



Smart Digital Marketing Content Strategy in the E-Commerce Era

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Abstract

The development of information technology has transformed the marketing landscape in recent years. Marketing communication methods, previously traditional and conventional, have now been integrated into the digital world. The e-commerce era is a time when buying and selling goods and services occur electronically via the internet and digital networks, transforming the way consumers shop and businesses operate by offering convenience, broad market reach, and operational efficiency without the constraints of physical space, supported by technologies such as mobile applications, artificial intelligence, and digital payment systems. The purpose of this research was to understand smart digital marketing content strategy in the e-commerce era. This study uses a descriptive method to answer the research objectives. This study uses secondary data to provide information and address the stated research objectives. Research results show that smart digital marketing content strategy in the e-commerce era centers on high-quality and relevant content, data-driven personalization, the use of SEO and social media, influencer collaboration, paid advertising, with customer experience through retargeting and chatbots.

Keywords: Smart, Digital Marketing, Content Strategy, E-Commerce Era

INTRODUCTION

The development of information technology has transformed the marketing landscape in recent years. Marketing communication methods, previously traditional and conventional, have now been integrated into the digital world. In this era, businesses should utilize digital media as a marketing tool to better familiarize consumers with the products they produce through e-commerce.

The e-commerce era is a time when buying and selling goods and services occur electronically via the internet and digital networks, transforming the way consumers shop and businesses operate by offering convenience, broad market reach, and operational efficiency without the constraints of physical space, supported by technologies such as mobile applications, artificial intelligence, and digital payment systems. The opportunities of the e-commerce era include access to global markets without physical boundaries, innovations in AI technology, chatbots, and digital payments for efficiency, data-driven consumer decision-making, and the emergence of new business models such as live commerce and social commerce, such as TikTok Shop. This, driven by internet growth and shifts in shopping behavior, opens up significant opportunities for MSMEs and digital professionals in various fields, from marketing to data analytics (Suryati, 2015).

Digital media is a form of electronic media that does not store data in analog form. Analog technology is a form of technological development that predates digital technology. The shift from conventional to digital business models has transformed the way people communicate. These digital media include the internet, blogs, and social networks. The rapid and easy growth of digital media provides equal access for everyone worldwide. The growth of digital media in Indonesia can be seen in the increasing internet usage among various groups (Pandiangan, 2022).

Digital marketing has recently become a popular activity among businesspeople. Both large and small businesses are beginning to gain a broader digital market share and can reach potential customers from various parts of any region (Tjiptono, 2003). Digital marketing involves marketing activities that involve branding using various web-based media such as blogs, websites,

email, advertising, and social networks. The use of digital marketing technology is currently not limited to certain classes and categories. Of course, digital marketing is crucial for intellectual property. For a company's intangible assets, every element of intellectual capital must be continuously considered, whether it be human capital, structural capital, or existing relationship capital. Businesses are currently competing to increase their fortunes through digital marketing. This strategy continues to be used for the company's long-term success (Swastha, 2002).

The purpose of this research was to understand smart digital marketing content strategy in the e-commerce era.

RESEARCH METHOD

This study uses a descriptive method to answer the research objectives. The descriptive method describes, explains, and describes the conditions or phenomena being studied systematically, factually, and as they are (Kurdhi et al., 2023; Mariani et al., 2023; Tambunan and Pandiangan, 2024). Descriptive methods are not intended to test complex cause-and-effect relationships, but rather to answer research questions that focus on the what or how of a research object, such as its current condition, characteristics, or circumstances, often through descriptive statistics or in-depth narratives (Gultom et al., 2024; Pandiangan et al., 2023; Sudirman et al., 2023). In-depth narrative is a term used to describe a rich, complex, and layered storytelling style that goes beyond the basic storyline to explore deeper themes, character psychology, and emotional nuances (Hamzah et al., 2025; Pandiangan, 2024; Tambunan et al., 2025). The primary purpose of narrative is to entertain readers and convey information or experiences through the chronological recounting of events (Pandiangan, 2023; Tambunan et al., 2024).

This study uses secondary data to provide information and address the stated research objectives. Secondary data serves as an efficient and cost-effective information provider in various contexts, from academic research to business decision-making because secondary data is data that has been collected, processed, and published by others for different purposes, then reused for new research, such as data from government censuses, journals, books, or company reports, which are more easily accessible and cost-effective (Fransisco et al., 2024; Lumbanraja et al., 2024; Marcella et al., 2024). The benefits of secondary data are time and cost efficiency, because the data is already available and does not need to be collected from scratch, making it the foundation of research, supporting long-term and comparative trend analysis, complementing primary data for broader insights, and accelerating decision-making and validation of research results (Pandiangan et al., 2025; Sihombing et al., 2024; Wijaya et al., 2024; Yoppy et al., 2023).

RESULT AND DISCUSSION

Digital Marketing

Digital marketing is a collection of strategies and tactics that utilize digital channels and platforms to promote products, services, or brands to target audiences. It encompasses various activities such as search engine optimization, content marketing, social media marketing, email marketing, pay-per-click advertising, and affiliate marketing (Pandiangan et al., 2024). The primary goal of digital marketing is to reach consumers where they spend most time online. By using this method, businesses can (Suryati, 2015):

1. Build Brand Visibility

Building brand visibility is about making a brand recognizable and memorable to the target market through consistent strategies across multiple channels, such as building a strong online presence, relevant content, influencer collaborations, advertising, and unique and memorable customer experiences to build trust and brand recognition.

2. Generate Leads

Generating leads is the process of attracting and collecting contact information from people who show interest in a business's products or services, turning them into potential customers who can be guided towards purchasing. This is done through various digital marketing activities such

as blogging, advertising, online content, or special offers like coupons and free e-books to generate data for further contact.

3. Interact with Customers

Interacting with customers is any form of contact or communication between a company and its customers through various channels, face-to-face, telephone, online, and social media, with the primary goal of understanding and meeting their needs, building positive relationships, and ensuring customer satisfaction, which is the key to long-term success and loyalty. This interaction is not simply a transaction, but a strategic process to create value, build trust, and obtain valuable data for product or service improvement.

4. Driving Sales and Measuring Results

Driving sales involves implementing various tactics and strategies to attract new customers, retain existing ones, and ultimately increase revenue. Measuring results is a crucial process for assessing the effectiveness of sales and marketing efforts. Without measurement, it is difficult to know which strategies are working and which need improvement.

Smart Digital Marketing Content Strategy in the E-Commerce Era

Smart digital marketing content strategy in the e-commerce era centers on:

1. High-Quality and Relevant Content

High-quality and relevant content is content that is useful, accurate, original, and highly relevant to the needs and interests of the target audience, delivered with attractive, clear, and easy-to-understand visuals such as images and videos, and builds trust and engagement through good delivery and is continuously updated to remain relevant (Arraniri, 2022). Its quality is measured by the value provided, the ability to attract attention, build a community, and achieve goals. High-quality and relevant content is content that is useful, accurate, original, and highly relevant to the needs and interests of the target audience, delivered with attractive, clear, and easy-to-understand visuals such as images and videos, and builds trust and engagement through good delivery and is continuously updated to remain relevant. Its quality is measured by the value provided, the ability to attract attention, build a community, and achieve goals.

2. Data-Driven Personalization

Data-driven personalization is a strategy for tailoring experiences, content, or offers to individual customers, using their behavioral, preference, and demographic data to deliver relevant content at the right time, thereby increasing loyalty and conversion, rather than simply addressing them by their first name (Assauri, 2004). Data-driven personalization is a strategic approach to marketing and customer engagement that uses data and analytics to deliver individually tailored experiences, messages, or products. The goal is to make each interaction feel relevant and unique to the user, rather than simply a generic message broadcast to the masses.

3. The Use of SEO and Social Media

Utilizing SEO and social media is an integrated digital marketing strategy to increase online visibility, reach a wider audience, drive traffic to a website, build a brand, and drive interactions and sales (Rosnani, 2010). SEO focuses on long-term search engine rankings, while social media focuses on direct engagement and rapid reach with the two complement each other for maximum results. The primary purpose of utilizing SEO and social media is to increase online visibility, reach a wider audience, build a brand, and drive traffic to a website or business platform synergistically, where SEO improves rankings in search engines and social media strengthens reach, interaction, and builds trust that mutually supports digital business growth.

4. Influencer Collaboration

Influencer collaboration is a strategic partnership between a brand and an influential individual on social media to promote a product, service, or message, leveraging the influencer's loyal audience and credibility to increase brand awareness, engagement, and sales in a more authentic and targeted manner (Suryati, 2015). This can take the form of joint content creation, product reviews, giveaways, and even limited-edition product launches. The goal of influencer collaboration is to increase brand awareness, build credibility and trust, expand audience reach, increase engagement, and drive conversions and sales, by leveraging the influencer's authentic

influence on social media to connect directly with relevant audiences and build emotional connections with the brand.

5. Paid Advertising

Paid advertising is a marketing strategy where businesses pay to place their ads on various digital platforms through search engines, social media, websites, and apps to appear in front of their target audience, often using cost models such as clicks or impressions to quickly increase visibility, traffic, and conversions (Swastha, 2002). These ads can be text, images, videos, or other formats, allowing for highly specific audience targeting and real-time performance measurement. The goal of paid advertising is to increase brand awareness, reach a specific target audience quickly and effectively, generate leads, drive sales, and increase website traffic by placing content at the top of search engines or other platforms, as well as building customer trust and engagement through highly specific targeting.

6. Customer Experience through Retargeting and Chatbots

Customer experience can be significantly improved through the use of retargeting and chatbots. Retargeting helps maintain customer interest with relevant ads, while chatbots provide instant interaction and personalization (Tjiptono, 2003). Retargeting and chatbots are two different digital marketing strategies with complementary goals. The main goal of retargeting is to re-reach audiences who have previously interacted with your website or app but have not yet converted, for example, by purchasing or registering. The main purpose of chatbots is to automate and improve interactions between businesses and customers, especially in terms of customer service and lead generation.

CONCLUSION

Research results show that smart digital marketing content strategy in the e-commerce era centers on high-quality and relevant content, data-driven personalization, the use of SEO and social media, influencer collaboration, paid advertising, with customer experience through retargeting and chatbots.

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