrated in Figure 1. It is obtained, in 2015 as many as 6 literatures, 8 literatures from 2016, 15 literatures from 2017, 7 literatures from 2018, 6 literatures from 2019 and 3 literatures from 2020.

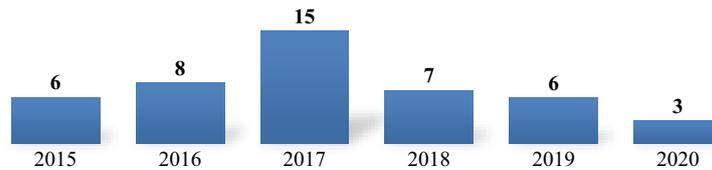


Fig. 1. Year of publication

Most literatures are published in 2017, as many as 15 publications. Such increase in 2016–2017 indicates the significance implementation of digital marketing. The literatures are journal publication that could be easily accessed through journal databases as follows: 2 literatures were derived from International Journal of Management, 4 literatures were obtained from Bulletin of Transilvania University of Brasov Series V: Economic Sciences, 2 literatures from Econviews-Review of Contemporary Business, 2 literatures from Future Internet, 1 literature from Oeconomia Copernicana, 1 literature from I.J. Information Engineering and Electronic Business, 1 literature from Journal of Marketing Development & Competitiveness, 1 literature was derived from Journal of International Trade, Logistics and Law, 1 literature from Journal of Small Business and Enterprise Development, 1 literature form Journal of Internet Banking and Commerce, 1 literature from TEM Journal, 1 literature from FAIMA Business & Management Journal, 1 literature from Marketing and Branding Research, 1 literature from MIT SLOAN Management Review, 1 literature from Economics & Sociology, 1 literature from European Journal of Marketing, 1 literature from Journal of Tourism Challenges and Trends, 1 literature from Independent Journal of Management & Production, 1 literature from Economics of Agriculture, 1 literature from The International Journal of Organizational Innovation, 1 literature from Journal Pone, 1 literature from Korean Studies, 1 literature from Entrepreneurial Business and Economics Review, 1 literature from Global Business and Management Research: An International Journal, 1 literature from Journal of Management Policy and Practice, 1 literature from Pensamiento y gestion, 1 literature from Procedia Computer Science, 1 literature from Journal of Interactive Marketing, 1 literature from Tourism Management, 1 literature from International Journal of Research in Marketing, 1 literature from International Journal of Hospitality Management, 1 literature from Journal of Business Research, 1 literature from Journal of Retailing and Consumer Services, 1 literature from Procedia – Social and Behavioral Sciences, 1 literature from Industrial Marketing Management, dan 1 literature from Marketing Journal. The literatures are internationally published, hence the language used is English.

### 3.2 Details of case study analysis

The marketing is audience-related process at the right time and place. Digital marketing helps the company in discovering perfect audiences by identifying the company’s segmentation for its products and services. It involves all processes and activities, in its objective to attract, discover, secure and maintain the customers [2]. Company’s orientation and customer’s demographic location play the important role in selecting proper channel. Therefore, differences across countries are also influence one’s intention in using internet, particularly in social media [5]. Figure 2 illustrates the case study area based on reviewed 45 literatures.

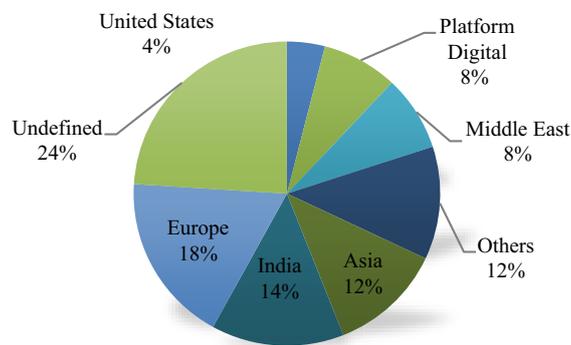


Fig. 2. Case study area

It is identified that most of the researches were conducted in Europe with the percentage of 18%, followed by India with 14%, Asia with 12% other countries with 12%, Middle East with 8%, digital media platform with 8% and at last United States with 4%. Tradition and culture value also influence the costumer’s behaviour. Their loyalty towards certain brand is directly influenced by their feeling and culture adjustment [6].

The role of digital marketing is highly related to company’s marketing strategy in industrial sector [7]. More industries utilize the existence of digital technology, particularly in marketing. Figure 3 represents the industries that existed in 45 literatures.

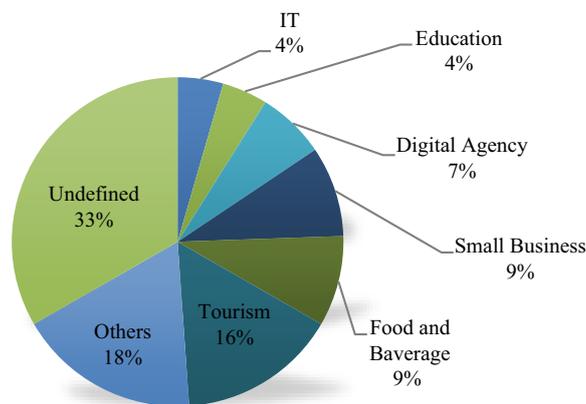


Fig. 3. Industries

Based on the literature references, type of industry that employs digital marketing at the most is tourism industry with the percentage of 16%, followed by UMKM and F&B with 9% for each, digital agency with 7%, education and IT share the same percentage of 4%, others with 18% and the remaining 33% are categorized as undefined. The tourism industry is considered as the most-influenced industry by recent digital development. Digital marketing has become the important business strategy for tour operator in the era of information technology. In maintaining the innovation in competitive environment, tourism agency should actively develop the digital marketing strategy and maintain the source of information to be as attractive as it can, for customers. On the other hand, it is an obligation for the tourism agency to actively adopts the digital marketing strategy [8]. Figure 4 represents the methods that are employed in research based on literature referencing. It is confirmed that survey is classified as the frequent-used method (structured interview, questionnaire distribution) with the percentage of 33%, while observation (direct observation) with 31%. Literature study with 29%, discussion with 5% and undefined category is calculated as 2%. Figure 5 describes the percentage graph on digital marketing strategies that are employed in research industry.

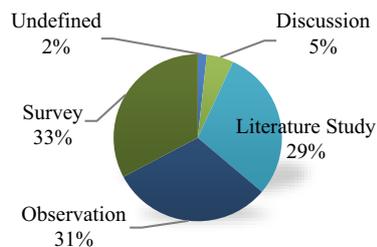


Fig. 4. Method

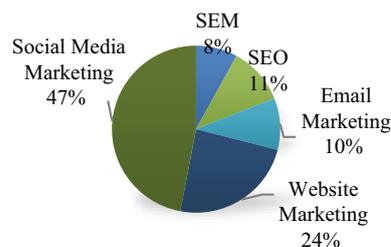


Fig. 5. Implemented strategy

It is concluded that the social media marketing is classified as the most-used strategy in digital marketing with the percentage of 47%, followed by website marketing with 24%, SEO (Search Engine Optimization) with 11%, email marketing with 10% and SEM (Search Engine Marketing) with 8%. The scope of digital marketing is extensive, not only it could promote the marketing through internet, but also covers email and wireless media [2]. Rapid development of social media enables the scientific fiction to become real in the future time. In the next couple years ahead, the cellular equipment utilization will increase precipitously, in which everyone will own personal cellular equipment [9]. Website is mostly used in implementing digital marketing strategy, as it also provides free services [10]. Besides, website plays the important role in obtaining competitive advantage [11]. SEO involves the most frequent-searched keywords that later are analysed by certain tools, which is Google Analytics [12].

The most popular traditional marketing is television and print media. The main advantage of digital marketing is the ability to interact with costumers and advertisers, followed by the availability of various information and the ease for performing the purchase. These benefits make digital marketing batter than traditional marketing [2]. Aside of being employed by the company as marketing media, the social media application in cellular equipment could provide the critical information towards costumers' behaviour in real life. The company could easily get the detail information of customer

who visits their store along with the shopping experience that could be revealed from the comment section. The social media application enables the company to obtain specific information related to age, gender, and frequency of check-in at the business outlet, numbers of visitors, customers with frequent visits, and duration of each visit [9]. Figure 6 presents the application of social media that is employed by company for its digital marketing.

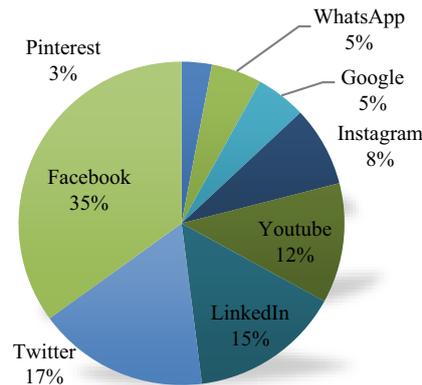


Fig. 6. Social media

Based on reviewed literatures, it is resumed that Facebook is the most used social media in digital marketing with 35%, followed by Twitter with 17%, LinkedIn with 15%. YouTube with 12%, Instagram with 8%, WhatsApp and Google with 5% each and Pinterest with 3%. The most utilized social network for B2C company in discovering potential customers is Facebook and Twitter, since they are classified as shared-content social network with advertisement campaign that allow interesting information and contents are channeled to users with non-invasive way. The social network that is selected by experts in terms of loyalty for B2C company is YouTube. This social network has the best content classification and segmentation ratio, since it employs content-related visual advertisement that could be viewed by users visually [13]. Internet, particularly social media network has provided impacts to marketing concept due to vivid communication with internal and external environment. The company could collect accurate market information to immediately respond to market demands. Besides, the company could establish close relationship with other companies and customers due to its interactive feature. The customers are considered as parts of company. Then, it leads to brand awareness and customer's loyalty. Therefore, digital network is the most-effective channel to relate costumers with small enterprise [14].

### 3.3 Focus and content analysis

Several researches clearly declare the research motivation, while others explain it implicitly. The research motivation in selected literatures is categorized and presented in Figure 7. There are five categories of research motivation, which are, research development, in which the research is based on the researcher's preferences to develop the

study. The next category is Expansion of the Market Segment, which is based on the enthusiasm to expand the market segmentation by using digital marketing. The category of Improvement of Company Quality is based on the urge of increasing the company’s quality. While the Technology Adaption is based on the technology development as it could fulfil the market demand. Last category is The Impact of Digital Marketing Strategies that is based on the desire to identify effects of digital marketing strategy.

It is obtained the highest motivation for research is the impact of digital marketing strategies with 39%, followed by the improvement of company quality with 23%, technology adaption with 13% and expansion of the market segment with 11%. Modern people have new necessities that lead to various demands and goods differentiation, from one objective to only showcases the smallest difference among products, that requires the development of communication towards potential buyers [15]. Hence, the company should be able to adapt with environment to meet market demand as well as to reach market with broader segmentation.

The strategy of content marketing clearly could establish the special relations with audiences as target to develop positive brand image. Therefore, for the long term, the content marketer could attract, involve and maintaining the audiences [16]. Figure 8 illustrates the elements that are included in the content of digital marketing strategy.



Fig. 7. Motivation

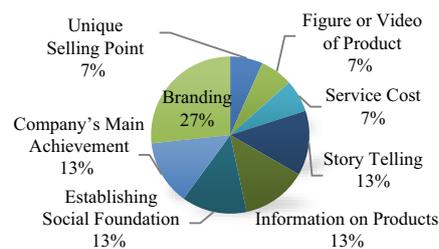


Fig. 8. The elements of content

It can be concluded that company’s main achievement, the establishment of social foundation, storytelling and information on products are valued with 13%, followed by figure or video of product, service cost and unique selling point with 7%. The last is branding with 27%. The form of digital marketing that relies on accurate strategy to promote high quality contents is more superior than traditional marketing that gradually loose its effectivity in the dynamics field [12]. In this case, besides promoting the qualified contents, digital marketer should also perform the target analysis to adjust the content and to select the appropriate way to promote it. By establishing the valuable content, it could develop the interest to become perpetual affiliation. Main function of content marketing is to inform and educate the audiences in initiating the exclusive relationship as well as to accomplish brand loyalty [16]. The content maker could make the targeted audiences as valuable object of media analysis, by developing the content that reflects matters that are like or dislike by the customers [17]. Several businesspersons support figure-based contents, since they could attract customers instantly and the effect could last longer in customers’ mind [18]. Figure 9 presents the analysis result on the impact of digital marketing based on reviewed literatures.

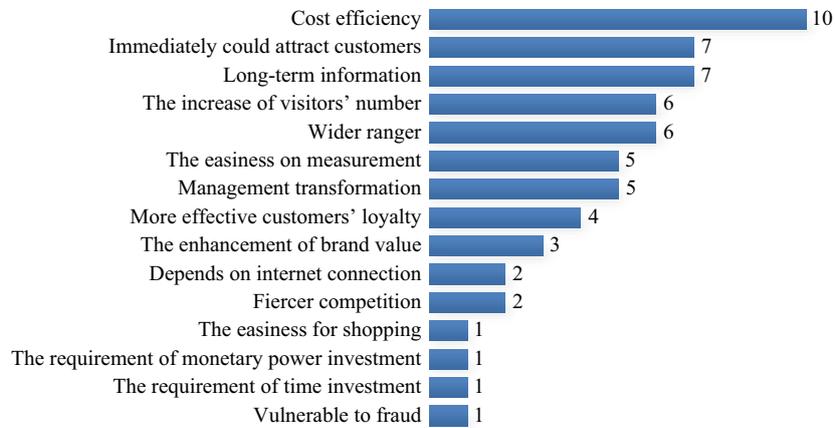
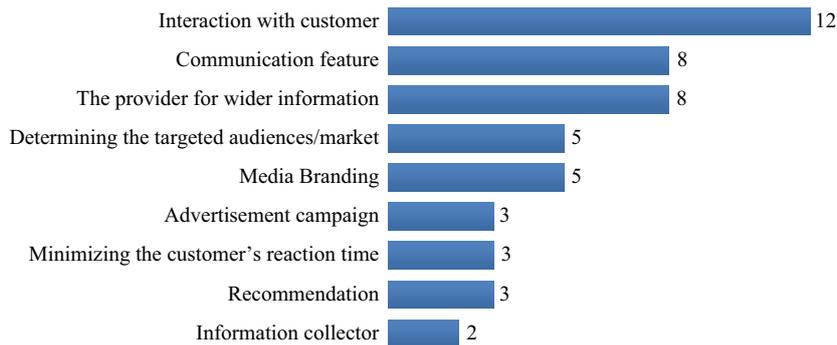


Fig. 9. The impact of digital marketing

It can be notified that cost efficiency is considered as the most influenced impacts that are confirmed by 10 literatures, followed by long term information, immediately could attract the customers, the impacts that are supported by 7 literatures, the increase of visitors' numbers and wider range that are supported by 6 literatures for each. The easiness of measurement and management transformation are supported by 5 literatures for each, more effective customers' loyalty with 4 literatures, the enhancement of brand value, which are confirmed by 3 literatures, fiercer competitive and depend on internet connection with two literatures each, and last four impacts are mentioned in one literature for each, which are vulnerable to fraud, the requirement of monetary power investment, the requirement of time investment and the easiness for shopping.

If it is compared with traditional marketing mix, marketing has experienced major transformation, including the existence of digital products, customers' comparison and indirect price, simplified distribution channel and the reduction of distribution cost, online advertisement and the utilization of digital communication [14]. When employing the digital marketing strategy, a company should establish the structured work frame. After identifying matters that should be communicated with the market targets, organization should set its strategy [6]. Digital channel is insufficient to increase the customer's loyalty without the formation of digital service [19]. Besides, there several crucial reasons for ignoring the active social media channel in marketing and communication, such as management resistance [20]. The competition on price competition is fiercer. The well-established brand demonstrates its superiority by offering the low-price package that incommodes the small organization ability to compete [21]. Therefore, digital marketer with the ability to think critically, eager for advance learning with skills and experiences to provide best technology solutions in industry, will have high demands in digital marketing [22]. Digital platform provides easy tool in spreading the offers and to follow up the transactions with clients and vendors. But still, the existence of direct meeting is unreplacable to resume up the sale (online order). It mainly happens for small and medium enterprises (SMEs) with no brand that later will be justified for the risk avoidance over Asian costumer. Hence, the supplier and marketer should maintain the strategic combination of online and offline method [21].

Later, it could be resumed the entire indicators and the success factors of digital marketing, which are interesting title, the ease for technical requirement, customer’s privacy, instant information, personal characteristics, interoperability, entertainment, clear and simple omnidirectional options, cross-product cooperation, marketing integration and responds towards demand and special request from customers [23]. Figure 10 represents the role of digital marketing.



**Fig. 10.** The role of digital marketing

In marketing environment, the existence of digital tools leads to major changes in market, in terms of communication. It is reinforced with unique opportunity in the context of providing information to community. A research stated that 13% of buyers search the information in more than 8 websites [15]. 92% people visit at least 3 websites before purchasing the cooking tools. 69% of people moves to traditional offline media to obtain information about how to make decision in buying the cooking tools [24]. The social media marketing could promote more positive relationship between company and customers to establish strong awareness towards product or brand, and to strengthen long-term business relation as well as to enhance customer’s loyalty. The social media marketing could also used as market research tool, since the company could identify the demography, preferences, and customer’s behaviour to find certain market and study the competitors [25].

### 3.4 Research gap analysis

After performing review on 45 literatures, the research gap could be identified as the reference for future research. The gap is existed due to the limitation or the shortages from previous research. Hence, next researcher could consider it as the standard to acquire solid result for future research. Table 2 presents the research gap from reviewed literatures.

**Table 2.** Research gap

Opportunity	References
Research concept development	[3], [7], [8], [26], [27], [28], [29], [30], [31].
Testing with a larger sample	[13], [19], [24], [29], [32], [33], [34], [35], [36].
Testing with different methodologies	[20], [21], [27], [35], [37], [38].
Expansion of marketing techniques	[7], [9], [13], [38], [39].
Testing in different country	[3], [13], [21], [33], [40].
Testing on different sectors	[3], [7], [19], [29], [34].
Checking the customer’s perspective	[5], [19], [29], [41].
Evaluating advertising efficiency	[28], [42].
Identify the factors that influence the brand	[25], [43].
Testing with longitudinal studies	[29], [32].

The sequence of research gap is based on numbers of references that support the opportunity. The research opportunity that is designed to develop previous research concept is determined as most considered opportunity. It is expected for the next researcher to be able to provide novelty to the development of knowledge. Other than that, the future research could be carried out by involving bigger sample to identify the effect of various sample. The research test with different methodology could also be performed, such as performing more comprehensive research. The development of marketing strategy could be conducted by utilizing the different type of marketing technique. The test that is conducted towards different country could reveals comparison of results so as the research carried out towards different sectors, could result the comparison between one sector over others. Examining the customers perspective can be executed as well since most of the studies only highlight the businessperson’s perspectives. Future research also could be carried out to evaluate the advertisement efficiency, identifying the factors that influence brand or value of a company and lastly, the examination in longitudinal study.

Visual text mining is recently applied for checking and for balance purposes. Textual analysis is frequently used for automatic lie detection in costumers’ loyalty program [44]. The technology development has become the challenge in itself due to uncertain technology development that could change anytime instantly, which leads to difficulty in identifying the existing problems that emerge due to the existence of technology. As the result, previous unfinish problems will be overlapped with new sophisticated technology with new possible threat [45][48].

## 4 Conclusions

The best solution for company to increase the market visibility and brand awareness is to implement the combination of both strategies, digital and conventional marketing. Since, there are groups of people that still related to traditional marketing, such as television, radio, and reading materials, while statistically speaking,

young population tends to spend more times online [10][46]. The marketers could gain big advantages from the result of the research, and they could employ the proper construction to reveal the prediction of impact on such utilization and to identify real buying behaviour [33][47].

Based on the analysis result using systematic literature review towards 45 literatures, it could be notified numbers of impact that are resulted from digital marketing and sorts of elements of content that could be brought up by the marketing managers through digital technology. The digital marketing could mainly enhance the efficiency of marketing cost with the most-used content element of branding. It plays important role in company-costumer interaction. The impact itself could be considered by the management to be handled and well-prepared for confronting future change. Research gap is also accumulated to support future research. It is expected for further research on digital marketing that provides comprehensive and accurate result designated for businesspersons.

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