

STRATEGIES MARKETING COMMUNICATION IN THE ERA DISRUPTION

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ABSTRACT

The era of technological disruption has fundamentally changed the way companies run business and interact with customers. This research aims to explore effective digital marketing communication strategies amidst this rapid change. The research method used is a qualitative approach with case studies of several companies that have successfully implemented digital marketing strategies. Data was collected through in-depth interviews, content analysis, and digital activity observations. The research results identified several key elements of a successful strategy, including leveraging data and analytics to understand consumer behavior, personalizing relevant content through AI and machine learning technology, marketing automation for operational efficiency, and optimizing the customer experience across various digital touchpoints. Apart from that, the use of social media for engagement and collaboration with influencers to increase brand visibility has also proven to be effective. The conclusions of this research emphasize the importance of a data-based, personalized, automated and customer-centric approach in digital marketing communications strategies.

Keywords: Digital marketing strategy, era of disruption, social media, influencer marketing

ABSTRAK

Era disrupsi teknologi telah mengubah secara fundamental cara perusahaan menjalankan bisnis dan berinteraksi dengan pelanggan. Penelitian ini bertujuan untuk mengeksplorasi strategi komunikasi pemasaran digital yang efektif di tengah perubahan cepat ini. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan studi kasus pada beberapa perusahaan yang berhasil mengimplementasikan strategi pemasaran digital. Data dikumpulkan melalui wawancara mendalam, analisis konten, dan observasi aktivitas digital. Hasil penelitian mengidentifikasi beberapa elemen kunci dari strategi yang sukses, termasuk pemanfaatan data dan analitik untuk memahami perilaku konsumen, personalisasi konten yang relevan melalui teknologi AI dan machine learning, automasi pemasaran untuk efisiensi operasional, serta optimalisasi pengalaman pelanggan di berbagai touchpoints digital. Selain itu, penggunaan media sosial untuk engagement dan kolaborasi dengan influencer untuk meningkatkan visibilitas brand juga terbukti efektif. Kesimpulan dari penelitian ini menekankan pentingnya pendekatan yang berbasis data, personal, otomatis, dan berpusat pada pelanggan dalam strategi komunikasi pemasaran digital.

Kata kunci: Strategi pemasaran digital, era disrupsi, media sosial, influencer marketing

PENDAHULUAN

The era of disruption is characterized by rapid and significant technological changes, which result in transformation in various aspects of business, including marketing (Sila, I. K., & Martini, I. A., 2020). Digital marketing has become one of the main approaches for companies to reach and interact with customers. In this context, it is important to understand how digital marketing communications strategies can be adapted to remain relevant and effective (Roblek, V., Meško, M., Pušavec, F., & Likar, B., 2021). To overcome this, companies must continue to innovate, adapt quickly, and utilize technology effectively. They also need to focus on building strong and sustainable relationships with customers through personalized and relevant communications (Urdea, A. M., Constantin, C. P., & Purcaru, I. M., 2021).

In today's era of disruption, rapid and significant technological changes have changed the way companies run business and interact with customers (Diamandis, P. H., & Kotler, S., 2020). Digital technology has shifted the traditional

marketing paradigm to digital marketing, which allows companies to reach a wider audience, increase engagement, and create a more personalized and interactive customer experience (Popova, N., Kataiev, A., Skrynkovskyy, R., & Nevertii, A., 2019). This technological disruption has also presented new challenges, where companies must be more adaptive and responsive to changing trends and consumer behavior (Sima, V., Gheorghe, I. G., Subić, J., & Nancu, D., 2020).

Digital marketing includes a variety of techniques and strategies that utilize digital platforms such as social media, search engines, email, and websites to reach and communicate with customers. This strategy focuses not only on promoting products or services, but also on building strong and sustainable relationships with customers through relevant and valuable content (Ottman, J., 2017). However, the era of disruption also brings its own challenges. Companies must face increasingly fierce competition, rapid changes in consumer preferences, and continuously evolving technological developments. In this context, it is

important for companies to develop effective and adaptive digital marketing communications strategies to remain relevant and competitive in the market (Homburg, C., & Wielgos, D. M., 2022).

By adopting a holistic, data-driven approach to digital marketing communications, companies can be better prepared to face the challenges of an era of disruption and take advantage of the opportunities offered by digital technology to achieve long-term success (Shah, D., & Murthi, B. P. S., 2021). With data-based strategies, content personalization, marketing automation, optimizing customer experience, utilizing social media, and collaborating with influencers, companies can overcome the challenges faced in the era of disruption and take advantage of existing opportunities to achieve long-term success (Moinuddin, M., Usman, M., & Khan, R., 2024). Companies must continue to innovate, adapt to changes in technology and market trends, and focus on building strong and sustainable relationships with customers (Boons, F., & Lüdeke-Freund, F., 2013).

This research aims to explore digital marketing communication strategies that can help companies survive and develop in the era of disruption. By analyzing best practices and case studies from successful companies, we hope to find useful insights and recommendations for other companies in developing their digital marketing strategies. It is hoped that this research will provide in-depth insight into how companies can develop and implement effective digital marketing communication strategies in the era of disruption, as well as identify best practices that can be used as a reference by other companies.

METHOD

This research uses a qualitative method with a case study approach on several companies that have successfully implemented digital marketing strategies in the era of disruption. This qualitative method was chosen because it allows researchers to gain an in-depth understanding of complex and dynamic phenomena. Data is collected through observation of social media activity and other digital platforms. This research was designed as a case study of several companies that have successfully implemented digital marketing strategies in the era of disruption. Findings are analyzed and interpreted to understand the implications of the strategies used and the factors that contributed to success or failure. To ensure the validity and reliability of the research, data triangulation was carried out by combining various data sources and data collection methods.

HASIL DAN PEMBAHASAN

The era of disruption requires companies to be more responsive and adaptive to changes in

technology and consumer behavior (Galanakis, et.al., 2021). Digital marketing communications strategies must center on the use of the latest technology and a data-driven approach. Personalization and a customer-centric approach are the keys to building long-term relationships with customers (Gangu Naidu Mandala, et.al., 2024). Apart from that, the integration of various digital platforms and the use of influencer marketing can increase the effectiveness of marketing campaigns. The main challenge is maintaining the relevance of content and the speed of adaptation to changes that occur.

In the era of disruption, digital marketing communications face various complex and dynamic challenges (Bala, M., & Verma, D., 2018). Some of the main challenges faced by companies include rapid changes in technology. Digital technology continues to develop rapidly, and companies need to stay up-to-date with new tools and platforms as they emerge (Sturgeon, T. J., 2021). Adopting new technology requires an investment of time and resources, as well as the ability to adapt quickly. As a result, today's consumers are more informed and have higher expectations. They expect a personal and relevant experience in every interaction with the brand. Understanding and meeting consumers' changing needs is a major challenge.



Picture 1. Planning Digital Marketing Strategy

The digital era opens up opportunities for many new players, so competition becomes increasingly fierce (Zott, C., & Amit, R., 2017). Companies must find ways to differentiate themselves from competitors and capture the attention of their target audience amidst the digital noise (Tece, D. J., 2018). Developing and implementing an effective digital marketing strategy requires adequate resources and expertise. Companies may need to train their employees or recruit new talent who have expertise in digital marketing. Creating interesting and relevant content for the target audience is a big challenge (Jefferson, S., & Tanton, S., 2015). Companies

must constantly innovate their content strategies to keep customers interested and overcome content saturation.

In an era of disruption, technology has fundamentally changed the way companies interact with customers and execute their marketing strategies (Buhalis, et.al., 2019). Based on the research that has been conducted, it can be concluded that an effective digital marketing communication strategy must be data-based, personal, automatic and customer-centered (Blöcher, K., & Alt, R, 2018). An effective digital marketing communications strategy in the era of disruption must be data-based, personal and automated.

Some of the main strategies implemented by successful companies in digital marketing communications in the era of disruption are as follows (Smith, P. R., & Zook, Z., 2024).

Use of Data and Analytics

Leveraging data and analytics allows companies to identify relevant patterns and trends, and make more informed decisions. This is very important in the era of disruption, where change occurs quickly and companies must be responsive to market dynamics. The use of data and analytics allows companies to better understand consumer behavior and market trends. Decisions based on data help companies to be more responsive to change and more effective in developing marketing strategies. Data and analytics play an important role in digital marketing strategy.

By leveraging consumer data, companies can create more accurate profiles of their customers, identify preferences and behavior, and predict market trends. Analytical tools enable faster and more targeted decision making, and help in the development of more effective campaigns. For example, Google Analytics and CRM (Customer Relationship Management) tools help in understanding the customer journey and identifying critical points for marketing interventions.

In the era of disruption, data and analytics play a very important role in digital marketing communication strategies. With the ever-increasing volume of data from sources such as social media, websites, online transactions and customer interactions, companies have a huge opportunity to understand consumer behavior and optimize their marketing strategies.

Content Personalization

Personalization is key to creating closer relationships with customers. By using AI and machine learning technology, companies can provide relevant and engaging experiences, which in turn increases customer loyalty and retention. Content personalization is key to increasing engagement

and conversions. Technologies such as AI and machine learning make it easier for companies to provide a customized experience for each customer, ultimately increasing customer loyalty and satisfaction.

Today's consumers expect experiences tailored to their needs and preferences. Technologies like AI and machine learning enable companies to offer personalized content, from product recommendations to tailored marketing messages. Personalization increases the relevance and attractiveness of content, which ultimately increases engagement and conversions. Companies that are able to leverage this technology for personalization will have a competitive advantage in an increasingly competitive marketplace.

Content personalization starts with collecting accurate and comprehensive data about customers. This data can include demographic data, purchase history, browsing behavior, interactions on social media, and content preferences. Tools such as Google Analytics, CRM (Customer Relationship Management), and automated marketing platforms help in collecting and storing this data. After the data is collected, the next step is to analyze and group the data. Customer segmentation based on various parameters such as age, location, interests, and purchasing behavior allows companies to identify distinct customer groups with unique needs and preferences.

Marketing Automation

Automation helps companies save time and resources, and ensures consistency in marketing communications. This allows marketing teams to focus on creative strategy and data analysis, rather than repetitive, routine tasks. Marketing automation helps improve operational efficiency and consistency in communications. With automation, companies can reach audiences more effectively and focus on developing creative and analytical strategies.

Automation in digital marketing helps companies to run marketing campaigns more efficiently and consistently. By using automation tools such as email automation, chatbots, and scheduling tools for social media, companies can reach audiences in a timely manner and with consistent messages. Automation also allows marketing teams to focus on the strategic and creative aspects of campaigns, rather than getting bogged down in repetitive operational tasks.

Marketing automation tools allow companies to segment audiences based on various criteria such as demographics, behavior, interests, and purchase history. This segmentation is important for sending relevant and timely messages to each audience segment. With marketing automation, companies

can create and deliver personalized content to each customer. This could take the form of customized emails, product recommendations based on purchase history, or dynamic ads on social media.

Optimizing Customer Experience

In the digital era, positive customer experiences can be a key differentiator for companies. Optimizing digital touchpoints, such as websites and apps, helps increase customer satisfaction and encourage them to return. Creating a seamless and enjoyable customer experience across digital touchpoints is critical. Companies must ensure that all their digital platforms are user-friendly, fast, and responsive to increase customer satisfaction and retention.

Positive customer experiences across digital touchpoints are critical to building long-term relationships. Optimization covers all aspects from user-friendly interface design, website speed, to ease of navigation and interaction. Companies that focus on optimal customer experience can increase customer satisfaction and loyalty, and encourage them to become brand advocates.

In a competitive market, superior customer experience can be a key differentiator. Companies that focus on customer experience are often more successful at attracting and retaining customers than those that don't. By optimizing the customer experience, companies can create stronger and more sustainable relationships with their customers, increase satisfaction and loyalty, and achieve sustainable growth in an era of digital disruption.

Utilization of Social Media

Social media is a very effective tool for building brand awareness and engagement. Companies that successfully use social media well can create loyal and active communities, which support the growth of their brand. Social media is a very effective tool for building brand awareness and engagement. Proper use of social media allows companies to interact directly with customers and build loyal communities.

Social media is a powerful platform for building brand awareness and engagement. An effective social media strategy includes creating engaging content, active interaction with the audience, and using social media analytics tools to measure the success of the campaign. Social media also allows companies to listen to customer feedback in real-time and respond quickly, which is important for maintaining positive relationships with customers.

Social media has become one of the most effective tools in digital marketing communication strategies in the era of disruption. With millions of daily active users, social media platforms offer a

great opportunity to reach a wider audience, build relationships with customers, and promote products or services. With the right strategy, social media can be a highly effective tool in digital marketing communications, helping companies to remain relevant and competitive in an era of digital disruption.

Collaboration with Influencers

Influencers have the ability to reach a wider audience and provide recommendations that their followers trust. Collaboration with influencers can significantly increase brand visibility and reputation. Collaboration with influencers and online communities can significantly increase brand visibility and credibility. Influencer marketing has proven to be effective in reaching a wider audience and creating a buzz around the brand.

Influencer marketing has proven effective in increasing brand visibility and reputation. Influencers have loyal audiences and can provide recommendations that their followers trust. Collaboration with relevant influencers can help companies reach a wider market segment and create buzz around their products or services. It is important to choose influencers who match the brand's values and target audience to achieve optimal results.

Collaboration with influencers is an effective digital marketing strategy in the era of disruption. Influencers have the ability to reach a wider audience and exert significant influence on their followers' purchasing decisions. With the right collaboration, companies can increase the visibility, credibility and engagement of their brands through the power and influence of influencers. This strategy not only helps in reaching a wider audience but also in building stronger and authentic relationships with potential customers..



Picture 2. Successful Companies in Digital Marketing Communications in The Era of Disruption

Overall, a successful digital marketing communications strategy in the era of disruption is one that can combine the use of technology, data analytics and a customer-centric approach. Companies must continue to innovate and adapt to change to remain relevant and competitive in a

dynamic market. Companies must continue to invest in technology and analytical tools to maximize the use of data in marketing strategies.

A focus on personalization and automation in marketing campaigns can increase efficiency and effectiveness. Ensuring that all digital touchpoints provide an optimal experience for customers is critical to building long-term relationships. Active and consistent use of social media, as well as collaboration with the right influencers, can increase brand visibility and engagement.

By adopting a holistic, data-driven approach to digital marketing communications, companies can be better prepared to face the challenges of an era of disruption and take advantage of the opportunities offered by digital technology to achieve long-term success.

CONCLUSION

In the era of disruption, rapid and significant technological changes have changed the way companies run business and interact with customers. Digital technology has shifted the traditional marketing paradigm to digital marketing, which allows companies to reach a wider audience, increase engagement, and create a more personalized and interactive customer experience. This technological disruption has also presented new challenges, where companies must be more adaptive and responsive to changing trends and consumer behavior.

To continue to compete and thrive in an era of disruption, companies must increase investment in technology and analytical tools to gain deeper insights into customer behavior. Apart from that, it is also able to develop personalized content strategies to meet diverse customer needs and preferences. It is important to ensure that all digital platforms used provide an optimal experience for customers. Then is establishing partnerships with relevant influencers to increase brand reach and reputation. By adopting these strategies, companies can be better prepared to face the challenges of an era of disruption and take advantage of the opportunities offered by digital technology to achieve long-term success.

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