

## Digital Marketing Innovation by Utilizing Information Systems for Business Success

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### *Abstract*

*Digital marketing is one of the important aspects in today's digital era or industry 4.0. In the context, digital marketing utilizes information systems to plan, price, promote, and distribute products or services to satisfy consumer needs. By combining digital and conventional marketing, companies can maximize their marketing strategies. Through a literature view approach, this study collects data from research journals and books to explore digital market innovation and the utilization of information systems in the marketing process. Thus, this research aims to provide insights into how companies can use the sophistication of information systems in digital marketing to improve their competitiveness and business success.*

**Keywords** – innovation, digital marketing, information systems, social media

## **INTRODUCTION**

At this time humans live in the digital age or often called industry 4.0. In this era, everything is faster, more sophisticated, and modern, it has entered human life and cannot be avoided but can be managed in order to get the benefits and goals of the progress that has been felt. Marketing is a system designed for planning to set prices for goods or services by promoting and distributing products to meet consumer satisfaction (Sundari et al., 2022). The increase in the development of the digital industry in the last 4 years can increase the size of the digital industry sector by 60%. At It is predicted that there will be several companies that have the largest vacancies in the field of digital technology, such as fintech, logistics, and e-commerce (Louie & Slamet, 2021; Wajdi et al., 2023).

By utilizing information systems appropriately for marketing, it will have a major impact on the company, coupled with the various types of digital markets that can be used so that companies can be creative to develop marketing strategies through various types of digital markets. Combining innovation in digital marketing and the sophistication of information systems, companies can create more effective marketing campaigns, optimize interactions with customers, and improve overall business performance (Faridah et al., 2023).

The changing times that are increasingly advanced make everyone not escape the name internet, the internet changes all activities that were once carried out conventionally have now been completely digital, one of which is in the context of business, so business now looks more dynamic, transparent, and competitive. With the advancement of digital industry technology, it is very easy for companies to promote, introduce and make more innovations for their products. Because of this convenience, it is easy not to need to meet each other in person, but companies can use the help of the internet to achieve their business goals. Business markets in the modern era like now marketing can be done more cheaply, easily, and quickly by utilizing advances in internet technology and social media. That way social media not only functions for communication tools but also in business (Diandra & W.S, 2022; Suparno et al., 2023).

By combining the internet and social media in business for marketing and sales, companies can develop exposure to consumers to grow their business. Using this digital marketing strategy is a way to connect various market segments both nationally, regionally and internationally. The utilization of social media in many circles has penetrated the economic world such as product sales and marketing. Here are some examples of social media applications that are used for the marketing process such as Facebook, WhatsApp, Instagram, and now there is a new platform to help the sales and marketing process, namely TikTok, not only photos but also can share interesting videos as a form of promotion and marketing of a product.

When running a business, the company certainly has competitors so that the company will experience high competition. But companies can increase competitiveness and marketing effectiveness with the help of information systems. The high competitiveness felt by companies makes them have to stay creative and innovative so that their products can compete with new products and old products from other businesses. Therefore, the role of marketing in a business or business is very important because marketing is a determining factor in the success of a company in the market. The role of marketing is not only introducing products but also providing satisfaction to consumers, earning profits, and product value for consumers through appropriate pricing. Marketing also plays a role in distributing products in a good, easy, and convenient way for consumers,

promoting the product, and ensuring that consumers are satisfied with the product. Effective, efficient, and establish good relationships with consumers to improve the company's continuous promotion process (Arianto 2021).

Usually the marketing process is carried out before producing goods and does not stop when sales occur. Marketing can provide a sense of satisfaction to customers so that the business can keep running and customers can provide a good opinion for the company (Priangani, 2013). Digital marketing comes as an innovation or a new strategy to market a product or service by companies because of effective sales opportunities (Esty Purwanti & Lupiana, 2023; Mubarak et al., 2023).

### **INFORMATION SYSTEM**

Information systems are systems that exist in an organization to process transaction needs, manage the operation of an organization's strategic activities by providing reports from certain trusted external parties (Hasbiyalloh & Jakaria, 2018).

Marketing information system is a set of systems that connect one to another to obtain data that has to do with marketing problems to be considered by management in making decisions (Nur Efendi 2023).

Based on the above definition, marketing information systems have other benefits, namely supporting the development of more effective marketing strategies. The data and information collected and analyzed through this system can provide insight into the company's markets, customers, and competitors. So that the marketing team can formulate the right marketing strategy including competitive pricing, effective segmentation, targeted promotions, and product development according to consumer needs (Muhammad Athoillah and Rani Kurnia Putri 2023).

### **DIGITAL MARKETING**

Philip Kotler states that marketing is an exchange activity that occurs to fulfill needs and satisfy desires. Philip Kotler and Armstrong state that marketing is a social process that regulates a group and individual to get what is needed through the process of exchanging products with others. Marketing itself can be defined as a planning system for determining prices, promoting, and distributing products to consumers in order to achieve company goals (Priangani, 2013).

If marketing and digital are combined, it can be understood as marketing activities that use social media and the internet as their means. The internet is very influential in business (Syukri & Sunrawali, 2022). Based on this definition, it can be said that the marketing concept is the basis of business as fulfilling the needs and satisfying the desires of consumers, which is a socio-economic requirement for companies. Marketing has three elements, namely recognition of consumers, organizing marketing activities, and the level of customer satisfaction.

### **TYPES OF DIGITAL MARKETPLACES**

The types of digital marketplaces based on their business models can be described as follows:

1. Business-to-Business (B2B)

An e-commerce-type business that occurs in two companies with longer sales cycles and higher orders.

2. Business-to-Consumers (B2C)

Has a shorter process on its lower-value products or services. Like shopee, tokopedia,

and others.

3. Consumers-to-Consumers (C2C)

To find the goods needed, consumers only need to enter the site or application offered.

4. Consumers-to-Business (C2B)

Consumers sell products to companies using websites to expose the products or services offered.

5. Business-to-Government (B2G)

An e-commerce business that sells to the government. With the process of submitting tenders for various types of products for government operational needs (Erwin et al 2023).

From the various types of digital markets that exist, companies should choose the type of market that is suitable for their business field, because if the wrong choice does not rule out failure in marketing can occur. Along with the increasing need for information, the need for better and more sophisticated facilities and infrastructure to collect and process data is also increasing. To meet these needs, a marketing information system emerged as an important component of the marketing process (Yoesoep, 2022). Marketing can be carried out by business people due to several things:

- a. Decrease in sales
- b. Slow growth
- c. Variety of purchase changes
- d. Increased business competition
- e. The amount of expenditure is increasing (Wilardjo, 2020).

So it can be seen that even though technology is increasingly sophisticated, of course there are still many people who do not know how to use it or even many are still afraid to use social media as a marketing tool in selling their products because social media itself certainly has many disadvantages behind its advantages.

The advantage of marketing using social media is that it can reduce costs and increase wider reach. Marketing through social media allows companies to reach consumers who may not be accessible due to limited technology by users and the location of distribution channels that are still not available. In addition, the information conveyed is easy to process and easy for consumers to understand (Kumar, 2019). Meanwhile, the disadvantage of marketing using social media is that it is easy for plagiarism to occur, anyone can imitate the products that are being marketed through social media, therefore a distinctive characteristic is needed in the product to make it different from other products. Not only that, issues of trust, privacy, and data security are also important to consider in order to minimize the potential for crime. These three things also have an important role in generating consumer loyalty to social media marketers so they need to be taken seriously (Kumar, 2019).

Digital marketing methods are considered more effective in increasing the number of sales because digital marketing can reach a wider range of consumers. Companies need to adapt to the times, the more advanced the development, the more sophisticated the technology needed. It is because of the times that companies that used to use conventional marketing methods are slowly moving towards digital marketing methods. There are differences in conventional marketing and digital marketing, namely:

**Table 1. Comparison of conventional marketing with digital marketing**

Conventional Marketing Methods	Digital Marketing Methods
Through print, radio, direct mail	Through online media
Easy to measure results	Some results are easy to measure

Advertising takes a long time	Advertising is planned in time short
More expensive process	The process is easy, cheap, and fast
The success of traditional marketing is characterized by the reach of the audience large local	Digital Marketing Success is celebrated with affordable local audiences specific
Reach to consumers is limited because lack of technology	Reaching consumers with technological sophistication
24/7 year round exposure is not possible	Exposure through out the year 24/7 possible
No viral capabilities	Has the ability go to viral
Responses occur only during working hours	Responses occur at any time

Based on the difference table, we can understand that digital marketing is an activity carried out by Rand to reach potential audiences on the internet using digital channels. Digital marketing is different from conventional marketing even though it has the same goal (Esty Purwanti & Lupiana, 2023).

Although it uses conventional methods, it does not mean that conventional marketing is old-fashioned and not worth using. Both digital marketing and conventional marketing have very important roles to connect businesses with consumers. By combining the two, it can maximize marketing strategies. Some people consider digital marketing to be the yin to conventional marketing (Rauf et al., 2021).

## MATERIALS AND METHODS

This research uses a literature view approach. The author collects data and information related to information systems and digital marketing through supporting data sourced from research journals and supporting books.

Literature view has the aim of informing readers of other research results related to existing research, and filling in things that are still lacking in previous research. Literature view contains discussion, summary, and author's opinion about literature sources that are used as topics to be discussed. This literature study aims to find out the digital market innovations used by companies and utilize the sophistication of information systems in the marketing process of goods or services (Hariyanti & Wirapraja, 2018).

## RESULTS AND DISCUSSION

In an increasingly digitized business landscape, innovation in marketing has become a major key to company success. Companies should make changes by following technological advances and utilizing them in order to gain an advantage over competitors. In an increasingly modern world, strategic steps are needed to be able to compete with competitors, and remain relevant (Rahmasari, 2023). In deciding to implement a business strategy, it must be carefully thought out. There are two types of businesses that are taken into consideration when deciding to use digital marketing:

- a. In terms of consumer characteristics and expectations, there are two types of consumers: online consumers and new consumers. Digital marketing is the best choice for consumers who search for products through technology, but consumers who have not used technology can become potential consumers in the future.

- b. Examine the characteristics of a product, service, and brand that are right for marketing online. By using this strategy, it can interact online with consumers (Saputra et al., 2023)

This digital marketing strategy has an influence of 78% on the company's competitive advantage in marketing its products. Digital marketing can be channeled through social media because nowadays all companies have used this method. Using digital marketing is the right strategy because it costs much less than conventional marketing. The only equipment needed is a gadget and the internet (Fadli et al., 2023)

There are legal differences between conventional marketing and digital marketing, conventional marketing is protected by Law No. 7 of 2014 containing rules on everything about trade, including trade that utilizes the internet and also Law No. 20 of 2008 containing rules on micro, small and medium enterprises. Meanwhile, online marketing is protected by the same law as conventional marketing, but online marketing has an additional legal basis that regulates it, namely Law No. 19 of 2016 concerning amendments to Law No. 11 of 2008 concerning digital information and transactions (Suwitari & Larasdi Putra, 2020). With this legal basis, digital marketing using social media is safe to do. Doing marketing by utilizing social media has the potential to help companies be better known by consumers who are anywhere.

Social media has the potential to help companies market their products through an easy process at a more affordable cost. Existing social media applications are used to offer products to customers through short messages or networking sites that allow users to interact and communicate with each other. By using these applications, past users can provide their experiences online who have consumed a company's product or brand in order to benefit. In terms of business, one's involvement can have an impact on the creation of profits. The business value of using social media for companies is: a. creating sustainable marketing, b. in the long term can increase sales and in the short term can increase revenue,

- c. cheaper advertising costs, d. reduce total marketing costs, e. facilitate promotion with social media. Utilizing the sophistication of social media is very important because it will expand the consumer network in marketing its products so that it can excel in competition. The use of social marketing has provided a significant increase in business growth for companies (Suwandi et al., 2023).

## CONCLUSION

Digital marketing and information systems are key in dealing with today's digital era. Companies can utilize various types of digital markets and combine the internet and social media to develop exposure to consumers. Marketing information systems help companies produce effective marketing strategies. Companies must choose the type of digital market that suits their business field in order to compete with competitors. Digital marketing is shown to be more effective in increasing sales because it can reach a wider range of consumers. However, conventional marketing also has an important role in connecting businesses with consumers. By combining digital and conventional marketing, companies can maximize marketing strategies to be more relevant in business. Laws governing online marketing also exist and provide protection for companies that utilize it. Utilizing social media in product marketing can help companies be better recognized by consumers and create sustainable marketing channels. This means that digital marketing and marketing information systems are important for every company

in facing the current digital era.

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