

The Relationship between Digital Transformation and Digital Marketing

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Abstract

The purpose of this paper was to determine how digital marketing (DM) and digital transformation (DT) relate to one another. The primary themes and viewpoints of the literature on digital transformation (DT) and digital marketing will be identified in this article's systematic review. This work will theoretically be useful as a systematically and thematic review that focuses on both DT and DM. It provides a synergistic framework of the existing literature by specifically analyzing this binomial from a wide and thorough perspective, enabling an inclusive vision and understanding of the phenomena. Additionally, it will assist organizations in raising their knowledge of marketing domains and procedures that stand to gain more from digitization, hence propelling businesses' total shift to DT. The format of this paper is as follows: we begin by presenting the study problem, then study importance and study objective (aim), follow methodology, then theoretical framework (DM, DM dimension, DT, (DT) challenges), also include the relationship between digital transformation and digital marketing. Finally, the conclusions of the study and presenting some recommendations for future research.

Keywords: Digital Transformation(DT) and Digital Marketing (DM)

Introduction

With the proliferation of smart mobile devices and the ability to access vast amounts of information, the Internet has taken center stage in daily life over the past few decades. In addition, the social media revolution has fundamentally altered how businesses interact with their customers. The innovations and technological advancements brought about a significant change in several areas, including marketing. The business environment has seen an extraordinary revolution due to the digital age and the trend towards online buying (Bist et al., 2022).

Additionally, as a consequence of the introduction of sophisticated information technology, the way businesses function has changed in a way that has never been seen before, leading

to what is now referred to as "Digital Transformation," as a result, business is no longer conducted as usual (Rathor, 2019).

According to Janevski et al. (2023), digital transformation is essential to the success of all modern businesses. While no one disputes that the process is straightforward, it is widely acknowledged to be multifaceted, complex, and fraught with difficulties. As a result, in the digital age, business organizations must adjust their marketing strategies to determine whether they can continue using traditional methods or whether they should switch to digital marketing.

There for, digital marketing and advertising are made to make it easier and easier for businesses to track their returns on investment. Digital marketing also lets companies contact their target audience in a method that is both cost-effective and measurable.

Since the turn of the twenty-first century, businesses have altered their customer engagement strategies to understand their needs, transition away from outdated marketing to digital marketing, which delivers marketing content via digital media (Schutte & Chauke, 2022).

All over businesses, the world is currently undergoing a digital transformation, it is further vital than ever for them to implement creative changes in their marketing strategies to make their goods and services easily accessible to consumers (Parikh & Trivedi, 2021).

Businesses are now able to provide their goods and services more quickly, as well as receive client feedback more quickly thanks to this change. Since the concept of digital marketing has entered the business world and business organizations, and because they are using digital marketing strategies and tools like social media, email, search engines, and other tools as channels for communication and marketing to reach their customers, business organizations and marketers are being forced to use these tools to meet and fulfill the needs and desires of their customers.

Companies are now able to offer their goods and services more quickly, as well as receive customer feedback more quickly depending to this change. Since the term of digital marketing become involved with business and business groups. and business organizations and marketers have been compelled to use digital marketing strategies and tools like social media, email, search engines, and other tools as channels of communication and marketing to reach their customers. This has made them use these tools to satisfy the needs and desires of their customers.

Therefore, it is crucial for companies, nevertheless of the industrial sector in which they operate, to adopt digital marketing to stay more competitive and predict the future so as to create long-term plans in line with their vision, and given the rapid developments and modern technologies in vogue. requires considering both the internal and external environments in which business organizations operate.

Examining pertinent material in the areas of "digital transformation and digital marketing" is the core objective of this study. Additionally, to fill the vacuum in the literature by comparison

the conclusions of other writers who have handled such a phenomenon, as well as to identify new trends and growth patterns in this integrated field, as well as potential future development. Therefore, in addition to attempting to determine the relationship between digital transformation and marketing domains, this study will expose pertinent literature in this field and find important keywords in these issues. Therefore, the goal was to compile all pertinent papers that were available in the databases, irrespective of when they were published.

The study's significance can be divided into two categories: applied significance and scientific or theoretical significance. The significance of the variables this study examines determines its scientific value. the notion of digital marketing and digital transformation. Researchers and academics are drawn to these ideas because they are crucial to commercial organizations' capacity to take into account environmental changes, take advantage of opportunities, and avert dangers. For all of these reasons, the researchers want to explore these ideas in order to comprehend digital marketing and digital transformation, as well as how to connect these ideas. To do this, the researchers reviewed the latest research on these variables that have gained the attention of researchers in this field and presented them in this paper, so this study serves as a resource for researchers and professionals. As well as those interested in this field in order to fill some gaps regarding these concepts through the simple and modest effort of researchers to enrich the Arabic library.

The study's applied significance is determined by how well business organizations, particularly small and medium-sized businesses, can use its findings and suggestions. It also considers how business organizations generally view the study's concepts, which are embodied in digital transformation and digital marketing.

While digital transformation can encompass a range of activities from computerizing manual processes to developing new digital services and products, the study's challenge is that it integrates digital technology into various areas of the company, leading to essential shifts in the company's operations and customer value delivery methods (Janevski et al., 2023).

The growing digital skills gap, which affects firms' productivity and competitiveness, is one of the greatest important problems fronting business organizations nowadays, technical, business, and project management skills are all necessary (Bist et al., 2022). "Rapid technological advancements and shifting market dynamics have contributed significantly to the growth of digital marketing" (Mort & Drennan, 2002).

Some corporate organizations do not have enough employees to do all of the essential tasks in the digital marketing mode, and they are still unaware of the critical role that digital transformation and digital marketing play in the business world. Digital transformation is how business organizations can embrace technology, maintain stability, and remain competitive in the face of the present business world's challenges, brought on by the fierce rivalry in all industries.

So, A comprehensive review of a substantial amount of research on marketing and digital transformation is provided in this article.

Therefore, this article tries to shed light:

How marketing is changing due to digital technologies, which is changing the nature of marketplaces all around the world?

Methodology

Because qualitative methods provide a better framework and knowledge of the procedures and practices related to digital transformation and digital marketing, they are a good fit for this research. This study includes a comprehensive assessment of the literature with emphasis on studies about digital marketing (DM), digital transformation (DT), and their relationships. Because qualitative methods provide a better framework and knowledge of the procedures and practices related to digital transformation and digital marketing, they are a good fit for this research. To offer a future research agenda, this work attempts to map the existing body of knowledge on the subject by identifying research gaps and trends. We searched extensive multidisciplinary databases of published research for papers in to carry out this investigation. The materials that were included in the search were not restricted to a particular time frame.

Theoretical Framework

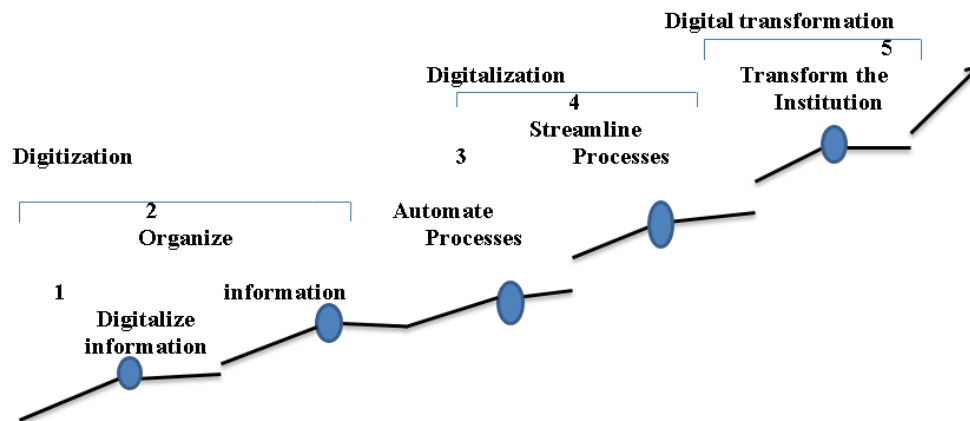
Digital Transformation (DT)

Technological developments have brought about enormous changes in the world, and the term "digital" has become common sense in today's business sector. We therefore cannot dispute that the word has impacted everyone and is influencing how businesses operate. One of the most significant and long-lasting developments in the growth of the contemporary global economy is digitization (Melanyina et al., 2024).

Several studies have examined digital transformation (DT), Hess et al. (2016) define as any changes that digital technology can make to a company's business model with regard to its organizational structures, processes, and products. According to Rosário & Cruz (2019), the internet, a global network of computers connected to the internet, makes up the majority of the digital world, these networks include millions of public and private networks, government networks, business and academic networks.

According to Abdullah et al. (2023), digital transformation is generally regarded to be the extensive use of digital technology to increase organizational performance and operational efficiency. In Hendrawan et al. (2024) study, DT is the usage of digital technology to improve operational efficiency, market reach, and competitiveness. These days, businesses frequently use these information technologies to create and monitor consumer communities, build brands, share relevant information, spread messages, offer customer support, create advertising campaigns, and, in general, obtain a competitive advantage in the crowded market (Krishnamurthy, 2006). Also, the grouping of various technological fashions, comprising big data, cloud computing, artificial intelligence, and many more, opens up previously unthinkable possibilities for the development of revolutionary new goods and services. (Rachinger, 2018). Along with creating sustainable business plans that give these companies an edge over competitors, digital transformation aims to increase customer value, innovate information-based services and products, develop operational procedures, use resources efficiently and effectively, and improve employees' digital literacy (Tanushev, 2022). "If organizations want to successfully transform their operations and enhance operational performance, they must innovate with digital technologies by implementing significant changes in their business processes and models as well as by implementing

strategies and policies that support this transformation. " (Maroufkhani et al., 2022). Accordingly, a firm's attainment is determined by its capability to adjust to its environment after surviving challenges and changes, not by its financial resources or length of operation (Shkarlet et al., 2020). Therefore, businesses need to undergo digital transformation processes in to remain competitive in the market and lead the way in technological innovation (Feliciano-Cestero et al., 2023).



Source: Reinitz, B., Consider three Ds when talking about digital transformation. Retried 30th March, 2022

Picture 1: The distinction between digital transformation, digitalization, and digitization

Digital Transformation (DT) Challenges

According to certain studies, the growing usage of digital technology has caused "digitalization to be a bundle of social, economic, and cultural changes" (Majchrzak et al., 2016; Parviainen et al., 2017). Because digitalization entails The implementation of digital technology within the company or in the workplace, it not only causes a wide variety of changes in every element of human society, but it also changes the environment in which enterprises function (Parviainen et al., 2017).

The growing digital skills gap, which affects businesses' productivity and competitiveness, is among the most significant problems that corporate companies are currently confronting. as we previously stated; technical, business, and project management skills are all necessary (Bist et al., 2022). Some studies have been talking more and more about the difficulties in implementing the benefits of digitalization. The rapid development of the global digital economy raises concerns about the suitability of the marketing tactics being used today (Rosário & Cruz, 2019). Growing economic growth and sustainable development are two major advantages of digitization, but there are also disadvantages, such a shortage of resources to combine digital transformation with long-term company success. (Abdullah et al., 2023). Brunetti et al. (2020) separated the difficulties (challenges) associated with digitalization into three main groups: (1) market difficulties, (2) organizational difficulties, and (3) societal and economic difficulties.

According to Matzler et al. (2018), changing particular business models is one of the market's obstacles. In their research, Caputo et al. (2018) demonstrated that market challenges exist.

According to Yoo et al. (2012), the increasing availability of information-based platforms and document repositories is the basis for the organizational issues associated with knowledge management. As stated by Dengler and Matthes (2018), economic concerns mostly relate to how new digital paradigms affect the demand for labor. In their study, Melanyina et al. (2024) demonstrated that public policy, regulatory and legal frameworks, and the recognition of the Internet as a vital tool and energetic power for economic, social, and cultural progress could all be challenges faced by a particular region, they said that laws and regulations that encourage digital transformation must be implemented by the government, which is responsible for creating and maintaining such an environment.

Hendrawan et al. (2024) listed many problems caused by digital transformation, such as a lack of capital for new technology investments, a shortage of human resources with digital skills, a lack of digital infrastructure, and, supreme significantly, a shortage of knowledge about the advantages and usages of digital technology, for MSMEs (Micro, Small, and Medium-Sized Enterprises), digital transformation (DT) is a complex and often challenging process. Lastly, the impact of environmental sustainability, particularly resource efficiency, is addressed by societal challenges (Beier et al., 2017).

Digital Marketing

Digital marketing is the practice of using digital technologies to promote products or services online. For marketers, businesses, and corporate entities in general, digital marketing has become essential, these days, a few clicks can bring anything to your door. The development of digital marketing (DM) began when marketers gradually saw a paradigm shift away from traditional marketing platforms and toward digital ones, which turned out to be a boon for their successful business growth (Parikh & Trivedi, 2021). Marketing is the term used to describe a company's efforts to market its goods and services to various consumers through advertising (Rosário & Cruz, 2019). From Todor (2016) perspective, traditional marketing refers to marketing strategies that were employed prior to the growth and extension of the internet. Digital marketing, as defined by the "American Marketing Association (2022)", is any sort of marketing that is conducted through electronic platforms with any kind of technology equipment. Digital marketing has been described differently in earlier research.

According to a study by Durmaz and Efendioglu (2016), digital marketing enables consumers to swiftly and easily acquire goods and services, compare similar products, and voice their thoughts about them, all of which speed up the purchasing process. According to Yamin (2017), the phrase "digital marketing" refers to the broad practice of endorsing goods and services through digital technology, mostly the Internet, but also mobile devices, display ads, and other digital media. Rahman et al. (2018) argues that online shopping denotes to E-commerce for acquiring products or services straight from the merchant over the Internet, and the Internet-based business model or the "click and order" model has superseded the conventional company paradigm.

In the recent world, digital marketing is vital for growing and increasing sales of products or services as a new marketing type, in order to reach the target market, digital marketers employ digital channels, social media, mobile marketing, and email marketing. Businesses have adapted to leveraging technology and digital channels to carry out marketing operations. (Tümer et al., 2019). Social media platforms like Facebook, YouTube, LinkedIn,

and Twitter allow consumers and marketers to interact and promote the purchase of goods and services (Al-azzam & Al-Mizeed, 2021). By combining digital marketing strategy with real-time data, artificial intelligence, and machine learning algorithms, businesses can now provide highly targeted and customized content and products (Vieira et al., 2023). Digital marketing transitioned from direct marketing and interactivity to co-creation and co-production processes, leveraging social media and customer-to-customer platforms (Zahay, 2021). Additionally, since most people are addicted to various platforms, digital marketing makes it easier to reach a larger portion of the population and enables businesses to target a large audience regardless of their location, it also aids in the exploration of new markets (Rosário & Cruz, 2019).

Digital Marketing Dimension

Different viewpoints have been held by researchers and marketing experts when describing the components of digital marketing. By influencing consumers through a variety of interaction channels, including social media, mobile applications, blogs, emails, and even search engine optimization (SEO) tools, DM is a new technology in the field of online marketing, the goal of DM is to communicate closely with the target consumers in a variety of ways that convey the advertisement (Dastane, 2020).

However, Sharma et al. (2022) identified dimensions of DM, including search engine marketing, social media marketing, content marketing, and display advertising, as well as (new trends) like influencer marketing, interactive marketing, visual search, and personalization. As stated by Kalra et al. (2023), digital marketing encompasses a number of tactics, such as influencer marketing, mobile marketing, paid advertising (PSA), social media marketing, email marketing, content marketing, and search engines.

Based on Getaruelas and Gnanakumar (2023), four DM variables were found: online advertising, social media, email marketing, and mobile marketing.

The Relationship between Digital Transformation and Digital Marketing

The World Wide Web and the Internet have revolutionized every aspect of the company's operations, the marketing function has changed the most in recent years. In the opinion of Caliskan et al. (2020), DT has the potential to transform all facets of business, particularly marketing.

Indeed, in the modern day, the relationship between DT and marketing has gained importance. According to Ciopp et al. (2023), the COVID-19 pandemic has caused significant changes in business and customer relations, requiring businesses to adjust their marketing tactics by heavily utilizing digital technologies. New technologies such as artificial intelligence and cognitive computing have been adopted by companies as a result of the transformation of digital marketing, and these technologies are influential factors that change behaviors, interactions and experiences in the future and help companies make significant gains throughout the value chain (Loebbecke & Picot, 2015).

Digitization refers to any changes in a company's business model that come from the integration and growing use of digital technologies; it also includes the process of converting analog data and information into digital form, as a result, the concepts of digital transformation and digital marketing are closely related (Janevski et al., 2023).

The Internet has been used by businesses ever since it was discovered, and as a global medium, it is regarded as the most innovative marketing tool (Salehi, 2011). According to Krishnamurthy (2006), both traditional and electronic marketing are important tools for influencing people to trade, and digital marketing is the newest method for attracting customers using new technologies through the Internet and information-related technologies to carry out marketing activities, traditional marketing, on the other hand, uses communication in traditional channels to attract customers in order to meet their desires. Businesses have changed the way they do marketing by converting traditional marketing into digital marketing, which improves how they build good relations with their clientele to meet their desires, Digital marketing is a crucial marketing development phenomenon used by marketers to create effective strategies and campaigns to present their products or services to customers (Bajrami et al., 2022). Since the internet world requires additional marketing expenses, the role and approach of traditional marketing is still a rule in this new era and serves as the foundation for creating an effective marketing strategy. Without it, all the benefits of online marketing will become even more burdensome (Suleman et al., 2022).

According to AMA (2022), customers are gradually selecting to purchasing goods online as opposed to in-store, as a result of the effectiveness and integration of digital platforms. Chopra et al. (2020) Digital marketing allows individuals to share opinions on products or services, influencing behavior and buying decisions, unlike traditional marketing where professionals recommend products or services. Rathore (2019) claims that social media outreach, multi-channel marketing, and consumer analytics are some of the ways that digital revolution affects marketing strategy.

Finally, Parikh and Trivedi (2021) discovered that by implementing digital transformation strategies, businesses not only increase sales but also win over both customers and employees, Transitioning from traditional marketing to digital marketing can enhance value creation and customer satisfaction, thereby preserving businesses' competitive edge and demonstrating their skills effectively.

Author(s)	Objectives	Major terms in study
Hendrawan et al., 2024	To analyze the potential and obstacles in MSMEs' digital transformation, In addition to efficient technology management strategies.	Digital Transformation, Msmes, Technology Management, Operational Efficiency, Market Access.
Melanyina at et., 2024	To comprehend the aspects of the Middle Eastern economies' digitalization.	Digitalization; Digital Economy; Digital State
Fan et al., 2023	To comprehend how different kinds of businesses are affected differently by digitization.	Digital transformation, Technology innovation, Industry competition, Institutional environment.
Cioppi et al., 2023	By identifying the key themes and viewpoints, present a methodical analysis of the vast and dispersed literature on marketing and digital transformation.	Digital transformation and marketing.

Abdullah et al., 2023	To presents a systematic literature analysis on the relationship between digital transformation and sustainable business performance, also to highlight the impact of digital transformation on the business performances of the entrepreneurs.	Digital Transformation, Sustainable Business Performance, Sustainability, Systematic Literature Review (SLR).
Janevski et al., 2023	To comprehend business model theory and the ways in which business model advancements have been facilitated by digital technologies. The advantages, difficulties, solutions, and resources from writers and nations that have so far contributed to the topic's development are also highlighted.	Digital transformation, business, growth, digital technologies.
Bist et al., 2022	To comprehend a company's marketing strategy for digital transformation.	Digital marketing Management, Transformation, Green technology, Artificial Intelligence.
Hai et al., 2021	To comprehend a company's marketing strategy for digital transformation.to aid in the interpretation and exploration of how digital transformation is perceived, how it develops cognitively, and to pinpoint the advantages of the process.	Digital Transformation; Opportunities and Challenges; Emerging Countries; Covid-19 Pandemic
Parikh & Trivedi, 2021	Lists some of the most significant and influencing elements that typically propel the digital marketing revolution in order to find better chances for the prosperous expansion of businesses and enhanced customer satisfaction.	Customer satisfaction, digital transformation, and digital marketing Digital technology, value creation, services marketing, and the seven Ps of marketing
Melović et al., 2020	To figure out how Montenegro's digital revolution affects business utilization of digital marketing and to ascertain how this idea affects brand positioning and promotion.	Electronic services, brand, digital marketing, digital transformation, and electronic business
Rathore, 2019	to investigate how digital transformation affects many aspects of marketing, such as customer insights, segmentation, targeting, and positioning, as well as how it affects contemporary marketing management strategies.	Digital Transformation, Consumer Behaviour, Mobile Marketing
Rosário & Cruz, 2019	To identify the factors that influence innovation in digital marketing while elucidating the benefits and drawbacks of technology.	Digital marketing, social media, marketing, and the future of digital marketing.
Tratkowska, 2019	To determine what factors influence innovation in digital marketing to examine the definitions of digital transformation that are already in use and organize the consequences for new	Digital transformation, digitization, VUCA, Digital Maturity Mode.

	business models and project implementation. Additionally, to highlight the benefits and drawbacks of technology, the literature review's primary goal was to offer insight into the theoretical underpinnings of digital transformation through digitization and current megatrends in the VUCA world.	
Mergel et al, 2019	Using expert interviews, an empirical definition of digital transformation will be presented, together with a conceptual framework outlining the causes, methods, and anticipated results of digital transformation in the public sector.	Transformation to digital Digitization Digitalization Expert interviews on digital government The grounded theory
Quinn et al., 2016	The authors analyze how decisions about selecting strategic target markets are made, challenged, and influenced by the rapidly evolving technological landscape. They critically evaluate the implications of these developments for the role of marketers and the overall function of marketing within organizations.	Target-market strategy, analytics, digitalization, and big data
Henriette et al., 2016	To gain a deeper comprehension of the transformation process.	Digitalization, Digital Technology, User experience, Transformation
Parviainen, 2016	Explains the initial iteration of the digital transformation model, which aims to assist businesses in managing the changes brought about by digitization in a methodical manner.	Digitalization; digital transformation; systematic change; case studies; transformation method.

Discussion

Digital transformation has a widespread effect on several business aspects, and marketing scope is one of them. The launch of digital technologies has a major change in marketing areas, so, the researchers noticed this transformation has consequently led to businesses restructure rules and ways in introducing their products and dealing with their customers, thus must companies change the traditional paradigm of marketing to digital marketing. Changing in digital environment actually has serious consequences of how marketing is practiced, in addition to marketing function as a subordinate domain of management. The market has grown to such complex status, which has resulted in several change, digital marketing was the greatest change that occurred in traditional marketing, which led to the reinvention of marketing strategies, therefor altered to adapt to these changes.

Today internet is the most powerful asset that companies must take into consideration, so companies forced to understand innovation in digital marketing infrastructure, in addition to that technology is necessary to keep businesses ahead of market competitors, therefor the basic idea behind marketing is to establish powerful messages that attract customers and keep them for a long time. However, in digital marketing, messages now include several tools

such as online advertising, mobile marketing, social media engagement, digital content, SEO optimization, etc, for acquisition and retention customers. Information is everywhere today, decades ago, marketing was just selling. Nowadays, it's about finding the suitable customers and build strong relationship with them, customers now are more smart and research products in split time according to advent technology. Finally, with the growing importance of the digital arena, we should identify possible areas and shed light to it, such as the importance of marketing and the major role of digital marketing in the consumer decision making purchase process; its ability in consumer opinion formation

Conclusion

Digital marketing become the core strategy for many businesses, even small business have been forced to adopt digital marketing for their products and services. Digital technology, through e-commerce platform, opens more opportunities to reach a wider market locally and internationally. The literature review offered critical and constructive insights on how digital transformation and digital marketing are related and how digital transformation has important role in the marketing discipline. There for internet as a tool of global digital communication is evolving constantly. So, every entity which wants to achieve profit must adapt digital marketing. Social media platforms such as Facebook, Instagram, and TikTok offer powerful tools for marketing and customer interaction, it also helping to build brand awareness, reach wider audience, more over interact directly with customers during their posts, stories, and paid advertisements. Digital technology offers analytical tools for companies to understand markets, adjust marketing strategies, and gain insights into consumer behavior and trends. It also helps companies build customer relationships, gather real-time data, and create personalized campaigns. Digital transformation has transformed consumer engagement and marketing strategies, enhancing sales opportunities and enabling companies to make strategic decisions based on accurate data.

Recommendations

This paper provides recommendations for businesses to navigate the digital era, based on research on the intersection of digital transformation and marketing.

- To create a dependable brand experience, personalized messaging across all platforms, and customer engagement, businesses in the digital age should interact with customers on a variety of digital platforms, including online storefronts, social media, email, and mobile apps.
- Customizing products and services to each customer's needs and improving their relationship with them is made possible by digital transformation, which gives firms access to customer data that can be used to increase client relations.
- The digital revolution has made it possible for businesses to establish a powerful social media presence with a wide audience. Through direct customer interaction, they may get feedback, maintain relationships, and increase brand exposure.

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