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Digital Marketing in business: A Systematic Review

literature review

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Abstract:

This research article describes a framework overview research in digital marketing in business and highlights concept of digital marketing and its importance for businesses today in addition to its strategies, advantages and the impact of digital marketing on businesses performance and SMEs and the impact of covid-19 on digital marketing. Sir Tim Berners-Lee founded "the World Wide Web more than 25 years ago". Despite this, significant advances in digital media as well as marketing technology over the last few years, allowing businesses to engage with customers at all stages of their lives. The purpose of this research is to presents a systematic literature review of the published research in the field of business in Digital Marketing published from 2016 to 2022 in 5 main database" Springer, Emerald, Science direct, research gate, Taylor dan Francis" and fill the gap of shortage in this field by provide an overview of development in the domain of research. These results shows, 40 Articles published from 2016 until 2022 from 5 main database in addition, the academicians and researchers from 7 different countries have significantly contributed to Business Digital Marketing (BDM) studies. A large portion of studies are conducted in four regions (Asian countries, South Africa, Europe and US).

Keywords: Digital Marketing (DM), Business Digital Marketing (BDM), SMEs, Covid-19 Pandemic, Systematic Literature Review (SLR).

Introduction:

Marketers are switching their focus and resources away from "conventional advertising" and as regard to new sort of "social and digital marketing" (De Vries et al. 2017). This trend is much more prominent in developing countries, since social media use and internet advertising are rapidly increasing. Various business-to-business B2B companies are turning to digital marketing to enhance customer acquisition. Digital marketing, in addition to interactive consumer engagement strategies (Kotler & Armstrong, 2009), provides for precise customer attraction (Pandey & Gudipudi, 2019).

For instance, B2B marketing executives can utilize LinkedIn to break through numerous layers and interact with executives from user departments. This aids B2B salespeople in increasing their productive capacity. It also allows for real-time monitoring of B2B consumer interaction and sales converters. It also enables the dynamic production of material tailored to the browsing preferences of a potential customer (Pandey.N, et al, 2019). In particular, recent marketing literature looks at Business digital marketing, which focuses on building a brand and the consumer journey, which includes buy and post-purchase activities in both developed and developing markets (Colicev et al, 2018; Kumar et al, 2017).

A systematic review of the literature must be updated. As a result, we've created a brand-new systematic literature review: (1) To successfully complete a review of academic study journals in the field of Digital Marketing in Business from 2016 to 2022, from the perspectives of profit businesses, non-profit businesses, and consumers; (2) Cross-cultural or systematic studies; (3) studies conducted in developing and developed nations; (4) studies conducted in various societies

(Muslim societies, Western societies, etc.)

The adoption of social media allows SMEs to get out to their desired audience (Lucyantoro & Rachmansyah, 2017; Murgha, 2017). Marketing is the term for this type of interaction. An advertising mix, one of which is digital marketing, is required to create successful marketing communication. Because it is more efficient and successful, online marketing is suitable for new firms (Yoga & Nurmahdi, 2018).

Digitalization is dominating the global market (Hofacker et al. 2016; Kannan, 2017), and B2B corporations like IBM, Oracle, SAP, Cisco, and Intel are among the driving forces behind the digital transformation, according to a prior Marketing research (Hofacker.H, et al., 2018). For example, in 2015, internet sales in the United States accounted for 7.4% of total retail sales (Phillips, 2015), and this percentage is fast increasing. Buyer-supplier transactions are increasingly being conducted through digital technologies. The influence of digitization may be seen in the main changes in the global corporate landscape.

Furthermore, companies like Google, Amazon, Alibaba, and eBay have risen to prominence as major global actors, disrupting established business models in both business and consumers (Hofacker.H, et Al., 2018). Many of these behemoths, as well as many other huge firms, conduct massive commercial activities, despite what seems to be a consumer-centric focus on the surface. Given these shifts, it's possible that business marketing may be the next frontier in digital growth (Wang et al., 2017).

The majority of studies focused on the consumer side, with only a few relating to business digital marketing. Digital technologies can also operate as integrative mechanisms amongst companies, according to one of these researches (Golgeci & Gligor, 2017). The key research by (Pradhan.P, et al, 2018) attempted to empirically analyze all study points linked to digital marketing published between 2016 and 2022, as well as explore the varied approaches used in the field of SMEs, and found that there has been some progress in SMEs. Other research (Panda& Mishra, 2021; Pandey.N, et Al., 2019).

These researches intended to demonstrate the importance of various services in digital marketing and to assess them. Another research (Shah.J.M, 2018) demonstrated the importance of novel technologies in digital marketing for reaching and expanding market groups, as well as their business implications. The digital marketing methods, possibilities, and obstacles in business that firms employ to extend and enhance their activities and earnings were explored in a recent research by (Jaas.A, 2022). As a result of this, the gap in this field is the most research on digital marketing is consumer-focused and little is known about the role of digitalization in the nature of business and its aspects. So, this study will examine all of the studies from 2016 to 2022 that related to the business field in addition to focusing on the business side regardless of the customers. With this work, it will be easier for any researcher or scholar to have a whole and a better understanding of the recent studies and for future contributions in this field.

Research Problem:

Due to a paucity of research in this subject, the goal of this research is to have a full grasp of the existing study on business in digital marketing. The research believes that digital marketing still needs to be analyzed and get knowhow for the same. Cause the role of digital marketing it's very essential for businesses whereas it allows them to expand their activities and raise their profits by reaching a very wide range of consumers.

Research Objectives:

The study objective is to provide a systematic literature assessment of existing business research in Digital Marketing published between 2016 and 2022.

- Discover influential publications that have influenced this topic and provide a summary of study progress.
- Gather in-depth knowledge of the role of digital marketing evolution in the nature and outcomes of business in digital marketing.

Research Questions:

The current study tries to examine the following questions:

1. What is the Importance of digital marketing?
2. What is the role of digital marketing in small businesses?
3. What are the digital marketing strategies and tactics?
4. What the digital marketing impact on business growth?

The importance of the study:

This paper is significant since it addresses one of the most important and relevant areas in business, digital marketing. It recognizes that the Internet has evolved into a strategic tool for various businesses, and that communication technology can substantially aid marketing initiatives. It gives ways for entrepreneurs to extend their small operations and reach out to a wider audience. Because internet services are characterized by speed and accuracy, they help to the development of the marketing plan and provide excellent chances for increasing sales. Otherwise, success in the digital environment necessitates obstacles for these techniques.

It will, of course, be valuable to other scholars in the subject for future contributions.

Scope:

The general purpose of this paper is to provide a systematic literature review of the existing research in the field of business in Digital Marketing published from 2016 to 2022.

The study is focused on the role of Digital Marketing in business and its impact on the market, the study population comprised 40 published articles peer-reviewed from 5 database sources as follows: Emerald database, Springer database, Taylor dan Francis, Research Gate, ScienceDirect. The studies must be related to the Business sector and they will be executed from different societies (Muslim societies, Western societies, etc.).

Methodology:

1. Eligibility Criteria:

This study was a systematic review using a comprehensive review of majority published of the sources used in this paper are peer-reviewed articles extracted from various databases published between 2016 and 2022.

2. Information Sources:

The journals and case studies of the following database have been reviewed:

Emerald database

Springer database

Research Gate database

Taylor dan Francis database

ScienceDirect database

Others/Reputed indexed journals.

3. Search Strategy and selection process:

The data has been collected by searching in the electronic database (Emerald, Springer, Research Gate, Taylor dan Francis, Science direct) and other sources using relevant topics in field of business in digital marketing and we depended on peer-reviewed quantitative studies over from 2016 to 2022 with different societies(Muslim countries, Western countries, Asian countries).We conducted a manual search supplemented by a targeted automated search to ensure the reliability and reproducibility of the studies found in the manual search. This is due a pure automated search of electronic data sources using a conventional search phrase may miss relevant material.

Following the article selection process with inclusive and exclusive criteria, 95 candidate articles were chosen from the 400 selected articles. A total of 40 articles were selected for analysis and evaluation after carefully examining each article and separating those that were less relevant to Business in Digital Marketing.

4. Data analysis and synthesis:

The content analysis was carried out manually. We used a data extraction table to describe technical characteristics, major findings, and summary methodological elements of selected articles. Using the data extraction form creates a historical record of the review and helps the extraction data synthesis process.

Table 1 Data extraction Details

Data Base Name	Studies Found	Candidate Studies	Selected Studies
Springer	87	23	11
Emerald Insight	72	17	8
Science Direct	53	14	7
Taylor and Francis	44	11	6
Research gate	120	25	7
Others	24	5	1
Total	400	95	40

Literature review:

I. Digital marketing concept:

Digital media as well as technology aren't even new; Sir Tim Berners-Lee founded the World Wide Web more than 25 years ago. Despite this, significant advances in digital media as well as marketing technology have offered firms with new ways to engage with clients throughout their lifetime. Because more than Three billion people use the internet to find products, entertainment, friendships, and love, consumer attitudes and the way businesses market towards both clients and companies have evolved dramatically. (Chaffey & Chadwick, 2019).

Digital marketing experts have their own definitions. Digital marketing, according to Uchenna & Louis (2018), is a multi-media marketing activity that includes branding. Blogs, websites, e-mail, and numerous social media networks, for instance. Digital marketing, according to Wendy et al. (2019), is a method of promoting goods or services through the use of digital technology, particularly the internet. Digital marketing makes advantage of technological advancements to carry out non-traditional advertising that has a significant impact. (Kerti Yasa et Al, 2021). Internet marketing, online marketing, and web marketing are all terms used to describe digital marketing. The concept of digital marketing has evolved significantly over time, particularly in developing countries.

Digital marketing is a bundle of digital technologies that encompasses search engine optimization, search engine marketing, digital advertising, and a variety of other digital strategies. It makes use of electronic commerce to facilitate the sale, purchase, and other services associated with products and services via the internet. End consumers can now obtain product information from anywhere on the planet at any time thanks to digital media. Furthermore, today's consumers are quite astute; they not only pay attention to the product and service remarks, but also to other mediums such as social networking, media, and discussion forums in order to better analyze the item (Kumari.N, 2020).

Eventually, digital marketing is a type of marketing that involves leveraging digital media or the internet to promote a brand or product. The purpose of digital marketing is to rapidly grab current and new customers. Because technology and the internet are widely accepted in society, it's no surprise that digital marketing activities are the preferred method for businesses. As a result, there is rivalry among businesses to generate engaging material for their marketing strategies (kerti Yasa, et Al., 2021).

II. Overview of digital marketing in business:

Businesses and customers can communicate directly through digital marketing. Businesses can engage with their customers and get immediate feedback about how they think towards the products or services they provide via digital platforms, allowing them to improve their productivity and grow their market area. When compared to traditional media, digital media supports a larger audience because it uses multiple social media platforms to advertise products and services, thereby reaching a larger audience than when utilizing other types of media such as television (Shah.S, 2018) Other excellent tactics for increasing market size can be reinvented by business groups. As a result, providing real-time data is great for organizations to learn more about their current clients and devise new ways to broaden their client base (Tenhunen, 2018).

Consider the forms of audience interactions we must understand and manage to appreciate the importance of digital marketing towards the development of marketing in general. Digital marketing nowadays entails much more than simply connecting with clients through a website. It requires employing the '5Ds of monitoring digital marketing connections,' for which we must assess client adoption & establish how our organization can manage them in order to support marketing goals. (Chaffey & Chadwick, 2019).

Radio channels, TV, Social media, search engines, email, SMS, websites, smartphone apps, social networks, and electronic billboards Over the last two decades, they've all been used to adopt metrics-based, purpose-driven, interpersonal, and interactive marketing. More suitable, a bigger contact, price, and the capability to overcome geographical and temporal limitations have all been brought about by the advent of novel technology and tactics in digital promotion and marketing. Digital marketing uses a variety of technologies, especially artificial intelligence (AI)

And the Internet of Things (IoT), to fulfil marketing goals in both consumer and business-to-consumer contexts. (Buhalis & Volchek, 2021; Chaffey & Ellis-Chadwick, 2019; Dwivedi et al., 2020; Herhausen, et Al, 2020; Petrescu, Krishen, & Bui, 2020).

Traditional marketing approaches are supplemented and replaced by digital marketing web-pages based on commercial platforms (iTunes, eBay, Amazon Marketplace, Flipkart, Expedia, Alibaba, Booking) Plus SM marketing societies (LinkedIn, Twitter, Facebook etc.). (Kapoor et al., 2018). As a result, DM is a multidisciplinary subject that is constantly growing, capable of progressing with new ICT tools and platforms, and not restricted to basic applications of digitalization to marketing (Das et Al, 2019). As a result, the current research adopted a definition that encompassed everything: Enterprise event marketing includes customer-focused marketing perspectives (Yang, et al., 2017), decision making and client relationship management (CRM), social connections, and media (Berezan, et al., 2018; Krishen, 2016), electronic word of mouth eWOM, Virtual marketing communities, online sentiment analysis, and digital marketing analysis (Iacobucci,2019).

Today, Optimization for Search Engines SEO, or the optimization of search results from major search engines; SEM, or programmatic advertising, or strategies to sponsor adverts in search engines or in advertising space on website banners; and SMM, or social marketing., or methods to interact with users on social networks through social ads, are all on the daily blueprint for today's Internet businesses (Lies, 2019; Palos-Sanchez, et Al,2019). In recent years, researchers have paid a lot of attention to DM (Kannan, 2017). As a result, a recent study by Saura Jose Ramon (2020) suggests that businesses should employ (Artificial Intelligence) AI or (Machine Learning) ML methodologies to uncover unsuspected styles in order to enhance their chances of achievement on digital and CM platforms. As a result, study fields like as and (Computer Sciences) CS and (Information Sciences) IS, as well as all other types of study that simplify data collection, ordering, and management, have become increasingly influential in the DM sector.

III. Importance of digital marketing:

Every month, new tools, platforms, and applications are released to assist entrepreneurs in achieving their objectives in digital marketing. The listed applications and platforms will evolve and develop over time, but the principles and concepts will stay relevant, valid, and efficient (Smith.J, 2020). The way small and medium enterprises communicate with their target customers has changed dramatically thanks to digital marketing.

The 5Ds of digital marketing (digital data, digital platforms, digital technology, digital devices, and digital Media) can be used in conjunction with traditional marketing methods, making digital marketing more important than ever.

Consumers now have access to a much wider range of entertainment, products, services, and prices from a variety of sellers, as well as a simpler way to choose and purchase anything. Businesses can explore new markets, offer unique services, interact with customers in unique ways, and comparison to large organizations on an equal basis. Marketers who work for these businesses have the opportunity to develop new skills and approaches in order to improve the company's competitiveness. (Chaffey & Chadwick, 2019).

Markets are always shifting as a result of rapid and powerful digital innovations. Consumer demands evolve as marketing environments exchange, and marketers have to identify appropriate Communication is required to fulfill their clients (Davidaviciene et al., 2019). Digital data continues to give crucial information for market strategy. Marketers, on the other hand, must make significant decisions about which kind of data to evaluate (Orlandi, 2016). Traditional marketing capabilities are being challenged by massive amounts of data, but information processing capabilities are vital to every firm. The significance is that digital developments has been established a gap in marketing abilities that must be filled (Orlandi, 2016). Markets and consumers with new anticipations are created by new technologies, due to a generation of new value process (Gielens & Steenkamp, 2019; Kotler et al., 2017).

Otherwise, in investor relationship marketing, trust is critical since it influences the quality of the relationship among 2 parties (Pollack et al. 2017). Trust is defined as a relationship in which one person (trustee) has anticipations of another (trustee) and is vulnerable to whether the trustee fulfills those anticipations, regardless of control (Kaiser & Berger 2020). The necessity to realize how businesses can form trusting relationships with diverse investors in their relationship marketing is necessitated by the complicated competitive climate and the require of trust in managing investors. Though, trust is rarely discussed in entrepreneurial literature, and there is a need for a comprehensive analysis that considers the concept of trust in this complicated environment (Cherry, 2015) The importance of trust in investor management necessitates an understanding of how businesses can establish trusting connections with various investors through relationship marketing.

As I previously stated, social media can be highly beneficial to company. However, it might also be a significant hazard. If your service is terrible, your products are poor, and you fail to respond quickly enough to those business failures, your clients will utilize social media to amplify and vocalize those emotions for all to see. Being offline does not solve the issue. Clients will continue to express their problems online; all you have to do is make sure you're online as well, and create a listening strategy so you can swiftly and effectively address any problems before they become more serious (Smith.J, 2020).

IV.Role of digital marketing in small businesses:

It is no longer feasible to think about marketing without also thinking about digital. Users are always online, whether on their computers, laptops, tablets, or mobile phones. In fact, clients are "second screening" their phone while watching TV or operating on their laptop, which

means that if your brand isn't part of that discussion or available among all devices right away, your product or service will likely be overlooked, and another, more digitally savvy company will benefit at your expense (Smith.J, 2020).

The importance of digital marketing in SMEs is growing in tandem with technological advancements. Because so much of digital marketing is dependent on the internet, it will earn the most as the number of internet users grows. Websites, social media platforms, affiliate marketing, and email marketing are all instances of digital marketing. Otherwise, the advantages of using a digital marketing strategy for SMEs involve being able to attract all clients in the world, planning time for advertising campaigns taking only a short time, being faster and relatively affordable, and no tangible relationship being created because digital marketing is done on the website, social media platforms, or via online videos of affiliate marketing, email marketing, and search engine optimization. Because digital marketing is done on websites and social media, it is less expensive than traditional marketing. This is why digital marketing is so crucial (Ankita and Naveen, 2020; Chandini, Divya and Dincy, 2020; Prajapati, 2020).

So, regardless of what product or service you offer, you'll need a digital marketing strategy if you want to attract new clients and keep the ones you already have. Granted, some parts will be more important to you than others, but knowing what's out there and how it works will make deciding which strategies to use to reach your potential consumer base much easier (Smith.J, 2020).

In the face of the influence of Covid-19, SMEs have turned to digital marketing as a shape of innovation to retain their performance and profitability. The application of new technology or management practices inside SMEs to obtain aimed improvements in activities is referred to as innovation. The findings of various researches suggest that the practice of innovation has a good impact on the business performance of Saudi Arabian SMEs (Adam and Gadah, 2021). SMEs employ digital technologies to keep their operations running during a pandemic. Their results emphasize the critical role of information technology in assisting SMEs in overcoming the obstacles posed by the COVID-19 situation. Sabihaini and Prasetyo (2020) discovered that technology (such as specialist and executive skill innovation; capabilities in innovation and procedures; IT innovation, work instruments) can help SMEs achieve profitability growth goals. Because digital marketing is a kind of innovation, it is assumed that when SMEs incorporate it into their company procedures, their financial performance would improve.

V. Advantages of digital marketing:

There are numerous benefits to digital marketing for SMEs and marketers, and it is critical for success, according to a study by Lalicic and Weismayer (2018), which found a link between service quality (SQ) and consumer loyalty. However, this research was conducted in an offline

setting. The cooperative economy, for example, has based its strategy around boosting consumer and business involvement (Pisano et al., 2015). As a result, these businesses regularly use SMM techniques. SM is a vital communication tool for e-businesses since it helps them raise exposure and encourages closer, more casual ties with customers. Collaborative economy firms develop profiles on major social networks like Twitter, Facebook, and Instagram to connect with their fans and create content. One of the main advantages is to develop a user community and promote users of that community to connect with one another, share their experiences and thoughts, and even express their dissatisfaction or satisfaction with a product or service (Rowe, 2017). The primary structure of collaborative economy platforms is a sense of community, as well as credibility and social relationships (Lee, 2016).

Moreover, the findings revealed that user distrust of digital platforms is one of the most significant concerns in the online environment. Promote firms to encourage UGC through social networks or on their own platforms, as described above, to overcome user trust. UGC is content about a brand or company created by users on digital platforms or social networks in an entirely unselfish manner; in UGC, users openly discuss and share their experiences and thoughts with other users (Reyes-Menendez et al., 2020). There's evidence that user-generated content has a bigger influence on customer behavior and online trust than platform-generated content (Zloteanu, 2018). Positive ratings promote sales and engagement in enterprises, according to Camacho-Otero et al. (2019). The quality of the produced content is also a deciding factor here. The study of data from user searches, as claimed by Palos-Sanchez et al. (2018), presents a wealth of information and suggestions for collaborative economy firms. The findings also show that phrases relating to social networks, technology, and Internet access have strong relationships. All of this emphasizes the value of employing SEO (Search Engine Optimization) and SEM (Search Engine Marketing) methods (Search Engine Marketing).

Furthermore, multiple other According to researches, generating blog content, particularly in the travelers and hospitality sectors, is an extremely successful as well as cost-effective way to promote a brand. because it improves the company's image (Sabou et al., 2014). Similarly, there is proof that deploying representatives or important opinion leaders favorably influences customer decisions in online contexts, notably in the fashion industry (Lee & Chow, 2020). However, this type of study has remained exploratory to this point. According to a recent study by Jaas Allam (2022) he highlighted the advantages of digital marketing in these following points:

1. Low-cost distribution capacity, as it is simple to gain all consumers through the network if they have access to the service in a digital environment.
2. The ability to conduct direct interviews between businesses and consumers, lowering marketing costs.
3. A good time investment that improves company effectiveness in the digital environment.

4. Direct transmit of sales tasks from salespeople to customers by providing order forms and using ready-to-use models.
5. Gathering market research data and tracking customer preferences.
6. The ability to communicate between companies by creating virtual dialogues between clients about a specific item.
7. Advertising and the ability to enter new markets, as well as e-marketing, aid in the growth of competition based on specialty instead of price, creating potential for greatness.

VI. Digital marketing strategies and tactics:

The Main strategies of digital marketing stated according to modern study by Polanco-Diges & Debas. (2020) as follows:

1. User Experience Strategies (UX): All strategies for interacting with an organization in a certain eco system or device during the decision to buying process trip. A user experience plan involves creating strategies that align the organizational objectives, technical abilities, and consumer demands. In terms of generating locations for people to generate important and desirable material, offering an available and convenient web (usability), and improving reliability, this strategy is irresponsible.
2. Search Engine Marketing (SEM): A combined SEO and SEM strategy (SEA). Marketers, on the other hand, do not always agree with this description.
3. Search Engine Optimization (SEO): strategies used to boost a website's authority and traffic naturally. Higher-ranking search results have a greater internet reputation. A well-positioned website is more noticeable and attracts visitors.
4. Social Media Marketing (SMM): A collection of social media responses made by a business to promote direct engagement with customers and encourage interaction. It stimulates the building of relationships between the brand and also the user in addition to the sale of goods or services.
5. Freemium strategy: A business model that grants customers to utilize a service for free, but charges a nominal fee for exclusive benefits or more sophisticated capabilities based on the desires and preferences of the users.
6. Content Marketing: It entails the formation of relevant and up-to-date content for users in an online environment (social media, websites, blogs, etc.). It's an excellent complement to other types of methods, such as SEO. Its goal is to establish a connection with the audience, provide

messages, and share information. It also gives people free value and builds long-term relationships with them.

7. Online Relational Marketing (ORM): This entails tailoring tactics and behavior to every user according on the information provided (purchase history, questions, search history, complaints, etc.). Its goal is to sway users' E-trust and sincerity.

8. Influencer Marketing: promotions responses taken in social media through influential figures aimed at their small or large community of followers. Bloggers promote and assess a brand's items and/or services, gaining followers' credibility and encouraging them to join..

Responding to this point, Jaas Allam (2022) point out that a good e-marketing strategy should include:

1. Gaining a search engine privilege: It is vital to efficient marketing, and this necessitates: enhancing the website, i.e. the site must be categorized on the front pages of the search engines so that visitors can see the content when searching. It should also include phrases and keywords that show users the product or service they are looking for in internet search results.

2. E-mail marketing: Product information is sent to e-mail users in order to impact potential customers. This method has been demonstrated to be efficient and effective in establishing positive business ties with potential clients.

3. Online advertising: Online promotion is a high-value investment technique because it entails placing product and service advertisements on the enterprise 's website, on front-page sites for search status, and on sites that receive a lot of user interaction.

4. Online News Bulletins: This process involves disseminating information to the general public about new introductory offers that are accessible. This is repeated at regular intervals.

5. Newsrooms in the media: This device is a crucial online medium that contains information that can be shared on social media. Importantly, information and news are circulated quickly in these places.

Finally, the findings revealed that using Fermium approaches to achieve distinction on SE platforms is effective. This impact is related to user diversity, with price being a deciding factor in consumer behavior (Querbes, 2017). Furthermore, this kind of approach enables for the exchange of user data, which is beneficial to digital marketers because it enables them to develop personalized techniques based on users' interests, searches, or buying history, and thus make related offers or provide precious content to their customers. All of this increase's client confidence, contentment, and loyalty on digital platforms (Polanco-Diges & Debasa, 2020).

The dispute about the significance of a market growth strategy in setting client perceptions in emerging markets in order to increase corporate performance. Third, A four-period analysis of organized media and digital incoming marketing reveals a favorable model of media elasticity that appears after the third period and rises higher and more durable after the 4th period, demonstrating the validity of the echo verse conceptual model. (Hewett et al. 2016). The numerous "actors" in the digital echo verse architecture contribute in a number of ways: Clients who are affected through media investments made on the basis of tailored content, human connections, and involvement make a connection with businesses through their webpages, which is referred to as organized media (digital inbound marketing). Furthermore, a B2B organization's need for digital incoming marketing confirms the penetration and growing favorable response to such approaches in an expanding economy. Predict inaccuracy variation decompositions (Pauwels 2017) back up the findings, emphasizing the significance of firm-initiated online connections. Earned media and organic search each have a favorable influence on new client recruitment and B2B sales and new when it comes to market-initiated communication. Finally, our data imply that online communications are used to recruit customers by both businesses and markets. It generates new sales and improves digital inbound marketing and purchased advertising on a regular basis.

In an industry poll, the majority of company customers (over 80%) claim that CM has influenced their purchase decisions (Minsky and Queensberry, 2016). In B2B markets, Contractual agreements are essential for generating steady revenue, therefore enabling and maintaining client involvement in digital media to maintain revenues each week, month, quarter, then finally year is critical. Academic research on B2B DM is still in its early phases, and it only offers a rudimentary knowledge of the problem. When evaluating the influence of digital media platforms, a few recent studies have begun to evaluate the differences between B2B and B2C sectors (Agnihotri et al. 2017). "Marketers in B2B and B2C contexts demonstrate substantial variances in their branding and selling techniques; their use of message attempts to appeal," according to Swani et al. (2014); "when evaluating fortune global 500 firms Twitter communication", and the usage of signals, links, and hashtags to aid information searches" In terms of emphasis and manner, B2B digital marketing differs from B2C digital marketing.

Furthermore, in corporate markets, the focus is mostly on value chain marketing (Lilien 2016), with specific attention paid to lead categorization, contents distribution, including subscriber interaction (Järvinen and Taiminen 2016). Digital marketing technique in a B2C scenario, on the other hand, concentrates on brand creation and the end client journey, which encompasses both buy plus post-buying events (Kannan and Li 2017). eventually, due to fast advancement, digital marketing study in commercial markets has largely emphasized on business activity in developed markets. As a result, researchers in developing countries have underlined the importance of B2B digital marketing research. (Vieira.V.A. et Al, 2019).

VII. Digital marketing impacts on business growth:

The use of digital marketing by businesses in a variety of ways (website marketing, search engine marketing, online advertising, social media marketing, e-mail marketing, and video marketing) can make customers feel more connected to the business. Clients can access diverse corporate product information at any time and communicate directly with the business, improving communication between the two parties. Customers will be more satisfied, have greater faith in the brand, and become loyal as a result of this. Customer loyalty is critical for improving sales transactional performance. It also has an influence on the company's market share and, as a result, improves earnings. (Kerti Yasa et Al, 2021).

India is one of the world's fastest rising economies, with many enterprises and technology clients using the internet for daily commercial operations. According to reports, 86% of marketers have modified their websites and email marketing to suit to a wider range of smartphone users' clients. KFC, for instance, is one of India's most popular digital brands (Shah.S, 2018). In the past, the company ran a social media campaign called Design Your Own Bucket. Over 5500 people took part in this online campaign by designing their own individual innovative KFC buckets. KFC radio RJ Hunt is other promotional tool that allows consumers to capture their analogue radio experience via KFC in-house radio and upload it to the internet, which has raised the brand's online interaction from 6.2 % to 93.8%, which is three times the global KFC average (Heggde & Shainesh, 2018).

Digital marketing, that has grown into pervasive social media practices and frequently leads to the establishment of customer relationships, has changed the lives of millions. (Fujita et al., 2017; Han et al., 2016; Kim, 2018; Woodside and Mir, 2019). As even more marketing academics and professionals dedicate themselves towards digital technology, the rate of change has quickened. From offering one-of-a-kind items and services to conducting marketing promotions across multiple digital channels to currently leveraging digital resources, the digital marketing approach has changed. Social media has been utilized for a decade for a variety of purposes, including blogging, video, and photography over mobile phones. (Hanetal. 2016, Fujita et al., 2017; Kim, 2018).

Traditional marketing strategies look to be being displaced by Augmented Reality AR, Virtual Reality VR and Artificial Intelligence AI, indicating a new field for marketing experts to investigate (Taylor & Costello, 2017, Brodie and Juric, 2018; Guercini et al., 2018; Kim & Yang, 2018, J. Kim et al., 2018; Guercini et al., 2018; Zhang and Dholakia, 2018). Marketers quickly identified the networking benefits of social media platforms like Twitter, YouTube, Facebook, Pinterest, Snapchat, Instagram, and LinkedIn, in 2017, international SM promotion expenditures were \$51.3 billion, up 55.4 percent over the past year. (Cooper, 2020) In 2018, digital promotion is predicted to grow 17.7%, accounting for \$273 billion (44%) of total promotion spending of \$629 billion (McNair, 2018). Mobile ad expenditure increased by 39% in 2017 and is expected to increase through another 27% in 2018, representing for 55% of all digital ad spending (Magna Global, 2017). The increasing relevance of promotional budgets reflects digital marketing's effectiveness in identifying target audiences and attaining expansion objectives such as boosted

income, brand exposure, client trust, and lead creation, and reduced client recruiting and service expenses (Lamberton & Stephen, 2016; Tuten, 2020).

Furthermore, the emphasis of SM research has shifted to emerging markets, where social media marketing adoption is lower than in developed countries (Liu et al., 2019, Christino et al., 2019; Liu et al., 2019). Because conventional media is much more reliable than social platforms, a number of businesses in these emerging countries are continuing to depend on it for service and product advertising. (Ali et al., 2016; Olanrewaju et al., 2020).

VIII: The Impact of DM Capabilities on Market performance of SMEs:

Digital marketing environments are exceedingly dynamic, fast-paced, and insecure, necessitating dynamic and adaptive marketing capabilities. As a result, digital marketing competencies are a subgroup of marketing skills that are required in digital marketing but never in classical marketing. The distinction arises from the application of technology to the equivalent conventional marketing functions. Market detecting, for example, is required in all marketing settings; nevertheless, digital marketing new tech are employed more than those in physical marketing environments to perform market sensing in digital marketing environments. The creation of a new collection of competencies known as digital marketing capabilities is required to meet this "extra" technology demand (Chinakidzwa, et Al, 2020).

Researchers are increasingly recognizing the necessity for digital marketing-specific marketing tools and competencies. Habibi et al. (2015) proposed a shift from Jaworski & Kholi (1990) and Slater and Narver (1990) traditional market orientations to electronic market orientations intended to address the demands of digital marketing. Marketing capabilities such as intelligence collecting and information transmission have previously been focused (Kholi & Jaworski, 1990), but the missing piece is how businesses implement these capabilities in digital marketing contexts. As a result, according to Gregory et al. (2019), the change from classical markets to digital marketing needs new marketing capabilities as well as a new awareness of the relation among market performance and digital marketing capabilities.

Marketing scholars have consistently related marketing competencies to market performance (Qureshi et al., 2017; Mathews et al., 2016; Teece, 2016). Because of the popularity of the capability's method among marketing researchers, various studies have been published that demonstrate marketing abilities' influence on market performance. However, as technology and the marketing environment have changed, the marketing capabilities strategy has evolved. Existing information on the link between "conventional" marketing competencies and market performance is being called into doubt by these shifts. Furthermore, the relationship between different marketing competencies and market productivity was unclear. Researchers showed that based on the circumstances, dynamic capacities can have a variety of effects on market performance (Chinakidzwa, et Al, 2020).

For instance, article on the relationship between market performance and digital marketing abilities in Zimbabwean SME agro-processors is limited. Previous research has mostly focused on the obstacles faced by agro-processors, SME policy issues, the unofficial sector (Matsongoni & Mutambara, 2018), plus government legislation affecting SMEs (Bomani, 2016). In Zimbabwe and other developing nations with similar conditions, it's vital to connect SME agricultural processors' digital marketing expertise to their performance.

Agro-processors are crucial in the growth of employment, poverty reduction, and livelihoods in Zimbabwe because it is an agro-based economy (AFDB, 2018; ITAC, 2016). Large enterprises' decline created a major hole that SMEs filled, making them crucial to the economy. However, little is known about the digital marketing abilities and market performance of small businesses. SME agro-processors in impoverished nations, for example, are rarely included in existing research (Wendra et al., 2019; Zhou et al., 2019). In other areas, despite scholars' recognition of the need for updated knowledge and marketing competencies in the rapidly changing digital marketing environment, research in this sector is still weak. Except for a few articles on online marketing abilities (Mathews et al., 2016; Jean & Kim, 2019), digital marketing strategies (Verhoef & Bijmolt, 2019), and e-commerce marketing abilities (Verhoef & Bijmolt, 2019), the existing literature focuses mostly on classical marketing (Gregory et al., 2019).

VIII: The Impacts of Covid-19 Pandemic on Business performance and Digital Marketing:

COVID-19 is a disease generated by the Corona Virus and is easily spread (Mahase, 2020; Ivanov, 2020). Many nations have declared the disease COVID-19 to be a pandemic (Wu et al., 2020). The COVID-19 epidemic has a devastating influence on the business world (Goyal, 2020). Because of the epidemic, many businesses have seen their performance drop, and as a result, economic expansion has slowed (Khosla, 2020). Many things are adverse to businesses as a result of the COVID19 pandemic, such as highly restricted business working hours, lower manufacturing capacities, and restaurants and retail shops that can only take 50% of usual capacity.

All of this has a direct effect on the amount of people who visit the store. The longer the COVID-19 epidemic continues, the worse the economic situation will get (Mahesa, 2020). According to an earlier study, several hotels have closed as a result of the COVID-19 outbreak (Mahendra Dev, 2020). One option is to switch from in-person buying to internet shopping. Similarly, the corporation has switched from traditional to digital marketing as a marketing approach. As a result of the COVID-19 epidemic, enterprises are increasingly turning to digital marketing. Businesses can also use digital marketing to develop websites, conduct search engine marketing, social media marketing, online promotions, E-mail marketing, and video marketing (Kerti Yasa, et Al, 2021).

Discussion and results:

This study presents a comprehensive evaluation of the systematic literature for the periods 2016–2022. In this research, we discovered that academics in Asian countries are more interested in business digital marketing. This could be attributed to the importance of DM's rapid rise during this time period, as well as its widespread popularity between American businesses and consumers.

Table 1 presents 40 articles published between 2016 and 2022 from five major databases, as well as academicians and researchers from seven different nations who have made substantial contributions to BDM investigations. A vast number of studies are carried out in four areas (Asian countries, South Africa, Europe and US). Similar findings are found by Thomas et al. (2020). Asian (Indian and Indonesian) researchers have become more interested in BDM in recent years, publishing an increasing number of studies. We did notice, however, that the BDM

concept was originally adopted in Western nations (with Christian tradition). In Muslim nations, such as Pakistan one research article and Indonesia two research articles, BDM studies were also introduced. Other Muslim countries investigated by the academics were Bangladesh (one study article) and Palestine (one research article). In conclusion, the UK has retained a considerable portion of its contribution, while contributions from Indonesia, Spain, Korea, and Portugal are average.

Because the United States, the United Kingdom, and India contribute the most, researchers in these countries are expected to cooperate the vast majority. Although Australia has made little contributions as a whole, certain Australian authors have collaborated extensively with experts from other nations. From a continental standpoint, North America and Europe have clearly given the most, followed by Asia.

Most contributing journals, showed that the “Journal of Science Direct and International Journal of Research in Marketing and Springer and Emerald” had the highest contribution in this domain Journal of Digital and Social Media Marketing has published 10 papers and "Journal of Business Research" also contributed 10 papers in this scoop. Furthermore, the Journal of Consumer Marketing is not among the top contributors, despite the fact that its powerful editorial board makes a substantial contribution to the field.

On the opposite, sources such as the "International Journal for Research in Applied Science and Engineering Technology" are contributing more and more. In scholarly articles on digital marketing, Adobe Research, Vilnius Gediminas Technical University, and Punjabi University Regional Centre for IT and Management are recognized to be contributing parties. Other universities, however, such as Comilla University of Technology, Udayana University, and the University of KwaZulu-Natal, have made major contributions in this field.

.Conclusion and future work:

Eventually, we have covered all aspects of Digital Marketing in Business published articles from the period of 2016 to 2022 by 40 articles in 5 main database " Springer, science direct, Emerald, Taylor dan Francis, Research Gate) including the Concept and the history of Businesses in Digital Marketing, the Importance of Digital Marketing, Role of digital marketing, the Advantages and strategies of Digital Marketing, and the Impact of Digital Marketing on Business and SMEs and The Impact of its Capabilities on Business performance and the last is the Impact of Covid-19 Pandemic on Digital Marketing and performance. The concepts that must be used to Expand any Activity whither was its a huge organization or a small enterprise or even a digital activity. And we found that the concept of the importance of the digital marketing has been increased globally in all businesses and SMEs specifically after Covide-19 Pandemic, cause they had to digitalize their activities to reach to the customers and interact with them remotely and build trust with them.

Based on the theoretical framework of the research and discussing its variables, the

following conclusions can be drawn:

1. We discussed the concept of digital marketing in different definitions and its new technologies that use by businesses rather than traditional Marketing.
2. We showed an overview of the digital marketing in business and the history between the past and today and what the different between traditional and new marketing.
3. We investigated how digital marketing is important for businesses to reach the customers and expand their activities and repair their mistakes and issues.
4. We mentioned the different strategies of digital marketing in business and how it is efficient for performance like (User Experience Strategies, Search Engine Marketing, search engine optimization)
5. We illustrated the advantages of Digital Marketing and its effectiveness in reaching customers and being closer to them and building a kind of trust with them.
6. We declared the Impact of digital marketing and its capabilities in Business growth and SMEs like the quality of the service and building a good reputation but that depends on the quality of the product in the first place. And mentioned India and KFC as an example of Business growth as a result of digital marketing.
7. We emphasized the impact of Covid-19 pandemic on digital marketing in Business and its performance whereas the pandemic motives the businesses to change their strategies and adopt the digital marketing to face the pandemic issues.

For future work, they have to contribute more work to this field and cover all of the shortage aspects, and it's needs a Questionnaire one for businesses and the other for the customer's side, and explain how digital marketing changed the service concept and how much the satisfaction on this new strategy from the businesses and how much the authenticity of the service provided and what the disadvantages and what the standards for trusting how to improve it.

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