



# Malaysian E Commerce Journal (MECJ)

DOI: <http://doi.org/10.26480/mecj.02.2023.75.78>



REVIEW ARTICLE

## DIGITAL MARKETING STRATEGIES TO INCREASE BRAND AWARENESS

Hilda<sup>a\*</sup>, Girang Permata Gusti<sup>a</sup>, Yulia<sup>b</sup>

<sup>a</sup>Universitas Tanjungpura (UNTAN), Pontianak, Indonesia.

<sup>b</sup> Universitas Bina Sarana Informatika (UBSI) Kampus Pontianak, Indonesia.

\*Corresponding Author Email: [hilda.judiarto@ee.untan.ac.id](mailto:hilda.judiarto@ee.untan.ac.id)

This is an open access article distributed under the Creative Commons Attribution License CC BY 4.0, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

ARTICLE DETAILS

Article History:

Received 26 August 2023  
 Revised 22 September 2023  
 Accepted 07 October 2023  
 Available online 10 October 2023

ABSTRACT

This research aims to understand the influence of digital marketing on consumer behavior and increase brand awareness in the context of modern business. The research method used is a quantitative descriptive analysis using secondary data from the 2021 E-Commerce Survey conducted by the Indonesia Central Statistics Agency (BPS). The research results show that around 63.52 percent of e-commerce business actors have used internet services for digital marketing, with the benefits of reaching a wider market and marketing cost-effectiveness. However, there are still challenges related to the lack of training in digital marketing. The use of the Internet has also helped increase supply chain efficiency in the production process and facilitate internal company communication.

KEYWORDS

Digital marketing, brand awareness, e-commerce, internet services, marketing training, marketing strategy, supply chain efficiency.

### 1. INTRODUCTION

Brand awareness is an important element in marketing. For a brand or company, a high level of brand awareness can help them achieve business goals such as increased sales, greater market share, and stronger competitiveness in the market. Digital marketing has become one of the main tools for increasing brand awareness quickly and effectively. With the advent of the internet and digital technology, many companies are shifting from traditional marketing to digital marketing because of its ability to reach a wider, segmented audience more cost-efficiently.

In this digital era, consumer behavior has changed significantly. Consumers more often use the internet to search for information about the products or services they need before making a purchase. Additionally, social media and online platforms have become an important part of many people's daily lives. They are not only used to communicate with friends and family, but also to get recommendations, follow brands, and participate in interactive marketing activities.

Digital marketing offers a variety of strategies and methods that can be used to increase brand awareness. One effective strategy is to use online advertising. In contrast to traditional advertising, digital advertising allows companies to precisely target audiences based on their demographics, interests, and behavior. Thus, digital advertising has the potential to reach an audience that is relevant to the products or services offered by the company.

Apart from online advertising, content also plays a key role in increasing brand awareness. Relevant, informative, and engaging content can capture consumers' attention and help build an emotional connection with the brand. Blogs, articles, videos, infographics, and other creative content can be shared via various digital platforms, such as company websites, blogs, social media, and video-sharing platforms.

In the context of digital marketing, social media also plays an important role. Platforms such as Facebook, Instagram, Twitter, LinkedIn, and others have become very effective places to build and strengthen brand

awareness. Companies can use social media to interact with audiences, share content, host creative contests or campaigns, and utilize paid advertising to increase brand reach and exposure.

Influencer marketing is also an increasingly popular trend in digital marketing strategies to increase brand awareness. Influencers have a large and loyal follower base, so recommending or endorsing a brand can have a positive impact on brand awareness. Collaborations with influencers relevant to a particular industry or niche can help brands reach a wider audience more authentically.

Data and analytics also play a crucial role in increasing brand awareness through digital marketing. With the right analytics tools, companies can track the performance of their marketing campaigns, measure audience engagement levels, and understand what is and isn't working. With insights from this data, companies can optimize their marketing strategies to achieve better results.

However, although digital marketing offers various opportunities to increase brand awareness, several challenges need to be faced. Competition in the digital world is fierce, and companies must strive to differentiate themselves from competitors. Additionally, changes in social media platform algorithms and search tools can impact how brands reach their audiences. Therefore, adaptation and flexibility in digital marketing strategies are important.

Overall, digital marketing provides companies with various opportunities to increase brand awareness effectively. By combining online advertising strategies, engaging content, social media, influencer marketing, and smart analytics, companies can create successful digital marketing campaigns to increase their brand awareness, strengthen relationships with their audience, and achieve their business goals.

Problems in digital marketing to increase brand awareness include several things. First, intense competition in the digital world is a major challenge for companies in reaching the right audience and standing out among many competitors. Many brands compete for consumers' attention, and

Quick Response Code	Access this article online	
	<p>Website: <a href="http://www.myecommercejournal.com">www.myecommercejournal.com</a></p>	<p>DOI: 10.26480/mecj.02.2023.75.78</p>

the level of noise on social media and other online platforms can make it difficult for brands to reach their audiences with their messages. Additionally, algorithm changes on social media platforms and search engines can also make it difficult for companies to achieve the same reach as before and require constant adjustments in marketing strategies.

Second, although digital marketing offers a variety of analytical methods and tools to measure campaign performance, many companies still experience obstacles in interpreting and managing the data properly. Sometimes, companies are confused about identifying relevant metrics and how to properly understand the impact of their marketing campaigns. This can lead to uncertainty regarding whether the strategies implemented are effective or not, as well as difficulties in making improvements or changes to achieve better results. Therefore, companies need to have the ability to analyze and interpret data correctly to make smart and efficient marketing decisions.

The aim of digital marketing to increase brand awareness is to create and strengthen brand awareness among the target audience. With a high level of brand awareness, companies can create emotional connections with consumers, build trust, and improve brand image. Through an effective digital marketing strategy, companies can reach relevant audiences and ensure that their brand is top-of-mind when consumers search for the products or services they offer. Apart from that, increasing brand awareness also helps companies develop a larger market share, increase customer loyalty, and open up opportunities for long-term business growth.

Another goal of digital marketing for brand awareness is to achieve high levels of engagement and interaction with the audience. Through social media, creative content, and engaging marketing campaigns, companies can encourage active participation from consumers, such as sharing content, leaving comments, or participating in contests. In doing so, companies can create positive experiences with their brands and build customer loyalty. Additionally, this goal also includes the appropriate use of influencer marketing, where brands can rely on the influence and popularity of influencers to increase their brand awareness in a more personal and authentic way. By achieving high levels of engagement, companies can strengthen relationships with audiences, expand brand reach,

## 2. THEORETICAL BASIS AND PREVIOUS RESEARCH

One theory that is appropriate to digital marketing and brand awareness is the Awareness-Interest-Desire-Action (AIDA) Theory. This theory is a marketing model that has been used for many years to design and analyze marketing campaigns.

AIDA theory (Gau, 2019; Knights, 1974; Song, Ruan, and Jeon, 2021) is an abbreviation for Awareness, Interest, Desire, and Action, which represents the four stages that consumers must go through in the purchasing decision-making process. The first stage is "Awareness", where consumers first recognize the existence of a product or brand. After that, they enter the "Interest" stage, where they become interested in finding out more about the product or service. The next stage is "Desire", where consumers begin to feel interested and want the product because of the value or benefit it offers. Finally, in the "Action" stage, consumers decide to purchase or take other action regarding the product or service.

AIDA theory is relevant in digital marketing because it can help companies understand the role and steps needed to increase brand awareness effectively. By understanding the stages of the consumer decision-making process, companies can design appropriate digital marketing strategies to reach audiences at each stage and move them forward toward purchasing action or further engagement with the brand. In the digital era, with various platforms and media available, understanding the consumer journey through the AIDA stages is very important so that marketing can successfully achieve brand awareness and business growth goals.

Digital Marketing is a marketing strategy that uses digital technology and online media to promote a company's products, services, or brands. This includes a variety of digital tactics and channels such as websites, social media, search engines, email, paid advertising, online content, and mobile applications. The main goal of digital marketing is to reach the target audience more precisely, interact more personally, increase brand awareness, influence purchasing decisions, and produce better business results. The main advantage of digital marketing is its ability to measure campaign performance in detail and provide valuable data insights to help companies optimize their marketing strategies.

Brand Awareness is the level at which the target audience recognizes and remembers a brand or product. This includes an understanding of the

brand identity, logo, slogan, brand values, and related associations. Brand awareness can be measured through the level of brand recognition by consumers, their ability to mention the brand when asked about certain product categories, and the level of engagement with the brand on social media or other digital platforms. A high level of brand awareness can provide a competitive advantage for a company by increasing brand reputation, influencing consumer preferences, and helping the company differentiate itself from competitors.

In this literature review section, six relevant articles will be briefly explained. Starting from research which tries to examine the effect of sharing content on social media on tourism destination brand awareness and the natural quality and services of the destination (Dedeoğlu et al., 2019). This research also examines the moderating role of country of origin image (COI; macro and micro) on natural quality and destination services. Data was collected from 568 domestic and international tourists who had visited Alanya, Türkiye. The relationships in this research were analyzed through structural equation modeling. As one component of sharing on social media, content sharing by participants positively influences destination brand awareness, while no significant effect of content sharing by non-participants on destination brand awareness was found. Destination brand awareness positively influences tourists' perceptions of service quality and the natural quality of the destination.

Continue with research which seeks to study marketing through digital channels known as Digital Marketing is recognized as having a transformational impact on companies and a major influence on brand-consumer relationships because it allows interaction with customers anytime and anywhere (Makrides et al., 2019). Based on this reality, this research analyzes several digital platforms and practices that have proven to be effective and assesses the dynamics of digital media to examine whether they can increase brand awareness internationally. Using a survey methodology approach with 200 respondents as the final sample, this research shows that digital marketing has great potential for small and medium businesses, providing dominant digital attributes in internationalization. Besides that, research findings reflect the rapid emergence of different digital marketing techniques to serve different market segments. Finally, this study discusses the theoretical and managerial implications of the findings and proposes several directions for future research.

Then, it continues with research studies about companies that can utilize digital media to promote business, such as social media such as Facebook, Instagram, and YouTube (Febriyantoro and Wright, 2020). Many researchers have studied the effects of different social media uses on consumer purchasing behavior from various points of view. The purpose of this research is to see the application of YouTube advertising in building brand awareness and brand image and its influence on purchase intentions. Respondents in this study were millennials residing in Batam City and its surroundings with an age range of 18-35 years who were selected using a non-probability sampling method. This research uses Structural Equation Modeling (SEM) with SmartPLS. YouTube advertising influences brand awareness and brand image, while brand awareness and brand image do not affect purchase intention. YouTube ads have a direct relationship with purchase intent. Brand awareness and brand image are not mediating variables because they are not related to purchase intention.

Further research about how the use of the internet and social media has changed consumer behavior and the way companies do business (Dwivedi et al., 2021). Social and digital marketing offers significant opportunities for organizations through lower costs, increased brand awareness, and increased sales. However, significant challenges also exist in the form of the negative impact of harmful electronic speech and disruptive brand presence online. This article combines the collective insights of several leading experts on issues related to digital marketing and social media. Expert views provide detailed narratives on important aspects of this topic as well as perspectives on more specific issues, including artificial intelligence, longest reality marketing, digital content management, mobile marketing and advertising, B2B marketing, electronic speech, and related ethical issues. This research provides significant and timely contributions to researchers and practitioners in the form of challenges and opportunities, in which we highlight limitations in current research, outline research gaps, and develop questions and propositions that can help advance knowledge in the digital and social marketing domains.

After that, research regarding the development of digital streaming media, consumers and publishers are becoming interested in advertisements with a short duration (less than 10 seconds) (Johnson et al., 2021). However, previous research on memory retention for short-duration advertising content used video or audio-video experiences in which

attention was directed to the advertisement. Therefore, it is unclear whether this study is relevant for audio content alone, and it is unknown whether similar memory retention can be achieved when attention is not directed to the advertisement (e.g., incidental recall). To study incidental memory of short audio advertisements, participants were recruited to play a driving game while listening to music with periodic commercial breaks (pods). Each pod contains ads with a duration of 2, 4, and 8 seconds. The research results show that each advertising duration can leave an impression on recall and recognition memory. While ad length generally does not affect incidental recall, ads placed first or last in a pod are remembered best. Overall, this data shows that audio ads of less than 10 seconds are a viable option for increasing awareness about brand names, product names, and company locations. Additionally, the results of this study suggest that audio ads can leave an impression even when listeners are engaged in other tasks, such as driving or playing video games. This data shows that audio ads of less than 10 seconds are a viable option for increasing awareness about brand names, product names, and company locations. Additionally, the results of this study suggest that audio ads can leave an impression even when listeners are engaged in other tasks, such as driving or playing video games.

Finally, a literature review of the research which aims to determine how social brand engagement through social media platforms will impact brand equity and purchase intentions towards brands in the fashion sector in the Vietnamese market (Vo Minh et al., 2022). This research used quantitative methods, with primary data collected from 637 Vietnamese people aged 18–50 years. The research results identified a direct positive impact of social brand engagement on brand equity and an indirect impact on purchase intention. In addition, as a moderator variable, social brand involvement has a positive effect on the relationship between brand awareness and purchase intention, but this variable does not significantly influence when considering its impact on the relationship between brand association and purchase intention. These findings contribute to providing information confirming the role of social brand engagement in communication, which makes a major contribution to brand awareness, but do not provide enough evidence to demonstrate the direct impact of social brand engagement on purchase intention. In addition, this research has also established four target customer segments based on age in the fashion business in the Vietnam market with significantly different social brand engagement, perceived brand equity, and brand purchase intention. These results help provide information to identify target markets for the fashion industry in Vietnam so that brands have a strategic orientation in marketing, target market selection, as well as communication strategies, and targeting of authentic social media marketing programs.

### 3. RESEARCH METHODS

The initial stage of this research is to identify and analyze digital marketing strategies that are effective in increasing brand awareness among millennial generation consumers. Secondary data will be collected from various sources such as scientific literature, research reports, articles, and other sources of information about digital marketing strategies that have been proven effective in increasing brand awareness. This data will be the basis for analysis and creating a theoretical framework.

This research will provide valuable insights for companies that want to increase their brand awareness among millennial consumers. By using secondary data, this research can provide a comprehensive picture of digital marketing strategies that have been proven successful, so that they can become a reference for companies in designing effective and targeted marketing campaigns. Thus, it is hoped that this research can make a positive contribution to developing better and more efficient digital marketing strategies.

### 4. DISCUSSION

Based on the results of the 2021 E-Commerce Survey conducted by the Central Statistics Agency (BPS), around 63.52 percent of e-commerce business actors have used internet services for digital marketing, both through social media and marketplaces. The development of the digital economy has brought changes to people's lifestyles, including the way they make transactions. Now people no longer need to come to physical stores, because they can shop through online stores. Digital marketing has various benefits, according to the Telecommunication and Information Accessibility Agency (BAKTI) Kominfo, including the ability to reach a wider market, reach the right audience according to the product or service offered, more effective marketing costs, and encourage innovation and

business competition. Despite the increasing use of the Internet for digital marketing, the survey showed that only 8 percent of the businesses surveyed had received training in digital marketing. Of those who have taken part in training, most came from the private sector (77.2 percent) and some from the government (25.4 percent). Apart from being used for digital marketing, internet services also contribute to increasing supply chain efficiency in the production process. As many as 55.5 percent of digital business actors use the Internet to order raw materials, so Internet services are not only useful in sales between business actors and final consumers (B2C) but also in transactions between business actors (B2B). The function of the Internet as a company's internal communication tool also has an important role, including communication methods such as email, instant messaging such as WhatsApp, and discussion groups. The use of the Internet for internal communication recorded a figure of 44.3 percent in the list of activities most frequently used by business actors (Humaira, 2022).

### 5. AUTHOR'S OPINION

The 2021 E-Commerce Survey conducted by the Central Statistics Agency (BPS) shows that the use of internet services for digital marketing has become common among e-commerce businesses, reaching around 63.52 percent. This phenomenon is in line with the development of the digital economy which has changed people's lifestyles, where people now prefer to shop online rather than going to physical stores. The benefits of digital marketing have been recognized by the Telecommunications and Information Accessibility Agency (BAKTI) Kominfo, where the ability to reach a wider market, reach an audience that suits the product or service offered, and more effective marketing costs, are the main advantages of the strategy. This. Digital marketing also encourages innovation and healthier business competition.

However, even though the use of the Internet for digital marketing is increasing, the survey found that there are still a small number of business people who have received special training in this field. Only 8 percent of business people surveyed had taken digital marketing training, and the majority of them received it from the private sector. This shows the importance of efforts to provide broader training and knowledge to business actors so that they can optimally utilize the potential of digital marketing. In the context of an effective digital marketing strategy to increase brand awareness, the use of Internet services for digital marketing is an important pillar. Through social media and marketplaces, businesses can reach a wider audience and strengthen their brand identity.

By utilizing internet services for digital marketing effectively, business people can increase brand awareness and expand the scope of their business. Communicating with audiences via social media and marketplaces, as well as strengthening internal company communications via the Internet, can help create a strong and consistent impression of the brand in the eyes of consumers. Apart from that, training and a better understanding of digital marketing are also important steps so that this strategy can be implemented more efficiently and effectively. In this way, business actors can increase their brand presence in the digital world and increase overall brand awareness.

### 6. DIGITAL MARKETING STRATEGY

An effective digital marketing strategy to increase brand awareness is the key to success for businesses in today's digital era. Brand awareness is the level of consumer awareness and understanding of a brand or company, and this is very important for creating trust, generating potential customers, and differentiating oneself from competitors. Here are some digital marketing strategies that can help increase brand awareness:

#### I. Valuable Content

Creating content that is relevant, valuable, and interesting will help grab consumers' attention. This content can take the form of blog articles, videos, infographics, or other interesting visual content that can be shared widely on social media and other online platforms.

#### II. Active Social Media

Being on relevant and active social media is an important step to expand a brand's reach. Consistent engagement with your audience and leveraging features like hashtags and live streaming will help increase brand visibility.

#### III. Influencer Campaigns

Collaboration with influencers who are relevant and have a large audience can help brands reach a wider audience. The positive influence that influencers have can increase brand recognition among their followers.

#### IV. Paid Advertising

Using paid advertising on platforms such as Google Ads, Facebook Ads, or Instagram Ads can accelerate brand awareness growth by reaching targeted audiences with more precision.

#### V. Optimal SEO

Developing a good SEO strategy will help your company website be more easily found in search engines. The higher the ranking in search results, the greater the chance of consumers finding and getting to know the brand.

#### VI. Email Marketing

Building a relevant email subscription list and sending useful content regularly can help increase brand awareness. Keep the email from being overwhelming and still provide added value to the recipient.

#### VII. Contests and Giveaways

Holding contests or giveaways on social media will attract user attention and increase engagement with the brand. There will be encouragement to participate and share information about the brand, increasing brand awareness.

#### VIII. Partnerships and Collaborations

Teaming up with other brands that have similar audiences but are not in direct competition can help expand each other's reach. Collaborations like this can increase brand awareness significantly.

#### IX. Measurement and Analysis

Carry out regular measurements and analyses to see the effectiveness of the marketing strategies implemented. With this data, companies can evaluate campaigns and optimize strategies further.

#### X. Personalization of Experiences

Understanding consumer preferences and behavior to provide more personalized and relevant experiences can strengthen relationships with consumers and increase brand awareness with positive interactions.

In the face of an ever-evolving digital world, businesses need to continually adapt their marketing strategies to remain relevant and effective. By combining the various digital marketing strategies mentioned above, companies can build strong brand awareness, increase engagement with their audience, and gain an edge over market competition. It is important to remain consistent, innovative, and focused on creating value for consumers in every marketing step taken.

### 7. CONCLUSION

Digital marketing via Internet services, such as social media and marketplaces, has become an important need in the business world, especially in the e-commerce sector. The 2021 E-Commerce Survey shows that the majority of business actors have utilized Internet services for digital marketing, recognizing its benefits in reaching a wider market, reaching the appropriate audience, and optimizing marketing costs. However, there are still challenges in adopting digital marketing strategies, especially in terms of training and understanding which is still limited for some business actors.

In the context of increasing brand awareness, digital marketing via Internet services is an effective strategy. By communicating via social media and marketplaces, businesses can strengthen their brand identity and reach a wider audience. Apart from that, the use of the Internet also helps increase the efficiency of supply chains and production processes, making it key for sales between business actors (B2B) as well.

In facing digital marketing challenges and opportunities, business actors need to continue to innovate and integrate digital marketing strategies into their business. By understanding the benefits and importance of training in digital marketing, business people can improve their skills and knowledge in utilizing Internet services effectively. Coordinated and targeted digital marketing will help increase brand presence in the digital world and increase overall brand awareness. That way, business actors can optimize the potential of digital marketing to expand business reach and achieve success in the increasingly developing digital economy era.

#### Suggestion

For further research in the field of digital marketing, several suggestions

and recommendations can be made. First, research can more deeply explore the influence of digital marketing on consumer behavior. Factors influencing purchasing decisions, brand loyalty, and interactions with brands via social media and marketplaces can be investigated in depth. Second, the role of each social media platform in digital marketing needs to be analyzed further. Differences in effectiveness and intended use between platforms such as Twitter and Instagram can be identified to understand how to best utilize them. Third, AI technology and big data analysis can be the focus of further research to improve the efficiency and accuracy of digital marketing, such as content personalization and more precise audience segmentation. Fourth, a comparison of digital marketing strategies between various industry sectors can provide valuable insights for organizations in developing relevant marketing approaches.

Fifth, the importance of success factors in digital marketing implementation needs to be further explored, including how organizational aspects, technology, and human factors contribute to the success of digital marketing strategies. Sixth, the influence of the pandemic and changes in consumer behavior as a result, especially in the context of digital marketing, is an interesting research topic to understand changes in consumers' online shopping preferences and habits. Seventh, the impact of influencer marketing in increasing brand awareness and engagement can be investigated further, including how to choose the right influencer for a particular brand. Finally, The importance of analyzing the social and environmental impacts of digital marketing also needs to be considered in future research to understand the implications of increased digital consumption on sustainability and corporate social responsibility. By carrying out this research, we can optimize the potential of digital marketing and guide business people and marketers to develop more effective and sustainable marketing strategies.

### REFERENCES

- Dedeoğlu, B. B., van Niekerk, M., Küçükergin, K. G., De Martino, M., and Okumus, F., 2019. Effect of social media sharing on destination brand awareness and destination quality. *Journal of Vacation Marketing*, 26(1), Pp. 33-56. doi:10.1177/1356766719858644
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Wang, Y., 2021. Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59. doi:10.1016/j.ijinfomgt.2020.102168
- Febriyantoro, M. T., and Wright, L. T., 2020. Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business and Management*, 7(1). doi:10.1080/23311975.2020.1787733
- Gau, W.-B., 2019. A Reflection on Marketing 4.0 From the Perspective of Senior Citizens' Communities of Practice. *SAGE Open*, 9(3). doi:10.1177/2158244019867859
- Humaira, F. R., 2022, July 14. 64 Persen Pelaku Digital Memanfaatkan Internet untuk Pemasaran. Retrieved from <https://databoks.katadata.co.id/datapublish/2022/07/14/pemanfaatan-internet-oleh-pelaku-usaha-digital>
- Johnson, V., Zhu, Z., Anguera, R., Bollinger, J., Eccles, J., Hardtke, D., Zanto, T. P., 2021. Increasing brand awareness: Memory for short audio ads. *Psychology and Marketing*, 38(11), Pp. 1960-1972. doi:10.1002/mar.21558
- Knights, D. (1974). The Common-Sense World of Everyday Selling. *Management Decision*, 12(1), Pp. 37-45. doi:10.1108/eb001037
- Makrides, A., Vrontis, D., and Christofi, M., 2019. The Gold Rush of Digital Marketing: Assessing Prospects of Building Brand Awareness Overseas. *Business Perspectives and Research*, 8(1), Pp. 4-20. doi:10.1177/2278533719860016
- Song, H., Ruan, W. J., and Jeon, Y. J. J., 2021. An integrated approach to the purchase decision making process of food-delivery apps: Focusing on the TAM and AIDA models. *International Journal of Hospitality Management*, 95. doi:10.1016/j.ijhm.2021.102943
- Vo Minh, S., Nguyen Huong, G., and Dang Nguyen Ha, G., 2022. The role of social brand engagement on brand equity and purchase intention for fashion brands. *Cogent Business and Management*, 9(1). doi:10.1080/23311975.2022.2143308