IMPACT ANALYSIS OF DIGITAL MARKETING STRATEGY IN INCREASING SALES AND CLIENT LOYALTY: AN E-COMMERCE INDUSTRY PERSPECTIVE

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Abstract

This article discusses digital marketing strategies that can be used in the e-commerce era to boost sales and client loyalty. In the rapidly evolving digital age, e-commerce has emerged as one of the most prosperous sectors. If the e-commerce sector sector wants to thrive in the fierce competition, it needs to use effective digital marketing techniques to attract and retain clients. effective digital marketing techniques to attract and retain consumers. The impact of digital marketing tactics on consumer loyalty in e-commerce businesses is discussed in this study this study. Utilization of social media, content marketing, customization, and consumer data are the main components of digital marketing tactics that are emphasized in this study. key components of digital marketing tactics that this approach emphasizes. Methods and resources used by e-commerce companies to increase client loyalty are also discussed in this article. clients will also be discussed in this article, including loyalty programs, consumer behavior tracking, and customized advertising campaigns. behavior tracking, and customized advertising campaigns. The research is based on a case study of effective digital marketing tactics used by a number of e-commerce businesses to increase client loyalty. A review of related studies and the use of statistical data are also included in this article to support the findings. According to the survey, client loyalty in the e-commerce sector can be positively influenced by successful digital marketing tactics. E-commerce companies can build lasting relationships with their clients through usage. This article offers valuable information to help e- commerce businesses create and run successful digital marketing campaigns. Commerce businesses create and execute successful digital marketing campaigns. Businesses can maximize their marketing efforts and gain a competitive edge in the highly competitive e-commerce sector by understanding how digital marketing tactics increase client loyalty. Keywords: Digital Marketing Tactic, Client Loyalty, E-commerce Companie

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Introduction

The business world, especially in the e-commerce industry, has been greatly changed by the advancement of digital technology and the internet. As the use of the internet and mobile devices increases, opportunities for businesses to reach more customers are opening up. Electronic commerce, also known as e-commerce, has become a major pillar in the global business ecosystem, providing new ways to interact with customers, market goods, and execute transactions.

According to Hidayat in (Syamsuddin, 2024) In an increasingly digital age, digital marketing strategies are emerging as one of the key components of business growth, particularly in the e-commerce sector. The digital revolution has changed the way consumers communicate and interact with each other, creating new challenges and opportunities that are beneficial to e-commerce businesses. Therefore, the purpose of this study is to evaluate the ties between marketing strategies. Internet marketing strategies and business growth in the digital age, with special emphasis on the e-commerce sector.

Having an online platform alone is not enough to succeed in the competitive digital market. To compete and increase sales, businesses must use digital marketing strategies that utilize digital media, such as online advertising, marketing through social media, search engine optimization, and email marketing. The e-commerce sector has grown significantly in recent years. As the way people shop changes due to wider internet access and technical improvements, more and more people are turning to e-commerce platforms to fulfill their needs. As a result, the industry is now highly competitive, with many e-commerce businesses competing for clients. Client loyalty is critical to the success of e-commerce companies. Customers are likely to become loyal clients and make more frequent purchases

if they are happy with the shopping experience and feel connected to the brand. Therefore, it is important for e-commerce companies to analyze and assess how digital marketing tactics affect client loyalty.

Previous studies show that client loyalty can increase with digital marketing strategies. For example, businesses can get closer to their consumers through the effective use of social media. Meanwhile, relevant content marketing can boost consumer trust and increase brand awareness. Moreover, it has been proven that customizing the customer experience improves customer retention and loyalty. Social media strengthens marketing strategies through direct interaction with consumers. This means that social media helps marketing strategies by building interactive relationships between brands and customers (Wijaya, 2022). Digitalization increases efficiency and reduces operational costs. Marketing planning should be organized properly. In simple terms, marketing planning is a set of guidelines for the process of solving marketing and formulating plans to achieve these goals (Taan, 2021).

However, a more prolonged analysis of the impact of digital marketing strategies in the e-commerce industry is still needed. E-commerce companies should understand the latest trends and tools to increase customer loyalty as the industry is evolving and changing rapidly (Evi, Dewi, & Amarjupi, 2022). In this regard, the purpose of this article is to conduct a thorough investigation of how digital marketing tactics affect the e-commerce industry's ability to retain customers. The information in this article is intended to help e-commerce businesses develop successful marketing plans, build stronger client relationships, and gain a competitive edge in this crowded marketplace.

In the context of e-commerce, digital marketing is not just about attracting consumer attention, it is also about converting that attention into sales opportunities. For this reason, it is urgent for businesses to understand and utilize the various digital marketing tools available, as well as to continuously adapt their strategies to the changing needs and preferences of consumers. (Ananda, 2023) explained that in addition to mutations in consumer behavior, the use of technology has a significant impact on changes in production techniques. Barriers also arise when addressing the mutation of marketing strategies in this digital era. Due to the rivalry between businesses, innovation and creativity are important components of marketing strategy. Having a unique and ever-evolving competitive advantage is key to attracting consumer attention and increasing market share/target (Ananda, 2023). The main goal of using digital marketing strategies in e-commerce is to increase brand visibility, boost sales, and increase customer conversion into loyal customers. Implementing the right strategy can help businesses not only grow but also thrive in the increasingly competitive internet.

Customer adherence and cohesion to a brand, product or service is referred to as customer loyalty. This indicates that customers prefer to choose and interact with a company or brand rather than looking for alternatives available in the market. Positive experiences, satisfaction, trust, and the relationship established between the customer and the company result in customer loyalty. Many variables influence customer loyalty. First of all, customer satisfaction is important. Customers who are satisfied with a company's products or services are likely to use them again or buy again in the future. Examples of this satisfaction include good customer service, prompt delivery, reasonable prices, high-quality products, and an overall pleasant experience.

Emotional attachment affects client loyalty in addition to customer satisfaction. Customers are more likely to maintain a long-term relationship with a company or brand if they feel emotionally connected to it. This emotional attachment can be strengthened by things like recognizing the values of the brand, having a personal experience with the brand, and having a good relationship with the brand (Akmala & Ridlwan, 2022). Trust is the key to building customer loyalty. Customers must feel trust in the company and be confident that the goods and services they buy will meet their expectations. Factors that influence customer trust are transparency, integrity, and reputation (Yani & Sugiyanto, 2022). Companies believe in customer loyalty. Customer loyalty tends to increase a company's revenue and profits. They have the ability to generate consistent revenue, resell goods, and enhance brand reputation (Nalita, Suhud, & Sari, 2022). In the highly competitive e-commerce sector, retaining current clients is crucial. Therefore, e-commerce companies often use digital marketing strategies to elevate client loyalty through active social media engagement, personalized experiences, loyalty programs, and customized marketing campaigns.

Methods

Desk research or literature review was used as the research method. Desk research analyzes and synthesizes data in the relevant literature. The desk research method does not involve data collection; instead, the focus of the method is to thoroughly analyze the relevant literature. To analyze how digital marketing strategies impact sales and client loyalty in the e-commerce industry, here are some steps that can be taken:

1. Identify the Research Objective: State the purpose of this research clearly and precisely. For example, to examine the factors that influence sales and consumer loyalty and how specific digital marketing tactics contribute to those outcomes.
2. Identify keywords and sources of information: Use relevant keywords to find materials related to the research topic. Use reputable online libraries and scholarly databases to find materials including books, conferences, scientific journals, research papers and related articles.
3. Source Selection: Think about the applicability, reliability, and validity of literature sources. Choose sources that offer high-quality information and are directly related to the research topic.
4. Literature Analysis and Synthesis: Research the selected literature. Determine the most important studies, concepts, theories, and techniques about the effect of digital marketing tactics on sales and client loyalty that can be found in the literature. Integrate information from several sources to identify trends, similarities, or differences.
5. Article Preparation and Writing: Utilize the data and findings from the literature study to write the paper. Don't forget to provide the theoretical background, analysis methods, and key findings that support the article's claims.
6. Writing Conclusions and Recommendations: To find out how digital marketing strategies can increase sales and customer loyalty in the e-commerce industry, synthesize the main results from the literature analysis. Based on the results, provide suggestions on how to increase customer loyalty with better digital marketing strategies.

Desk research, as a research method, allows researchers to gain a deep and thorough understanding of their research topic by analyzing previous literature.

Results and Discussions

1. Digital marketing strategies have a significant impact on boosting sales in the e-commerce industry

(Andirwan, Asmilita, Zhafran, Syaiful, & Beddu, 2023) revealed that sales have several ways and strategies in this industrial world, here are some of the strategies:

1. Marketing

Marketing is a series of actions taken by an organization or individual to meet the needs and wants of customers while creating value for them (Anugra Ilahi, Serang, & Suriyanti, 2022). In order for a product or service to be accepted and adopted by the target market, the main objective of marketing is to promote the product or service. To achieve specific goals, such as increasing sales, improving brand understanding, or increasing market share, marketing uses various strategies and tactics.

An understanding of and response to the market, both macro (market share, industry trends) and micro (individual preferences, consumer behavior), are some of the essential components of marketing. Product or service development, pricing, distribution and promotion are all part of the marketing activities undertaken to achieve business objectives. Contemporary marketing concentrates not only on the transactional aspect, i.e. the sale of goods or services, but also on the establishment of enduring relationships with customers. Therefore, today's marketing usually uses ideas about relational marketing, where consistent value is provided by companies to foster customer trust, satisfaction and loyalty. Digital marketing, which includes the use of digital media and technology to achieve marketing goals, can also fall under the category of marketing. It involves the use of online platforms such as websites, social media, email, and online advertising campaigns to interact with customers and promote goods or services. Marketing is essentially about building profitable relationships between producers and consumers by providing value, understanding customer needs, and developing strategies to effectively market goods or services.

2. Digital Marketing

Marketing products or services through the use of digital channels and media is known as digital marketing (Anugra Ilahi, Serang, & Suriyanti, 2022). Digital marketing uses online platforms and digital technology to achieve marketing goals. This is different from the traditional approach, which focuses more on print, radio, or television. Some of the important components in digital marketing are as follows:

A. Social Media

Digital marketing companies often use social media platforms such as Facebook, Instagram, Twitter, and LinkedIn to interact with audiences, increase brand awareness, and promote products or services.

B. SEO (Search Engine Optimization)

Known as SEO, the process of optimizing the content and structure of a website to improve its visibility on search engines like Google. Search engine optimization aims to increase traffic to a website by improving its ranking on Search Engine Results Pages (SERPs). SEO typically includes utilizing relevant keywords, intensifying website structure and navigation, and realizing high-quality content that attracts visitors and drives shares.

C. Social Media Marketing (SMM)

The goals of social media marketing (SMM) include promoting goods or services through social media platforms such as Facebook, Twitter, and Instagram. Social media marketing (SMM) may include influencer marketing, content creation, and paid advertising. The goal of social media marketing (SMM) is to engage with users and increase brand awareness, which in turn will lead to website traffic and increased sales.

D. Pay Per Click

This digital marketing uses a website as a promotional platform. However, the promotion is run on other websites that have a significant and popular audience. For this type of promotion, banners are usually used. When they are clicked, they take the customer to the official website or marketplace where the product is sold. This is why the strategy is called pay per click (PPC). The number of visitor clicks determines the promotional fee paid by the ad owner. Ads like this can also show that the content we create is useful enough that readers are encouraged to click.

E. Email Marketing

The use of email to interact with customers or potential customers is also part of a digital marketing strategy. Email marketing can be used to send relevant content, promotions, or product information to an audience that has received the message.

F. Data Analysis

Advanced data analytics usually support digital marketing. To measure the effectiveness of marketing strategies, spot trends, and better understand customer needs and preferences, consumer data, online behavior, and campaign metrics are used. Companies using digital marketing can reach more specific audiences, measure results more accurately, and interact directly with customers through various online channels. Digital marketing is an important part of contemporary business strategy and makes it possible to achieve marketing goals more efficiently and effectively by utilizing various basic theoretical concepts. Technology Acceptance Theory (TAM) and Consumer Behavior Model are some of the relevant theories.

3. Technology Acceptance Theory (TAM)

The Theory of Technology Acceptance (TAM) helps us understand how consumers respond to and accept new technologies, such as digital platforms (Setyaningrat, Mushlihin, & Zunaidi, 2023). In digital marketing, TAM can be used to measure customer adoption of digital innovations such as phone apps, responsive websites and social media platforms. Companies can make digital experiences more understandable and relevant to consumers by understanding the factors that influence technology acceptance.

According to TAM, two main factors influence consumer acceptance of technology: perceived usefulness and perceived ease of use. Digital marketing has a higher chance of adoption with strategies that take these elements into consideration.

a. Perceived usefulness

Studies show that customers are more likely to respond positively to digital marketing strategies that they find useful. Messages that carry additional value, important information or unique offers increase the perception of usefulness in internet advertising campaigns. Therefore, companies can ensure that their digital marketing content provides real value to consumers.

b. Perceived ease of use

An important factor in digital marketing strategy is platform convenience and ease of use. A study found that online advertising campaigns that have an easy-to-use and user-friendly interface are more likely to attract customers. In this regard, companies need to ensure that their websites, mobile apps, and social media platforms are user-friendly and easy to use.

Companies can shed light on the elements that influence customer perceptions of their digital marketing strategies using TAM theory. This gives companies more time to create products that match consumer needs and preferences, increase campaign effectiveness, and ultimately accelerate product sales growth. So, to create an effective digital marketing strategy in this digital age, it is crucial to understand TAM theory well.

2. **Client loyalty in the e-commerce industry can be significantly improved with digital marketing strategies.**

(Akmala & Ridlwan, 2022) dan (Tri Waluyo, Aulya, & Husein, 2022) revealed that due to the following reasons, digital marketing strategies have a significant impact in elevating client loyalty in the e-commerce industry:

a. Wide Accessibility and Reach: Businesses can connect with potential clients all over the world by utilizing digital marketing techniques. Businesses can reach a wider audience than through traditional means as the internet provides unlimited access across the globe. Businesses can increase their current number of clients and attract new clients by reaching out to a wider audience.

b. Personalization and Customized Experiences: Companies can collect consumer data and learn more about their customers' requirements, tastes, and behaviors by leveraging digital marketing techniques. Businesses can provide more personalized experiences and messages to customers by learning more about them. This increases the happiness, loyalty, and emotional connection that consumers have with brands.

c. Active Interaction and Engagement: Companies can interact directly with customers via digital platforms such as blogs and social media. Companies can offer support, build closer relationships, and respond quickly to customer questions or concerns through these active interactions. Customers feel like they are heard, valued, and connected to the brand with continuous interaction. This increases loyalty.

d. Digital Loyalty Program: Loyalty programs specifically for e-commerce customers can support digital marketing strategies. Loyal customers can receive incentives, rewards, and unique experiences through these programs. Companies can stimulate higher engagement, purchase frequency, and emotional bonds with customers through loyalty programs.

By combining the aforementioned components, digital marketing tactics help e-commerce companies increase customer satisfaction, foster closer relationships with their clients, and cultivate more loyalty. Businesses that can use successful digital marketing techniques stand a better chance of maintaining and growing their market share in the e-commerce sector.

3. **A more targeted and personalized digital marketing strategy can increase client satisfaction and build stronger relationships.**

(Rumondang, Perdana Kusuma, & Sitorus, 2020) provides an explanation on why using a more personalized and targeted digital marketing approach can increase client satisfaction and build stronger relationships with clients for the following reasons:

a. High Relevance: By adapting digital marketing tactics, businesses can deliver messages that match the tastes, requirements, and habits of customers. Businesses can gain knowledge about client data studies, interests, and other preferences, and purchasing preferences. Businesses can utilize this data to create advertisements and market relevant products or services. When messages are delivered effectively, customers tend to give a positive response. As a result, customers will be happier.

b. Personalized User Experience: Businesses can provide a unique user experience by using a customized digital marketing approach. Speaking the customer's name, suggesting products based on their tastes, or offering exclusive deals based on their previous purchases are some examples. Personalized customer experience increases satisfaction and strengthens the bond between a brand and its customers by showing that the business recognizes and values their demands.

c. Increased Engagement: Businesses can encourage more active consumer interaction with customized digital marketing plans. For example, companies can use customized emails, text messages, or app alerts to entice customers to complete surveys, write product evaluations, or engage with other interactive materials. By giving customers the opportunity to be actively involved in business processes, companies strengthen their relationships with customers and foster a sense of brand ownership.

d. Positive Impression: Businesses will make a good impression on clients if their digital marketing tactics are customized to meet their demands. A company's ability to use digital marketing techniques to offer a unique, relevant and valuable customer experience demonstrates its concern for its clients and its dedication to offering excellent service. This increases client trust and loyalty.

e. Long-term Relationship Development: Digital marketing tactics that are customized to each individual allow companies to build lasting relationships with their clients. Continuous communication centered on consumer needs helps businesses retain their current clients, improve retention rates, and increase

purchase frequency. Positive encounters and experiences develop and maintain relationships between businesses and their consumers.

All things considered, a more personalized and focused digital marketing approach can offer relevant messages, unique experiences, and active interactions to increase client satisfaction. In the long run, this helps the company to foster.

4. **With the help of digital technology, loyalty programs can increase client engagement and loyalty.**
   (Curatman, Suroso, & Suliyanto, 2020) explains that loyalty programs powered by digital technology have the ability to elevate client engagement and loyalty for the following reasons:

a. Incentives and Rewards: Digital loyalty programs often offer incentives and rewards to loyal clients. Through these programs, customers can receive rewards such as gifts, reward points, or special discounts. These rewards motivate clients to stay in touch with the business, make more purchases, and receive further perks. As a result, loyalty programs encourage consumers to stay engaged and loyal to the brand.

b. Personalization in Offers and Communications: Through digital loyalty programs, businesses can customize communications and incentives based on consumer preferences and past purchases. Businesses can provide relevant and engaging offers by leveraging client data acquired through loyalty programs. This provides customers with a more personalized experience and enhances their relationship with the business.

c. Active Engagement via Digital Platforms: Consumers who participate in digital loyalty programs typically have access to multiple digital platforms including social media, websites, and mobile apps. Customers can access offers, check progress, and monitor reward points across these platforms. exclusive offers, or participate in specific events and content. increase brand engagement, strengthen customers' emotional ties to the business, and drive lasting loyalty.

d. Data Collection and Analysis: Businesses can gain valuable insights about their clients, including preferences, purchasing patterns, and other details, by implementing digital loyalty programs. They are better able to analyze consumer behavior and take appropriate actions, including improving customer experience or creating special offers. As a result, digital loyalty programs help companies in increasing client loyalty.

In general, through active interaction, psychological effects, and useful data benefits, digitally-enabled loyalty programs provide consumers with incentives, rewards, and customized experiences. These initiatives enhance emotional bonds, foster strong and lasting brand loyalty, and elevate client engagement with the company.

5. **Active interaction through digital platforms such as social media or chatbots can increase client engagement and strengthen their loyalty.**
   (Prahendratno, Aulia, & Erwin, 2023) dan (Rachbini, 2023) explains that for several reasons, active interaction through digital platforms such as chatbots or social media can increase client engagement and loyalty:

a. Real-Time Engagement: Customers have the opportunity to actively communicate with companies in real time through digital channels. Customers can communicate with businesses directly using chatbots and social media platforms, and receive quick answers to their questions, issues, or requests. As a result, client satisfaction and engagement increase.

b. Ease of Access and Accessibility: Digital channels such as social media and chatbots are easily accessible to customers. Customers are able to connect with brands more regularly and strengthen their relationships with companies thanks to this ease of access, which allows them to do so from any location using a desktop or mobile device.

c. Personalization and Customization: Social media and chatbots can be customized to provide a more individualized consumer experience. Businesses can use sophisticated algorithms and collected consumer data to tailor their offerings and content to their customers' tastes. Customers feel valued and cared for when they receive solutions and content that are tailored to meet their needs. This increases loyalty and results in a satisfying experience.

d. Potential for Deeper Interaction and Engagement: Customers can participate in online communities, exchange materials, and chat using chatbots and social media platforms. Through their reviews, comments, or experiences with the brand, these exchanges increase the bond between consumers and businesses. In addition, this creates a strong user base for the brand. Actively engaged customers are often more dedicated.

In general, clients can communicate directly with the company, receive immediate replies, and have a personalized experience when they use digital platforms with active interaction. As a result, customers become more engaged, form stronger emotional bonds, and demonstrate higher brand loyalty.

Conclusion

How digital marketing strategies affect sales and client loyalty is discussed in this study. The e-commerce industry has undergone a major transformation as a result of advancements in digital technology and the internet, which have enabled companies to reach more clients. As e-commerce becomes an essential part of the global business ecosystem, digital marketing strategies become an essential part of a company's progress, especially in e-commerce.

Businesses must use digital marketing strategies that leverage digital media, such as online advertising, social media marketing, search engine optimization, and email marketing, if they want to compete and increase sales. Previous studies have shown that digital marketing approaches such as personalized client experiences, effective social media marketing, and relevant content can increase client loyalty. In addition, the use of digital technology has changed marketing strategies and production techniques. In the modern era, creativity and innovation are important components of marketing strategies. In e-commerce, digital marketing aims to improve brand reputation, increase sales, and convert clients into loyal clients. Client satisfaction, emotional attachment, and trust in the brand or company are some of the factors that influence customer loyalty. It is very important for the industry to retain existing clients.

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