

# A LITERATURE STUDY ON DIGITAL MARKETING STRATEGIES IN INCREASING SALES

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## Abstract

The rapid advancement of digital technology has led to the emergence of digital marketing as a fundamental aspect of the business world. It refers to a range of marketing strategies commonly employed by companies and other business entities nowadays to efficiently and economically promote their products. Employing digital technology in marketing is regarded as a more effective method for enhancing sales in companies or business entities. Sales are vital for ensuring the operational sustainability of the company, funding investments, and meeting financial obligations. Inadequate sales performance can subject a company to the peril of heightened credit risk and potential bankruptcy. This study utilizes a systematic literature review (SLR) approach to evaluate the efficacy of digital marketing strategies in improving sales. The researcher conducted a comprehensive analysis of 18 pertinent literature studies, scrutinizing them in relation to three specific research questions. The findings indicate that digital marketing has the potential to enhance sales for companies or business entities.

**Keywords:** *Digital Marketing, Marketing Strategy, Sales*

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## 1. INTRODUCTION

In the contemporary age, digital technology has emerged as a crucial foundation for human existence. Technology offers numerous conveniences for individuals to efficiently perform their daily routine activities. The advent of smartphones, laptops, and internet networks, as a consequence of technological advancements, has significantly impacted human society. These products have brought about changes in the way people work, access basic necessities and desires, and communicate. They have eliminated the need for face-to-face interactions when conveying messages, opinions, feelings, or influencing the thoughts of others (Jie et al., 2023). Furthermore, the presence of digital technology has revolutionized the realm of human labor, enabling individuals or collectives to operate without being constrained by physical limitations that impede their productivity (Adha, 2020). Both companies and workers can leverage digital technology to collaborate and accomplish predetermined operational objectives. The marketing department in a business agency is greatly influenced by technological advancements (Tirtayasa et al., 2021). In the past, marketing relied heavily on direct engagement between the company and the public, either through face-to-face interactions or by utilizing traditional print media such as brochures handed out by representatives.

In the modern age of technology, business owners often prefer to promote their products or services by leveraging digital media, including mass media and particularly social media platforms (Hamid, 2022). The selection of digital media for product marketing is driven by the substantial user base of digital media in the contemporary era. According to data from Annur (2023), Indonesia is projected to have a total of 213 million internet users by the start of 2023. This figure represents over 50% of Indonesia's population, which amounts to 278 million individuals. The substantial user base of social media platforms will facilitate companies in effectively promoting their products through posts that are visible to online users. In addition to their extensive user base, algorithmic systems owned by the digital realm offer companies the advantage of targeting their markets with greater precision. In the realm of commerce, augmenting sales is imperative for the ongoing viability of a business. Sales plays a crucial role in business by providing the necessary funds for operations and facilitating investments. If a company is unable to generate sufficient

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revenue to yield profits, it will face bankruptcy and become burdened with insurmountable debt (Santoso & Saphira, 2023). Despite the significant influence of the digital world on human life, particularly in the business sector and marketing field, it is crucial to conduct thorough research to understand the precise impact of digital marketing on a company's sales. Research examining the influence of marketing strategies on sales will offer a comprehensive analysis and assist readers in developing effective strategies to boost sales. In addition, developers and future researchers can utilize studies on the influence of digital marketing on sales to further investigate and advance research and innovation in the field of modernization's impact on economic sustainability. This is particularly relevant for companies that play a crucial role in maintaining public economic stability.

**2. IMPLEMENTATION METHOD**

The researchers employed the systematic literature review (SLR) research method to examine marketing strategies for company sales. SLR, or Systematic Literature Review, is a research methodology that evaluates, identifies, and interprets previously conducted research or literature reviews in order to obtain more precise answers (Latifah & Ritonga, 2020). The primary aim of SLR research is to identify, evaluate, and interpret relevant research findings that capture the researcher's attention (Aprillia et al., 2021). The SLR research method is implemented by following a series of steps, as outlined by Hadi and Afandi (2021): The process involves the following steps: 1) Identifying and selecting relevant literature; 2) Creating literature; 3) Assessing the quality of literature; 4) Determining the main topic; 5) Selecting the main topic; 6) Extracting data; 7) Evaluating the data; 8) Combining the data; and 9) Publishing a report.

In this study, the researcher employed three research questions and restricted the age of the journal articles to a maximum of five years. This was done to ensure the research's relevance to current conditions, facilitating its comprehension and applicability in the development of marketing strategies and future literature studies. which explores identical themes to those addressed by researchers. The research employs three specific research inquiries as follows :

- Research questions 1 : Does the relevant literature review discuss the digital marketing strategies used by the company?
- Research questions 2 : Does the relevant literature review analyze the impact of digital marketing strategies on company engagement?
- Research questions 3 : Does the relevant literature review analyze the effectiveness of marketing strategies on company sales?

**3. RESULTS AND DISCUSSION**

**Data Collection Results**

The researcher used a search for the literature review used as data in this research using a database from Google Scholar. The researchers found that there were 18 research journals that matched the research question that had been determined by the researcher. The journals obtained by researchers can be seen in Table 1.

**Table 1. Data Collection Results**

No.	Writer	Year	Title	Journal	Research Conclusion
1	Azmi Fadhilah & Pratiwi	2021	Marketing Strategy for MSME Products Through the Application of Digital Marketing (Case Study of	Coopetition: Management Scientific Journal	Marketing is carried out using online shops and social media and is able to increase the turnover of MSMEs to reach

			the "Kremes Ubi" Business Group in Cibunar Village, Rancakalong District, Sumedang)		IDR 324,000,000 per year.
2	Widayanti & Insiatiningsih	2021	The Influence of Online Marketing Strategy with the Gojek Application, Gofood Features on Increasing Culinary Business Income in Yogyakarta	Journal of Management Research, Widya Wiwaha College of Economics, Master of Management Program	This research assesses that marketing using the Gojek application with the Gofood feature can significantly increase the income of MSMEs in the culinary industry in Yogyakarta.
3	Ahmad AUFAR Ribhi	2023	The Impact of Digital Marketing Strategy on Online Transaction Trends via Social Media Post COVID-19 on MSMEs in Jepara	Scientific Horizon Journal	In research that looks at digital marketing using social media carried out by MSMEs in Jepara Regency after the COVID-19 pandemic, it does not have a significant impact on purchasing transactions that occur.
4	Ordinary et al.	2021	Utilization of online marketing systems and marketing strategies to increase consumer purchases during the Covid-19 pandemic (case study of Manado online shop)	EMBA Journal: Journal of Economics, Management, Business and Accounting Research	Research using quantitative methods shows that online marketing using social media can increase sales.
5	Febriyanti & Arifin	2023	Analysis of online marketing strategies via TikTok and Instagram on Justmine Beauty skincare sales volume at Yuyun agents in	Balance Sheet: Journal of Economics, Management and Accounting	Marketing strategies that utilize Tiktok social media have better effectiveness in increasing sales than marketing using Instagram

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			Lamongan		social media
6	Sope	2023	Marketing Strategy Analysis for Increasing Sales	JIBEMA: Journal of Business, Economics, Management and Accounting	Marketing methods using all social media platforms show that this strategy has been able to increase sales or income
7	Hawaladar et al.	2022	<i>The Study on Digital Marketing Influences on Sales for B2B Start-Ups in South Asia</i>	<i>Journal of Open Innovation: Technology, Markets, and Complexity</i>	Research that discusses the use of social media-based digital marketing can increase a company's daily sales.
8	Fadly & Sutama	2020	Building Online Marketing and Digital Branding in the Midst of the COVID-19 Pandemic	Global Ecoment Journal	Research examining digital marketing and digital branding shows that digital marketing is accompanied by creating an online image (digital branding)
9	Lailia & Dwiridotjahjono	2023	Implementation of Digital Marketing Strategy Through Instagram Social Media to Increase Sales at Arunazma	Journal of Management and Social Sciences	Based on this research, researchers found that digital marketing using social media was able to increase sales of the Arunazma Online Shop
10	Fikri & Sahdandi	2021	The Influence of Online Marketing Strategy on Consumer Purchase Interest in Shoe Products	Student Business Journal	Research using quantitative methods on shoe MSMEs at Agung Shoes shows that 65% of the increase in sales was caused by digital marketing carried out online.
11	Widiawati & Yuliani	2022	Marketing Strategy via Google My Business with	Journal of Office Administration	Researchers found that using Google My Business as a medium for

			SEO to Increase Spandex Sales		marketing products was able to increase offline sales significantly because it was integrated with Google Maps.
12	Ana et al.	2021	The influence of online media marketing and marketplaces on the level of sales of CN Collection MSME products in Sidoarjo	Mahardhika Media	This research shows that the increase in sales experienced by MSMEs was 67.4% influenced by digital marketing.
13	Reken et al.	2020	The Influence of Digital Marketing on Increasing Sales Volume at Ciputra Tallasa Jo Makassar	Governance	Based on research conducted at Ciputra Tallasa JO Makassar, it was found that digital marketing using social media has a significant influence on increasing sales.
14	Hasiholan & Amboningtyas	2021	Marketing strategy through digital marketing in tourism in the Old City of Semarang	Journal of Socio Humanities Science	In research examining the influence of social media marketing on increasing visitors to the Old City of Semarang, it was found that social media marketing using TikTok was the most effective promotional media.
15	Dolega et al.	2021	<i>Going digital? The impact of social media marketing on retail website traffic, orders and sales</i>	<i>Journal of Retailing and Consumer Services</i>	This research concluded that marketing that utilizes social media increases the number of sales which are also supported by media pages.
16	Muhajirs & Bilgies	2022	The Influence of Digital Marketing and Promotional Strategies on Increasing Sales	ADILLA: Sharia Economic Scientific Journal	Based on this research, digital marketing using social media has a more significant

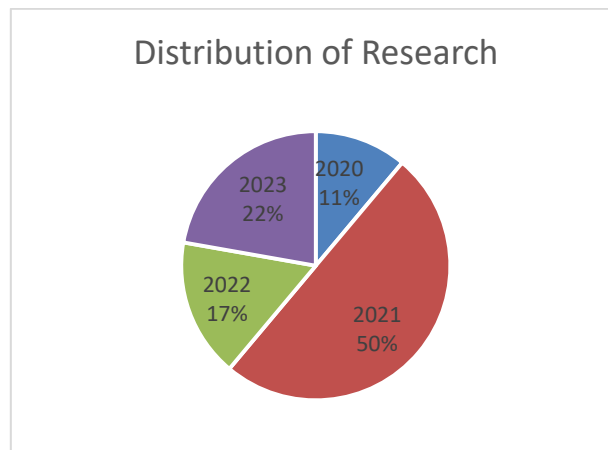
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			at CV. Gresik Bright Rays		impact than other digital marketing with PPC advertising and online affiliates and partnerships as well as SEO and websites.
17	Pratiwi & Wahid	2021	Digital Marketing Strategy to Increase Sales of PT. Bukku Media Integration (bukku) During the Covid 19 Pandemic Via Instagram@ Bukkuid	Garut University Communication Journal: Results of Thought and Research	The research revealed that the marketing carried out by PT. Bukku Media Integration using the Instagram account @bukkuid has a significant impact on book sales.
18	Hassan	2021	The influence of social media in increasing the marketing of culinary MSMEs during the Covid-19 pandemic (case study: Culinary MSMEs in Bangkinang City, Riau Province)	INVEST: Journal of Business and Accounting Innovation	Research conducted at Bangkinang City Culinary MSMEs shows that digital marketing through e-commerce applications can increase income or sales.

**Percentage of Number of Journals Based on Publication Year**

The researchers' data revealed a varied distribution of research years among the most relevant journals. The dominant year was 2022, with 9 out of 18 articles, accounting for 50% of the total journals used in the study. Two journals were published in 2020, accounting for 11% of the total literature studies utilized by researchers. In 2022, researchers discovered that 3 specific journals, accounting for approximately 17% of the total journals utilized by researchers, were deemed relevant. By 2023, a total of 4 journals, accounting for 22% of all journals utilized by researchers, will be available due to their significant relevance. Based on the data regarding the researcher's utilization of research years, which is highly pertinent to the conducted research, the researcher condensed the number and presented it in Figure 1.



**Figure 1.** Distribution of Published Research

### Discussion

These studies present various research findings that demonstrate the influence of marketing strategies on sales across different business sectors. Based on this research, it was determined that the majority of social media usage has a substantial influence on the sales of business agencies. Based on these findings, researchers have determined that digital marketing, also known as online marketing, offers companies the potential to expand their reach to a broader audience or customer base. This is made possible by the ability of digital marketing to disseminate the content created by companies to all internet users. Technological advancements, such as social media, which are facilitated by other digital platforms like search engines with SEO systems, web pages, and e-commerce, offer significant opportunities for companies to boost their sales. According to the description provided by Wu et al. (2024), digital marketing offers the benefit of enabling companies and business individuals to engage with consumers on a large scale and on a regular basis, without being constrained by space limitations that impede communication between business individuals and potential consumers.

Digital marketing offers business professionals a convenient and effective means to expand their customer base and boost sales. By leveraging social media platforms, companies can effectively target and engage with specific audiences that align with their target market. According to Chandra (2023), the presence of an algorithmic system on social media facilitates users in customizing the posts or content they consume based on their preferences. According to researchers who analyzed summarized data, the algorithm system on social media can assist business individuals or actors in developing digital marketing strategies and promoting their products. The algorithm system will autonomously adapt promotions conducted by business entities to individuals in the public or social media who possess preferences or a keenness for the product, thereby facilitating transactions upon the exposure of promotional content to social media users.

Implementing search engine optimization (SEO) and pay per click (PPC) strategies can effectively bolster digital marketing efforts, enabling marketers to effectively target their audience. Nevertheless, the research findings indicate that strategies relying on SEO and PPC have a limited effect on sales, despite the positive impact observed. In other words, while SEO and PPC can enhance sales, the magnitude of this increase is relatively modest compared to the potential achieved through social media marketing. SEO, on the other hand, aids companies and business individuals in promoting their products by enabling them to effectively respond to current market trends. It allows them to adapt or devise new digital marketing strategies in alignment with the evolving trends (Abdilah et al., 2022). Researchers in digital marketing have discovered that consistent engagement with consumers can enhance the probability of consumption by the target audience. Employing the emotions of internet users to elicit engaging responses can be advantageous for companies seeking to promote their products or services to consumers. Consistent engagement from companies can enhance consumer interest and establish brand recognition, allowing businesses to cultivate a favorable reputation and ultimately boost sales (Mustika &

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Maulidah, 2023). In general, the influence of digital marketing on boosting sales is evident not only in terms of quantity but also in terms of quality. By leveraging digital technology, companies can enhance their ability to effectively target markets, foster greater customer engagement, and optimize conversion rates, thereby driving sustainable sales growth.

**4. CONCLUSION**

Analysis of data collected from multiple reputable research journals confirms that digital marketing has a substantial and favorable influence on boosting company sales. Utilizing social media platforms, online marketplaces, and food delivery apps has been empirically demonstrated to enhance the revenue of micro, small, and medium enterprises (MSMEs). Digital marketing strategies have demonstrated their efficacy in boosting revenue across diverse industries, including culinary, skincare, and footwear. The utilization of social media platforms, including TikTok, Instagram, and Google My Business, has had a beneficial impact on the volume of product sales. In addition, the utilization of e-commerce and marketplace applications for digital marketing has demonstrated a substantial impact on the growth of sales for micro, small, and medium enterprises (MSMEs). While the effectiveness of digital marketing may differ based on the specific circumstances and approach employed, it generally offers the advantages of expanding audience reach, adapting to market trends, and enhancing consumer engagement.

The significance of promptly addressing market trends and maintaining ongoing engagement with consumers is also evident in research, as consistent responses can enhance consumers' propensity to make a purchase. In addition, the utilization of technology such as Search Engine Optimization (SEO) and Pay-Per-Click (PPC) also plays a beneficial role in comprehending and adjusting marketing strategies to evolving market trends. Although there may be variations in the efficacy of different digital marketing strategies, studies indicate that digital marketing has a dual impact on sales, enhancing both quantity and quality. This is achieved through the ability of companies to cultivate a favorable reputation and foster stronger customer relationships. Hence, it can be inferred that digital marketing plays a pivotal role in fostering sustainable growth in company sales.

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