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E-Business Strategies and Digital Marketing Practices – Literature Review

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Abstrak

The rapid growth of digital technology has transformed the landscape of business operations. E-business strategies and digital marketing practices have become essential for achieving competitiveness, customer engagement, and market expansion. This literature review aims to explore and analyze the key components, trends, and implications of e-business strategies and digital marketing practices. By synthesizing findings from various academic sources, this study identifies common themes and emerging innovations in the field. The results show that successful e-business strategies are built on agility, customer-centricity, and data-driven decision-making, while digital marketing is increasingly personalized and omnichannel in nature. The review contributes to the understanding of how businesses adapt their models in the digital economy.

Keywords: Customer engagement, Digital marketing, Digital transformation, E-business strategies, Online business

1. Introduction

The rapid advancement of information and communication technologies (ICTs) has fundamentally transformed the way businesses operate and compete in the global marketplace. E-business, which encompasses the integration of digital tools into business processes, has enabled organizations to streamline operations, reduce costs, and improve customer relationships [1]. As markets become increasingly digitized, businesses are compelled to adapt e-business strategies that align with the demands of a more connected, tech-savvy customer base [2].

In parallel, digital marketing has emerged as a core component of modern business strategy. Unlike traditional marketing, digital marketing utilizes digital channels such as websites, social media, email, and search engines to reach target audiences in real time [3]. This evolution has allowed businesses to personalize content, track consumer behavior through analytics, and engage in two-way communication with customers—thereby enhancing brand loyalty and conversion rates [4]. Digital marketing has become not only a promotional tool but also a mechanism for value co-creation and customer engagement.

The synergy between e-business strategies and digital marketing practices is critical for organizations aiming to thrive in the digital economy. Companies that effectively integrate digital operations with innovative marketing techniques are more agile, responsive, and competitive in rapidly changing environments [5]. As organizations transition from traditional to digital platforms, the alignment between business strategy and marketing strategy becomes a crucial factor for sustainable growth and customer-centric innovation [6].

Nevertheless, the adoption of digital strategies is not without challenges. Issues such as cybersecurity threats, data privacy regulations, technological complexity, and skills shortages can hinder the effective implementation of e-business initiatives [7]. Additionally, small and medium enterprises (SMEs) often face constraints in terms of resources and expertise, which limit their capacity to fully leverage digital tools [8]. Thus, a strategic framework is needed to guide businesses in overcoming these barriers while capitalizing on the opportunities provided by digitalization.

This literature review aims to explore the interplay between e-business strategies and digital marketing practices by synthesizing scholarly insights from the past decade. By examining existing theoretical models,

empirical studies, and case analyses, the review seeks to provide a comprehensive understanding of how businesses utilize digital strategies to achieve competitive advantage. The review also identifies emerging trends and best practices that shape the digital landscape, offering practical implications for both practitioners and researchers.

2. Method

This study adopts a systematic literature review (SLR) approach to synthesize existing knowledge on e-business strategies and digital marketing practices. The SLR method was chosen for its rigor and replicability in identifying, evaluating, and integrating relevant scholarly works [11]. The primary aim of this methodology is to collect evidence-based insights that inform both academic and practical understanding of digital transformation in business environments.

The literature search was conducted using electronic databases including Scopus, ScienceDirect, Google Scholar, and Emerald Insight. Keywords such as “*e-business strategies*”, “*digital marketing practices*”, “*digital transformation*”, “*CRM in e-commerce*”, and “*omnichannel marketing*” were used in various combinations. The inclusion criteria were as follows: (1) peer-reviewed journal articles published between 2010 and 2024; (2) articles written in English; (3) studies focusing on strategic, operational, or technological aspects of e-business and digital marketing. Grey literature, conference proceedings, and non-peer-reviewed sources were excluded to maintain academic rigor.

A total of 73 articles were initially identified. After screening abstracts and full texts for relevance and duplication, 31 studies were selected for final analysis. These were then categorized into thematic clusters: (1) strategic integration of e-business and marketing; (2) role of digital technologies; (3) customer relationship management (CRM); (4) omnichannel and social media strategies; and (5) organizational agility and challenges.

Data from the selected studies were analyzed using qualitative content analysis, which involves identifying patterns, themes, and relationships among concepts [7]. Emphasis was placed on highlighting recurring models, empirical findings, and conceptual frameworks that contribute to the understanding of how digital strategies are implemented and evaluated. The methodology ensures transparency and reproducibility of the findings.

This approach not only captures a broad spectrum of perspectives but also allows for critical reflection on current practices and research gaps. It provides a solid foundation for drawing insights that are both academically robust and practically applicable in today’s digital business environment.

3. Result and Discussion

The literature review reveals a diverse range of e-business strategies that organizations adopt in response to digital transformation. One of the most prominent strategies is the use of customer relationship management (CRM) systems to track and enhance customer interactions. Effective CRM implementation allows firms to personalize offers, anticipate customer needs, and improve retention rates [1]. For example, companies like Amazon and Alibaba use big data analytics to optimize customer experience, streamline logistics, and offer real-time personalization [3].

Another critical finding is the increased use of integrated digital platforms, particularly in omnichannel marketing. Businesses are increasingly connecting online and offline experiences, creating seamless touchpoints through websites, social media, physical stores, and mobile apps [14]. This approach improves the consistency of brand messaging and enhances the overall customer journey [15]. Organizations that can synchronize these channels often outperform their competitors in customer engagement and satisfaction.

Digital marketing practices are also evolving through the adoption of artificial intelligence (AI) and machine learning. These technologies allow for predictive analysis, automated content creation, chatbot services, and real-time bidding in advertising [4]. For instance, AI-powered recommendation engines used by streaming services like Netflix and Spotify demonstrate how data-driven marketing can increase user retention and satisfaction. Moreover, these tools contribute to operational efficiency and data-driven decision-making [16].

Table 1. Key Themes and Strategic Implications in E-Business and Digital Marketing

Theme	Description	Implications
Platform Integration	Combining e-commerce with digital marketing functions	Improved efficiency and customer experience
Data-Driven Marketing	Using big data for personalization	Enhanced targeting and ROI
Omnichannel Strategy	Unified customer journey across channels	Increased satisfaction and loyalty
SEO & Content Strategy	Optimizing visibility and engagement	Higher search rankings and brand authority
Agile Development	Rapid adaptation to market changes	Sustained competitive advantage

Source: Author's compilation based on literature review

These visual aids enhance the clarity of the review findings and help readers understand the complex interactions between strategic elements in e-business and digital marketing. They also underscore the multi-dimensional nature of digital transformation, which requires integrated thinking across technology, strategy, and consumer behavior.

Furthermore, the role of social media as both a marketing and customer service tool has become indispensable. Platforms such as Instagram, TikTok, and Twitter are no longer just for branding but also for driving direct sales through influencer marketing, targeted ads, and live commerce [12]. Research indicates that user-generated content and peer reviews significantly affect purchasing decisions, highlighting the shift toward community-driven marketing [2]. This requires companies to rethink their engagement strategies and invest in real-time responsiveness and authenticity.

E-BUSINESS STRATEGY

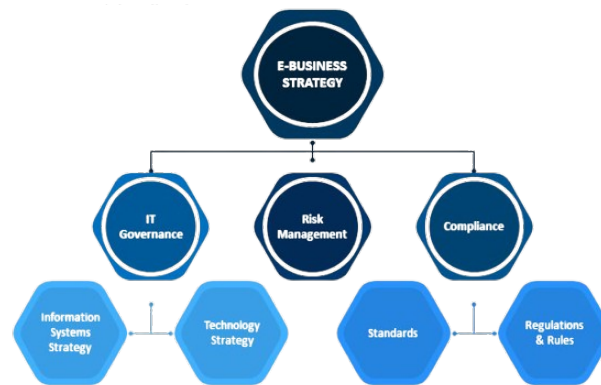


Figure 1. Integrated E-Business and Digital Marketing Strategy Framework

Source: Developed from multiple sources (Chaffey, 2015; Laudon & Traver, 2020; Verhoef et al., 2015; Kotler et al., 2021)

This framework shows how various digital tools, platforms, and strategies converge toward enhancing customer experience and driving value. It also emphasizes the interconnectedness of technology, marketing, and strategic planning in modern e-business environments.

However, digital transformation does not come without risks and limitations. Cybersecurity, digital trust, and data privacy are increasingly important concerns. As businesses collect more customer data, they face growing scrutiny over how that data is stored and used [7]. Compliance with regulations such as the General Data Protection Regulation (GDPR) in the EU and similar frameworks globally has become a strategic necessity. Firms that fail to secure digital environments risk reputational damage and legal repercussions.

Organizational agility also emerged as a recurring theme in the literature. Businesses with agile IT infrastructures and adaptive cultures are better positioned to respond to market disruptions and technological innovations [10]. Agility enables rapid decision-making, prototyping, and market entry—key advantages in the fast-paced digital economy. Companies are increasingly investing in cloud computing, API ecosystems, and microservices architecture to support this agility [11].

The review also identifies a significant research gap in the measurement of e-business strategy effectiveness across different industries and geographic regions. While e-commerce giants and large multinationals often dominate case studies, there is less empirical evidence available for SMEs and developing economies. As a result, future research should explore context-specific strategies and success metrics that consider local digital maturity and cultural factors [5].

In summary, successful digital transformation requires an integrated approach that combines strategic planning, technological capabilities, marketing innovation, and regulatory compliance. The literature supports the notion that e-business strategies and digital marketing are no longer isolated disciplines but are converging into holistic digital business ecosystems. Firms that understand and adapt to this convergence are more likely to achieve sustainable competitive advantage in the digital age [6].

4. Kesimpulan

This literature review highlights the critical role of e-business strategies and digital marketing practices in shaping competitive advantage in the digital economy. The integration of digital technologies into business models, including the use of CRM systems, AI-driven analytics, and omnichannel platforms, has redefined how organizations interact with customers and deliver value. Companies that strategically align their digital marketing efforts with core business objectives are more likely to achieve operational efficiency, enhance customer engagement, and maintain long-term growth. The findings emphasize that digital transformation is not solely a technological upgrade but a holistic shift in strategy, culture, and organizational agility. Successful implementation requires cross-functional coordination, customer-centric design, and continuous innovation. Moreover, regulatory compliance and cybersecurity have become integral components of digital strategies, reflecting the increasing importance of data protection and digital trust in consumer relationships. The review also reveals several gaps in existing literature, particularly regarding the impact of digital practices on small and medium enterprises (SMEs) and businesses operating in emerging markets. There is a need for more empirical studies that explore industry-specific and region-specific challenges in adopting e-business strategies. Future research should also examine the long-term impact of AI, machine learning, and personalization technologies on digital consumer behavior and organizational performance. In conclusion, e-business and digital marketing are converging into a unified digital strategy that enables firms to thrive in increasingly complex and dynamic markets. Organizations must continuously adapt and innovate by leveraging technology, data, and human capital to remain competitive and relevant. As digital ecosystems evolve, firms that prioritize strategic alignment, customer value, and agile execution will be best positioned to lead in the future of commerce.

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