



BIBLIOMETRIC REVIEW ON DIGITAL MARKETING STRATEGIES

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Abstract

Social media marketing is a digital marketing strategy that uses social media platforms and websites to build a brand, increase sales and drive website traffic. It involves creating and sharing content on social networks in order to achieve marketing and branding goals. Social media is becoming an increasingly popular form of digital marketing with companies of all sizes and from all industries taking advantage of its reach. The main purpose of social media marketing is to create content that users will share with their social networks, increasing the brand's visibility and reach. This content can be anything from blog posts, product reviews and videos to images and interactive content. Companies use social media marketing to engage with their customers and build relationships with them. This study carefully analyses the improvements in marketing through social media and digital marketing strategies. The methodology used is bibliometric analysis. By gathering and examining 53 publications, this study aims to trace research trends in the field of digital marketing. The data is collected from Scopus database and analysis is done with the help of R studio.

Key words: Social media, Digital marketing, customers

1. Introduction

Digital marketing has seen rapid growth. Millions have been spent on the digital marketing tools. The increase in the investment in digital marketing is due its effect in increasing sales, improving brand image, increasing customer image, and reducing the overall marketing cost to companies. Despite these advancements in marketing and its effects, these phenomena are not really observed in small and medium enterprises in developing and less developed country. The current marketing landscape faces challenges in content creation and innovation, relying heavily on manually created content and traditional channels like social media and search engines. While effective, these methods often lack the creativity and uniqueness needed to stand out in a competitive market. Over the past 15 years, digital media platforms have revolutionized marketing, offering new ways to reach, inform, engage, sell to, learn about, and provide service to customers. As a means of taking stock of academic work's ability to contribute to this revolution, this article tracks the changes in scholarly researchers' perspectives on three major digital, social media, and mobile (DSMM) marketing themes from 2011 to 2024.

Digital marketing strategies are crucial for businesses seeking to enhance their online presence, engage with customers, and drive growth. These strategies leverage various online channels and tools to reach and influence target audiences. Here's a comprehensive overview of digital marketing strategies:

1. Content Marketing

• 1.1 Content Creation

- **Blogging:** Write and publish blog posts on topics relevant to your audience to attract and engage visitors.
- **E-books and Whitepapers:** Create in-depth content that provides value to your audience and generates leads.
- **Infographics:** Design visually appealing infographics to convey complex information simply.

- **1.2 Content Distribution**

- **Social Media:** Share content across social media platforms to reach a wider audience.
- **Email Newsletters:** Distribute content through regular email updates to subscribers.
- **Guest Posting:** Write guest articles for other reputable websites to reach new audiences.

2. Search Engine Optimization (SEO)

- **2.1 On-Page SEO**

- **Keyword Research:** Identify and use relevant keywords in your content to improve search engine rankings.
- **Meta Tags:** Optimize title tags, meta descriptions, and header tags to enhance visibility.
- **Content Optimization:** Ensure content is high-quality, relevant, and includes keywords naturally.

- **2.2 Off-Page SEO**

- **Link Building:** Acquire backlinks from authoritative sites to improve domain authority and search rankings.
- **Social Signals:** Engage on social media to indirectly influence SEO through social signals.

- **2.3 Technical SEO**

- **Site Speed:** Improve loading times to enhance user experience and search rankings.
- **Mobile Optimization:** Ensure your site is mobile-friendly to accommodate users on various devices.
- **XML Sitemaps:** Create and submit XML sitemaps to help search engines crawl your site.

3. Social Media Marketing

- **3.1 Platform Selection**

- **Target Audience:** Choose platforms based on where your target audience is most active (e.g., Facebook, Instagram, LinkedIn, Twitter).
- **Platform Features:** Utilize unique features of each platform (e.g., Stories on Instagram, LinkedIn Articles).

- **3.2 Content Creation and Scheduling**

- **Engaging Content:** Create content that resonates with your audience, including posts, stories, and live videos.
- **Content Calendar:** Plan and schedule posts to maintain a consistent presence.

- **3.3 Community Engagement**

- **Interaction:** Engage with followers by responding to comments, messages, and reviews.
- **User-Generated Content:** Encourage and share content created by your audience to build community.

4. Email Marketing

- **4.1 List Building**

- **Lead Magnets:** Offer free resources or incentives to encourage email sign-ups.
- **Segmentation:** Categorize email lists based on demographics, behavior, or purchase history for targeted campaigns.

- **4.2 Campaign Creation**

- **Personalization:** Use recipient names and tailor content based on their preferences or behavior.
- **Automation:** Set up automated workflows for welcome emails, abandoned cart reminders, and re-engagement campaigns.

- **4.3 Performance Analysis**

- **Metrics:** Monitor open rates, click-through rates, conversion rates, and unsubscribe rates.
- **A/B Testing:** Test different subject lines, content, and send times to optimize performance.

5. Pay-Per-Click Advertising (PPC)

- **5.1 Platform Selection**

- **Search Ads:** Use Google Ads to target users based on search queries.
- **Display Ads:** Use display networks to show ads on relevant websites and apps.

- **5.2 Campaign Management**

- **Keyword Targeting:** Select and bid on keywords relevant to your business.
- **Ad Copy and Design:** Create compelling ad copy and visuals to attract clicks.

- **5.3 Performance Tracking**

- **Analytics:** Track key metrics such as click-through rates (CTR), cost per click (CPC), and conversion rates.
- **Optimization:** Adjust bids, ad copy, and targeting based on performance data.

6. Affiliate Marketing

- **6.1 Affiliate Recruitment**

- **Partner Networks:** Join affiliate networks to find and recruit affiliates.
- **Direct Partnerships:** Approach relevant influencers or websites for direct affiliate partnerships.

- **6.2 Program Management**

- **Commission Structure:** Set competitive commission rates and terms for affiliates.
- **Tracking and Reporting:** Use tracking software to monitor affiliate performance and payouts.

- **6.3 Optimization**

- **Performance Review:** Regularly review affiliate performance and provide feedback.
- **Incentives:** Offer bonuses or incentives to top-performing affiliates.

7. Influencer Marketing

- **7.1 Influencer Identification**

- **Relevance:** Identify influencers whose audience aligns with your target market.
- **Engagement:** Choose influencers with high engagement rates rather than just large followings.

- **7.2 Campaign Execution**

- **Collaboration:** Work with influencers to create authentic content that resonates with their followers.
- **Guidelines:** Provide clear guidelines while allowing creative freedom.

- **7.3 Measurement and Analysis**

- **Metrics:** Track metrics such as engagement, reach, and conversions driven by influencer campaigns.
- **ROI Evaluation:** Assess the return on investment (ROI) for influencer partnerships.

8. Conversion Rate Optimization (CRO)

- **8.1 Landing Page Optimization**

- **Design and Copy:** Ensure landing pages have clear, compelling copy and user-friendly design.
- **Calls to Action:** Use strong, visible calls to action (CTAs) to guide users toward conversion.

- **A/B Testing**

- **Experimentation:** Test different versions of landing pages, CTAs, and other elements to determine what works best.

- **User Experience (UX)**

- **Usability:** Optimize the user journey to reduce friction and improve conversion rates.

9. Analytics and Reporting

- **9.1 Tracking and Tools**

- **Analytics Tools:** Use tools like Google Analytics, SEMrush, or HubSpot to track and measure performance.

- **9.2 Performance Metrics**

- **KPIs:** Track key performance indicators (KPIs) such as traffic, engagement, leads, and sales.

- **Reporting**

- **Regular Reports:** Generate and review reports regularly to assess strategy effectiveness and make data-driven decisions.

10. Emerging Trends and Technologies

- **10.1 Artificial Intelligence (AI)**

- **Chatbots:** Implement AI-powered chatbots for customer service and engagement.
- **Personalization:** Use AI for personalized content recommendations and targeted advertising.

- **Voice Search Optimization**

- **Voice-Friendly Content:** Optimize content for voice search queries and natural language processing.

- **Augmented Reality (AR)**

- **Interactive Experiences:** Utilize AR to create immersive and interactive marketing experiences. By implementing and continually optimizing these digital marketing strategies, businesses can effectively reach and engage their target audience, drive conversions, and achieve their marketing objectives.

LITERATURE REVIEW

It has been nearly a quarter century since commercial use of the Internet and the World Wide Web began. During this time the business landscape has changed at an alarming rate. Large multinational corporations such as Google, Facebook, Amazon, Alibaba, eBay and Uber, unheard of twenty years ago, have emerged as key players in our modern economy. A variety of factors can influence digital marketing activities and practices. Some research, for example, looked at the impact of new laws on digital marketing ([Hemsley, 2018](#); [Sposit, 2019](#)). Furthermore, social media [marketing research](#) has begun to concentrate on developing markets, where the adoption rate of social media marketing is lower than the developed countries ([Christino et al., 2019](#); [Liu et al., 2019](#)). Some businesses in these developing countries continue to rely on conventional media for product and service ads because they are more trustworthy than social media platforms ([Ali et al., 2016](#); [Olanrewaju et al., 2020](#)). Moreover, digital technologies and devices such as smartphones, smart products, the Internet of Things (IoT), Artificial Intelligence, and deep learning all have transformed consumers' lives in the near future.

These bibliometric methods have the potential to introduce a systematic, transparent and reproducible review process, improving the quality of reviews. They are a useful tool in literature reviews by guiding the researcher to the most influential works and mapping the research field, buffering the subjective bias. The bibliometric analysis will be supported in this work by the Biblioshiny software package.

OBJECTIVES OF THE STUDY

The main objectives of this study are: (1) to identify literature streams; (2) to map the topics studied; (3) to observe and analyse the temporal evolution of the construct; and (4) to identify the stage of development of the construct as a useful tool for the professional community and not just an academic tool for bibliometricians.

The next section of this paper is the method where the steps required to collect and analyse the data are discussed. Then, the results section is divided into the data collected from the keyword search and from the bibliometric maps, describing the results obtained from both methods. Finally, the conclusion section reinforces the objectives of the paper, the main findings as well as the limitations of the study, and suggests future research directions in the field of digital marketing.

2. Method

To meet the stated objectives, a sample of publications from the Scopus database produced between 2011 and 2024 was used. The first step consisted of a descriptive survey of all publications of the last decade (2011–2024) of the Scopus database, through a keyword search with the term “digital marketing”. The search engine criterion was “TOPIC”, allowing for recognizing the keyword in the (1) title, (2) abstract, (3) author’s keywords and (4) “keyword plus”, a tool that expands the search engine by including articles in the SCOPUS with a significant frequency of the term being in the titles of the bibliographic references.

Then, in the second step, the sample was analyzed using R Studio and Biblioshiny package. The visualization of bibliometric networks, often referred to as the “mapping of science”, constitutes an advanced tool in the analysis of bibliometric networks. The bibliometric maps used in this study were from the keyword co-occurrence network, which depicts the proximity of the keywords in the sample, as well as bibliographic coupling, representing the relationship between the publications in the sample based on the bibliographic references they share. While the first is aimed at mapping potential lines of research in digital marketing, the second is intended to identify the main topics that build them. The analysis of the keyword co-occurrence network determines the frequency with which terms are repeated in the sample. Thus, the intention is to identify the intellectual structure of digital marketing.

The step-by-step method of the current paper is described in the following steps.

1. Selection of database-Scopus
2. Determining the key words search-Digital marketing
3. Selection of criteria for research-2011-2024.
4. Collected sample-50 articles
5. Selection of software-R studio and biblioshiny package.
6. Bibliometric analysis
7. Discussion and conclusion

3.RESULTS

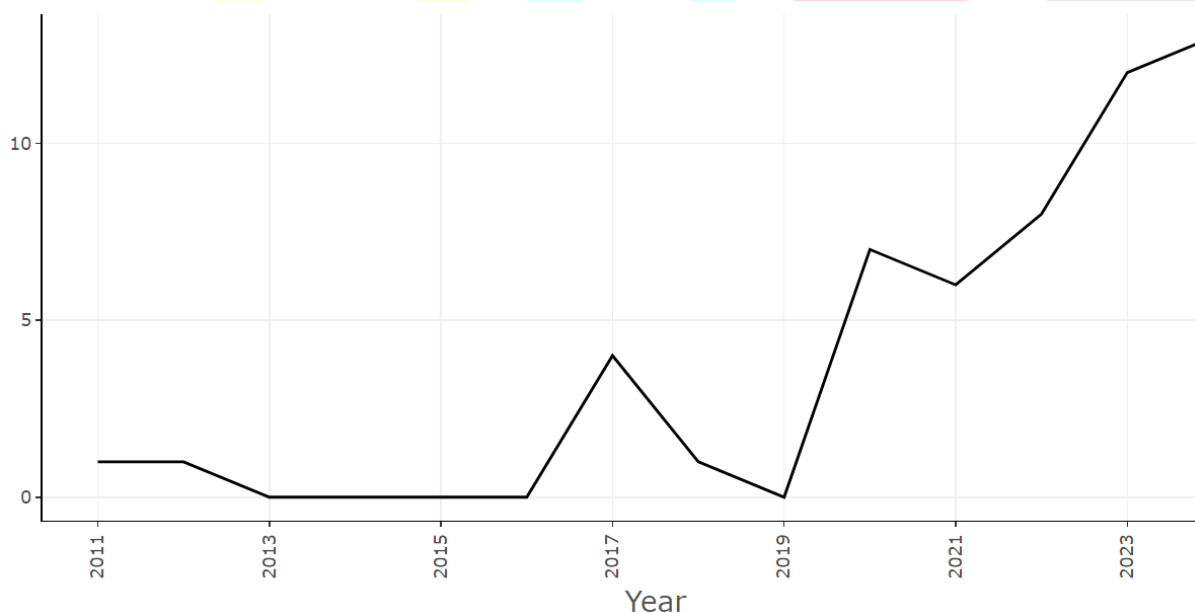
Keyword Search

The keyword search conducted on 28th July 2024 resulted in a total of 53 publications.

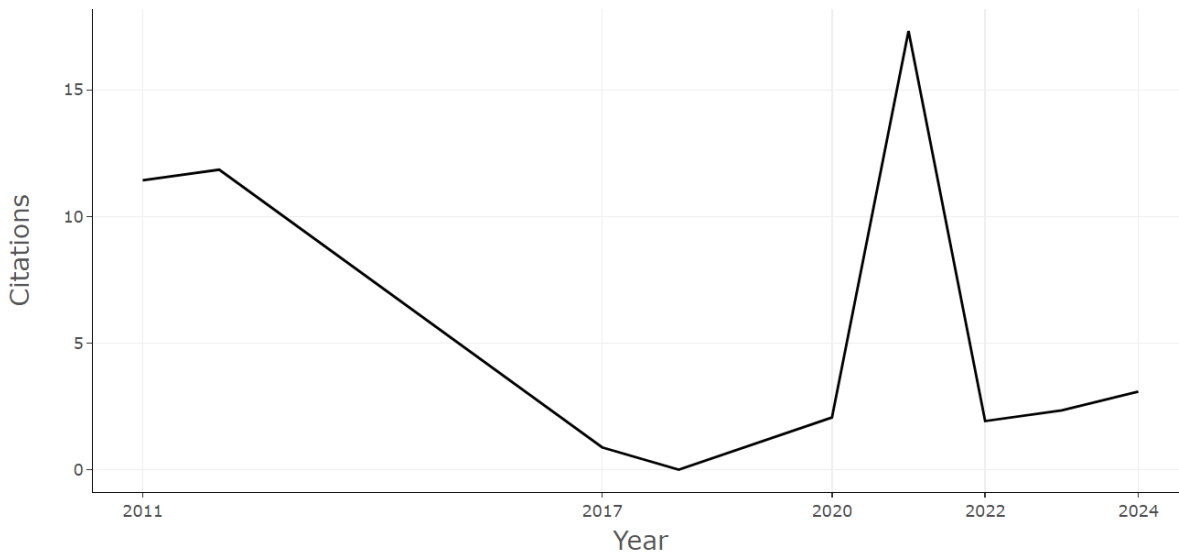
Main information



ANNUAL SCIENTIFIC PRODUCTION



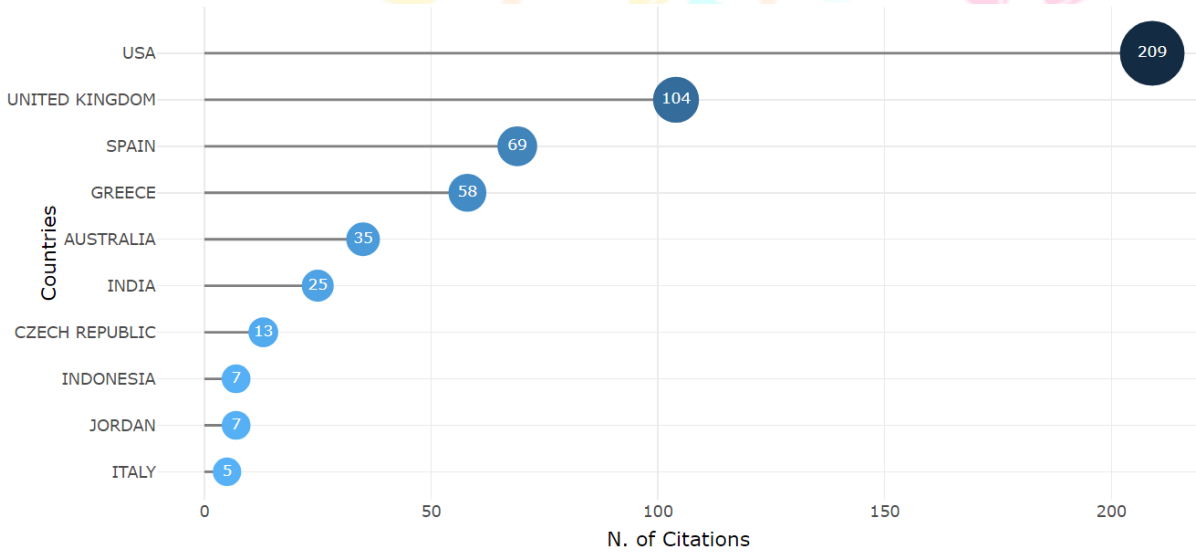
AVERAGE CITATIONS PER YEAR



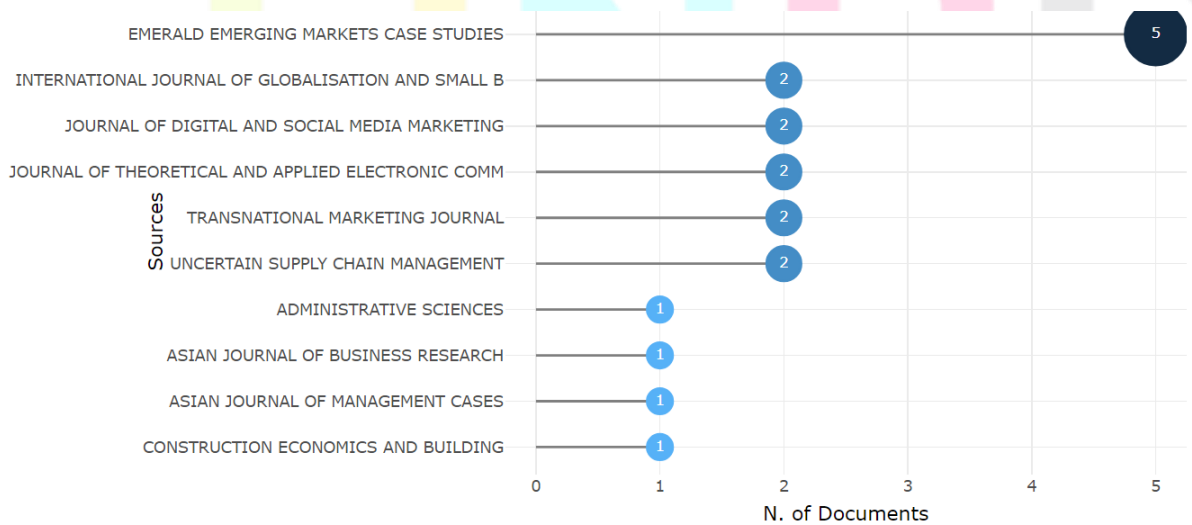
MOST

CITED

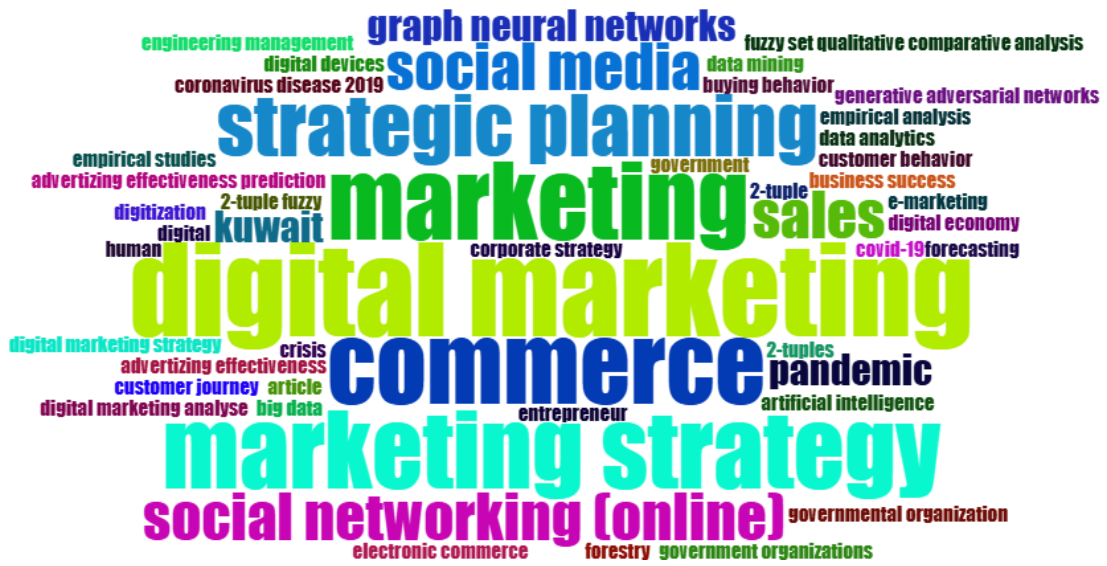
COUNTRIES



MOST RELEVANT SOURCES

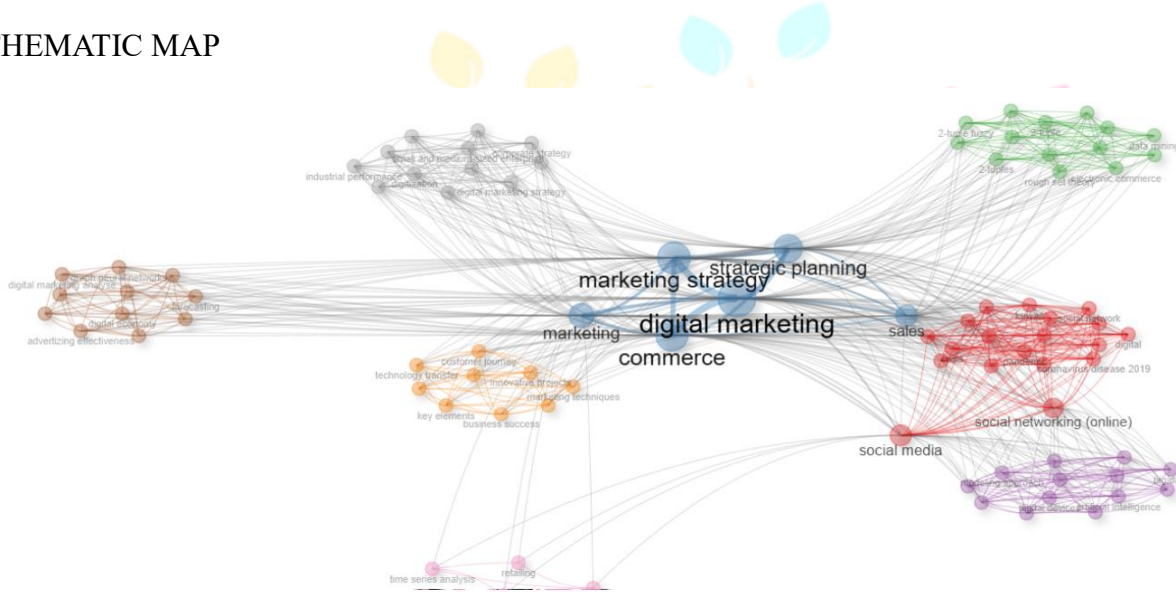


WORD



CLOUD

THEMATIC MAP



International Research Journal

COUNTRIES SCIENTIFIC PRODUCTION

Country	Freq
INDIA	24
GREECE	13
JORDAN	11
INDONESIA	9
USA	9
SPAIN	8
ITALY	7
UKRAINE	6
COLOMBIA	5
UK	5

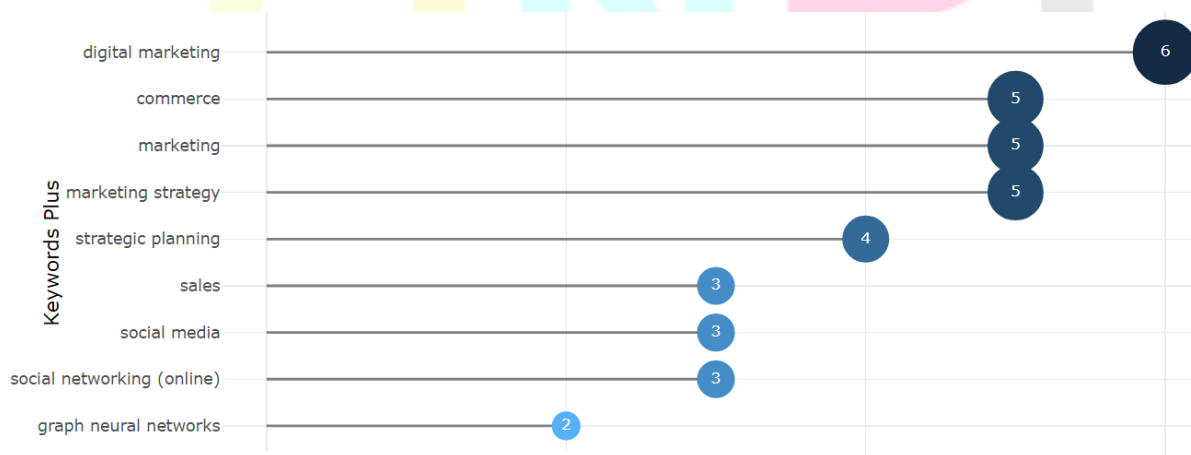
C0 OCCURENCE NETWORK



MOST CITED COUNTRIES

Country	TC	Average Article Citations
USA	209	69.70
UNITED KINGDOM	104	52.00
SPAIN	69	34.50
GREECE	58	29.00
AUSTRALIA	35	35.00
INDIA	25	3.60
CZECH REPUBLIC	13	13.00
INDONESIA	7	3.50
JORDAN	7	2.30
ITALY	5	2.50

MOST FREQUENT WORDS



DISCUSSION AND CONCLUSION

By performing bibliometric mapping of the keyword search sample of publications, this study explored the evolution of digital marketing during the 2010s, focusing mainly on investigation of literature streams and

the most recurring topics. In sum, this paper demonstrated that bibliometric analysis is a scientific method that can be useful for emerging scholars. It empowers scholars to overcome the fear of dealing with large bibliometric datasets.

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