

DIGITAL MARKETING AND ITS RELATION TO THE BUSINESS

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Abstract: This paper is a descriptive literature review of digital marketing in business. Firstly, a theoretical overview including the definition of digital marketing and a brief history of its development in the business sector was presented. It was established that digital marketing has become a crucial tool for businesses in order to remain competitive. Afterwards, the inclusion of a digital marketing strategy within a business strategy was studied. A thorough market analysis was found to be essential as a first step in this direction. This would naturally result in a wholesome digital marketing strategy that goes with the vision of the company. Thirdly, the impact of the COVID pandemic on using of digital marketing tools was examined. It was found that the pandemic actually had a positive impact on accelerating the adoption of digital marketing by businesses.

Keywords: Business, digital marketing, digital strategy, pandemic, search engine marketing, social media.

JEL Classification: M10, M31

INTRODUCTION

Digital marketing refers to all the techniques and means of communication likely to promote a brand/product to users in order to create value through a website. The Internet is the engine of digital marketing while the so-called digital media are the tools: website, smartphones, tablets etc. (Junusi, 2020). The term digital marketing therefore attempts to bring together all the interactive digital tools at the service of the marketer to promote products and services, while seeking to develop more direct and personalized relationships with consumers (Omar and Atteya, 2020). The Internet increases advertising distribution tenfold thanks to 7 digital levers in order to better target its Internet users: personalized e-mailing, social networks, etc (Pantano, Priporas and Migliano, 2019). In addition, digital marketing encourages and obliges companies to create interactive communication with its Internet users: sharing content, co-creation (Mure, 2013). Finally, digital marketing tools allow traceability of the actions carried out in order to know the returns on investment but also to calculate the performance of each of them (the opening rate, the number of impressions, the click rate, conversion rate) (García *et al.*, 2019).

Nowadays, the environment is constantly changing both economically and technologically. Businesses are trying to apply better managerial practices to confront the effects of competition that is becoming global. In fact, a business must be able to differentiate itself from competitors through its technology, but also it must improve its value chain, of which marketing and sales are the ultimate keys that allow a competitive advantage for the company (Nasri and Djermane, 2022). Indeed, a business will then be able to use effective marketing and sales techniques to gain considerable market share. Thus, mastering digital marketing approaches is an essential condition for acquiring, satisfying and creating value for customers. In addition, the consumer nowadays uses several channels during the shopping experience; therefore, it is often difficult for the company to be in the best place and at the right time where the person expresses his need for company products and services (Melović *et al.*, 2020). In this context, it is appropriate for economic enterprises to adapt new marketing techniques to face these new challenges. Indeed, businesses are bound to compete to reach their targets in a market where the pressure of rivalry is fierce. Nowadays, businesses use digital marketing not only to share information to internal and external

audiences, but also to better communicate with their customers by creating long-term relationships and derive benefit in return (Nuseir and Aljumah, 2020). Therefore, the adoption of digital marketing in sales management, particularly in the sales process, makes the actions of the sales force not only very easy and fast, but also effective when it comes to managing customer information and maintaining a strong relationship with them.

1. METHODOLOGY

A literature review has been prepared on the subject of digital marketing and businesses following the secondary research method. Secondary research is based on previously published data and information gathered from other peer reviewed work. The goal of this paper is to summarize the recent research on the subject of digital marketing in relations to business. It was expected that digital marketing is an essential element of any competitive business strategy. The different themes discussed were identified based on a thorough analysis of available secondary research papers. Research articles were found in various databases including Google Scholar, Proquest, Emerald Insight and Science Direct in the period from June to August 2022. Only recent articles (since 2019) were considered and older resources were only used in the theoretical overview (such as definitions and history of development).

Taking into account the dynamic nature of the topic, the following keywords were searched: “digital marketing”, “digital marketing business”, “digitalization business sector”, “digital marketing covid pandemic”, “digitalization business”, “advantages disadvantages digital marketing”, “tools digital marketing”, “covid digital marketing business”, “pandemic digital marketing”, “challenges digital marketing business”, “digital marketing business strategy” as well as different combination of these terms. In total, this search yielded 77 publications that were considered relevant. Every publication was studied and even the articles that did not have digital marketing as the main topic were not eliminated if they presented relevant information in one of their sections. Even papers with mainly a technical focus were not excluded and relevant information was used in the study of the development of digital marketing. After reviewing, it turned out that the sources were divided as follow: 70 (90,9 %) journal articles, 4 (5,2 %) conference proceedings and 3 (3,9 %) other scientific documents including academic thesis, reports and books etc.

2. DEVELOPMENT OF DIGITAL MARKETING WITHIN THE BUSINESS SECTOR

The emergence of new information and communication technologies has affected arguably every field in the business sector. The universalization of the Internet has led the world towards a digitalization of the economy. These changes are gradually impacting the behavior of consumers who are increasingly becoming smarter (Polanco Diges and Debasa, 2020). Therefore, companies are at the heart of all transformations. Among the company’s most affected function is the sector of marketing. To cope with the new consumption habits and the requirements of consumers, companies were faced with the need to review their approaches and apply marketing practices (Desai, 2019). Companies created a new perspective of marketing known as digital marketing because of the new challenges faced in order to try to better interact with the customers. Digital marketing resulted from the development of the internet and digital technology when applied to understanding the customer preferences (Kumar Mishra, 2020). The use of technology and digital media to support the modern marketing has given rise to an often considerable set of concept founded by both researchers and professionals in the marketing, as a result, several names have appeared, namely: emarketing (Noorbahani, Salehi and Jafar Zadeh, 2019), internet marketing (Shams, 2019), online marketing (Tolstoy, Nordman and Vu, 2022), and digital marketing (Kingsnorth, 2022), and these terms have varied over time. But digital marketing is the most frequently used today (Aboubakeur and Rabei, 2021).

Since the late 19th century, when the concept originated, marketing has evolved from a process that underpinned a distinct mode of dealing with customers to an activity in which virtually every large organization participated. Many economic players became aware of the potential offered by the Internet in the mid-1990s. This was the era of new industrial revolutions, based on the great growth of new information and communication technologies. During this period, the practice of marketing has been radically transformed not only by the appearance of new communication technologies, but also by

fundamental changes in the conception of the management of the way in which companies manage their relations with their clients (Desai, 2019).

The notion of digitalization is not new since it has been used since the rise of the Internet back in the nineties and have developed ever since. Web 1.0 contained basically stagnant content with no actual communities and a small amount of interaction (Abass and Jacksi, 2019). The first web banner (also known as banner ad) and web crawler were created in 1993 and 1994 respectively. While it does not sound like long ago, that date was 10 years ahead of Youtube and 4 years ahead of the Google company. Back in that time, social media was far from being conceived. Afterwards, the Google company began to grow steadily and in 1999 Blogger was created and the new internet era started. In the 1990s, the Internet was democratized in the public, and its own economic model, e-commerce or online sales were highlighted in the middle of the same decade, with the advent of Google, Amazon, Facebook, Apple (Diouani, 2021):

- Google with its monetization system advertising or the position of the search engine.
- Amazon as a leader in e-commerce.
- Facebook has developed and normalized the "social" use of the Internet with networks of common interests and community conversations.
- Apple has developed the consumption of digitized cultural content, music, videos on its microcomputer and then on the move on iPod.

Since the 1990s and 2000s, digital marketing was strongly developed and has changed the way brands and companies use technology tools and of digital communication for their marketing.

In 2004, the Web marked a rise in the increase in the number of users. There is a big change of scale compared to the period 1995-2000. The Internet has evolved from an insider network to a consumer network thanks to the rapid growth in the number of users. With the development of the mobile Internet, the Web has been displaced. An exclusively Web approach was changed to a purely digital approach that reflects the extension of the digital/digital life of Internet users (the three screens: PC, telephone, connected television) (Diouani, 2021). As a result, for the first 20 years of commercial Internet marketing, the digital conversation was largely co-opted into many businesses. The Boards of directors may be interested in cybersecurity risk management. however until recently if they were interested in digital marketing it only concerns the risk management for the brand name on social media (Thorn et al., 2016). In 2015, as part of the Global Internet Future Challenge initiative, the World Economic Forum launched the project of Digital Transformation of Industries. This is an ongoing initiative that serves as a start for fresh opportunities initiating from the new trends and developments in the digital transformation of societies and businesses (World Economic Forum, 2016; Diouani, 2021)

Digital marketing has had an enormous impact on business performance since its development. It has become a necessity for increasingly global and creative businesses involving various skills and opening therefore new doors. In fact, digital marketing has changed how businesses are run by introducing new digital tools within new digital communication strategies (Krizanova et al., 2019). The tendency of consumers to surf online instead of visiting physical shops have ignited the incorporation of digital platform within marketing strategies as well as the daily life of the consumers, resulting therefore in great efficiency of digital marketing campaigns. For example, Search Engine Optimization (SEO), one of digital marketing tools, has been found to be responsible for 88% of worldwide access (Omar et al., 2020). Digital marketing tools have made it possible for businesses to communicate with millions of consumers in a cheaper way than before. Marketers use various platforms and tools to inform consumers about services or products creating therefore new marketing opportunities. It was reported that these techniques have greater impact on customers than the classic marketing methods. This has therefore influenced sales revenues (Omar et al., 2020).

Nowadays, business environments change in rapid manner. This fast pace requires accurate analysis and subsequent planning in order to adopt the right business strategies and invest accordingly. Digital marketing has become a crucial component in this aspect in particular. In fact, it enables businesses to obtain real time feedback and suggestions based on customer behavior, which contributes in creating better brand value and positioning (Melović et al., 2020). Beyond that, businesses are able to create a sustainable and strong relationships with their consumers thanks to digital marketing tools rather than simply selling them products. It can probably be said that one of the most important impacts of digital marketing in business is improving customer relations.

Similar to the way social media and the use of the internet has changed the reality of people, an equally drastic impact was noted in business. Companies are adjusting their strategies in order to engage customers present online (Misirlis and Vlachopoulou, 2018). It was reported that customers who find social media advertising relevant have a higher probability of purchasing the targeted goods (Alalwan, 2018). Personalized offers that are used correctly can cause the increase of sales by around 10 % or more while delivering 5 to 8 times the return on investment on marketing costs (Jacobson, Gruzd and Hernández-García, 2020). Therefore, businesses can be revolutionized by new internet and information technologies (Vial, 2019). However, surveys reported that a business performance can only be as effective as the overall marketing strategy is (Omar et al., 2020). Researchers (Omar et al., 2020) reported that entrepreneurs from rural areas are presented with more versatile market opportunities thanks to digital marketing tools. In fact, for such businesses, going online is regarded as a new strategy that opens limitless opportunities using IT in order to open up to new markets that would have been impossible or quite expensive to approach otherwise. Yet , according to a survey conducted on 500 small and medium businesses in Europe, 22 % of small and medium businesses in Europe for example have no webpage (Lynden, 2022) while 55 % of small businesses in the USA for example have no webpage (Ritz, Wolf and McQuitty, 2019). The lack of a digital marketing strategy in small businesses is mostly caused by the lack of financial investment, which makes it even harder for these businesses to keep up with large companies (Ritz, Wolf and McQuitty, 2019).

3. DIGITAL MARKETING AS A TOOL FOR BUSINESSES

Digital marketing offers different tools and platforms that allow companies to: attract prospects (Chaffey and Ellis-Chadwick, 2019), acquire new customers (Erlangga et al., 2021), build customer loyalty (Kingsnorth, 2022), develop their brand image (Redjeki and Affandi, 2021), and promote their offers (Rosokhata et al., 2020). It presents a lot of advantages offered to any organization that wants to respond to the frantic evolution of markets and changes in customer behavior (Peter and Dalla Vecchia, 2021). Thanks to digital marketing, companies are able to create a close relationship with the customer by allowing him to interact and exchange with it at any time, with the aim of creating a lasting and satisfying customer relationships (Mkwizu, 2019). In parallel with the aforementioned advantages, digital marketing offers several other advantages, namely:

- The costs of setting up the various digital marketing tools are much less expensive than traditional marketing practices (Benraiss, 2021).
- An international opening on all markets thanks to advanced targeting techniques offered by digital platforms hence the companies can reach their targets anywhere in the world (Veleva and Tsvetanova, 2020).
- Responsiveness, agility: thanks to digital marketing companies are closer to their customers, they are attentive and able to adapt quickly to the needs of their clients (Benraiss, 2021).

The question that organizations need to ask themselves should no longer be about whether or not to adopt digital marketing (companies have no choice if they want to remain competitive) but rather how they should adopt it. Some have argued that internet technology is making the 'old' rules obsolete. Such biases have led companies to make bad decisions, to see the attractiveness of their industry eroded and their competitive advantage diluted. The new ways of driving an economy, the fundamentals of competition

remain the same in the digital age (Fourny Arrive, 2017). Internet industries, e-business strategies, or the new economy are no longer subject for discussion: the Internet is a powerful tool that can be used in any industry and can be part of any strategy. The Internet provides opportunities for strategic and distinctive positioning from the competition. The strong advice that emerges then is how to integrate the Internet into the company's strategy. The integration of the Internet into the entire strategy of the organization is indeed essential: it is a question of making this powerful technology a competitive advantage. The organization's reflections should no longer focus on the subjects of e-business or e-strategy but on the 'business' and on strategy as a whole, digital being part of it (Kingsnorth, 2022).

New challenges also arise: the adopted strategies must be deployed in an integrative approach to the various media in order to keep a consistent message at all points of contact with the consumer. Brands must also accept a certain loss of control in their relationship with consumers (who have become active) and in controlling their image. Brands must move from a push communication strategy to a pull communication strategy to meet the standards of the digital media landscape. Push communication refers to communication or messages sent by the brand or by the company "without having been requested by the recipients". On the contrary, pull communication designates "a communication that is requested by the client or the prospect" (Hofacker, 2020). While push communication is sent to the target without the latter having requested it, pull communication is on the contrary disseminated by the company or by the brand at the request of its target (Vieira et al., 2022). Push and pull communication are often mentioned in the marketing environment: push communication refers to that of traditional marketing, it starts from the organization and goes to the consumer; pull communication is that of digital media: the customer actively initiates the dialogue. Traditional marketing tools (Tab. 1) are dominated by push communication logic, while the dominant model is a pull model for digital marketing tools. The thought process is oriented towards promoting the product in traditional communication channels, while it is customer-oriented for digital channels (Fourny Arrive, 2017; Munsch, 2021).

Tab. 1: Examples of digital marketing tools vs. traditional marketing tools

| Digital marketing tools | Traditional marketing tools |
|--|--|
| Social networks: Facebook, Instagram, etc. | The media broadcast: television, radio, etc. |
| Websites | Telemarketing supports: telephone, SMS, etc. |
| Membership | Printed media: magazines, newspapers, etc. |
| Content Marketing | Direct media: catalogs, brochures, etc. |
| SEM, SEO | advertisement billboards |
| CPC | |
| Emailing | |

Source: (Khokhar and Chitsimran, 2020; Krishen et al., 2021)

4. DIGITAL MARKETING STRATEGY WITH CONNECTION TO BUSINESS STRATEGY

A digital strategy does not correspond to all the actions carried out on the web, it is the native integration of the Internet upstream of the reflection at the very level of the company's strategy and the identification axes of presence and action within each business. The implementation of a digital strategy allows companies to monitor the evolution of consumer behavior by using new information and communication technologies, to be present throughout the purchase process and to better satisfy customers and consumers (Puthussery, 2020).

The essential steps to a good digital marketing development start first of all by market analysis and identification of target customers. A good knowledge of the current state of the market makes it possible to understand its target and better understand their expectations, while evaluating the strengths and weaknesses but also the opportunities of the market and external threats (Vieira et al., 2019). Secondly, the choice of media and tools for digital communication is very important. The channels used for a digital communication strategy are very complementary to each other to develop the company's web presence (Shankar et al., 2022). Thirdly, monitoring and evaluating results: observing and analyzing results achieved through performance indicators (traffic on the website, conversation rate, rate of session ...). Finally, the definition of objectives and possible resources for achieve them: it must be specific, measurable, achievable, realistic and timely defined. These steps will allow a business to put in place an adapted content strategy (Diouani, 2021).

There are three levels of action to successfully create excellent value. Those can be summarized in are attracting the customer (acquiring or generating traffic), converting the customer (turning traffic into value) and finally building loyalty (repeating the value over time) (Dakouan, Benabdelouahed and Anabir, 2019). The incorporation of digital marketing into a business strategy has revolutionized these actions levels. When it comes to attracting customers, digital marketing has converted the marketing logic from the push to the pull marketing technique. First, there is the traffic acquisition strategy which consists of investing in the various digital tools such as affiliation, social media, e-mailing campaign etc. in order to acquire traffic or sales (Vieira et al., 2022). Therefore, the marketing content is no longer pushed on the customer but rather requested by him. In addition, business strategies can be updated along the way thanks to digital marketing tools that made it is easy to measure the returns on investment of each acquisition strategy by comparing the investment to the creation of value. Finally, to ensure the best integration of digital marketing within the business strategy, the marketer must ask himself three questions to have the best acquisition level: What volume of traffic would this digital marketing tool provide? At what cost is this traffic acquired? What is the quality of the traffic obtained? (Mure, 2013; Muhammedrisaevna, Bakhridinovna and Rasulovna, 2021) If business strategies before and after digital marketing were to be compared in this level, it should be noted that business strategies before the digital era used to improve the notoriety and image of an entity or brand. However, they do not make it possible to immediately acquire customers or to calculate short-term returns on investments. With digital marketing, some traffic generation strategies, media campaign, Facebook page, make it possible to track the performance of the campaign in real time while increasing SEM search volume. Businesses must therefore find additional digital tools in order to acquire the most traffic but also to have the best returns on investment (Mure, 2013; Gkikas and Theodoridis, 2019; Lal et al., 2020; Dubbelink, Soria and Constantinides, 2021).

As for converting the customer, conversion is at the heart of value creation. In the context of digital marketing strategy, the goal of conversion is to improve the number of page views per visit while decreasing the bounce rate in order to create the most value. To know the optimization of the conversion of the traffic any marketer must set up a funnel of conversion. The funnel traces the different steps that Internet users must follow to reach the objective: purchase or lead (Tamilmani, Rana and Dwivedi, 2020; Venermo, Rantala and Holopainen, 2020). It is then a question of identifying the steps followed by Internet users who visit a website. The conversion funnel can be short, but it can also be long when buying on the internet. The funnel allows marketers to know the vanishing point of Internet users and then draw questions from it. The conversion rate is the measurement indicator of the funnel: number of Internet

users who achieved the objective / Total number of visits. To meet this objective, the landing page must be in line with the marketing speeches (Mure, 2013; Rashba et al., 2019; Meneses, Ojeda and Vilkaité-Vaitoné, 2021). These clear metrics provided by the digital marketing tools make it possible to assess the performance of the various digital channels and to determine exactly where the targeted customers have lost interest (Saikia and Roy, 2020). This provides clear data on the performance of every step of the overall marketing strategy in a way that was not possible before. The quality of the feedback provided by these tools is unprecedented and can be used to refine the business strategy along the way and complement the existing business strategy.

Finally, retaining customers (loyalty) is the last level. In fact, converting an Internet user is expensive for companies. It is therefore necessary to retain these Internet users to have a type of recurring value after loyalty and limit the rate of attrition (lost Internet users). Fred Reichheld already affirmed in 1996 in his book *Loyalty Effect*, that to keep one customer costs between five and ten times less than acquiring one from scratch (Reichheld, 1996; Mure, 2013; Adam, Ibrahim and Syahputra, 2020; Bata Ilyas et al., 2021). Digital marketing has facilitated this in a way that was not possible before. In fact it offers a certain degree of flexibility for the business strategy in order to adapt to the needs and trends among users. Besides, the data offered by digital marketing tools enable businesses to make personalized offers to customers based on their surfing history and old transactions (Semaoune et al., 2021).

5. IMPACT OF THE COVID PANDEMIC ON THE USE OF DIGITAL MARKETING IN THE BUSINESS SECTOR

The impact of the COVID pandemic was as drastic as it was on the other aspects of life. The impact of the epidemic on businesses is based on two different purchasing paths. In B2C, the customer had restrictions on going out and therefore went less frequently to a physical store (Carracedo, Puertas and Marti, 2021). Stuck at home due to lockdown, he had more time to do online research, compare prices and order on the Internet (Agus et al., 2021). Of course, as in B2C, customers and prospects were kept at home and worked from home. However, they were less busy in meetings, for example, so they had more time to do research on the Internet and thus consume more content. The consumers were likely to be globally more present on the web (Sheth, 2020).

In B2B, the impact was a little different. Depending on the field of the business, the pandemic had both positive and negative impact (Zahoor et al., 2022). This situation led to one of two scenarios: less activity for some and an opportunity for others. On the business side, companies with a weak online presence have seen their growth and development objectives suffer. In terms of production, stock or logistics, slowdowns took place and unfavorable delays impacted business and ultimately customer satisfaction (Dubey et al., 2021). Retained goods, closed or partially active factories and production areas contributed to the upheaval and ultimately to the disappearance of many businesses not prepared for such a shock (Meyer, Prescott and Sheng, 2022). However, other companies benefited from the situation in relation to that context and their field of activity. For example, communication and remote work software and services saw a significant positive growth. What made the difference between the two scenarios were the digital marketing strategy of the company and its ability to adapt to the circumstances. As a matter of fact, the major impact of the pandemic on businesses was the fast adaptation of digital marketing tools thanks to their flexibility and online use (Agus et al., 2021).

Since the outbreak of the health crisis linked to the COVID-19 epidemic in early 2020, the world turned massively towards the "cyber" space, accelerating a digital transformation in marketing that began several decades ago. Many employees have embarked on teleworking, and a multitude of companies has adopted digital-enabled business models to continue operations and save part of their revenue (Kudyba, 2020). At the same time, mobile applications were developed to follow the evolution of the online workflow because of the pandemic. Due to the new consumer demand to shop online, many companies and outlets have responded to these demands by creating online shopping apps or simply promoting online shopping through email and providing consumers with a direct link to the product. In some countries, the increase in internet traffic reached up to 60 % shortly after the start of the epidemic.

In terms of advertising, there has been a significant reduction in traditional ad budgets and more investment in social media campaigns (OCDE, 2021). Marketers spent more on paid media, search engine ads, and social media influencers. Statista's research department reported that marketers spent \$1.23 billion on influencer marketing in the first quarter of 2020 (Ait Taieb, 2022). Several social media users said they were more likely to buy a product after seeing an influencer advertise it. With this, businesses have added this plan to their digital marketing strategy to promote their brand and sales.

The impact of the pandemic was also noted on email marketing strategies. Although emails have always been used as a digital marketing strategy, more emails have been sent during the lockdown in an effort to maintain contact with customers while reducing advertising costs. Companies used emails to show support and sympathy during the worse times of the pandemic. Instead of filling the inbox with the products or services they offer, the emails sent contained advice on how to stay healthy and watch for symptoms. With the desire to have some form of contact with the outside world during quarantine, people were more likely to open messages from businesses, and many marketers took advantage of that. Companies have seen a big difference in link reach, click through and fund transfer rates. Email marketing company Klaviyo analyzed the pandemic results on emails and reported that email open rates increased by more than 30 % compared to pre-pandemic rates. They also reported that their conversion rates increased by more than 20 % (Ait Taieb, 2022).

When it comes to websites, the effect of the pandemic can be summarized in the fact that the image of the business is sometimes solely reflected by its online presence. Customers no longer went out and checked products in markets or outlets. An engaging website with adequate content that ensures the attraction of the customer has therefore become a must. Optimizing the customer experience on the website and having harmonious content all throughout the online presence of a brand is of crucial importance. Besides, empathy and social responsibility have taken their fair part in business websites in order to connect with the customer on a personal level (Ayush, Gowda and Marshal M Cariappa College Madikeri, 2020; Hoang Tien et al., 2020).

Lockdown has favored social media above most of the digital marketing tools. Companies started reviewing their strategies and gaining visibility on new social networks such as Tik Tok to further engage their digital communities. Trained professionals use online collaborative platforms (Teams, Zoom, Google Meet, etc.) to deliver their lessons remotely, sports equipment brands offer online courses. The use of real-time video is experiencing considerable growth. The stakes are changing: from a product approach, a shift towards a customer-centric approach is taking place. It is no longer a question of "pushing the product", but of focusing on customer needs and satisfaction, by distributing personalized advertising content (Francenum, 2019).

CONCLUSION AND RECOMMENDATION FOR FUTURE RESEARCH

In this review, the development of digital marketing in the business sector was examined. The goal of the paper was to explore if digital marketing has revolutionized business. This hypothesis was confirmed by the literature and the goal of the paper was therefore met since the scanned articles have all agreed on the huge impact digital marketing had on business. In fact, digital marketing has emerged as a necessary tool for companies willing to survive the competition. It is no longer a question of whether or not to adapt it but rather how to. A brief look at digital marketing strategies was taken and it was found that in order to develop strategies that result in a high conversion rate, a wholesome market analysis and the implementation of digital marketing within the overall business strategy is necessary. Digital marketing strategies should not be considered independently from the overall business strategy of the company. Since digital marketing gives tremendous amounts of data that should be quantitatively studied, the research limitations were that no quantitative study of these metrics was presented. In fact, even though different metrics were identified to measure the effect of the various digital marketing tools, a holistic quantitative study of them is still lacking to the best of our knowledge. Future research would work on that. Besides, virtual interaction means (such as likes, shares etc.) have not been deeply studied and no research seem to figure out how to extract meaningful correlations out of them. The next step must be to

focus on digital marketing and SME since it is always a challenge for SME to keep up with the trends in business strategies. Future research should explore how SME are adapting to the necessity of using digital marketing.

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