

Does Digital Marketing Platforms affect Business Performance? A Mini-Review Approach

**Mohamad Arfiman Yosep, Monizaihasra Mohamed, Mohd Yusoff Yusliza,
Jumadil Saputra and Zikri Muhammad**

Faculty of Business, Economics and Social Development

Universiti Malaysia Terengganu

21030 Kuala Nerus, Terengganu, Malaysia

arfiyosep777@gmail.com, monizamohamed@umt.edu.my,

yusliza@umt.edu.my, jumadil.saputra@umt.edu.my, zikri@umt.edu.my

Abdul Talib Bon

Department of Production and Operations

Universiti Tun Hussein Onn Malaysia

86400 Parit Raja, Johor, Malaysia

talibon@gmail.com

Abstract

In the modern era, digital marketing is not new platforms that can be used by businesspeople to reach the consumers and a wide area, including attracting customers through email, content marketing, searching platforms, social media, and many more. One crucial strategy that businesspeople can use to maintain and survive their business is by utilising social media marketing. Using this marketing strategy, businesspeople can reduce operational expenses and indirectly increase their business profit. However, with the reading materials and observation on micro-enterprises, this study found that entrepreneurs' ability to utilise the existing platforms, e.g. social media is limited. In conjunction with the present issue, this study provides an understanding of digital marketing platforms (e.g. social media) in achieving micro-enterprises' market target. This qualitative study uses literature review approach. The digital marketing platforms (e.g. social media) and micro-enterprises analyses were carried out by reading and analysing 30 peer-reviewed journal papers and summarising them in two tables, including article journal and publisher distribution and article category. This study found various digital marketing strategies (social media) that micro-entrepreneurs can use to develop, introduce, and promote their products, such as Facebook, Instagram, Youtube, Twitter, Tiktok and others. These platforms are the cheapest and most comfortable tools for creating excellent marketing contents. Also, digital marketing can use for promoting and branding activities in a wide range of marketing activities without spending a lot of money. In conclusion, this study finds that digital marketing is one modern evolution platforms in marketing activities that highly depends on technology to create creative marketing content and product information. Also, the targeted customers can easily access the offered products.

Keywords

Digital marketing, social media, business performance, a mini-review approach

1. Introduction

In the modern business environment, consumers are increasingly influenced by megatrends involving marketplace, technology, socioeconomics, geopolitics, and natural environment. Simultaneously, the data and insights that can inform consumer attitudes and behaviors often reside outside of firms' direct control (Zhang & Watson IV, 2020). Marketing history is inseparable from entrepreneurship history, but scholars routinely treat the topics in isolation from each other. Throughout history, entrepreneurs have often filled the role of their firm's marketing department, as entrepreneurs tend to wear many *hats* in small firms such as those of the preindustrial era and still today at the onset of many ventures (Mathias & Williams, 2018). Consumption and consumers are interwoven with contemporary society, and consumers are complex living entities that are constantly evolving under the influence of macro factors beyond that of their immediate commercial environments (Zhang & Watson IV, 2020). Currently, the marketing strategy is needed by companies during the Covid 19 pandemic. Many marketing strategies can be done through social media. One of the important strategies that businesses can use to maintain and survive in their business is to take advantage of social media marketing. This makes digital marketing using social media as a new tool for effective marketing activities.

2. Materials and Methods

The mini-review on digital marketing was conducted by reading through and analyzing 30 peer-reviewed journal articles. These articles are summarized in the tables below. The first table presents the information about the journal article regarding the title, authors, publishers, and the year of publication. The second table represents the contents of the journal articles, including the objectives of the study, the findings, and the recommendations.

Table 1. Journal and Publisher Distribution

No	Article Name	Author(s)	Journal	Publisher	Year
1	Developing a digital marketing tool ethnic ventures' mixed business model and market-shaping: A design scientific approach of web demographics	Taewon Suh, T. Edwin Chow	Industrial Marketing Management	Elsevier	2021
2	Can traditional organizations be digitally transformed by themselves? The moderating role of absorptive capacity	Evangelia Siachou, Demetris Vrontis, Eleni Trichina	Journal of Business Research	Elsevier	2021
3	Digital transformation and customer value creation in Made in Italy SMEs: A dynamic capabilities perspective	Michela Matarazzo, Lara Penco, Giorgia	Journal of Business Research	Elsevier	2021
4	Digital transformation in healthcare: Analyzing the current state-of-research	Sascha Kraus, Francesco Schiavone, Anna Pluzhnikova, Anna Achiara Invernizzi	Journal of Business Research	Elsevier	2021
5	Home sharing in marketing and tourism at tipping point: What do we know, how do we know, and where should we be heading	Weng Marc Lim, Sheau-Fen Yap, Marian Makkar	Journal of Business Research	Elsevier	2021
6	Hyper-personalization, co-creation, digital clienting and transformation	Geetika Jain, Justin Paul, archana Shrivastava	Journal of Business Research	Elsevier	2021
7	Spot-On Creativity: Creativity Biases and Their Differential Effects on Consumer	Komala Mazerant, Lotte M. Willemsen, Peter C. Neijens, Guda van Noort	Journal of Interactive Marketing	Elsevier	2021

	Responses in (Non-) Real-Time Marketing				
8	The Role Of Marketing in Digital Business Platforms	Arvind Rangaswamy, Nicole Moch, Caludio Felten, Gerrit van Bruggen, Jaap E Wieringa, Jochen Wirtz	Journal Of Interactive Marketing	Elsevier	2020
9	The effects augmented reality mobile app advertising: Viral marketing via shared social experience	Eunyoung (Christine) Sung	Journal of Business Research	Elsevier	2020
10	Adoption of digital sales force automation tools in supply chain: Customers acceptance of sales configuration	Tommi Mahlamaki	Industrial Marketing Management	Elsevier	2020
11	Corporate citizenship: Challenging the corporate centricity in corporate marketing	Sophie Esmann Andersen, Trine Susanne Johansen	Journal of Business Research	Elsevier	2020
12	Entrepreneurship within the history of marketing	Chase J. Edwards, Joshua S. Bendickson, Brent L. Baker, Shelby J. Solomon	Journal of Business Research	Elsevier	2020
13	Joint marketing and sales appointment: Uncertainty from intertwining of marketing and sales in one position	Shashank (Sash) Vaid, Michael Ahearne, Ryan Krause	Industrial Marketing Management	Elsevier	2020
14	Marketing ecosystem An outside-in view for sustainable advantage	Jonathan Z. Zhang, George F. Watson IV	Industrial Marketing Management	Elsevier	2020
15	Marketing innovations during a global crisis; A study of China firms' response to COVID-19	Yonggui Wang, Aoran Hong, Xia Li, Jia Gao	Journal of Business Research	Elsevier	2020
16	Reconceptualizing Integration Quality Dynamics for Omnichannel Marketing	Tasnim M. Taufique Hossain, Shahriar Akter, Uraiporn Kattiyapornpong, Yogesh Dwivedi	Industrial Marketing Management	Elsevier	2020
17	Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention	Amal Dabbous, Karine Aoun Barakat	Journal of Retailing and Consumer Services	Elsevier	2020
18	New perspectives on gray sheep behavior in E-commerce recommendations	Abhishek Srivastava, Pradip Kumar Bala, Bipul Kumar	Journal of Retailing and Consumer Services	Elsevier	2020
19	Personalized digital marketing recommender engine	Rajat Kumar Behera, Angappa Gunasekaran, Shivam Gupta, Shampy Kamboj, Pradip Kumar Bala	Journal of Retailing and Consumer Services	Elsevier	2020

20	Social media marketing: Who is watching the watchers?	Jenna Jacobson, Anatoliy Gruzd, Angel Hernandez-Garcia	Journal of Retailing and Consumer Services	Elsevier	2020
21	Viability of Amazon's driven innovations targeting shoppers' impulsiveness	Maya F. Farah, Zahy B. Ramadan	Journal of Retailing and Consumer Services	Elsevier	2020
22	A Framework for Digital Marketing Research: Investigating the Four Cultural Eras of Digital Marketing	Laurent Busca, Laurent Bertrandias	Journal of Retailing and Consumer Services	Elsevier	2019
23	Comparing email and SNS users: Investigating e-servicescape, customer reviews, trust, loyalty and E-WOM	Gina A Tran, David Strutton	Journal of Retailing and Consumer Services	Elsevier	2020
24	Exploring flow in the mobile interface context	Clark D. Johnson, Britney C. Bauer, Nitish Singh	Journal of Retailing and Consumer Services	Elsevier	2020
25	Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions	Karina Sokolova, Hajer Kefi	Journal of Retailing and Consumer Services	Elsevier	2020
26	Negative and positive customer shopping experience in an online context	Motjaba Barari, Mitchell Ross, Jiraporn Surachartkumtonkun	Journal of Retailing and Consumer Services	Elsevier	2020
27	Evolution of digital marketing communication: Bibliometric analysis and network visualization from key articles	Juran Kim, Seungmook Kang, Ki Hoon Lee	Journal of Business Research	Elsevier	2019
28	Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications	Linda D. Hollebeck, Keith Macky	Journal of Interactive Marketing	Elsevier	2019
29	Digital, Social Media, and Mobile Marketing in industrial buying: Still in need of customer segmentation? Empirical evidence from Poland and Germany	Julian M. Muller, Benjamin Pommeranz, Julia Weisser, Kai-Ingo Voigt	Industrial Marketing Management	Elsevier	2018
30	Marketing technology for adoption by small business	Philip Alford, Stephen John Page	The Service Industries Journal	Routledge Taylor & Francis Group	2015

Table 2. Articles Category Based on the Subject

No.	Article Name	Objectives	Findings	Recommendations
1	Developing a digital marketing tool ethnic ventures' mixed business model and market-shaping: A design scientific approach of web demographics	Adopt a scientific approach to design and rely on interoperability and geographic reference of web demographics	Building an ethnic foothold can properly empower ethnic market formation over mass customization and customerization and thus enable businesses to grow rapidly through their mixed business models that combine business-to-business and business-to-consumer (Suh & Chow, 2021)	Data analysis based on ethnic demography allows businesses to grow rapidly, and can be a new variable in the formation of new segmentation
2	Can traditional organizations be digitally transformed by themselves? The moderating role of absorptive capacity and strategic interdependence	The research propositions first outline the relationship between alliance knowledge and digital transformation as a necessary but not absolute condition for the digitalization of traditional conditions.	Knowledge of this process is important as traditional organizations risk failing to achieve digital transformation due to their lack of understanding about digitalization.(Siachou et al., 2020)	This framework advances our understanding of why traditional organizations struggle to be digitally transformed alone and provides implications for both theory and practice
3	Digital transformation and customer value creation in Made in Italy SMEs: A dynamic capabilities perspective	The Research use multi-case study research on the digital transformation of six made in Italy SMEs, belonging to the food, fashion, and furniture design industries.	The results show that, for the selected SMEs, digital instruments contribute to innovation of their business model, creating new distribution channels and new ways to create and deliver value to customer segments.(Matarazzo et al., 2021)	The results highlight the relevance of sensing and learning capabilities as triggers of digital transformation and this study provides some managerial implications for digital transformation in SMEs operating in the Made in Italy sectors.
4	Digital transformation in healthcare: Analyzing the current state-of-research	The Research perform a systematic literature review about the state of the art of digital transformation in healthcare.	Our findings show that prior research falls into five cluster: operational efficiency by healthcare providers; patient-centered approaches; organizational factors and managerial implications; workforce practices; and socio-economic aspects.(Kraus et al., 2021)	These clusters are linked together into a model showing how these various forms of technology implementation lead to operational efficiencies for services providers.

5	Home sharing in marketing and tourism at tipping point: What do we know, how do we know, and where should we be heading	This study reviews and proposes a home-sharing agenda from a marketing and tourism perspective	This paper contends that it is now an opportune time to pursue a stock take of existing knowledge in order to guide future marketing and tourism research on home sharing(Lim et al., 2021)	The paper also provides a snapshot on the theories, contexts, and methods (TCM) employed to gain this understanding before concluding with a discussion on the extant knowledge gaps and the ways in which these gaps could be addressed through pertinent ideas for future marketing and tourism research on home sharing
6	Hyper-personalization, co-creation, digital clienting and transformation	Confirmatory factor analysis with structural equation modelling (SEM) was carried out for the data analysis	The findings of this study reveal that customer innovativeness, attitude, and subjective norms significantly affect their involvement(Jain et al., 2021)	The study provides an understanding of the TBRA (technology-based reasoned action) model with co-creation as the mediating variable in the use of digital clienting for hyper-personalization
7	Spot-On Creativity: Creativity Biases and Their Differential Effects on Consumer Responses in (Non-) Real-Time Marketing	This research was conducted by examining the creative craft of Real Time Marketing (RTM) on Instagram and its consequences	Based on a content analysis of 516 instagram messages, we indeed found a meaningfulness bias for RTM, such that meaningfulness comes at the expense of originality and craftsmanship.(Mazerant et al., 2021)	RTM aims to make meaningful connections, creative development is subject to time pressures due to its real-time nature, which can harm originality and craftsmanship, two other dimensions of creativity besides meaningful that drive consumer
8	The Role Of Marketing in Digital Business Platforms	A new conceptual framework based on insights of interactions cost analysis outlines the role and impact of marketing in DBPs.	This paper explores their salient characteristics, the role of marketing in helping DBPs succeed, and important research topic for theory and practice(Rangaswamy et al., 2020)	The DBPs interactions and the data thus generated are key enablers of value creation and value appropriation on these platform
9	The effects augmented reality mobile app advertising: Viral marketing via shared social experience	Applying the experience economy framework to the AR marketing response process, this study investigates consumer responses to AR mobile app advertising by measuring shared social experience (which is associated with	These findings suggest that practitioners should consider combining AR marketing tools with existing marketing approaches to facilitate shared social experience (i.e., unpaid brand endorsement) and increase purchase intentions.(Sung, 2021)	Result show that immersive new brand experiences enabled by AR positively influence consumer responses.

		user-generated viral marketing behaviour) and purchase intentions.		
10	Adoption of digital sales force automation tools in supply chain: Customers acceptance of sales configuration	In this study, we analyze the impact of sales configurators, which are used to create valid configurations of market offerings that fulfill customer requirements	The usefulness of sales configurators can be investigated from both the sellers and buyers perspectives.(Mahlamäki et al., 2020)	The results demonstrate that ease of use and system adaptability contribute strongly to the perceived effectiveness, and eventually to the perceived usefulness, of sales configurators.
11	Corporate citizenship: Challenging the corporate centrality in corporate marketing	Methodologically, the study applies a discourse analysis to Instagram posts and comments associated with Bodyformuk's cultural brand campaign #bloodnormal as an illustrative case of corporate citizenship	The study contributes to the corporate marketing literature by highlighting the challenges of corporate centrality when the brand becomes part of a politicized discourse and enacts corporate citizenship(Andersen & Johansen, 2021)	By focusing on the interplay between the micro-processes of individual consumers brand interactions and macro-level cultural discourses, the study shows that a) users hold active agency in rearticulating the corporately conveyed cultural discourses and, hence, claim of corporate citizenship; and b) the brand actively uses these user-driven counter discourses as source material for continuously rematerializing corporate citizenship
12	Entrepreneurship within the history of marketing	Few scholarly articles explore the history of marketing beyond the commonly accepted origins	Aside from recognizing that early forms of commercial exchange existed in the pre-industrial age, little is written about the social, historical, and anthropological constructs that contributed to the development of marketing and entrepreneurial theory or the profile of the first entrepreneurs who sought to expand commerce beyond simple exchanges within	We conclude by noting that the paradigm of the marketing eras as accepted in most marketing histories is simply inadequate and in need of significant revision

			their community(Edwards et al., 2020)	
13	Joint marketing and sales appointment: Uncertainty from intertwining of marketing and sales inn one position	Leveraging eventstudy methodology and latent instruments, this research examines secondary data on over 800 executive appointment announcements, 436 of which are related to marketing and sales	Drawing on structural-contingency framework, this study finds that less formalizations of task, represented by insider status of an appointee, can mitigate this disruption, by stabilizing sturctures during change (Vaid et al., 2020)	The authors argue that appointment announcements of new executives to joint marketing and sales positions (M&S) puts these costs in stark relief, especially relative to new marketing-only (M) or sales- only (S) appointments announcements.
14	Marketing ecosystem An outside-inview for sustainable advantage	By leveraging advances in data and technology, firms can sense-make the marketplace by extracting insight from massive amounts of diverse consumer data with modern-day analytics	By mapping out the megatrends with marketing analytics, firms can 1) more accurately predict consumers changing preferences and formulate appropriate strategies to engage with them; and 2) become more market-adaptable and competitive in the present and the future (Zhang & Watson IV, 2020)	To deliver sustainably compelling value to customers, firms should adopt an ecosystem mindset and cooperate with various stakeholders.
15	Marketing innovations during a global crisis; A study of China firms' response to COVID-19	This study explores how firms in China are innovating their marketing strategies by critically identifying the typology of firms marketing innovations using two dimensions, namely, motivation for innovations and the level of collaborative innovations	This research also explores the influence of the external environment, internal advantages (e.g., dynamic capabilities and resource dependence), and characteristics of firms on Chinese firms choice and implementation of marketing innovation strategies.(Wang et al., 2020)	It provides valuable insights for firms to respond successfully to similar crisis events in the future

16	Reconceptualizing Integration Quality Dynamics for Omnichannel Marketing	This research is based on 20 in-depth interviews, two focus group discussions ($n = 18$) and 301 survey data from multichannel banking customers in Australia	The findings of this research confirm that INQ is a hierarchical construct consisting of four primary dimensions and ten sub-dimensions(Hossain et al., 2020)	This research provides evidence of cross-buying intentions as a behavioral outcome of INQ, which acts as a partial mediator between INQ and perceived value
17	Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention	This study aims to understand the influence of content quality and brand interactivity within social media on consumers' brand awareness and purchase intentions by proposing an empirical model which is tested using structural equation modeling	Results reveal that the quality of content provided by brands on social media and company-users' interactivity are of major importance to Millennials (Dabbous & Barakat, 2020)	Consequently, companies are encouraged to invest in producing high-quality content on their social media pages, deploy all possible strategies to enhance brand users' interactivity given the important role these variables play in entertaining, engaging users online, building brand awareness and influencing their offline purchase intentions.
18	New perspectives on gray sheep behavior in E-commerce recommendations	This work presents psychographic models-based approaches for gray sheep user identification with improved performance	Recommender systems also help these companies in cross-selling, up-selling and to increase the customer loyalty(Srivastava et al., 2020)	presence of certain users, known as gray sheep users, with eccentric taste, minimizes the overall efficiency of the recommender systems
19	Personalized digital marketing recommender engine	The model was tested with 100 online customers and, with the adoption of the proposed methodology	Recommender Engine (RE) is considered to be the preferred solution in these cases for reasons that include delivering relevant items, hence improving cart value, and boosting customer engagement(Behera et al., 2020)	the results indicated growth in average monthly revenue (33.49%), Average Order Value (AOV) (32.79%) and Items per Order (IPO) (1.93%).
20	Social media marketing: Who is watching the watchers?	This study analyses a census-balanced sample of online adults ($n = 751$) to identify consumers perceptions of using social media data for marketing purposes	The research extends the applicability of communication privacy management theory to social media and introduces marketing comfort-a new construct of high importance for future marketing research(Jacobson et al., 2020)	The research proposes strategies for marketers that can support and mitigate consumers concerns so that consumers can maintain trust in marketers digital practices

21	Viability of Amazon's driven innovations targeting shoppers' impulsiveness	A quantitative research based on 600 U.S. Amazon customers studied the long-term incremental sales effect of e-retailers tech innovations when driven by impulsive shopping behavior	The findings show that while retailers tech-driven solutions would increase shoppers impulsiveness, and hence sales, their continued interaction with such purchasing solutions would decline over time, making the overall innovation cycle much shorter(Farah & Ramadan, 2020)	This research is amongst the first to consider the long-term incremental sales effect of e-retailers tech innovations when driven by impulsive shopping behaviour
22	A Framework for Digital Marketing Research: Investigating the Four Cultural Eras of Digital Marketing	Using practice theory and institutional theory, we outline a new type of institutional work: imprinting work	We find four cultural repertoires on internet (collaborative systems, traditional market system, co-creation systems, and presumption market systems) and describe the dynamics of imprinting work leading to their creation, showing how new systems are created by appropriating and assimilating existing cultural repertoires(Busca & Bertrandias, 2020)	Our framework may help managers make sense of their digital strategy and navigate the various internet system
23	Comparing email and SNS users: Investigating e-servicescape, customer reviews, trust, loyalty and E-WOM	Two forms of E-WOM are examined; i.e., emails and social network postings.Customer reviews were investigated as a prospective sub dimension of e-servicescape	Findings suggest that customer reviews play an integral role in the e-servicescape construct, that e-servicescape positively impacts trust and that trust positively influences E-WOM and customer loyalty(Tran & Strutton, 2020)	Result indicated differences between email and SNS users. Theoretical and managerial insight related to EWOM and electronic commerce shopping behavior were generated
24	Exploring flow in the mobile interface context	we synthesize the results of a literature search and a modified Delphi study to develop an inventory of traits and perceptions that can promote the flow experience.	We provide initial evidence for the predictive validity of our inventory through a survey study which demonstrates that composite ratings of the inventory traits are positively associated with the flow state, which in turn, leads to compulsive usage and technostress(Johnson et al., 2020)	this paper also extends flow research by exploring the potential negative outcomes of flow in the mobile interface context

25	Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions	We base our research on four beauty influencers popular in France and control our result by the age of the participants and by the influencer	We find that attitude homophily in positively related to PSI but, surprisingly, the physical attractiveness shows negative relationship or no evidence of relationship. Both credibility of the influencers and PSI exhibit significant and positive relationship to purchase intention(Sokolova & Kefi, 2020)	Both credibility of the influencers and PSI exhibit significant and positive relationship to purchase intention
26	Negative and positive customer shopping experience in an online context	Analysis of responses from 201 respondents in the first study shows service failure causes negative affective and cognitive experience and has an impact on dissatisfaction and negative word of mouth in the online retailing context.	The findings of this study contribute to customer experience management in both successful and unsuccessful shopping situations(Barari et al., 2020)	Result of a second study among 200 respondents indicates that while customer priority in a successful shopping context is affective experience, in a service failure the customer priority moves from an affective to a cognitive experience.
27	Evolution of digital marketing communication: Bibliometric analysis and network visualization from key articles	The purpose of this study is to identify influential cited works in digital marketing (DMC) research, to determine the current status of the research on DMC, and to indicate the extent to which influential works have shaped it.	This bibliometric study assesses articles published over a 12-year period in core DMC-related journals. The analysis examines 5865 citations of 141 digital-related articles in the targeted journals in the given publications using both citation and co-citation analyses.(Kim et al., 2019)	After a broad disciplinary review of key cited DMC works, this study suggests thematic insight and implications for academics and practitioners that are promising avenues for creating effective DMC.
28	Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications	We also develop a conceptual framework that identifies important consumer-based DCM antecedents, including uses-and-gratifications (U&G)-informed functional,	DCMs first-tier, intra-interaction consequences include consumers cognitive, emotional, and behavioral engagement that foster brand-related sense-making, identification, and citizenship behaviors, respectively(Hollebeek & Macky, 2019)	We summarize our findings in a set of fundamental propositions (FPs) of DCM and conclude by deriving key implications from our analyses.

		hedonic, and authenticity-based motives for DCM interactions		
29	Digital, Social Media, and Mobile Marketing in industrial buying: Still in need of customer segmentation? Empirical evidence from Poland and Germany	Our sample includes 139 industrial enterprises from Poland and Germany, which purchase sensor technology from a common German supplier.	We test the impact of the buyinh frequency, the function of the person buying, the industry sector and the country of origin on the perception of the five developments identified in pur literature review related to DSMM(Müller et al., 2018)	Based on the findings, we derive strategies for customer segmentation associated to DSMM in industrial buying
30	Marketing technology for adoption by small business	This paper aims to address that gap through a qualitative study of 24 owner-managed small businesses operating in the visitor economy	It found that there was a strong appetite for the adoption of technology for marketing and a clear recognition of its oppurtunities particularly related to how it could create a stronger market orientation and more agile marketing, adhering to the principles of effectual reasoning(Alford & Page, 2015)	The broader implications of this study are limited by the niche sample, a planning model for technology adoption for marketing is presented which can be tested through future research.

3. Results and Discussion

This article is summarized systematically by determining the context and implications of the article in the mini review. Various results were obtained , First, Digital technologies help SMEs operating in traditional sectors, such as Made in Italy, where the firm’s reputation, brand awareness, and customer relationships are important competitive markers to reach success. Digital transformation is a condition for value creation at the international level, especially in B2C sectors, where brand awareness is crucial (Matarazzo et al., 2021). In this research, a typology of marketing innovation strategies is identified in two dimensions, i.e., the motivation for innovations (problemistic search or slack search) and the level of collaborative innovations (independent or collaborative) (Wang et al., 2020). Furthermore, Organizations have faced tremendous difficulties and uncertainty due to the changes that digital transformation has brought to their operations, services, products and customers. However, knowledge acquisition through strategic alliances can be seen as a critical competitive imperative in assisting organizations’ survival and overall long-term digital transformation. Building on the S-D logic, we propose that absorptive capacity and strategic interdependence need to be interconnected as boundary conditions in the relationship between alliance knowledge and digital transformation. We hope that this conceptual framework will unlock the conundrum that exists behind successful digital transformation of traditional organizations (Siachou et al., 2020). Finally, This study found various digital marketing strategies (social media) that micro-entrepreneurs can use to develop, introduce, and promote their products, such as Facebook, Instagram, Youtube, Twitter, Tiktok and others. These platforms are the cheapest and most comfortable tools for creating excellent marketing contents. Also, digital marketing can use for promoting and branding activities in a wide range of marketing activities without spending a lot of money.

4. Conclusion

This research found that digital marketing is one of the modern evolutionary platforms in marketing activities that are highly dependent on technology to create creative marketing content and product information. Micro entrepreneurs are required to be able to understand digital marketing strategies so that product information can be conveyed properly according to consumer demographic objectives. Also, the study found that employers' ability to leverage existing platforms, such as social media, is limited. There are still many entrepreneurs who have not been able to adapt to the development of social media. Along with current issues, this research provides an understanding of digital marketing platforms in achieving the micro-enterprise target market. Furthermore, a flexible model or a framework is needed to create a digital marketing strategy that can be customized to the condition of a country. In conclusion, this study finds that digital marketing is one modern evolution platforms in marketing activities that highly depends on technology to create creative marketing content and product information. Also, the targeted customers can easily access the offered products.

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Biographies

Mohamad Arfiman Yosep is a practitioner in the digital marketing business. He was born on February 12, 1989, in Bandung, Indonesia. He is a Student Ph.D in Digital Marketing at Universiti Malaysia Terengganu. He Studied from the elementary school until high school in Bandung and finished her studies in 2006. Further, he continued his diploma at Padjadjaran University, taking a concentration in the field of informatics. He continued her Bachelor's degree in management at STIE Dharma Agung and completed her degree in 2013. He continued her study for Master's degree in Information Systems at STMIK LIKMI Bandung and completed her studies in 2019. At the end of September 2020, He registered for a Ph.D program in the faculty of Social Development and Economics at Universiti Malaysia Terengganu, Malaysia. He researches areas are Marketing and concentration in the field of digital marketing.

Monizaihasra Mohamed is a lecturer at Faculty of Business, Economics and Social Development, Universiti Malaysia Terengganu. She awarded PhD from the Universiti Kebangsaan Malaysia (UKM). Her field of PhD study is tourism and marketing. Monizaihasra Mohamed is a Member of Malaysia Consumer and Family Economics

Association (MACFEA). She has served as a researcher for Kajian Pangkalan Data Perusahaan Kecil dan Sederhana di Terengganu from Mac 2007 – December 2007. She also involved as an associate researcher for Projek Kajian Penciptaan Peluang Pekerjaan di Negeri Terengganu 2007 from October 2007 – January 2008.

Mohd Yusoff Yusliza graduated with a B.B.A in human resource management from Universiti Putra Malaysia in 1999, before pursuing an MBA at Universiti Sains Malaysia in 2005, and finally obtaining her PhD in administrative science from Universiti Teknologi MARA in 2009. From 2009 to 2016, she was a lecturer at the Graduate School of Business in Universiti Sains Malaysia. In 2016, she became an associate professor at the Faculty of Business, Economics & Social Development of Universiti Malaysia Terengganu. She is the author of more than 100 articles, with a H-index of 9 in both Scopus and Web of Science. Her research interests include organisational and behavioural studies, human resource management (HRM), green HRM, international HRM (international students' adjustment), electronic HRM, line managers' involvement in HRM, empowerment, and human resource roles and competencies.

Jumadil Saputra is a PhD holder and works as a senior lecturer in the Department of Economics, Faculty of Business, Economics, and Social Development, Universiti Malaysia Terengganu, Malaysia. He has published 125 articles Scopus/ WoS indexed. As a lecturer, he has invited as a speaker in numerous universities, the examiner (internal and external), the reviewer for article journal and proceeding, the conference committee, journal editorial board, and others. He is a professional member of the International Business Information Management Association (IBIMA), Ocean Expert: A Directory of Marine and Freshwater Professional, and Academy for Global Business Advancement (AGBA). His research areas are Quantitative Economics (Microeconomics, Macroeconomics, and Economic Development), Econometrics (Theory, Analysis, and Applied), Islamic Banking and Finance, Risk and Insurance, Takaful, i.e., financial economics (Islamic), mathematics and modelling of finance (Actuarial). His full profile can be accessed from <https://jumadilsaputra.wordpress.com/home-2/>.

Zikri Muhammad was born in Terengganu, Malaysia. He received the Bachelor's degree in business administration from Universiti Putra Malaysia in 1999, the M.A. degree from Universiti Sains Malaysia, and the Ph.D. degree in geography from Universiti Kebangsaan Malaysia. From 2012 to 2016, is a Senior Lecturer with the School of Humanities, Universiti Sains Malaysia for five years. He is currently a Senior Lecturer with the Faculty of Business, Economics and Social Development, Universiti Malaysia Terengganu. His research interests include urban geography, sustainable development, quality of life, and local government.

Abdul Talib Bon is a professor of Production and Operations Management in the Faculty of Technology Management and Business at the Universiti Tun Hussein Onn Malaysia since 1999. He has a PhD in Computer Science, which he obtained from the Universite de La Rochelle, France in the year 2008. His doctoral thesis was on topic Process Quality Improvement on Beltline Moulding Manufacturing. He studied Business Administration in the Universiti Kebangsaan Malaysia for which he was awarded the MBA in the year 1998. He's Bachelor degree and diploma in Mechanical Engineering which his obtained from the Universiti Teknologi Malaysia. He received his postgraduate certificate in Mechatronics and Robotics from Carlisle, United Kingdom in 1997. He had published more 150 International Proceedings and International Journals and 8 books. He is a member of MSORSM, IIF, IEOM, IIE, INFORMS, TAM and MIM.