

## MARKETING ANALYTICS IN THE ERA OF DIGITAL-BASED MARKETING STRATEGY

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### Abstract

This groundbreaking study delves into the intricate realm of digital marketing analysis, which entails the systematic collection and scrutiny of data pertaining to digital marketing endeavors. With a novel focus on elucidating the economic ramifications of digital marketing on sales augmentation, the research employs an innovative approach. Leveraging an exhaustive literature review drawn from national and international journals, the study illuminates the transformative impact of digital marketing, particularly in the context of burgeoning online markets. Employing the PRISMA methodological framework, researchers meticulously navigated through the identification, screening, feasibility, and finalization phases to distill a comprehensive understanding of the topic's scope. With a laser focus on "Marketing Analytics," the study hones in on publications resonating with this thematic emphasis, culminating in the identification of 330 pertinent publications devoid of duplicates. Delving deeper into the findings, the study unveils a notable surge in sales success amidst the Covid-19 era, underscoring the pivotal role of digital marketing in navigating unprecedented market dynamics. Furthermore, the research uncovers a nuanced interplay between various elements of the e-marketing mix e-product, e-price, and e-promotion and their influence on e-trust, offering valuable insights into consumer behavior in digital marketplaces. As the study draws to a close, it advocates for a visionary paradigm shift in digital marketing strategies, emphasizing the imperative of enhancing customer engagement and trust-building initiatives. Ultimately, the research underscores the indispensability of digital marketing in contemporary business landscapes, reaffirming its efficacy in fostering consumer engagement, driving sales, and nurturing enduring brand-consumer relationships.

**Keywords:** Business, Internet, Marketing, Market, Pandemic



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## INTRODUCTION

The advent of digital marketing has revolutionized the way businesses interact with their customers. The market era began after 2010 and has seen significant changes in the way companies operate, with digital marketing playing a significant role in this transformation. This chapter aims to provide a theoretical framework for understanding the impact of digital marketing in the market age. Digital marketing uses digital channels, such as social media, search engines, email, and mobile devices, to promote products or services. This has become essential to modern marketing strategies, allowing businesses to reach a wider audience and engage with customers in real-time. Digital marketing encompasses a wide range of activities, including search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, and content marketing (Piranda et al., 2022; Dwivedi et al., 2021; Mehralian & Khazaei, 2022; Tuten, 2020).

The market era refers to today's business environment characterized by intense competition, rapid technological change, and shifting consumer preferences. In this era, businesses need to be agile and adaptable to survive, as they face constant pressure to innovate and differentiate themselves from their competitors. The market era is also marked by e-commerce, changing the way consumers shop and interact with businesses. Digital marketing has had a significant impact on the market age, allowing businesses to reach a wider audience and engage with customers in new ways. Some of the main ways in which digital marketing has influenced the market era include (Khanom, 2023; Elizabet, 2022).

Facing a pandemic that significantly affects many elements of Indonesia, including the economy, is one of the difficulties in carrying out economic activities. Many company owners, traders and entrepreneurs whose operations are becoming more silent every day due to the COVID-19 epidemic. There have been several initiatives to rebuild economic stability. Using technology today is one of the strategies to manage a company during a pandemic. As we all know, that technology has advanced rapidly. Financial recovery measures are critical as the COVID-19 outbreak has contributed to many economic problems. The government implements comprehensive fiscal and monetary policies to boost the country's economy. The government also allowed Rp 695.2 trillion from the state budget for economic recovery. The COVID-19 epidemic has caused several financial problems. Thus, measures to revive the economy are crucial. The government adopted comprehensive fiscal and monetary measures to revive the national economy. The government also allowed Rp 695.2 trillion from the state budget for economic recovery. Regarding the Industrial Revolution 5.0 which is the driving force behind the rampant era of market digitalization, on the other hand, e-commerce in Indonesia is also in the growth stage. As post-pandemic adjustments become the new standard, more products and services are being bought and sold online as businesses and customers "go digital." This led to a growth in the e-commerce portion of global retail trade from 14% in 2019 to 17% in 2020. Moreover, now that pandemic-era limited mobility practices must remain to meet financial requirements, digitalization is still advancing (Al Aziz et al., 2022; Syaputra, 2021; Haryani et al., 2022; Krisgaharu & Kusuma, 2022; Sari & Rani, 2021).

Digital marketing analysis involves systematically collecting and analyzing data related to digital marketing activities. It aims to provide insight into the effectiveness of digital marketing campaigns and inform decision making. Digital marketing analytics can be done using a variety of tools and techniques, including web analytics, social media analytics, and customer relationship management (CRM) systems (Amaliyah & Witiastuti, 2015; Zhou et al., 2021).

Several important drivers have contributed to the growth of digital marketing in the market era. These include (1) Technological advances. The rapid pace of technological change has allowed businesses to reach their target audience more effectively and efficiently through digital channels. New technologies, such as artificial intelligence (AI) and machine learning, are also enabling businesses to personalize their marketing messages and improve customer experience. (2). Changing Consumer Behavior. Consumers are increasingly using digital channels to research and purchase products. This has created new opportunities for businesses to reach their target audience through digital marketing. (3). Increased competition. The market era is marked by fierce competition, with businesses vying for consumer attention. Digital marketing has become an important tool for businesses to differentiate themselves from competitors and reach their target audience more effectively. (4). Digital Marketing Challenges in the Marketplace Era (Al Aziz et al., 2022; Lie et al., n.d.).

Despite the many benefits of digital marketing, businesses face several challenges in the market age. This includes: (1). Data Privacy and Security. As businesses collect more data about their

customers, there are growing concerns about data privacy and security. Businesses must ensure they collect and use customer data responsibly and ethically. (2). Ad Fraud. Ad fraud is a growing problem in the digital marketing industry, with businesses losing billions of dollars each year due to fraudulent advertising practices. Businesses must protect themselves from ad fraud and ensure their advertising dollars are spent effectively. (3). Ad Blocking. Ad blocking is becoming increasingly popular among consumers, with many using ad blockers to avoid annoying or irrelevant ads. Businesses must find new ways to reach their target audience and engage with them meaningfully (Singla & Mallik, 2021; Wahyono & Hutahayan, 2021).

To understand Digital Marketing Analysis in the Marketplace Era, methods are used by comparing research on sales developments in Indonesia both during and after the pandemic and the advancement of digital marketing. The journals used in the literature review are sourced from supplier databases of relevant national and international journals to develop digital marketing in light of the emergence of online markets. This research argues how digital marketing affects economic life in Indonesia. Thus, the hypothesis proposed is that sales will experience negative impacts due to the pandemic and the position of digital marketing in helping to increase economic activity.

Digital marketing has made it easier for businesses to enter new markets and compete with established players. This has increased competition, as businesses have had to work harder to differentiate themselves and stand out in a crowded market. Digital marketing has allowed businesses to engage with customers in real-time through social media, email, and other channels. This has allowed businesses to build stronger customer relationships and gain valuable insights into their preferences and behaviors. Digital marketing has made it easier for businesses to target specific audiences with marketing messages. This allows businesses to create more personalized and relevant marketing campaigns, which are more likely to resonate with customers. Digital marketing has allowed businesses to track and analyze their campaigns more effectively. It allows businesses to measure the effectiveness of their marketing efforts and make data-driven decisions about future campaigns. Digital marketing has greatly influenced the market age, allowing companies to reach a wider audience, engage with customers in new ways, and gain valuable insights into their preferences and behaviors. Digital marketing will remain essential to modern marketing strategies as the business environment evolves. Some of the research above shows that there has not been a study that discusses and conducts digital marketing analysis and, in this article, shows a novelty where discussions related to this matter have not been found.

## METHODOLOGY

A bibliometric approach was applied in this study to explore the integration of technology in higher education and its relevance in the Philippine context. Recently, bibliometric analysis has gained popularity as a rigorous method for reading, evaluating, and assessing the literature. This approach may effectively identify significant research, authors, journals, organizations, and nations across time, as well as offer a broad overview of voluminous academic literature (Lee et al., 2020). In contrast to other techniques of review, bibliometric analysis takes a macro-level approach and usually displays the dynamics and structure of an area of study (Öztürk, 2021). The field's dynamics and evolution, as well as the relationships between authors, publications, and word concepts inside it, may all be examined from a wider angle using bibliometric analysis. The method and procedures represent all the means that are followed in order to try to reach answers to the questions posed by the study by following specific methods and procedures to achieve this goal.

In pursuit of information related to "Marketing Analytics In The Era Of Digital-Based Marketing Strategy," the researchers chose to leverage the Scopus database because of its broad interdisciplinary scope. In this study, researchers used the PRISMA method design with an initial phase involving identification, followed by screening, feasibility and finally inclusion steps as shown in Figure 2. The first step is to identify relevant publications using a search string and remove identical or duplicate publications. The topic and scope is " Marketing Analytics ". This means that only publications with those words are selected for the advanced search process. There were 330 publications identified and no duplicates were obtained. The second step, screening is carried out in selecting publications in the subject and language fields. The chosen field of Digital marketing is part of this research and the language that must be in accordance with the needs of researchers is English because it is the most widely used international language in communication in scientific work. The only type of document required in the study is an article. After the screening process, 50 publications were

removed or excluded from the data because they did not meet the criteria, leaving only 38 publications. In the third phase, a total of 38 publications will undergo conformity assessment. Researchers will manually examine titles and abstracts to determine which publications align with digital marketing criteria, specifically focusing on research involving digital marketing. Only publications that meet these criteria will be included in the analysis of subsequent research discussions. At the end of this stage, two publications were excluded due to lack of relevance to the theme of the Digital marketing article. As a result, 38 publications remained. The purpose of this study is to explore trends and landscapes in research related to Digital Marketing. Therefore, all 38 publications were included to ensure the objectivity of the interpretation results. This data was collected on October 13, 2023 during the inclusion stage. Descriptive analysis was conducted on publication trends related to Digital marketing using data from the Scopus database and bibliometrics. The graph depicts the number of publications and linear trend lines for each year over the past decade. Citation trends for these publications are checked annually, and average publication citations are calculated using Microsoft Excel. To determine the h-index and g-index, Harzing's Publish or Perish software used. This categorization reflects journals with publications that rank above a certain threshold. The distribution of publications by country is visualized using Microsoft Excel, creating a world map displaying the various concentrations of publications in different countries. To analyze the research focus, the co-occurrence of keywords related to Marketing Analytics In The Era Of Digital-Based Marketing Strategy was examined using Scopus database data, which underwent preprocessing. Shared keywords are visualized using software to determine a prominent research theme.

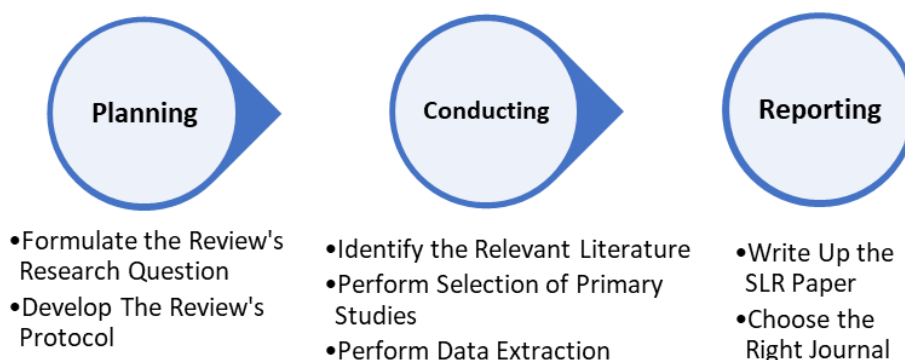


Figure 1. Stages of Systematic Literature Review

The descriptive approach was used analytically, and that duet is due to its suitability for this study. The study population consisted of all students at Jordanian universities different. The study sample was distributed electronically through the use of social media such as Facebook. A random sample of students in Jordanian universities reached (1367) questionnaires. When it was done, we recovered (1164) questionnaires, and after excluding the missing and incomplete questionnaires, we left with the (1000) Questionnaire, which was correct. Table (1) next shows the distribution of sample members according to the study variables.

## RESULTS AND DISCUSSIONS

Homeowners may anticipate more from the smart homes as HEMS-IoT integrates big data and machine learning techniques into its service layer, especially with regard to energy management (table 1). In order to spot trends in energy use and learn more about the variables affecting these patterns, this part examines the data that HEMS-IoT gathered for the case study. Addresses this section presentation of the results reached by the researcher through the response of the study sample members about the reality of university distance e-learning and its impact on educational outcomes according to the study's questions and hypotheses and in light of treatment the Data statistically communicated study for the following results:

The findings of open, selective, and axial coding suggest that the Mendeley and PRISMA programs are essential for journal classification tools. There may be areas where empirical literature and research on sentiment analysis in case studies and data sources can be improved. In its most basic form, open coding is a concept discovery process in which data is divided into parts and contrasted to identify

similarities and contrasts. Second, categories are arranged based on selective coding with a research focus. In addition, the types and subcategories depending on the prevailing idea are used in axiomatic coding. Mendeley software is the first step in the journal categorization process when compiling similar articles based on the topic sought. Journal research is then compiled from reputable online journals and arranged based on the topic of the article and the year of publication. Journals that compare topics and arguments are then combined using PRISMA tools. Figure 2 shows a list of journals on the Mendeley program.

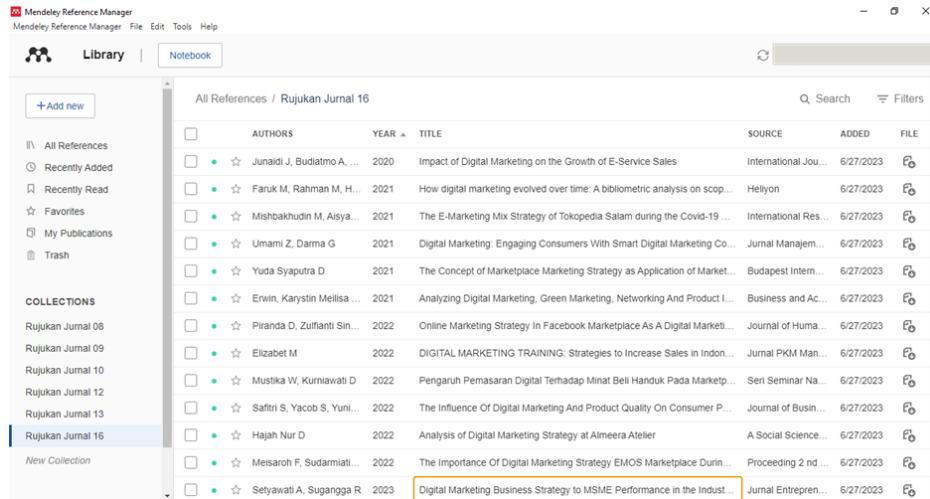


Figure 2. List of journals to be analyzed and discussed.

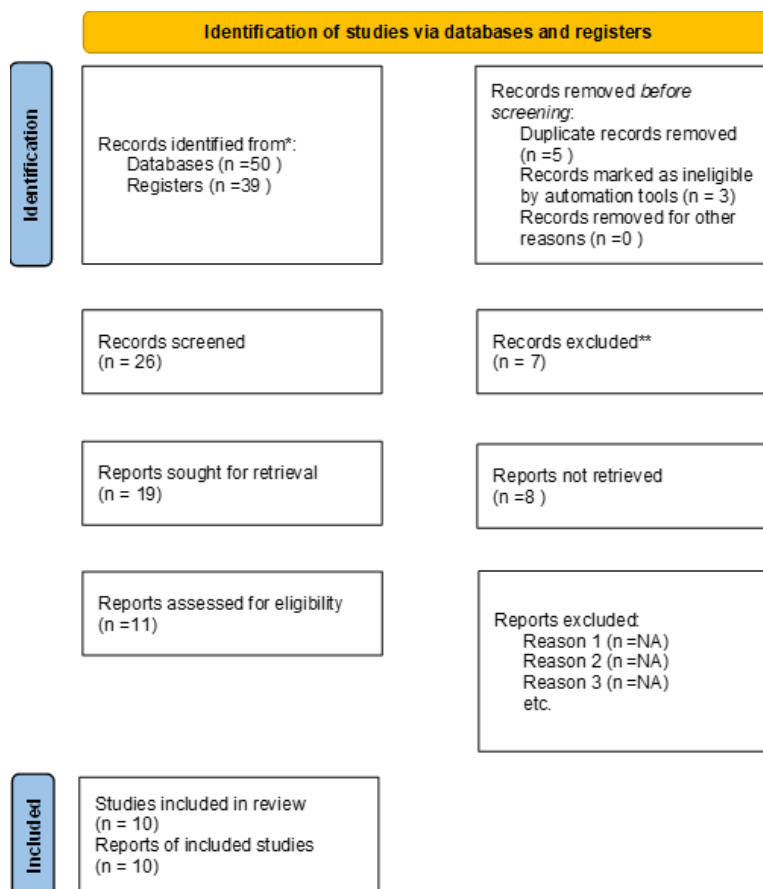


Figure 3. List of journals to be analyzed in PRISMA.

After the research process, data were collected in a variety of ways, ranging from extensive information to information, including semi-participant observations, semi-structured interviews, and documentation. To obtain reliable findings, content analysis techniques of these posts are used. The



analysis will consist of considering, benchmarking, developing, and deciding to get the most significant results. To find reliable data, this data is also assessed systematically and critically. Topics related to post-pandemic economic development, the use of digital marketing, and modifications in increasing sales in the market will be discussed along with data related to the main emphasis of the study. Table 1 displays the research findings and some of the techniques used.

Table 1. List of Journals in Literature Review

Author	Title	Design	Respondents	Research Procedure	Result
J. Junaidi, Agung Budiarmo, Febrianty, Ihdina Agustina and E. Laxmi Lydia (2020)	Impact of Digital Marketing on E-Service Sales Growth	Descriptive Qualitative	The levels taken in this study are as follows: examining the three external elements, analyzing the 7c buyer interface, and analyzing contemporary Frodo's digital advertising and promotion strategies.	It examines embracing the advertising mix, which would be virtual environmental awareness. In addition, it adds a dimension system for judging; However, an expanded body of methods liquidated the digital marketing space. After studying those factors, this abstract framework should find reason inspiration and fix the problems that startup organizations have; Business enterprise improvement strategy. Then this research can provide some development for their virtual marketing approach to achieve faster growth.	Virtual marketing is growing rapidly, not only in Asian countries but at some stage. While all the different companies are struggling with a 5-10% value boom, virtual advertising companies are booming and have increased half-hour fees for the remaining year. The anticipated increase for 2016 is four hundred. Also, the most important part is that boom costs do not aim to stagnate in the coming years. As a result of the number of web customers increasing every day, e-commerce businesses are also growing rapidly. Companies are shifting their marketing finances from regular advertising to digital advertising techniques. Research shows that the number of shoppers in online World Health Organization stores in the Asian country all said the possibility of passing one hundred million with persecution in 2017, and the e-retail market is expected to increase to sixty-5 by 2018
Mohammad Faruk, Mahfuzur Rahman, Shahedul Hasan	How digital marketing evolved: Bibliometric analysis on the Scopus	Descriptive Qualitative	925 papers were published between 2000 and 2019	Review articles on digital marketing to identify top themes, determine the current status of research in	These results show that, on average, 2.18 authors have contributed to each paper on digital marketing, and the collaboration index is 2.71. The top contributing countries in the field of digital marketing are the United States, India,

Author	Title	Design	Respondents	Research Procedure	Result
(2021)	database			digital marketing, and show how influential the work has shaped it	and the United Kingdom. The study also identified three dominant groups in digital marketing research, for example, 1) strategic planning with digital marketing, 2) mobile marketing with app development, and 3) dealing with customer demographic profiles.
Muhamad Mishbahudin, Muniaty Aisyah (2021)	Tokopedia E-Marketing Mix Strategy Greetings during the Covid-19 Pandemic	Descriptive Qualitative	150 respondents	Analyze the effect of e-marketing mix on e-product, e-price, e-place, and e-promotion variables on consumer decisions through e-trust in Tokopedia Sharia marketplace Greetings during the Covid-19 pandemic. The sampling method used is purposive sampling.	Significant direct influence between e-marketing mix variables, namely e-product, e-price, and e-promotion, on e-trust, except for e-place. Meanwhile, only e-promotion and e-trust variables significantly directly influence consumer decisions. The research also shows that e-products, e-prices, and e-promotions indirectly influence consumer decisions through e-trust, except for e-places. Tokopedia Salam with its various sharia characteristics is expected to provide other offers during the pandemic with things that are more familiar to marketplace customers, such as primary products, competitive prices, multiple promotions, and free shipping.
Zakiya Umami, Gede Sri Darma (2021)	Digital Marketing: Engaging Consumers With Smart Digital Marketing Content	Descriptive Qualitative	Managers and Customers	The type of data used is primary data that obtained directly from informants, and secondary data collected from the Internet in the form of articles, books and journals. Data Collection techniques including observations, in-depth interviews via Zoom meetings conducted to	One of the restaurants located in Kuta named Maisyaroh, despite the advancement of digital technology, has not optimized the use of technology well. Though it can actually affect competitive advantage. In addition, a qualitative descriptive approach was used in this study, while data collection techniques were carried out through observation, in-depth interviews using zoom meetings, and documentation. The results state that the promotion uses Instagram. Paid (IG) and promotion can increase brand awareness and buying interest.

Author	Title	Design	Respondents	Research Procedure	Result
Dwi Yuda Syaputra (2021)	Marketplace Marketing Strategy Concept as Marketing 4.0 Application	Descriptive Qualitative	Social media and marketplaces	comply with the new usual policies due to the covid-19 pandemic) and documentation The research method used is to analyze directly Tokopedia.com Marketplace through <a href="https://www.similarweb.com">https://www.similarweb.com</a> website and through analysis of framework approaches to implement Marketing 4.0 as a research indicator.	Marketing strategies applied in the Marketing 4.0 era adjust to digital technology and customer behavior today. Networks on the internet are interconnected, ranging from the online shop marketplace itself, social media networks, and Google search engines, to optimizing marketing, ranging from how to stimulate potential customers, make customers remember products and services, provide information and make customers become customers. This research discusses that loyal customers and businesses must have digital skills and knowledge. This research is general in nature Concepts that business actors can do in their online shop.
Erwin, Yuyun Karystin Meilisa Suade Winarto Poernomo (2021)	Analyzing Digital Marketing, Green Marketing, Networking, and Product Innovation in Sustainability Business Performance, Silk Cluster in Polewali-Mandar, West Sulawesi	Descriptive Qualitative	30 silk businessmen	The instruments in the questionnaire are measured using the Likert scale (5 scales), while the variables are 1) Independent Variables consisting of Digital Marketing, Green Marketing, Networking, Product Innovation, 2) The Dependent Variable is Business Sustainability Performance. The analysis used in this	The results show that only Products. Innovation has a positive and significant effect on Business Sustainability Performance ( $\beta = 0.328$ ; = 0.022), whereas Digital Marketing has positive but the impact was not significant ( $\beta = 0.025$ ; = 0.445), had a positive effect for the Negative but not significant Network ( $\beta = -0.030$ ; = 0.434), and Green Marketing had a negative and significant impact on Sustainability Business Performance ( $\beta = -0.277$ ; = 0.046).



Author	Title	Design	Respondents	Research Procedure	Result
Dea Resti Piranda, Dessy Zulfianti Sinaga, Erga Eka Putri (2022)	Online Marketing Strategy on Facebook Marketplace as a Digital Marketing Tool	Descriptive Qualitative	Social Media	study was Partial Least Square Structural Equation Model (PLS-SEM). His descriptive research uses library methods. Based on the findings, Facebook social media can be said to have complete features because of its users Can communicate with others, share videos, create groups or associations, create schedules together, and so on.	Facebook has significant uses in marketing a product, namely with various advantages such as easy access, the number of social media users, determining the focus of market segmentation that can be adjusted to the target, feedback on products sold to buyers, the ability to connect communication between sellers and buyers, and unlimited use of Facebook certainly saves various forms of promotion that previously cost money before the emergence internet as well as the Facebook platform.
Shelli Safitri, Syahmar di Yacob, Yenny Yuniarti (2022)	The Influence of Digital Marketing and Product Quality on Consumer Buying Interest in the Shopee Marketplace During the Pandemic	Descriptive Qualitative	100 respondents	analyze the influence of Digital Marketing and Product Quality on consumer buying interest in SHOPEE Marketplace during simultaneous and partial pandemics. In addition, it aims to determine which factor is more dominant in influencing consumers' buying interest in the SHOPEE marketplace during the pandemic.	The results showed that Digital Marketing and Product Quality had a positive and significant effect on consumer buying interest in SHOPEE Marketplace during the pandemic simultaneously and partially. Product quality variables are more dominant in influencing consumer buying interest in SHOPEE Marketplace during the pandemic.

Author	Title	Design	Respondents	Research Procedure	Result
Firda Meisarih, Sudarmiatin, Agus Hermawan (2022)	The Importance of EMOS Marketplace Digital Marketing Strategy During the Covid-19 Pandemic	Descriptive Qualitative	Field Sales Supervisor	This study consistently evaluates and classifies the literature and references in Digital Marketing by adopting qualitative methodologies and seeking to analyze and assess systematically. This literature is To show evidence of how Digital Marketing strategies play an important role in increasing sales	The results of this study show that the application. EMOS Marketplace is an excellent tool for Digital Marketing in line with the increase in EPM sales. The results show that sales achievements have increased in the Covid-19 era. Suggestions for future research topics recommend visionary models to implement Digital Marketing more successfully.
Amelia Setyawati, Rayyan Sugangga, Farij Ibadil Maula, Adelia Rahma (2023)	Digital Marketing Business Strategy to MSME Performance in the Industrial Revolution 4.0 Era	Descriptive Qualitative	Distribution of Owners and Staff	Examining how digital marketing helps SMEs in the industrial era 4.0. Seeing the phenomenon that is currently mushrooming in the world of SMEs is really interesting and uniquely, strategies for SMEs with technology need to be studied, therefore it is necessary This study used qualitative descriptive method	Based on the results of research that has been interpreted with previous relevant research, apparel SMEs in the industrial era 4.0 require conventional to digital growth strategies. Tokped, Shopee, WhatsApp Business, and Instagram show that merchandise distortion has grown. Distortion works with small or independent. Bands with fans to create a sales environment. Merchandise band distortion supports pressure, Goods and shipping, as well as buying and selling. On the other hand, Awesam is active on Marketplaces and social media, from Tokped, Shopee, Lazada, Instagram, TikTok, and WhatsApp Business to the website Awesam, which tops the list when it comes to "regular and bad clothes."

Due to the limitation of direct contact, the Covid-19 epidemic has hindered the promotion of a product to the general population as a result, the effectiveness of using digital marketing has increased. Everything that is now available can be accessed online, including digital marketing operations.

Promotion through media, including print, broadcast, and social media, is one of the strategies used in digital marketing. Because of this, businesses compete to provide engaging content that will entice consumers to buy the goods they sell. Using digital marketing to sell goods or services has several advantages, including rapid spread and a larger audience, which increases the chances of introducing products to customers. In addition, digital marketing is much cheaper and more effective than traditional marketing. The epidemic has not deterred companies from promoting through digital marketing when considering the many advantages brought by its utilization. Internet marketing to sell products was a very efficient way to attract customers even before the epidemic.

Marketing analytics plays a crucial role in the era of digital-based marketing strategy. It helps businesses make data-driven decisions, measure the effectiveness of their marketing efforts, and optimize their strategies for better results. Marketing analytics provides valuable insights into consumer behavior, customer preferences, and market trends in the digital landscape. This data-driven approach allows marketers to tailor their marketing campaigns, target specific audience segments, and allocate resources effectively. By leveraging marketing analytics, businesses can track and analyze various metrics such as website traffic, conversion rates, customer engagement, and ROI. These insights enable marketers to optimize their digital marketing strategies, identify opportunities for improvement, and allocate resources more effectively. Source: "Marketing Analytics in The Era of Digital-Based Marketing Strategy" Unknown Marketing analytics in the era of digital-based marketing strategy is crucial for businesses to stay competitive and achieve success. By analyzing data from various sources such as social media, website analytics, and customer behavior, businesses can gain valuable insights into their target audience and make informed decisions to enhance their marketing efforts. Furthermore, marketing analytics helps businesses track the performance of their marketing campaigns, measure the return on investment, and identify areas for improvement. With the increasing reliance on digital platforms for marketing, it is essential for businesses to leverage marketing analytics to understand their audience and optimize their strategies. By doing so, businesses can create personalized and targeted marketing campaigns that resonate with their customers, drive engagement, and ultimately lead to better business outcomes."Marketing analytics in the era of digital-based marketing strategy is crucial for businesses to stay competitive and achieve success. By analyzing data from various sources such as social media, website analytics, and customer behavior, businesses can gain valuable insights into their target audience and make informed (Erwin et al., 2021; Meisaroh et al., 2022).

Various strategies were used during and after the epidemic to increase sales when trading offline online. Researchers with various approaches have conducted several studies on the growth of digital marketing and the ability to compete in today's market. Research conducted by related marketing or virtual advertising states that the rapidly growing virtual market in Asian countries is a sign that the conversion speed is out of control. All evaluations and polls globally show that digital advertising has a lot of room to grow in the following years. Asian kids are amazing, very friendly. Mobile gadgets are predicted to reach nearly three billion devices worldwide. As more and more extended family members use high-quality mobile phones, tablets, and other mobile devices, the flexibility of the mobile market continues to grow. It illustrates how modern technology allows the use of mobile devices and the Internet for various types of activities, including shopping. In addition, ads can be programmed to entice people to buy mobile phones (Junaidi, 2020; Lee & Cho, 2020; Hudders et al., 2019).

Academics also study the influence of digital marketing with many journal references used. According to academics and practitioners would benefit from a bibliometric examination of DM literature in various ways. The first benefit of this research is that it will provide academic academics and digital marketers with information about the developments, trends, and past of digital marketing. The publication will also include information on DM domains that have received the most attention, allowing academics to pinpoint areas that still require additional investigation. Data reveals that the most common keyword in most studies is digital marketing. Along with DM, other topics such as consumer behavior, social networking, machine learning, big data, advertising, mobile marketing, web 2.0, branding, and so on should also be researched. Secondly, the study shows that research on DM has garnered a lot of attention since 2010 due to the expansion of the internet and social media. Global businesses are increasingly focusing on digital marketing as an effective brand communication instrument as social media tempts consumers to speak for brands (Faruk et al., 2021; Goode et al., 2017; Goode et al., 2017; We Are Social, 2021; Wirtz, Jochen, 2021).

As regards pandemic marketing methods, which have survived to the present and continue to grow in digital marketing. This research aims to analyze the impact of digital marketing on the strategic

alignment of businesses and show how to use EMOS Marketplace's excellent digital marketing capabilities through increasing EPM sales. The results show that sales success has increased during the Covid-19 period. The visionary paradigm for implementing digital marketing more successfully is suggested as a focus for future research. The study found that, except for e-places, there was a direct and statistically significant relationship between the three elements of the e-marketing mix—e-product, e-price, and e-promotion—and e-trust. However, only electronic promotional factors and electronic trustworthiness significantly influence the choice of customers directly. The findings of the study also show that except for e-place, e-product, e-price, and e-promotion substantially influencing customer decisions through e-trust. Another example of the application of digital marketing using social media and marketplaces has resulted in consumer buying interest in SHOPEE Marketplace during the pandemic being positively and significantly influenced both by digital marketing and product quality simultaneously and partially. During the pandemic, product quality factors are more important in determining consumers' desire to buy on SHOPEE Marketplace (Meisaroh et al., 2022; Safitri et al., 2022; et al., 2021).

In addition to maximizing the potential of social media to improve digital marketing, various studies related to the development of human resources as agents who run or market players in sales through digital marketing by researchers. Marketing tactics used in the Marketing 4.0 era adapt to digital technology and contemporary consumer behavior. Existing networks on the internet connect, starting with the online store marketplace itself, social media platforms, and Google's search engine, to optimize marketing, starting with how to attract potential customers, help customers remember products and services, offer information, and persuade customers to buy. Loyal customers and businesses must have digital skills and expertise, as highlighted in this study. The study is a broad idea that business people might use in their Internet stores. In addition, the potential utilization of social media, according to Tokopedia, Shopee, WhatsApp Business, and Instagram shows that merchandise distortion has grown. Distortion works with small or independent bands with fans to create a sales environment. Merchandise band distortion supports pressure, goods, shipping, and buying and selling. In addition, Facebook is widely used in product marketing because it offers several benefits, including easy access, a large social media user base, market segmentation that can be tailored to the target market, feedback from customers about the products they have purchased, the ability to connect sellers and customers, and the freedom to use Facebook without restrictions, which undoubtedly saves money on various forms of advertising that were previously expensive before the invention of the Internet (indicated, 2010; Piranda et al., 2022; Setyawati & Sugangga, 2023; Umami & Darma, 2021).

In the era of digital-based marketing strategy, marketing analytics plays a crucial role in understanding consumer behavior, identifying trends, and making data-driven decisions. By analyzing large volumes of data from various digital channels, such as social media platforms, website analytics, and customer relationship management systems, marketers can gain valuable insights into their target audience, their preferences, and their purchasing behaviors. These insights can then be used to optimize marketing campaigns, personalize messaging, and improve customer segmentation. Additionally, with the rise of digital advertising and the increasing use of social media platforms for marketing purposes, marketing analytics provides marketers with key metrics to measure the effectiveness of their digital marketing efforts, such as click-through rates, conversion rates, and return on investment. Marketing analytics should be a core component of every digital-based marketing strategy. It allows marketers to effectively track and measure the success of their campaigns, identify areas for improvement, and make data-driven decisions that drive business growth. By leveraging technology and data analysis tools, marketers can gain a deeper understanding of their target audience and tailor their marketing strategies accordingly. This will ultimately lead to more effective and personalized marketing efforts, increased customer engagement, and improved business performance. Moreover, marketing analytics enables marketers to accurately evaluate the ROI of their digital marketing campaigns and optimize their budget allocation for maximum impact. Overall, marketing analytics in the era of digital-based marketing strategy provides marketers with valuable insights and tools to enhance their understanding of consumer behavior, optimize marketing

## CONCLUSION

Due to health concerns, there has been a change in consumer behavior since the COVID-19 epidemic. Instead, it makes customers more likely to stay at home or do everything online, including work, teaching, and meeting demands. In addition, the growth of internet users has increased the

possibilities of digital marketing. However, other than that, whether there is a pandemic, digital marketing has advanced first. In addition, it can also be observed that social media marketing, especially Youtube, Whatsapp, Facebook, and Instagram in Indonesia, has a very high level of efficacy due to its great accessibility and wide use. According to various discussions, digital marketing was much more famous before the Covid-19 epidemic occurred. There is no question about the efficiency and profitability of how businesses create content that can entice customers to learn more about a product before making a purchase. As a result, digital marketing has been successfully implemented since before the epidemic.

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### AUTHOR CONTRIBUTIONS

Arifah Hidayati, statement of the problem and scientific supervision, development of conclusions. Victor Pattiasina, analysis and identification, description of the results. Ahmad Jamalong, contribution to the conclusions of the research. Ardian Arifin, critical analysis of literature, interpretation of research results, Witri Suwanto, collection of statistical data.

### CONFLICTS OF INTEREST

The authors state there is no conflict of interest." Any funding sponsor's role in the selection of the research project; research design; in the collection, analysis or interpretation of data; in scriptwriting; or in the decision to publish the results of this study.

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