

## THE INFLUENCE OF DIGITALISATION ON THE EVOLUTION OF MARKETING STRATEGIES IN THE POST-PANDEMIC ERA: A LITERATURE REVIEW

**Kowiyanto \***

Universitas PGRI Kanjuruhan Malang  
[kowiyanto@unikama.ac.id](mailto:kowiyanto@unikama.ac.id)

**Yoan Santosa Putra**

Universitas PGRI Kanjuruhan Malang  
[yoan@unikama.ac.id](mailto:yoan@unikama.ac.id)

### Abstract

The COVID-19 pandemic has triggered an acceleration in digital transformation, with a significant impact on the evolution of marketing strategies. This study explores the influence of digitalisation on marketing strategies in the context of the post-pandemic era, focusing on changes in consumer behaviour and the strategic responses adopted by companies. The literature review method was used to collect and analyse data from various sources, including books, journals and other documents. The research findings show that digitalisation has driven innovation in marketing strategies, including the increased use of social media, digital content marketing, e-commerce, and technology-based solutions such as artificial intelligence (AI) for personalisation. In addition, the research revealed the importance of adopting an omnichannel approach to create a seamless customer experience between online and offline channels. The implementation of big data analytics and predictive technologies to understand and predict consumer behaviour is also becoming more crucial in optimising marketing strategies.

**Keywords:** Digitalisation, Marketing Strategy Evolution, Post-Pandemic Era

### Introduction

Amidst the challenges posed by the global COVID-19 pandemic, the world has experienced rapid and significant changes in many aspects of life, including how businesses structure and execute their marketing strategies. Digitalisation, which had been a growing trend before the pandemic, received an unprecedented boost as a result of the social restrictions and lockdowns imposed to control the spread of the virus. (Ruslim et al., 2024).. The need for physical distancing has accelerated the adoption of digital technologies and massively changed consumer behaviour, which in turn affects how companies can and should interact with customers.

Digitalisation has grown to become one of the most important aspects of the modern business world, especially since the COVID-19 pandemic swept across the globe. Prior to the pandemic, the development of digital technologies had been taking place at a consistent pace, changing various aspects from the way we communicate to how we transact. (Christiansen & Branch, 2023). However, as the pandemic began to force individuals and companies to physically distance themselves, digital technology became

less of an option and more of a necessity. The speed at which digital technologies have been adopted in response to the pandemic demonstrates how critical they are to business survival and growth in uncertain times. (Özsoy & Gürler, 2023).

The physical restrictions put in place to control the spread of the virus have pushed companies to innovate and adopt digital solutions at an unprecedented pace. From the digitisation of customer service to the use of e-commerce platforms for sales, various industries have been forced to change their operational strategies in order to keep functioning in this challenging environment. (Demir et al., 2021). This has triggered a change in marketing strategies, where digital approaches are now becoming more dominant, reflecting the shift in consumer behaviour that is increasingly going digital. As a result, digitalisation is no longer just an additional element in business strategy, but has become a key focus in maintaining and improving customer connectivity, as well as identifying new market opportunities in the post-pandemic era. (Chowdhury et al., 2024)..

Companies that previously relied on traditional marketing approaches are forced to adapt to a new, technology-driven reality. The rise of digital tools and online platforms for selling, advertising, and communicating with customers is now a key component of marketing strategies. This marks a drastic evolution in marketing from more traditional methods towards practices that are more integrated with digital technology. (Amankwah-Amoah et al., 2024)..

The importance of the literature review on this topic lies in understanding how changes in consumer behaviour and digital technology are changing the foundation of marketing strategies.

## **Research Methods**

The study in this research uses the literature method. The literature research method is a systematic and comprehensive approach to analysing and interpreting written material relevant to a particular topic or research question. This process involves identifying, evaluating, and synthesising various sources of information including journal articles, books, conferences, reports, and official documents, in order to build a strong theoretical understanding and identify trends, patterns, and gaps in existing knowledge. (Firman, 2018); (Suyitno, 2021). The researcher will conduct an extensive literature search using electronic databases and libraries, then use clear inclusion and exclusion criteria to select the most relevant material. This method allows researchers to collate existing evidence, connect findings from different studies, and draw conclusions that support or add to the understanding of the research topic, often assisting in the development of new theoretical frameworks or research models. (Jelahut, 2022).

## **Results and Discussion**

### **The Impact of Digitalisation on Marketing Strategy**

Digitalisation in the context of marketing is the process of integrating digital technologies into all aspects of marketing activities to create and distribute value to consumers more efficiently and effectively. This includes the use of digital tools and platforms such as social media, email, websites, and mobile applications to market products or services. (Amanda & Rahmat, 2023). The goal is to reach the target market in a more personalised way, measure results in real-time, and increase the ROI (Return on Investment) of marketing activities. Digitalisation in marketing enables companies to understand consumer behaviour through big data analysis, optimise marketing strategies continuously based on feedback and interactions, and build closer relationships with customers through more interactive and segmented communications. (Hai-Jew, 2022).

The scope of digitalisation in marketing is vast and covers various aspects from market research and product development to promotion, distribution and after-sales service. This includes content marketing techniques, SEO (Search Engine Optimisation), SEM (Search Engine Marketing), social media marketing, influencer marketing, email marketing, and mobile marketing. (Raimi & Kah, 2022). Digitalisation also includes improving customer experience through personalisation, such as data-driven product recommendations and customer service powered by artificial intelligence. With the development of new technologies such as augmented reality (AR) and virtual reality (VR), the scope of digitalisation in marketing continues to expand, offering new opportunities for innovation in the way companies interact and connect with consumers. In this context, companies must continuously adapt and update their digital strategies to remain relevant and competitive in a dynamic marketplace. (Hai-Jew, 2022).

Digitalisation has radically changed the landscape of marketing strategies, forcing companies to adapt at an unprecedented pace. Its most fundamental influence is related to the way companies communicate and build relationships with consumers. The digital age allows marketing strategies to become more targeted, personalised and interactive, utilising big data to get to know consumers on a deeper level. (Bradbury, 2021). This allows companies to deliver highly relevant messages to very specific market segments, increasing marketing effectiveness while reducing resource wastage. In addition, the speed and ease of collecting real-time consumer feedback allows companies to quickly adapt and refine their strategies to the needs and preferences of a dynamic market. (Li, 2022).

Digitalisation also enhances cross-channel integration in marketing, making it easier for brands to deliver cohesive and seamless experiences to consumers across multiple digital platforms. From social media to email, websites and mobile apps, each channel can be used synergistically to support a holistic marketing strategy. This

strengthens brand awareness and increases the effectiveness of marketing efforts by delivering consistent messages across multiple touchpoints. (Qisti & Sandika, 2022). Thus, companies can create an engaging customer journey from start to finish, increasing customer loyalty and lifetime value.

In addition, advances in digital technologies such as artificial intelligence (AI) and machine learning give companies the ability to predict consumer behaviour and market trends more accurately. These tools can analyse huge volumes of data in a short period of time, providing valuable insights that help refine marketing strategies. (Rahman, 2023). AI can also be used in marketing automation, allowing companies to more efficiently allocate their resources by automating repetitive and routine tasks, as well as providing consumers with automatically tailored product or content recommendations based on their behaviour and preferences. (Kwan & Aprilianty, 2023).

Lastly, digitalisation has put transparency and authenticity at the forefront of marketing strategies. Digital-age consumers value brands that are transparent and authentic in their communications. Online reviews, social media, and user-generated content are key in shaping consumer perception. This influences companies to pay more attention to their online reputation, as well as encourage the creation of real and relatable content that can resonate with their audience. (Waluyo, 2023). So, the influence of digitalisation on marketing strategies is not only about technology adoption, but also demands changes to the way brands interact and strengthen relationships with consumers.

### **Challenges in Implementing Digital Strategy**

The implementation of a digital strategy, while offering a number of great opportunities, also comes with a significant set of challenges. One of the main challenges is the speed of technological change itself. The digital world continues to evolve rapidly, and tools and platforms that are effective today may become obsolete tomorrow. This forces companies to constantly learn and adapt, which requires not only an investment of time but also financial resources. Keeping a digital strategy relevant in an environment that is constantly changing at this pace can be a demanding and challenging task. (Mona & Audini, 2023).

In addition, another major challenge is the need for data security and user privacy. With more and more consumer data being collected through digital interactions, the issue of data security is in the spotlight. Consumer data protection is not just about meeting strict legal and regulatory standards, such as GDPR in Europe, but also about building trust with consumers. Failure to protect this data can cause huge losses not only in financial terms but also lasting reputational damage. (Dvorakova, 2022).

Another challenge is the development and management of engaging and relevant content that can stand out in the information overload. The digital age has

resulted in consumers who are more discerning and more selective in consuming content. Grabbing their attention amidst the flood of information requires a content strategy that is not only creative and engaging but also personal and relevant. This requires a deep understanding of the target audience as well as the ability to effectively use data analytics to refine and adjust the content strategy on an ongoing basis. (Wang & Ling, 2024).

Finally, a significant challenge relates to the integration of digital strategy into the broader corporate structure. Ensuring that digital strategy does not act in silos but is integrated with the company's overall operations is key to creating a cohesive customer experience. This often requires cultural change at an organisational level, breaking down departmental silos and increasing cross-functional collaboration. Changing mindsets and working in a truly integrated direction is often challenging but essential for success in a digital ecosystem that now encompasses almost every aspect of business operations.

### **Future Marketing Strategy Opportunities**

Future marketing strategies promise vast and dynamic opportunities, mainly due to continuous technological advancements. The first opportunity comes from the use of artificial intelligence (AI) to better understand consumer behaviour. AI can analyse big data from user interactions in real-time, allowing companies to design highly targeted and personalised campaigns. (Zaramenskikh & Fedorova, 2022).. This not only improves marketing effectiveness but also helps in building deeper relationships with consumers. With the ability to predict consumer trends and preferences, companies can be one step ahead in fulfilling market needs. (Shahanaz, 2024).

Furthermore, advances in augmented reality (AR) and virtual reality (VR) technologies offer tantalising opportunities to create immersive and interactive brand experiences. AR and VR have the potential to transform the way consumers interact with products and services, from virtually trying on clothes to exploring travel destinations in 3D experiences. These richer experiences can increase consumer engagement and strengthen brand loyalty. The strategic use of these immersive technologies will be an important point of differentiation for brands in the future. (Dzingirai & Ndava, 2022).

Also, future marketing strategies will increasingly rely on leveraging big data for hyper-personalisation. In a fast-paced and ever-changing environment, the ability to offer individually customised products, services and experiences will be a key factor to attract and retain consumers. The integration of machine learning systems and advanced analytics will enable companies to analyse consumer preferences in detail and thus, offer solutions that truly match their wants and needs. (Banerjee & Verma, 2024).

Finally, there is a huge opportunity in utilising social media and other digital platforms to drive consumer engagement through authentic and participatory content.

Consumers today are more likely to engage with brands that communicate the values they believe in and offer them the opportunity to be actively involved. (Mona & Audini, 2023). Through the use of influencers, community-based campaigns, and empowering consumers to share their experiences, brands can build loyal communities that defend and advocate for the brand across multiple platforms. This not only increases brand visibility but also provides valuable insights for future product and strategy development. (Tongiani et al., 2022).

As such, future marketing strategies offer vast and varied opportunities thanks to the rapid development of technology. From the use of artificial intelligence for deeper personalisation, to the utilisation of immersive technologies such as AR and VR to create unique user experiences, the opportunities for innovation in marketing seem endless. Hyper-personalisation through big data analysis will allow brands to cater to consumers' needs and wants more precisely, while authentic approaches through social media and community empowerment will strengthen the relationship between consumers and brands. By utilising the latest technology and prioritising the consumer experience, companies can ensure their strong position in the market and build long-lasting relationships with their consumers. Adaptation and innovation will be the keys to success in this ever-changing marketing environment.

## **Conclusion**

The influence of digitalisation on the evolution of marketing strategies in the post-pandemic era shows that digitalisation has been instrumental in reshaping marketing strategies. The digital transformation accelerated by the COVID-19 pandemic has prompted companies to adopt new technologies and innovative approaches in their marketing. Research shows that the use of digital platforms, such as social media, content marketing, and e-commerce, has become more significant in reaching and interacting with consumers. Flexible and data-driven marketing strategies are becoming a key catalyst in meeting the fast-changing needs of consumers, allowing brands to tailor their offerings in real time and personalise the customer experience more effectively.

In addition, the literature review underlines the importance of omnichannel strategies that integrate offline and online experiences to create a seamless consumer journey. Adapting to new consumer behaviours that prefer digital interactions requires companies to be more innovative in using technology to strengthen customer relationships. Investments in advanced analytics and artificial intelligence to understand customer preferences and improve trend predictions have become particularly relevant in the post-pandemic era. Overall, digitalisation has provided new momentum for companies to reform their marketing strategies, making them more adaptive, responsive and focused on an enhanced customer experience.

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