

Latest Digital Marketing Strategies: Increasing Relevance and Engagement with Customers

Dewi Indriani Jusuf
International Women University

ARTICLE INFO	ABSTRACT
<p>Keywords: Strategy, Digital Marketing, Relevance Interaction, Customers.</p> <p>Email : dewijusuf@iwu.ac.id</p>	<p>This research aims to analyze the latest digital marketing strategies that can increase relevance and interaction between companies and customers. In an era of continuously developing technology, it is important for companies to adapt relevant and effective marketing strategies to maintain their competitiveness in an increasingly competitive market. Through a qualitative descriptive approach, this research analyzes the latest trends in digital marketing, focusing on aspects of content relevance and customer interaction. The research results show that there is an urgent need for companies to adopt more personalized and relevant digital marketing strategies, with a focus on using content tailored to consumer preferences and behavior. This research also identifies several key factors that influence interactions between companies and customers via digital platforms. Based on these results, it is recommended that companies consider a marketing approach that focuses on adequate user experience and ongoing interaction with customers.</p> <p>Copyright © 2022 Jurnal JEAMI .All rights reserved is Licensed under a Creative Commons Attribution- NonCommercial 4.0 International License (CC BY-NC 4.0)</p>

INTRODUCTION

In the digital era which continues to develop rapidly, digital marketing has become one of the main pillars for companies in an effort to expand market reach and increase interaction with customers (Chakti, 2019). In the midst of changes in the global business landscape driven by digital transformation, digital marketing strategies have become important for business continuity and growth. In today's market realities, the ability to adapt to technological changes and continuously evolving consumer behavior has become the key to success (Arifqi & Junaedi, 20210). Therefore, business people and marketing professionals must focus on developing innovative and adaptive digital marketing strategies to maintain their competitiveness in an increasingly competitive market (Maesaroh et al, 20220).

In the current digital era, digital marketing strategies have become a method that must be used by every company's business line. The presence of a digital marketing strategy is no longer an option, but a necessity to reach a wide audience and engage effectively with customers (Silviani & Darus, 2021). Moreover, with the rapid growth of e-commerce and the adoption of digital technology in various aspects of daily life, companies can no longer ignore the enormous potential offered by digital marketing (Wiyani, 2008).

Business development, accompanied by very rapid modern technology, has made the existence of digital marketing even stronger, and has become a factor in the success of a business (Wibowo et al, 2022). The attractiveness of digital marketing strategies lies not only in its ability to reach global markets, but also in its ability to present relevant and interesting content to

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potential consumers (Chrimardani, 2014). With ever-evolving tools and techniques, digital marketing has opened the door for companies to optimize interactions with customers and build stronger and more sustainable relationships (Nasution & Nurbaiti, 2022).

In the business world, highly competitive competitors will always emerge, especially when all businesses have started using the same marketing methods, namely digital marketing (Aripin, 2021). In the midst of increasing competition, a company's success no longer only depends on its online presence, but also on its ability to design and implement effective digital marketing strategies (Umbara, 2021). If all companies or business people use digital marketing, then what makes one of them superior to other competitors? The answer lies in the digital marketing strategy that the company has prepared.

Digital marketing strategies have evolved and experienced many changes in recent years. No longer just limited to placing online ads or social media activities, this strategy now includes the integration of various digital channels, content personalization, the use of sophisticated analytical data, and various tactics that utilize artificial intelligence (Nurpratama & Anwar, 2020). Companies that are successful in digital marketing today are those that are able to recognize their customers' unique needs and deliver relevant and timely messages. Apart from that, a successful digital marketing strategy must also be able to optimize the user experience through responsive interface design, intuitive navigation, and engaging experiences (Arrahma & Abadi, 2022). With increasingly fierce competition, companies need to ensure that their websites, mobile applications and other online platforms are easy to access and provide significant added value to users (Dz, 2018).

Furthermore, focusing on high quality and added value content is also one of the main pillars of a successful digital marketing strategy. Informative, interesting and relevant content not only increases customer engagement, but also helps build brand authority and trust (Saragih et al, 2020). By utilizing various content formats such as articles, videos, infographics and podcasts, companies can reach a wider range of customers and build stronger relationships with their customers (Habib et al, 2022). With a deep understanding of their market segments, companies can craft marketing campaigns that are specifically tailored to each target group, producing engaging and contextually appropriate messages (Syafira et al, 2022). Furthermore, personalization strategies can also be implemented through the use of intelligent marketing emails, where companies can send relevant and interesting content based on purchase history, product preferences or previous activities (Erwin et al., 2022).

In an effort to improve personal experiences for customers, digital marketing strategies must also be able to accommodate multi-channel customer interactions. With so many channels available, including social media, websites, mobile apps and instant messaging platforms, companies need to ensure that their brand messaging and values are consistent and easily accessible at every touchpoint. Therefore, understanding the latest trends in digital marketing and how these marketing strategies can be used to increase interactions with customers is crucial for business continuity and growth amidst increasingly fierce competition. In this context, this research will explore digital marketing strategies, and analyze the importance of content relevance and customer interaction in the context of digital marketing along with the factors that can influence the success of this digital marketing strategy.

METHOD

Judging from the results, this research is qualitative research with descriptive methods. Qualitative research methods are often called naturalistic research methods because the research is carried out in natural conditions (natural settings); also called the ethnographic method, because initially this method was more widely used for research in the field of cultural anthropology; It is called a qualitative method because the data collected and the analysis is more qualitative in nature. According to Sukmadinata (2011), qualitative descriptive research is aimed at describing and illustrating existing phenomena, both natural and human engineered, which pays more attention to characteristics, quality, and interrelationships between activities. Apart from that, descriptive research does not provide treatment, manipulation or changes to the variables studied, but rather describes a condition as it is. The only treatment provided is the research itself, which is carried out through observation, interviews and documentation. Here, researchers use qualitative descriptive research methods because this research explores the latest digital marketing strategies by relying on relevance and customer interaction.

RESULTS AND DISCUSSION

Customer engagement is the key to success for an effective marketing strategy. However, with changing consumer behavior and high levels of competition, businesses need to adopt a more dynamic and engaging approach to building strong relationships with customers (Ishak, 2005). This is why digital marketing that is interactive and relevant to customers is becoming increasingly important. By leveraging technology and digital tools, businesses can create engaging and engaging experiences for their customers.

Relevant and interactive digital marketing is a way to communicate with customers in a more interesting and involving way through the use of technology and digital tools (Mustika & Maulidah, 2022). Rather than simply providing information or advertising to customers, interactive digital marketing encourages their active participation. This can be done through various means, such as using clickable infographics, quizzes and polls that invite customers to participate, or videos that allow customers to interact with the content (Arianto & Risdwiyanto, 2021).

The goal of relevant and interactive digital marketing is to create more enjoyable and meaningful experiences for customers. By giving them the opportunity to be actively involved, businesses can build stronger relationships with customers and increase their engagement (Irawan, 2022). For example, by providing interactive content, such as quizzes or polls, businesses can invite customers to share their opinions, feel more engaged, and feel like their voices are heard.

One of the benefits of digital marketing that is relevant and interactive with customers is increasing brand awareness and strengthening customer loyalty. When customers feel involved with a brand and feel cared for, they are more likely to remain loyal and recommend to others (Yusuf, 2016). Additionally, deeper interactions can also provide valuable insights into customer preferences and needs, which can be used to further optimize marketing strategies.

In the ever-growing digital era, relevant and interactive digital marketing is a powerful tool to differentiate your business from competitors and build closer relationships with customers (Santoso, 2018). By providing unique, engaging, and participating experiences, you can create stronger bonds with your customers and achieve better results in your marketing efforts.

Therefore, in digital marketing, customer involvement is very important. Customer engagement is the extent to which customers are involved and interact with the content and messages that you convey through digital marketing campaigns (Neno, 2021).

Why is customer engagement important? First, it helps us build closer relationships with customers. When customers feel engaged with our content, they feel cared for and appreciated. This allows us to build better trust and loyalty. Second, customer engagement helps increase your brand awareness. When people interact with our content, they are more likely to remember our brand and may share their experiences with others. This helps expand the reach of the brand and creates a positive impact around it. Third, customer engagement also gives us valuable insight into what is working and what is not in our marketing campaigns. Through engagement analysis, we can see metrics such as click rates, time spent on the page, or feedback from the audience. This allows us to understand their preferences and needs better, so we can optimize our marketing strategies to achieve better results.

In a digital world full of information and advertising, customer engagement is a way for our businesses to differentiate themselves. By creating engaging, relevant, and interactable content, we can capture customers' attention, build strong relationships, and achieve better results in our marketing efforts. In this research the author recommends digital marketing strategies that can increase relevance and interaction with customers.

a) Create interesting content

In the era of increasingly developing digital marketing, creating interesting content is a crucial step to attract customer attention and maintain brand relevance. Engaging content can take the form of articles, videos, infographics, or even memes that are relevant to the brand's values and personality. By focusing on creating informative, entertaining, or inspirational content, companies can attract a wider audience and spark more meaningful interactions. Additionally, the use of personalization strategies by identifying individual preferences and needs can help ensure that the content presented matches the interests of the target audience. Thus, engaging content not only leads to higher engagement, but also builds deeper customer trust and engagement with the brand.

b) Use Social Media actively

In an increasingly connected digital marketing environment, active use of social media has become an important strategy for expanding brand reach and increasing engagement with customers. By utilizing social media platforms that are relevant to the target audience, companies can develop a strong digital presence. Consistent and measurable activity on social media, such as sharing relevant content, responding to comments or messages, and holding contests or special events, can help build a loyal and engaged community. Using interactive social media features, such as polls, quizzes, or stories, can also enrich interactions with customers and strengthen their engagement. By ensuring an active and responsive presence on social media, companies can develop deeper relationships with customers, build trust, and gain valuable insights into consumer preferences and behavior that can be used to further improve marketing strategies.

c) Adoption of Interactive Technology

In the face of increasingly fierce competition in the digital marketing realm, adopting interactive technology is the key to increasing relevance and interaction with customers. By

leveraging technological innovations such as artificial intelligence (AI), virtual reality (VR), and augmented reality (AR), companies can create engaging and immersive experiences for customers. Through interactive mobile applications or web-based experiences, companies can provide realistic product simulations or personalized guidance, allowing customers to actively participate in the purchasing process. Additionally, the use of advanced AI chatbots can increase the responsiveness and speed of customer service, improving the overall user experience. By adopting interactive technology, companies can not only differentiate themselves from competitors, but also create engaging, engaging, and relevant experiences for customers, which in turn can increase customer loyalty and strengthen their emotional bond with the brand.

d) Make Room for Customer Engagement

Providing space for customer engagement is an important strategy in building sustainable and mutually beneficial relationships between companies and consumers. By providing a two-way communication platform, such as an online forum, discussion room, or open feedback program, companies can invite customers to actively participate in the product development process, event planning, or even marketing strategy. Through user-generated-content campaigns that invite customers to share their experiences with the brand, companies can expand brand visibility and strengthen customers' emotional attachment to the brand. Additionally, hosting events or competitions that involve customers in decision-making or shaping initiatives can also increase customers' sense of ownership of the brand and inspire deeper loyalty. By providing space for customer engagement, companies not only strengthen relationships, but also gain valuable insights that can shape products and marketing strategies that better suit customer needs and preferences.

e) Use UGC influencers

Using influencers and user-generated content (UGC) has become a highly effective strategy in modern digital marketing. By working with influencers who have large, actively engaged follower bases, companies can leverage the power of their influence to expand brand reach and build emotional engagement with relevant audiences. Additionally, engaging users to create brand-related content, such as product reviews, unboxings, or other creative content, can increase customer engagement and strengthen trust in the brand. By leveraging UGC influencers, companies can create authentic and engaging narratives that inspire deeper interactions between brands and consumers. Thus, this strategy not only allows companies to reach a wider audience, but also builds an authentic and trustworthy brand image among consumers.

f) Analysis and evaluation

The analysis and evaluation process is a crucial stage in an effective digital marketing strategy. By using various analytical tools such as Google Analytics, social media insights, and campaign management platforms, companies can collect data about campaign performance and customer interactions. By analyzing metrics such as engagement rates, conversions and follower base growth, companies can understand the effectiveness of the marketing strategies they have implemented and identify areas that require improvement or adjustments. Careful evaluation of customer response to various marketing initiatives can also provide valuable insights into consumer preferences and behavior that can shape subsequent marketing strategies. By effectively leveraging analytical data, companies can optimize customer experience, increase conversions and strengthen brand positioning in a competitive market. Additionally, continuous

evaluation allows companies to remain responsive to changing market trends and customer needs, thereby ensuring that the marketing strategies adopted are always relevant and effective.

Next, creating a digital marketing strategy that is relevant and interactive for customers cannot be separated from several factors that influence it. Here are some of them.

- a) **Relevant and Engaging Content:** By presenting information that matches the needs and interests of the target audience, companies can attract the attention of potential customers and maintain engagement from existing customers. Engaging content, such as informative articles, entertaining videos, or practical guides, not only provides added value to customers, but also builds an authoritative and trustworthy brand image in consumers' minds. By focusing on the quality of content presented, companies can create deeper emotional bonds with customers, encourage active participation, and strengthen ongoing relationships in an increasingly competitive digital marketing environment.
- b) **Responsive and Interactive:** By ensuring timely, friendly, and informative responses, companies can create a high sense of engagement and deep trust from customers. This responsive and interactive interaction not only gives a positive impression to customers, but also reflects the company's commitment to providing superior customer service. Thus, a company's proactive engagement not only builds a solid reputation, but also strengthens ongoing relationships with customers, which in turn can increase loyalty and support long-term business growth.
- c) **Satisfying User Experience:** Satisfying user experience on digital platforms plays an important role in shaping customers' positive perception of a brand or company. By offering an easy-to-use interface, intuitive navigation, and fast response times, companies can create a user-friendly and engaging environment for customers. A smooth and responsive user experience not only increases customer satisfaction, but also reduces friction in the interaction process, allowing customers to engage more effectively with the products or services offered. By focusing on designing a satisfying user experience, companies can reinforce a brand image that is modern, innovative, and cares about customer needs, which in turn can help differentiate the brand from competitors and build long-term customer loyalty.
- d) **Personalization:** Personalization is a key factor that enables companies to build strong bonds with customers through digital platforms. By deeply understanding consumer preferences, purchasing history and behavior, companies can deliver relevant content and services tailored to customers' individual needs. Through the use of advanced analytics technology and intelligent segmentation strategies, companies can tailor marketing messages, product recommendations, and purchasing experiences to each customer's preferences. The right personalization not only strengthens customers' sense of attachment and trust in a brand, but also increases engagement and conversion rates, enabling companies to maximize customer lifetime value and achieve a competitive advantage in an increasingly dynamic marketplace.
- e) **Effective Problem Handling:** A company's ability to handle customer problems or complaints responsively and effectively is a crucial factor that can positively influence customer interactions in the digital environment. By establishing clear procedures for dealing with issues, as well as providing open and accessible communication channels for customers,

companies can demonstrate their commitment to customer satisfaction. A fast, responsive and solution to problems that arise not only helps solve problems efficiently, but also communicates the company's attention to the customer experience. By showing responsiveness and empathy for the problems faced by customers, companies can strengthen customer trust and build strong loyalty, which ultimately can have a positive impact on brand image and long-term business growth .

- f) Data Security: In an era where data security is a major concern, maintaining the privacy and security of customer data is a critical element in building safe and trusting interactions between companies and customers over digital platforms. By implementing high security standards, such as data encryption, protection against cyber attacks, and compliance with applicable privacy regulations, companies can guarantee that customers' personal information remains safe and protected from misuse or violation. By paying attention to the importance of data security, companies can provide a sense of security and comfort to customers, which in turn can strengthen customer trust in the brand and encourage more active and open interactions in an increasingly complex and vulnerable digital environment.

Paying attention to these factors and designing the right marketing strategy can help companies strengthen interactions with customers, increase loyalty, and achieve competitive advantage in the ever-changing digital environment.

CONCLUSION

In conclusion, relevant and interactive digital marketing strategies play a crucial role in building strong relationships with customers. By focusing on engaging, responsive, and personalized content, companies can increase customer engagement, strengthen brand awareness, and build ongoing loyalty. The use of interactive technology, active social media, and careful data analysis are also important factors in optimizing interactions with customers and achieving better results in marketing efforts. In addition, factors such as satisfactory user experience, effective problem handling, and strong data security are also important elements that must be considered in efforts to build positive relationships with customers. By considering and implementing strategies that fit these factors, companies can create a user-friendly, safe, and trustworthy digital environment, which in turn can strengthen their brand image and ensure long-term business growth. By adopting a holistic and integrated approach, companies can differentiate themselves from competitors, build strong bonds with customers, and achieve long-term success in the dynamic and competitive era of digital marketing.

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