

# Mapping Digital Marketing Strategy Study with Using Bibliometric Analysis

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**Abstract.** Technology has a big and significant impact on everyone's life. This is due to the increasing development of technology from time to time and is supported by the internet. Until now, the internet has become a necessity for society, because the internet supports all community activities in terms of communication and information, and makes it easier for everyone, whether working, studying or carrying out other activities. In this case, ever-increasing progress means that everyone can take advantage of a situation that can be called digital technology. This allows advertising targeting to the general public which is very focused on communicating with each other, tracking potential buyers and engaging them in related content. Advances in communication and network technology, especially the internet, provide the infrastructure needed for businesses that are run using the internet. The very rapid development of computer and telecommunications technology (information technology) today has resulted in a revolution in the world of trade and industry. In this research, the author used a qualitative research method with a bibliometric approach. In this bibliometric approach there are four analyses, namely, co-authoring analysis, bibliometric network visualization analysis, overlay visualization analysis, and density visualization analysis. This provides an overview and a mapping to the reader regarding a preparation related to Digital Marketing Strategy.

**Keywords:** Bibliometrics, Digitalization, Marketing, Scientific Mapping, Strategy

## 1 Introduction

Technology has a big and significant impact on everyone's life. This is due to the increasing development of technology from time to time and is supported by the internet. Until now, the internet has become a necessity for society, because the internet supports all community activities in terms of communication and information, and makes it easier for everyone, whether working, studying or carrying out other activities. The internet is a social media network that changes the entire structure of people's lives, from economic, social and cultural aspects. With the dynamic development of technology, which means it continues to change and develop actively, this makes companies compete to provide excellent service to their targets and provides encouragement for business actors to create products and carry out innovations to create quality services for their customers. public.

The internet makes it easier for people to obtain information from various parts of the world and this has also been used to run an online business and online learning because it is considered quite effective in this era. New normal This. The existence of innovation in doing business online has a very big influence on society, namely changes in consumer behaviour. Consumers who initially shopped conventionally switched to shopping online, because consumers want an effective and efficient way to shop. Through Ecommerce convenience in shopping can be achieved. Starting from its all-round marketing techniques digital, such as marketing on social media, as well as various payment methods according to what consumers want [1], [2], [3], [4].

The digital world affects every business access, every aspect of marketing, and every aspect of the marketing mix. Digital marketing is a relevant tool for increasing organizational competitiveness, becoming a communication medium between companies and customers regarding products and services, can increase profitability or sales profits, and promote the profitability of an organization. And the environment chosen between the company and customers is through feedback given by customers to the company website by way of comments about a product on the company's product website platform [5]-[6].

The benefit of digital technology is that it allows advertising targeting to the general public which is very focused on communicating with each other, tracking potential buyers and engaging them in related content. With

intense business competition, everything in a business system needs to choose to adopt information and communication technology (ICT) in improving business operations and increasing the value of a business. Digital technology is very influential and helps a company achieve its goals. With the use of sustainable technology, companies can drive automated and intelligent internal operations, reducing costs significantly [7]-[8].

Digitalization has not only revolutionized consumer marketing but also industrial marketing. E-Commerce, mobile devices, smart products, Internet of Things(IoT), and artificial intelligence all fall under the broader concept of digital marketing that encompasses all activities. A company's digitalization capability is a benchmark for capabilities that impact all elements of the business model. In this case, Digital

Transformation (DT) is changing industry and society rapidly, one of which in business is called Marketing, where this has become a business area that is used to witness Digital Transformation (DT) on a large scale [9], [10]-[11].

## 2 Literature Review

Through the development of technology today or in this day and age it has reached a significant point and influences almost every aspect of life. Digital transformation programs can vary, but many digital transformation programs centre on changing organizational structures and business models. Digital transformation is characterized by the combination of advanced technology, technology and the integration of physical and digital systems. The digital revolution is changing the way companies do business, and develop relationships within and between ecosystems [12] [13] [14].

Current technological advances have had a tremendous impact on almost every aspect of human life, one of which occurs in the business sector. Where current technological advances provide enormous benefits for every business by implementing their marketing strategies through internet marketing. With the industrial revolution occurring continuously, there will be developments in every aspect of life and this will provide easy access not only for companies but also for every individual to carry out buying and selling activities just by using the internet to access what they want.

Advances in communication and network technology, especially the internet, provide the infrastructure needed for businesses that are run using the internet. The very rapid development of computer and telecommunications technology (information technology) today has resulted in a revolution in the world of trade and industry. With the development of communication and network technology, it makes it easy for every individual to carry out various activities, such as making it easy to carry out business transactions where transaction activities can be carried out by anyone and from anywhere, making it easier to carry out financial transactions and many other conveniences that can be felt by every individual.

In this case, researchers will discuss "Digital Marketing Strategy" where this research carries out a presentation and carries out an explanation of research mapping to provide an overview of the domain of knowledge regarding Digital Marketing Strategy in a Marketing World.

Digital marketing is an adaptive and technology-supported process that allows companies to collaborate with customers and partners to jointly create, communicate, deliver and maintain value for all stakeholders. In this case, a series of methods and techniques that use digital programs aim to get more attractive trade traffic, data and consumers [15].

The term marketing comes from English which is known as marketing. The origin of the word marketing is market which means markets. Marketing includes various activities such as buying, selling, in all kinds of ways, transporting goods, storing, sorting and so on. According to Charles F. Philips Ph.D. and Delbert J. Duncan Ph.D., in their book entitled *Marketing Principles and Methods* States that "Marketing which is often referred to as 'distribution' by businessman-includes all the activities necessary to place tangible goods in the hands of household consumers and users". This means that marketing, which is interpreted by traders as the same as distribution, means all activities to deliver goods to consumers (households) and to industrial consumers [16].

Company level strategy is knowing about determining a market that must be served by a company. In this case, strategy can be said to be the art of using battle to win the battle. Strategy is also a long-term plan to achieve a goal [17], [18].

Marketing strategy is a market-driven strategy development process, taking into account an ever-changing business environment. Marketing strategy can be said to be a marketing logic to achieve marketing targets, this consists of making decisions regarding marketing costs, marketing mix and marketing allocation [16], [19].

Digital marketing is digital marketing which involves all efforts made in the world of marketing using a device connected to the internet. It is also the heart of a digital business, providing opportunities and being able to feel close to customers, adding product value, and expanding industrial networks [8], [19].

Bibliometric analysis is a quantitative analysis of books, articles and other publications [20]. Bibliometric analysis has begun to be widely used for research purposes. Bibliometric analysis is a professional analysis to visualize the status of knowledge, features, evolution and emerging trends. In recent years, many studies have been conducted to analyse scientific research trends using bibliographic analysis. As the complexity and volume

of bibliometric data increases, a new wave of scientific needs has emerged to visualize bibliometric data in network form [21].

In this study we used bibliometric analysis techniques using maps produced by VOS viewer to monitor the research analysis. Digital Marketing Strategy'. This bibliometric analysis uses a four-step approach. First, we determine the search database and keywords. Next, we conducted a preliminary analysis of the data, followed by a bibliometric network analysis. Finally, we conducted thematic analysis and conceptual structure analysis. In facilitating this analysis, we use various tools, such as VOS viewer, and Publish or Perish (POP) [22].

**Table 1.** Keywords

| Factor                 | Description  | Source                 |
|------------------------|--|------------------------|
| Influence              | Influence is “To affect or change, how someone or something develops, behaves, or thinks” which can influence or change a person's development, behaviour and thinking.  | [23], [24]             |
| Digital Transformation | A process that aims to increase intensity by triggering significant change. It describes the process or steps taken by organizations or communities to change the way they operate to better improve business processes.   | [25], [26], [27]       |
| Consumer               | Everyone is a buyer, and users who do not intend to sell.<br>Development and increasing progress in electronic commerce. This is a plan,   | [28], [29]             |
| Digital Technology     | implementing, managing and using it to achieve business goals.   | [11], [30], [31]       |
| Business Strategy      | Determining how to compete from all the commitments and activities carried out by a company to utilize the resources it has to build unique capabilities and advantages in increasingly competitive business competition.  | [17], [32], [33], [34] |
| Abilities              | Ability as a place for discussion in the sociology of literature or ability and potential to master skills that are innate from birth. In this case, it forms an individual's capacity to carry out tasks in a job.<br>Social media marketing is a media platform shaped like digital marketing Media become | [35], [36], [37]       |
| Social Marketing       | an integral element of strategy modern marketing. In this case, it is widely used via the media platforms Facebook, Instagram, or Twitter.<br>Social networks that present many connected users, such as websites or applications that provide infrastructure and  | [14], [30], [38], [39] |
| Platforms              | features for interaction, become a digital space that offers networking business opportunities for both entrepreneurs and customers.   | [40], [41], [42]       |
| Marketer               | Marketer is a hybrid, a combination of marketing theory and marketing practitioners. It focuses solely on individuals and institutions as sources of creativity as well as a social process by which individuals and groups get what they need and want.   | [45], [46], [47]       |
| Digital                | Digital in this case creates a big revolution, adopting digital technology in operations can increase efficiency, gain insight through data analysis, and access global markets more easily.   | [48], [49], [50]       |
| Opportunities          | Opportunities are identification of strategy formulation, business definition, and goal setting.   | [51]                   |

|                             |  |                        |
|-----------------------------|--|------------------------|
| Digital Marketing Channels  | Digital Marketing Channels themselves have a function that is very similar to traditional marketing channels, this marketing channel is also used by organizations or businesses to communicate or convey messages to consumers.                         | [52]                   |
| Content Marketing           | Marketing content is something that is created to provide information that consumers are looking for. Content means content that is in a digital program, such as articles on a site, website, post or something else..                                  | [53], [54], [55]       |
| Internet                    | The internet is a communication platform and not a marketing tool and can connect simple networks consisting of several computers in one room to sophisticated networks that span continents.  | [17], [56]             |
| Digital Marketing Technique | Digital Marketing Technique is digital agility in online marketing. This is key in the company's adaptation to changes in the technological landscape and consumer behaviour.  | [57], [38]             |
| Website                     | A website is a useful tool for promoting products and services to generate income from potential customers, information pages are provided via the internet so they can be accessed throughout the world.  | [58], [56], [59], [60] |
| Social Media                | Social Media is considered a platform where people build networks and share information or sentiments. Social media is considered a two-dimensional construct consisting of information interests and personal interests with internet-based technology. | [61], [62], [63]       |
| Knowledge                   | Knowledge is an asset and exists intangibly, but is not depleted like other physical resources. In content marketing, content is created to provide information that consumers are looking for.  | [64], [65]             |

### 3 Method

This research uses qualitative research with a bibliometric approach. This approach is carried out to determine developments or mapping regarding 'Digital Marketing Strategy' from time to time. This research was carried out in two steps. The first stage is to collect relevant data related to the research theme. The data obtained is available in the form of articles published in reputable international journals. Implementation of article search using the Publish or Perish (PoP) application. Search articles using keywords related to digital marketing strategy.

The next step is to analyse the articles collected using bibliographic analysis. Bibliographic analysis is used to view research trends objectively, and identify potential topics for further research. Bibliographic analysis in this study helps to see developments regarding 'Digital Marketing Strategy' from time to time and mapping related research themes. Bibliographic data was obtained using the VOS viewer application. This application is used to analyse bibliographic and data sources.

#### 3.1 Method of Collecting Data

The data taken comes from a collection of articles obtained from the Publish or Perish (PoP) application from a group of reputable and well-known journal publishers: 1) Elsevier, 2) Emerald, 3) Springer, 4) Taylor and Francis, and 5) IEE. The data collection stages with Publish or Perish (PoP) are:

- a. Open the Publish or Perish (PoP) application
- b. Enter keywords or phrases according to the theme of the title used "Digital Marketing Strategy"
- c. The word combinations used consist of 20 word combinations (Influence, Digital Transformation, Consumer, Digital Technology, Business Strategy, Ability, Social Media Marketing, Platform, World,

- Digital Marketing Communication, Marketer, Digital, Opportunity, Digital Marketing Channel, Internet, Content Marketing, Digital Marketing, Website, Social Media, Knowledge).
- d. Next, the articles that have been collected are based on the keywords used, to be used as data processing material. Then, limit the year of publication to the article from 2000-2024.
  - e. Articles that are used as research material to be analysed are analysed for completeness of their content related to the presence of "keywords", "title", "publisher", and "abstract".
  - f. Selection of articles in Publish or Perish (PoP) that will be processed requires attention; publisher journal, DOI, Author Count, Cites Per-Year, and Cites Per Author. In this study, there were 734 articles obtained through Publish or Perish (PoP) using a combination of keywords and titles shown in the table.

**Table 2.**Combination of Search and Number of Articles

| Keywords  | Number of articles |
|---|--------------------|
| Influence; Digital Transformation; Consumer; Digital Technology; Business Strategy; Abilities; Social Media Marketing; Platform; World; Digital Marketing Communication; Marketer; Digital; Opportunities; Digital Marketing Channels; Internet; Content Marketing; Digital Marketing; Website; Social Media; Knowledge | 734 articles       |

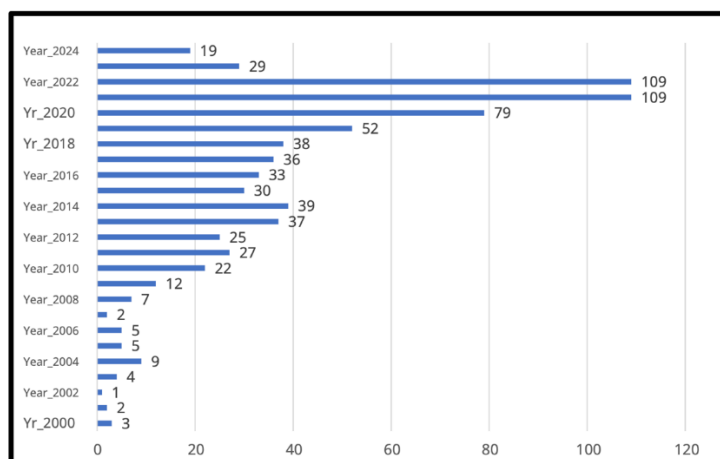
### 3.2 Data Analysis Method: Bibliometric

This bibliometric analysis uses the VOS viewer application to produce mapping data. The VOS viewer application makes it possible to visualize and analyse networks and clusters of data that will be used in research. VOS viewer is useful for exploring relationships between various elements in a database, such as keywords, documents, and researchers. VOS viewer helps to provide recommendations regarding themes that can be used for further research.

## 4 Results and Discussion

### 4.1 Number of Publication Years

Marketing is a business activity related to the flow of goods and services from research to consumers. Technology has had a tremendous impact on every field, especially the industrial sector. Through technology, internet users will continue to experience a significant increase every year and this is encouraged by the existence of smartphones. Smartphones are the most popular and widely used electronic devices throughout the world today. In the current digital era, smartphones provide convenience in various aspects of life, especially in the industrial sector where the use of smartphones can be used as a tool for carrying out marketing activities.



**Figure 1.** Number of Articles Published Year 2000-2024

Based on the table above, we can see that research related to digital marketing strategy has experienced a significant increase from 2000 to 2024. From 2000 to 2024, there were 734 articles discussing digital marketing strategy. In the table above it can be stated that there are many researchers who research digital marketing strategies and their value continues to increase from year to year.

#### 4.2 Co-Author's Analysis

In the analysis the author used the Google Scholar (GS) ranking. Basically, GS Rank has the same function as Journal Impact Factor (JIF). GS rankings rate the frequency of how often articles are cited, as well as making it easy for everyone to have free access to the articles they are looking for.

**Table 3.** Author's Analysis

| Writer's name                | Title   | GS Rating |
|------------------------------|---|-----------|
| D Chaffey, PR Smith (2013)   | eMarketing excellence: Planning and optimizing your digital marketing   | 18        |
| D Chaffey, PR Smith (2022)   | Digital marketing excellence: planning, optimizing and integrating online marketing                                       | 42        |
| P Alford, S J Page (2018)    | Marketing technology for adoption by small business   | 56        |
| CB Zhang, YH Lin (2018)      | Exploring interactive communication using social media  | 57        |
| A Bruns (2021)               | After the 'Apocalypse': Social media platforms and their fight against critical scholarly research                        | 179       |
| AM Morrison (2022)           | Hospitality and travel marketing  | 214       |
| S Diffley, P McCole (2018)   | Extending customers relationships management into a social context  | 227       |
| F Sanborn (2022)             | A cognitive psychology of mass communication  | 236       |
| B McNair (2017)              | An introduction to political communication  | 268       |
| RH Gass, JS Seiter (2022)    | Persuasion: Social influence and compliance gaining   | 283       |
| R.D. Smith (2020)            | Strategic planning for public relations   | 311       |
| KL Keller (2013)             | Building strong brands in a modern way marketing communications environment   | 315       |
| MJ Kushin, M Yamamoto (2013) | Does social media really matter? College students' use of online media and political decision making in the 2008 election | 347       |
| F Buttle, S Maklan (2019)    | Customers relationships management: concepts and technologies   | 357       |
| MD Shank, MR Lyberger (2014) | Sports marketing: A strategic perspective   | 486       |
| AM Morrison (2013)           | Marketing and managing tourism destinations   | 519       |
| A Karg, D Funk (2020)        | Strategic sports marketing  | 521       |
| A.F. Wood, M.J. Smith (2004) | Online communication: Linking technology, identity, & culture   | 539       |
| J Hartley (2012)             | Communication, cultural and media studies: The key concepts   | 572       |
| J Ottman (2017)              | The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding                             | 601       |

### 4.3 Co-Author's Analysis

This citation analysis provides knowledge and helps you determine how much a paper to cite, and whether the paper is useful for future researchers.

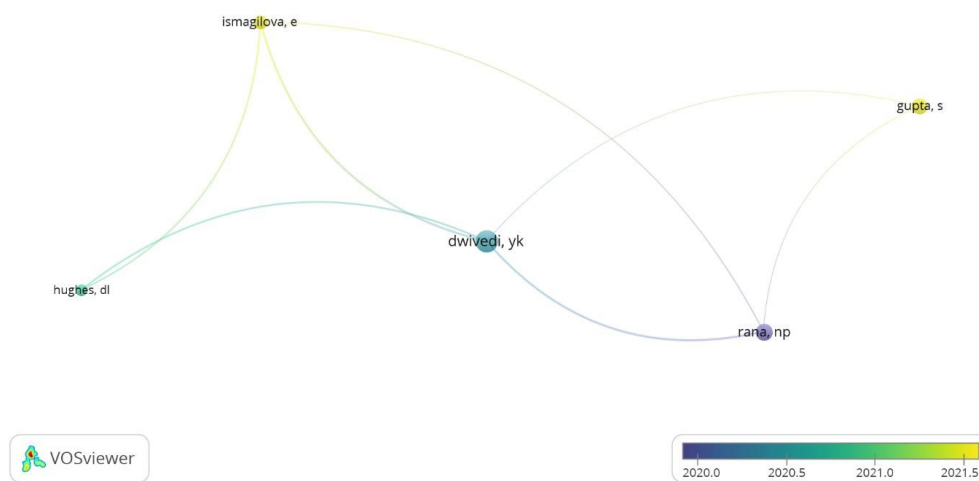
**Table 4.** Top Authors and Articles Cited in Digital Marketing Strategy Publications

| Name                              | Title   | Frequency Quoted |
|-----------------------------------|---|------------------|
| WG Mangold, DJ Faulds             | Social media: The new hybrid element of the promotion mix   | 8010             |
| J. Henderson, H Venkatraman       | Strategic alignment: Leveraging information technology for transforming organizations                     | 6871             |
| TH Davenport, JE Short            | The new industrialengineering: information technology and business process redesign                       | 6442             |
| D Boyd, K Crawford                | Critical questions for big data: Provocations for a cultural, technological, and scholarly phenomenon     | 6263             |
| G Vial                            | Understanding digital transformation: A review and a research agenda                                      | 5563             |
| Z Xiang, U Gretzel                | Role of social media in online travel information search  | 5036             |
| AJ Kim, E Ko                      | Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brands | 3946             |
| B McNair                          | An introduction to political communication  | 3724             |
| C Matt, T Hess, A Benlian         | Digital transformation strategies   | 3720             |
| UM Dholakia, RP Bagozzi, LK Pearo | A social influence model of consumer participation in network- and small-group based virtual communities  | 3675             |

### 4.4 Bibliometric Analysis

#### 4.4.1 Co-Writing Analysis

The results of this analysis show that there is a collaboration between authors in the study of Digital Marketing Strategy as a new marketing world. Rana, np collaborated with other authors. The same thing with writers Dwivedi, yk, Hughes, dl, Ismagilov, e and Gupta s who collaborated with other writers.



**Figure 2.** Researcher Network

The author's collaboration shows a strong, ongoing commitment to Digital Marketing Strategy research. This is the name of the research carried out by the author of the research.

**Table 5.** Author Collaboration

| Writer  | Title   |
|---|---|
| AA Alalwan, Rana np, YK Dwivedi, R Algharabat (2017)      | Social media in marketing: A review and analysis of the existing literature   |
| YK Dwivedi, L Hughes, AM Baabdullah, at all (2022)        | Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy                                 |
| YK Dwivedi, N Kshetri, L Hughes, EL Slade, at. All (2023) | “So what if ChatGPT wrote it?” Multidisciplinary perspectives on opportunities, challenges and implications of generative conversational AI for research, practice and policy |
| YK Dwivedi, E Ismagilova, DL Hughes, at. All (2021)       | Setting the future of digital and social media marketing research: Perspectives and research propositions   |
| U Sivarajah, Z Irani, S Gupta, K Mahroof (2020)           | Role of big data and social media analytics for business to business sustainability: A participatory web context  |

#### 4.4.2 Bibliometric Network Visualization Analysis

Based on the results of analysis using VOS viewer, 236 keywords related to digital marketing strategy were found. To get more specific keywords, the keyword frequency is limited to 5 occurrences, then from the 5 occurrence limit we get 123 keywords which are divided into 8 clusters.

**Table 6.** Keyword Grouping

| Cluster (Cluster) | Keywords   |
|-------------------|--|
| Cluster 1         | Brand awareness, brand equity, communication strategy, content, content marketing, digital marketing activity, digital marketing innovation, digital marketing strategies, digital product innovation, email marketing, Facebook, influencer marketing, marketing communication, marketing manager, new way, online communication, purchase intention, social media advertising, social media analytics, social media communication, social media marketing strategy, social media platform, social media site, social network, social network site, social networking site, systematic review |
| Cluster 2         | Business model, business model innovation, business strategy, competitor, corporate strategy, customer behavior, customer experience, customer relationship, digital innovation, digital service, digital strategy, digital technology, digital transformation, digital transformation strategy, digital transition, digitalization, influence, information technology, innovation, new business model, overview, significant impact, supplier, transformation   |
| Cluster 3         | Advertising, digital marketer, digital marketing channel, digital medium, digital skills, direct marketing, e-mail marketing, internet, internet marketing, marketer, marketing channel, marketing technology, new opportunity, online advertising, online marketer, online marketing channel, online sales, small business, social media, web, website  |
| Cluster 4         | Communication industry, conceptualization, crm, customer information, customer insight, customer relationship management, digital communication, digital marketing excellence, digital marketing skills, digital marketing tools, digital transformation process, e marketing, internet marketer, new technology, plan, planning, risk , social media marketing, tactics, traditional marketing  |



|           |  |
|-----------|--|
| Cluster 5 | b2b, b2b marketing, consumer engagement, electronic word, ewom, marketing tool, online social network, positive impact, relationship marketing, research model, social media campaign, social media usage, social media website, viral marketing |
| Cluster 6 | Advertiser, business model transformation, customer acquisition, digital advertising, digital economy, digital marketing communication, internet user, qualitative exploration   |
| Cluster 7 | b2b organization, bibliometric analysis, digital marketing research, future research direction, global marketing research  |
| Cluster 8 | AI technology.   |

The results of the network visualization analysis show that there are still many small nodes that represent keywords obtained from an analysis. In the results of this Bibliometric Network Visualization analysis, we can see the themes that are more frequently used. For example, in the analysis results for research that is more widely researched, namely "Digital Transformation", "Marketer", and "Web".

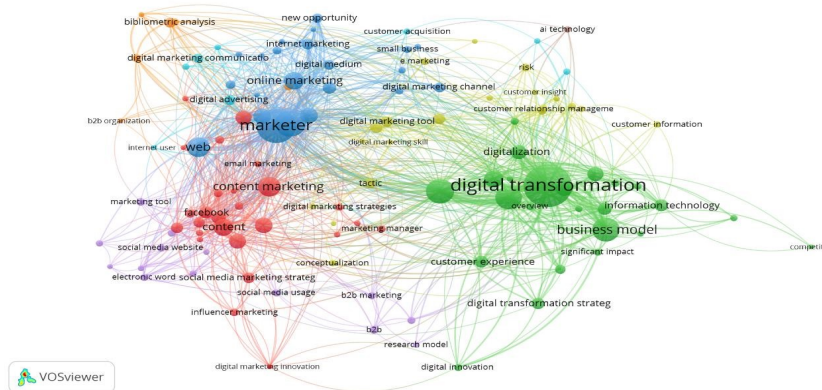


Figure 3. Network Visualization in Digital Marketing Strategy Publications

#### 4.4.3 Overlay Visualization Analysis

The results of the Overlay Visualization analysis show that most of the themes have a green colour. The green colour indicates the majority of articles published in 2020. Based on the results of this analysis can be interpreted that topics related to digital marketing strategy are more widely used and used as research themes in 2020.

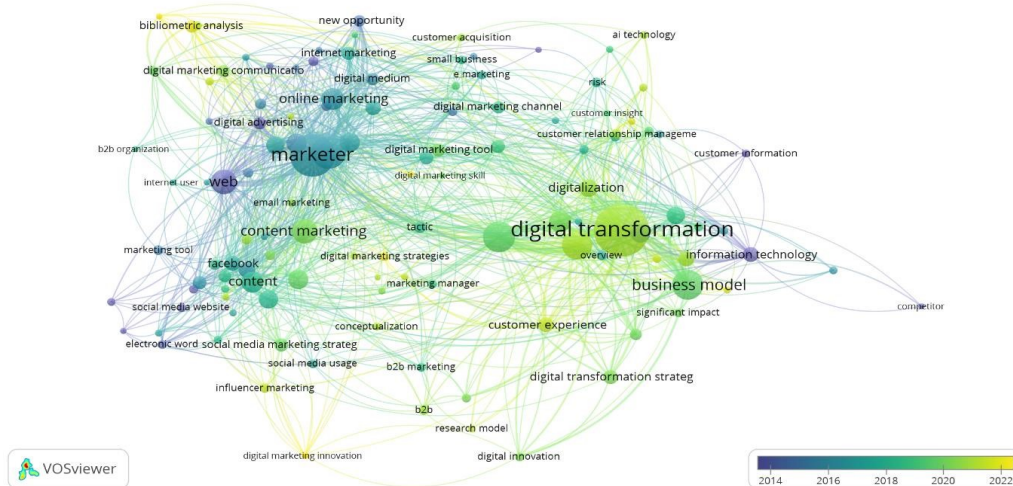
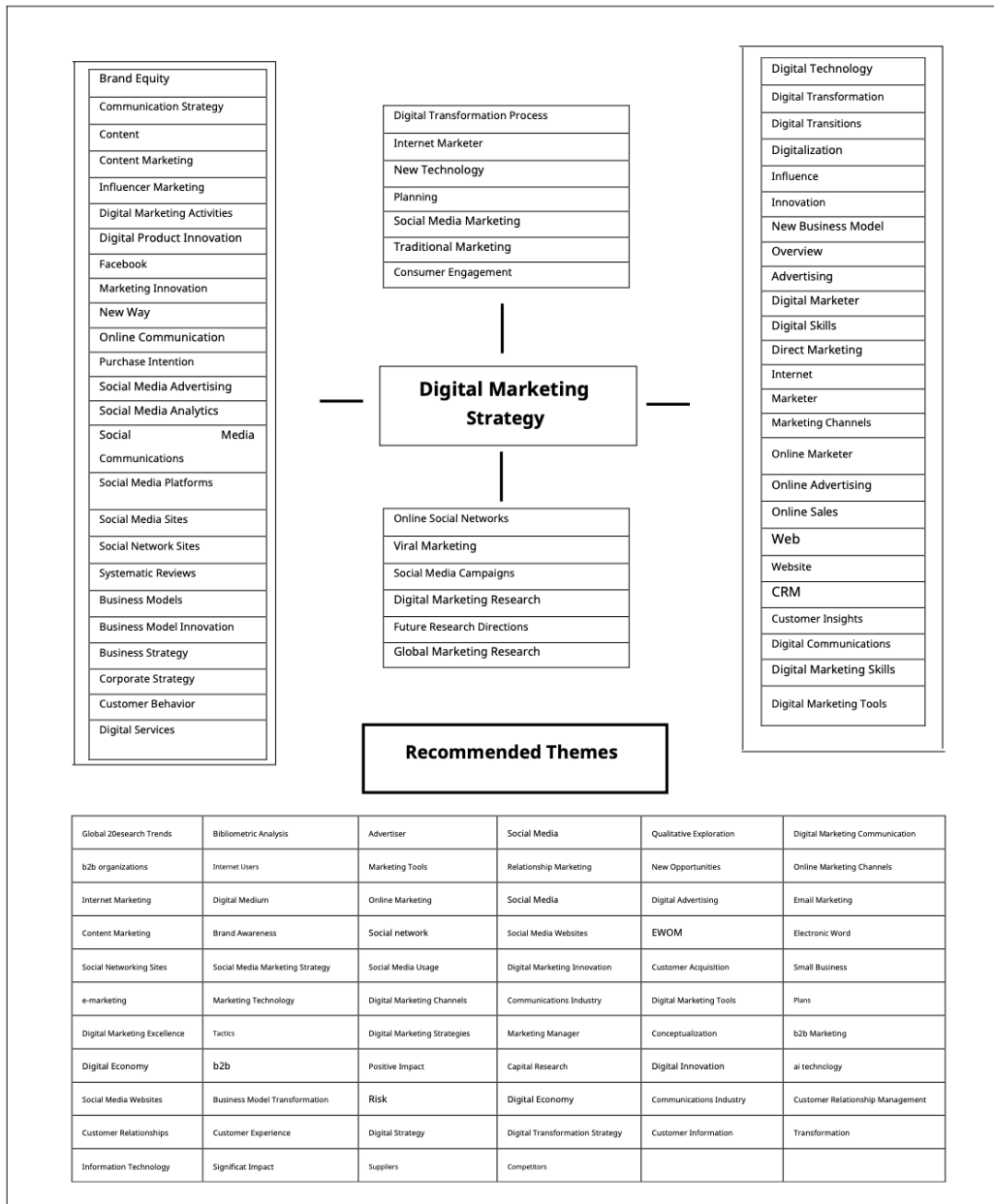


Figure 4. Overlay Visualization in Digital Marketing Strategy Publications

Based on the Overlay Visualization above, it can be said that topics related to digital marketing strategy are research that has been frequently used for a long time. It can be seen in the picture that the number of years articles were published from 2000 to 2024 shows that research related to digital marketing strategy continues to





**Fig 6. Recommended Themes**

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