

## MARKETING MANAGEMENT STRATEGY; CHALLENGES AND SOLUTIONS IN THE DIGITAL ERA

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### ABSTRACT

This research examines the analysis of good marketing management strategies, challenges, and solutions in the digital era. The research used in this research is a qualitative research which is described descriptively. Various sources were processed in this study such as books, research results, journals, and research articles. In this study, it was explained that the challenges and opportunities for marketing businesses that rely on digital applications are currently felt to be very diverse and complex. The pattern of spending on basic needs and shopping has changed due to the ease of using the internet for shopping and the existence of online services. Digital-based marketing for a profitable and sustainable business is proven to face many challenges and opportunities. The problem is that not all business people and customers understand and can apply technology, while the opportunity is that digital technology applications can innovate business marketing efforts efficiently, effectively, and productively. In addition, the role of digital marketing on the financial performance of several organizations and the implications of digital transformation models have been identified as the most important aspects.

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### 1. INTRODUCTION

In this modern era, the development of technology and information is increasingly advanced, which has changed the habits of many people. This can be seen from the number of internet users among parents, teenagers and children. Every day many people around the world cannot be separated from the internet [1]. Because with the internet, people can find the information they are looking for quickly. The internet is a technological advance that can affect various sectors such as social, cultural, educational and economic. The number of internet users around the world is increasing every year. Indonesia is the 4th country with the most internet users in the world after China, India and America [2].

Given the very significant development of Information and Communication Technology (ICT), various institutions are competing to use the latest innovations in organization and business management. The aim is to facilitate practical procedures and provide accuracy and speed, especially with the advent of the Internet, which has had a significant impact on communication and information exchange while providing many services such as: facilitating business exchanges and improving relationships with customers and agents [3]. Thus, the interactive medium between the organization and the customer, and even among the customers themselves. The Internet is a strategic focus of organizational activities, especially for commercial and marketing roles, which is the main driver on which decision makers depend on companies, thus encouraging many institutions to invest in this field because of the efficient services provided by the Internet [4]. In other words, it is considered as the main pillar in the marketing process because it allows the development of new forms of communication with customers, which contributes to the development of their sales [5].

The use of the Internet has led to the emergence of what is called electronic marketing, where the majority of companies today carry out various business transactions such as buying, selling and trading

online. These companies seek to take advantage of various services provided by search leads and networks, which contribute to market expansion and increased profits [6]. Technological devices also position themselves as key anchors for development and competition, especially since the majority of the leading and successful institutions control the technology. This has contributed greatly to facilitating and rationalizing various marketing practices and work, making it a necessity of the times [7]. It also enhances the mental image of the organization and facilitates customer search methods, which helps the organization gain a strategic position that is able to face competition and impose itself on the trade and business market [8].

The use of e-marketing requires a strategy that is in accordance with the characteristics of the digital environment, as well as more effective working methods. It also requires the ability to attract customers and stimulate business transactions in various marketing areas due to the ability of the latter to complete marketing operations in a record period at less cost compared to traditional methods [9]. To carry out this step successfully, the organization must invest a wide range of skills and high efficiency in choosing the right strategy to ensure e-marketing success and achieve goals in the new digital environment. In addition, a businessman must have many marketing strategies in order to increase sales [10]. Marketing is one of the most important activities in the business world. The importance of knowledge about online marketing so that online business sales run stably and increasingly widespread competition requires entrepreneurs to have a marketing strategy to develop their business. The strategy for each sale is different, but nowadays, in this modern era, people have to make sure people's conditions and wishes are easy and fast [11]. Therefore, in this study the authors will focus on the study of marketing management strategies in terms of the challenges and solutions that can be offered.

## 2. METHOD

The type of research applied in this study is a type of qualitative research. Meanwhile, the design of this research is descriptive which comes from various literature materials such as articles, books, journals to research that has been carried out [12]. Not only that, the authors will also examine and criticize ideas, knowledge and scientific discoveries that have a good contribution to academic orientation. Furthermore, this research is expected to contribute both theoretically and methodologically to the theme chosen by the author in this study. Descriptive analysis is used to describe phenomena, issues, data and facts that develop in society [13]. This data will be processed and developed by the researcher to obtain information related to the research topic chosen by the researcher.

## 3. RESULT AND DISCUSSION

### 3.1 Trends and Challenges in Digital Marketing

It should be realized that today's technology-based marketing strategy is very important for business movers if they want to get a profitable business and continue to grow in the era of digital needs that require attention and comprehensiveness so that customers continue to grow and be loyal so that the business remains useful and sustainable [14]. According to experts, several digital-based marketing plans have been developed in a structural form, namely marketing strategies, namely integrating plans to achieve things such as planning, reaching, changing, and engaging, as will be discussed below through marketing structures [15]. Where this strategy seeks to build digital marketing that is believed to be very effective which requires several steps that can ultimately retain customers through decision-making steps and applied business values. Thus, the Framework developed is an efficient and effective marketing structural framework which in practice will be improved following the business objectives being developed [16].

The benefits of various digital marketing systems can be seen from the results and marketing activities carried out online, and this uses data and knowledge that is tailored to the type and business model to be achieved and its goals. Reliance on technology development correspondence innovation helps organizations develop and create, create client connections, strengthen hierarchical survival, and help individuals to learn about each other [17]. Advancements such as web, mobile, virtual entertainment and customer support, board frameworks have greatly impacted how companies communicate with potential customers. This new type of correspondence is rapidly changing the media and information systems scene. Many customers and business experts are looking for data and are connected with each other through their PCs and phones. With access to multiple data sources and an interest in smart media, buyers can independently collect more product data [18].

Another issue is security and privacy issues. Protection and security are the top concerns of online customers. As Brandon Gaille points out, 86% of clients find dynamic ways to work on their internet

based security. As more and more information protection guidelines and rules are put in place by countries, industry and security associations across the planet, it has become essential for advertisers to know these principles and follow them or have to deal with material damages and fines [19]. Transparency in marketing is another issue where advertisers can collect a lot of information about customer data on the web today. In order to provide clients with positive individual encounters, advertisers need their information. However, all advertisers also legally commit to approach this individual information with respect and fairness. The lame internet infrastructure in Indonesia automatically promotes web access, which is not evenly distributed in Indonesia [11]. A review led by the economist intelligence unit ranked Indonesia 57th out of 100 countries in the inclusive internet index, indicating that there is still much to be done to work on a computerized economy [20].

### **3.2 Strategic Efforts to Develop Marketing Management Strategy in the Digital Age**

The current development of information technology has created new types and business opportunities. More and more business transactions are carried out electronically (E-Commerce), starting from the ordering process, payment and delivery of products that are communicated via the internet. In connection with the development of information technology, everyone can make buying and selling transactions easily [21]. The development of the internet has significantly affected all aspects of life. The internet helps humans interact, communicate, and even trade without geographical boundaries at a relatively low cost, quickly, easily and safely in the new normal era. With the increase in internet users, many companies have started offering various products and services using this medium in recent years. And one of the benefits of having the internet is as a medium for promoting a product/service [22].

The ever-evolving movement of information technology breakthroughs, from networks and the Internet to wireless, telephony systems and digital cables, continues to change the scope of business. Various breakthroughs that continue to develop have enabled business people and traditional companies to be able to create products and services as well as develop new forms of business by abandoning old forms, completely shaking up the industry, creating new business fields and changing the way of doing business every day [23]. In addition, when viewed from a consumer's perspective, the use of information and communication technology will provide several advantages including efficiency, convenience, complete product information, competitive prices, price discounts, and product differences [24]. With the rapid development of technology, we have entered the era of online marketing or internet marketing, where product marketing trends can be done through websites, email, mobile marketing, social media, and others. Digital marketing is a company's efforts to promote its products and services and create relationships with customers via the internet [25]. In addition, internet marketing (E-Marketing) is a series in e-commerce with special interest by marketers, namely the strategy of how to produce, distribute, promote, and set prices for goods and services on the internet market or through other digital tools [26]. The internet or other digital media allows companies to reach consumers more broadly and intensively. According to We Are Social data, Indonesia is the country with the largest adoption (use) of E-Commerce globally, reaching 88 percent of all internet users in Indonesia [14].

Strategy is a long-term plan, and as such, it represents a set of goals to be achieved and possibilities that are required. Each marketing strategy generally consists of key components which are reflected in market segmentation, targeting market segments, and positioning in the market [5]. In terms of e-marketing, market segmentation takes place deeper and gathering information is easier because of the availability of communication technology. Thus, the development of marketing strategies can be done more quickly. E-marketing and the use of internet technology allow sellers to follow and monitor marketing efforts in addition to the possibility of greater integration between marketing strategy and the overall strategy of the company and its operations [9]. Responding to this point, the development of a good e-marketing strategy must include:

#### **Strategic Analysis**

Economic actors, both entrepreneurs, producers and sellers, must carry out a strategic analysis or analysis of the state of electronic marketing including internal sources and various processes and activities carried out by organizations in the market.

#### **Appropriate Environmental Analysis**

This item includes customer demand, competitor activity, and market ratings, excluding the overall environment in which the organization operates. It also comprises political, economic, social and technological factors. The process of internal and external environmental analysis is based on the

development of an e-marketing strategy that takes into account: analysis of internal sources, the impact of e-marketing, financial sources and costs, quality, strengths, weaknesses and sources of technological infrastructure.

#### Micro-Internet Environment

It contains analysis and evaluation of customer demand and activity on the Internet as well as forecasts of future customer demand for e-commerce services in different market sectors, in addition to competitor analysis or electronic monitoring of competition to get and retain interested customers due to the dynamic nature of the Internet [3]. The combination of marketing strategy and modern technology has made a major contribution to improving marketing performance in terms of obtaining customer satisfaction and loyalty, satisfying their needs, fulfilling their desires, and creating rewards and satisfaction that help protect loyal customers [6]. The merger also contributes to improving services in terms of product quality, ease of use, storage and retrieval speed with a customer database that helps conduct research to diagnose customer demands and needs and try to achieve them to maintain them. Status. This is especially important because of the intense competition between organizations and the diversity of services and opportunities where only the stronger, smarter, and fitter have a chance to survive [8].

#### 4. CONCLUSION

The results of this study note that there are various reasons why business marketing uses digital or online applications. This is because online marketing can carry out marketing innovations in an effective, efficient and profitable manner compared to conventional marketing strategies. This is added because now all activities have been adopted into applications not only in educational matters but even in all business sectors including marketing. Another reason the application of digital technology is relevant for use in the field of business marketing is because technology is the result of today's most sophisticated work where every individual, especially customers, has used digital applications not only in personal matters such as studying but also in making transactions and purchases. The challenge faced by businesses when they have to adopt digital applications to market their products is that not all businesses use applications; in other words, they have to look for better human resources to make good use of this application

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