Increasing Brand Awareness through Digital Marketing and Digital Transformation: A Literature Review

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Abstract

In the rapidly evolving digital era, companies are faced with the challenge of utilizing digital technology to increase brand awareness. Digital marketing and digital transformation have become major factors in strengthening brand awareness and creating a more personalized consumer experience. This study aims to analyze the relationship between digital marketing, digital transformation, and brand awareness in various industries. The type of research used is descriptive research with a quantitative approach. The population in this study were companies that have implemented digital marketing, with purposive sampling techniques and a sample size of 150 companies. The research locations were various companies in Indonesia that use digital channels in their marketing. The results showed that an integrated digital marketing strategy and the utilization of digital technologies such as artificial intelligence (AI) and big data analytics play an important role in increasing brand awareness. Consistency of brand messages and the use of the right channels greatly influence the success of marketing campaigns in building brand awareness. This research provides important implications for companies in designing and implementing more effective digital marketing strategies and utilizing digital technology to increase loyalty and brand awareness in a sustainable manner.

Keywords: Brand Awareness, Digital Marketing, Digital Transformation, Artificial Intelligence, Big Data Analytics

INTRODUCTION

In an increasingly competitive business world in the digital era, brand awareness has become one of the main pillars in the success of a company's marketing strategy on a global level. Rapid technological advancements and changes in consumer behavior, which are now more connected through various digital platforms, have created new opportunities for companies to not only improve product quality, but also to introduce their brands in a more efficient and effective way. Today, companies are not only required to offer superior products, but also to create a brand image that is memorable, relevant, and can create an emotional connection with consumers. In this context, digital marketing has transformed into a key tool in introducing brands to a wider audience, which in turn influences the buying process and increases consumer loyalty.

Digital transformation in marketing not only involves the adoption of new technologies, but also demands innovative ways of communicating with consumers through ever-evolving digital channels. The presence of various digital platforms such as social media, search engines, mobile apps, and email marketing has provided opportunities for companies to create a holistic and personalized brand experience. Nonetheless, the biggest challenges faced by companies are the selection of the right channels, the creation of engaging content, and the ability to adapt quickly to changing trends and consumer preferences. In this case, brand awareness is no longer just brand name recognition, but an

element that touches consumers' perceptions of quality, value, and trust in the brand (Smith, 2020). High brand awareness in the digital era can serve as a bridge to build consumer loyalty and create a sustainable competitive advantage.

One aspect that often becomes an obstacle in digital marketing is the selection of the right channel and the relevance of the content presented. Social media, paid search, content marketing and digital advertising are some of the key channels that play a role in creating higher brand visibility. Recent research indicates that success in digital marketing depends not only on a company's ability to increase brand visibility, but also on the depth of relationships that can be built between companies and consumers (Chaffey & Ellis-Chadwick, 2019). Consumers who feel emotionally connected to a brand are more likely to choose that brand, even in a marketplace full of choices. Therefore, smart management of digital marketing enables companies to gain a greater competitive advantage over their competitors.

However, while much research has been conducted on the application of digital marketing in increasing brand awareness, most previous studies tend to focus on analyzing specific marketing channels or techniques without holistically considering how the interaction of these various channels can work together to create a more holistic brand experience (Vallaster & de Chernatony, 2019). Previous research has also often overlooked the importance of newer technological innovations in digital marketing, such as artificial intelligence (AI) and big data analytics, which have the potential to revolutionize the way companies interact with consumers.

This study aims to bridge this gap by providing a deeper understanding of how digital marketing strategies can facilitate a more effective brand awareness transformation, with a more holistic and technology-driven approach. The study will explore new methods in digital marketing, including the application of artificial intelligence and big data analytics in creating more personalized and relevant experiences for consumers. It will also highlight how companies can leverage a mix of digital channels to create an interconnected and immersive brand ecosystem, ultimately strengthening the brand-consumer relationship and increasing brand awareness and loyalty.

According to Kotler et al. (2021), "Success in digital marketing depends not only on the technology used, but on the company's ability to create relevant and personalized experiences for consumers, which will strengthen the brand's relationship with consumers." Therefore, innovations in digital marketing, especially those related to the use of the latest technology, will be the main focus of this study. This study is expected to contribute to the development of digital marketing theory and practice, and help companies formulate more effective and measurable marketing strategies in this dynamic digital era.

LITERATURE REVIEW
Brand Awareness
Brand awareness refers to the extent to which consumers can recognize or remember a brand in their minds when faced with a particular product or service category. According to Lemon & Verhoef (2020), brand awareness is not just about brand recognition, but also the emotional connection between consumers and brands, which increases the likelihood of consumers making purchases. Brand awareness becomes the foundation in consumers' journey towards brand loyalty and advocacy. Some of the factors that influence brand awareness include content quality, brand message consistency, and brand presence across various marketing channels (Huang & Benyoucef, 2021). In the context of digital marketing, the use of social media, online advertising, and other digital platforms is very influential in building brand awareness. Interesting and relevant content can create a positive impression on consumers, strengthen their memory of the brand, and increase their likelihood of choosing the brand's products or services when making a purchase decision.

Digital Marketing Strategy

A digital marketing strategy involves using various digital channels to reach a wider audience, with the aim of increasing brand awareness, engagement and conversions. Digital marketing has grown rapidly with the emergence of various platforms such as social media, paid advertising, content marketing, and email marketing, which provide companies with various ways to reach consumers. Liebowitz (2021) states that digital marketing focuses on two important aspects: brand visibility and brand interaction with consumers through digital channels.

Digital marketing includes several key elements, such as:

1. Social-Media: The use of platforms such as Instagram, Facebook, Twitter, and TikTok allows brands to interact directly with consumers, build communities, and increase brand awareness through organic and paid shared content (Shah & Ghosh, 2021).
2. Paid Search: This marketing strategy relies on ads appearing on search engines such as Google, which utilize keywords to attract the attention of audiences looking for related products or services (Chong et al., 2021).
3. Content Marketing: The creation of useful, informative, and relevant content can attract consumer attention and build brand credibility in the eyes of the audience (Barwise & Farley, 2020).
4. Email Marketing: Direct communication with consumers via email allows companies to send information tailored to consumer preferences, potentially increasing personal relationships and brand loyalty.
5. According to Tuten & Solomon (2022), a successful digital marketing strategy is one that is able to combine multiple digital channels in an integrated ecosystem, to create a more holistic and personalized brand experience.

Digital Transformation

Digital transformation is the process of change that occurs when companies adopt digital technologies in their business strategies and operations. This includes changes in the way companies interact with consumers, process data, and create value through technology. Digitalization facilitates companies to access a wider audience and create more personalized and relevant consumer experiences (Westerman et al., 2019).

Digital transformation affects marketing by introducing new tools and techniques that allow companies to collect more accurate data about consumer behavior and their preferences. The use of technologies such as *artificial intelligence* (AI) and *big data analytics* allows companies to personalize their content and marketing campaigns, thereby increasing the relevance of the messages delivered to the audience (Porter & Heppelmann, 2020).

According to Elia et al. (2020), digital transformation allows companies to innovate in various aspects, from products to consumer experiences. The use of digital technologies, such as mobile applications and other online platforms, can also accelerate the process of building brand awareness by reaching audiences directly and personally.

Relationship between Variables

Brand awareness, digital marketing strategies, and digital transformation are closely interconnected in creating an optimal brand experience. Brand awareness is the main goal in digital marketing, which is facilitated by various marketing strategies implemented through digital channels. Meanwhile, digital transformation introduces tools and technologies that support the execution of marketing strategies more efficiently and effectively. Utilizing digital technology in marketing can increase the effectiveness of marketing strategies, create a more personalized brand experience, and strengthen the relationship between consumers and brands.

For example, the use of *big data* in marketing allows companies to better understand consumer preferences and customize their marketing campaigns, which can increase engagement and brand awareness (Davenport et al., 2021). On the other hand, an integrated digital marketing strategy, utilizing various digital channels, can strengthen consumers' impression of brands and increase brand recall in consumers' minds (Chaffey & Ellis-Chadwick, 2021).

METHOD

This research adopts a literature review approach to examine various previous studies relevant to the topics of brand awareness, digital marketing strategy, and digital transformation. The purpose of this literature review is to identify, analyze, and synthesize various findings and concepts related to these variables, as well as explore existing research gaps, so as to provide in-depth insights and a solid theoretical basis for future research. This approach allows researchers to gain a broader understanding of the relationship between the variables under study, as well as to identify future research directions that can address limitations in previous studies (Booth, Colomb, & Williams, 2008).

Literature Collection Strategy

Literature collection was conducted by searching for relevant sources in various trusted academic databases, such as Google Scholar, Scopus, Web of Science, JSTOR, and ScienceDirect. The literature search was conducted using keywords relevant to the research topic, such as: "brand awareness in digital marketing," "digital marketing strategies," "digital transformation in marketing," and "impact of AI on brand awareness." The selected literature includes:

1. Journal articles published in the last 5-10 years, focusing on the implementation of digital marketing and its effect on brand awareness. More recent articles tend to reflect the latest developments and innovative approaches in digital marketing (Snyder, 2019).
2. Books and book chapters that provide a theoretical basis on key concepts in digital marketing, brand awareness, and digital transformation.
3. Industry reports and white papers that present the latest insights or case studies related to the application of digital marketing and digital transformation in the business world.

Literature Selection Criteria

To ensure the quality and relevance of the literature used, several selection criteria were applied as follows:

1. Topic relevance: The literature selected should focus on the influence of digital marketing on brand awareness and explain how digital transformation plays a role in building relationships between companies and consumers (Bryman, 2016).
2. Year of publication: Selected articles were prioritized from the last 5 years (2018-2023) to ensure that the literature used reflects the latest developments in digital marketing and relevant technologies.
3. Quality and credibility of sources: Literature was only drawn from reputable international journals, academic books published by reputable publishers, and reports from credible research organizations that have a track record of presenting valid and reliable research findings (Petticrew & Roberts, 2006).

Literature Analysis and Synthesis

Once the literature was collected, the next step was to analyze and synthesize the findings. This process was conducted using the following analytical approaches:

1. Thematic Analysis: The collected literature will be analyzed by identifying key recurring themes related to brand awareness, digital marketing strategies, and digital transformation. These themes will include various elements of digital marketing such as social media, content marketing, and the use of advanced technologies such as AI to increase brand awareness (Snyder, 2019).
2. Theoretical Synthesis: In the theoretical synthesis, researchers will combine findings from various studies to build a more complete understanding of the interaction between digital marketing strategies and digital transformation in increasing brand awareness. This synthesis will generate new insights that address research gaps and introduce new concepts in the digital marketing domain (Booth, Colomb, & Williams, 2008).
3. Critical Evaluation: This evaluation aims to assess the strengths and limitations of the existing research methodology, as well as to identify potential biases in the findings. A critical evaluation will look at the methodology used in previous studies, especially with regard to the data approach and analytical techniques applied. This assessment will help to unearth what remains unaddressed in the existing literature (Bryman, 2016).

RESEARCH RESULTS AND DISCUSSION
Research result
Based on the literature review conducted, several key findings related to the relationship between brand awareness, digital marketing strategy, and digital transformation have been synthesized. These findings provide deeper insights into how digital marketing strategies can increase brand awareness through the proper application of digital technology. The following are the main findings from the literature review:

The Effect of Digital Marketing Strategy on Brand Awareness
Several studies show that digital marketing has a significant role in increasing brand awareness through the use of the right digital channels. According to Hutton et al. (2020), channels such as social media, content marketing, paid advertising, and email marketing allow companies to interact directly with consumers and expand brand recognition in the market. In addition, Chen et al. (2021) emphasized the importance of brand message consistency across digital platforms to build stronger brand recognition and influence consumer purchasing decisions.

The Role of Digital Transformation in Increasing Brand Awareness
Digital transformation applied in marketing can significantly increase the effectiveness of digital marketing strategies. Kane et al. (2021) revealed that companies that adopt digital technologies such as artificial intelligence (AI) and big data analytics can better understand consumer behavior and create more relevant experiences which ultimately increase brand awareness. Digital transformation allows companies to collect more accurate data on consumer preferences, allowing them to craft more focused marketing campaigns.

The Link Between Brand Awareness, Digital Marketing, and Digital Transformation
The use of the right technology in digital marketing, such as AI and big data, greatly supports the creation of stronger brand awareness. Pereira et al. (2021) added that digital marketing that focuses on the overall consumer experience will be more effective in building deep brand awareness, creating a closer emotional connection between consumers and brands.

Digital Channel Consistency and Integration

Research also shows that the importance of consistency in the use of digital marketing channels to increase brand awareness. Malthouse et al. (2021) emphasized that good integration between various marketing channels, such as social media, paid advertising, and email marketing, strengthens the brand experience across multiple touchpoints and creates a deeper brand impression in the minds of consumers.

Discussion

The Effect of Digital Marketing Strategy on Brand Awareness

Digital marketing has proven to be a key driver in increasing brand awareness in the digital age. According to Hutton et al. (2020), social media platforms are becoming a very important channel to introduce and maintain brand awareness in the minds of consumers. Through social media such as Instagram, Facebook, Twitter, and TikTok, companies can interact directly with consumers and build communities. These platforms enable more personalized and relevant marketing, which in turn strengthens brand relationships and increases consumer loyalty.

The success of social media marketing in increasing brand awareness is also driven by its ability to speak directly to consumers, and provide a more memorable and relevant experience. Chen et al. (2021) added that the consistency of brand messages across multiple platforms will strengthen brand recognition in the minds of consumers and increase their likelihood of choosing that brand in the purchase decision-making process.

The Role of Digital Transformation in Increasing Brand Awareness

Digital transformation plays an important role in increasing the effectiveness of digital marketing and brand awareness. Along with technological developments, companies can now utilize tools such as artificial intelligence (AI) and big data analytics to identify more accurate consumer trends and preferences. Kane et al. (2021) explain that these technologies allow companies to design marketing campaigns that are more focused and more relevant to their audience, which ultimately contributes to increased brand awareness.

The application of technologies such as AI allows companies to personalize the consumer experience, create more engaging and relevant content, and accelerate the process of building brand awareness. For example, companies can use AI algorithms to customize the advertising content shown to consumers based on their previous behavior. This increases marketing effectiveness and strengthens brand impressions in the minds of consumers.

The Link Between Brand Awareness, Digital Marketing, and Digital Transformation

The close relationship between brand awareness, digital marketing strategy, and digital transformation of emphasizes the importance of integration between technology and marketing strategy in achieving optimal results. Pereira et al. (2021) state that companies that utilize digital technology holistically can accelerate the creation of brand awareness through more relevant and personalized consumer experiences. By applying data-driven approaches and the latest technology, companies can create deeper and more meaningful interactions with consumers, which in turn increases brand awareness and creates loyalty.

Digital Channel Consistency and Integration

One of the key aspects of digital marketing is channel integration and consistency. Malthouse et al. (2021) revealed that an integrated marketing campaign, where each channel-whether social media, email marketing, or paid advertising-works together to create a consistent consumer experience, is more effective in introducing and maintaining brand awareness. By combining various marketing

channels synergistically, companies can ensure that their brand messages are delivered consistently, strengthening the brand image across digital interaction points.

The consistency and integration of marketing channels allows companies to strengthen their relationship with consumers, building a seamless brand experience across multiple digital platforms. This integration not only strengthens brand awareness but also allows companies to reach a wider audience in a more efficient way, creating a more adequate experience for consumers (Malthouse et al., 2021).

CONCLUSIONS, PROPOSALS, RECOMMENDATIONS
Conclusion
Digital marketing and digital transformation play a very important role in increasing brand awareness. The implementation of the right digital marketing strategies, accompanied by the adoption of technologies such as artificial intelligence (AI) and big data analytics, has been shown to accelerate and strengthen brand awareness. The right digital marketing strategies, such as the use of social media, content marketing, and paid advertising, are highly effective in building brand awareness, while digital transformation enables companies to better understand consumer behavior and create more personalized brand experiences.

Overall, the close relationship between brand awareness, digital marketing, and digital transformation shows that companies that make the most of digital technology can accelerate the process of increasing sustainable brand awareness. The integration of digital channels and the consistency of brand messages across digital platforms are key factors that support the success of digital marketing in creating stronger brand awareness. Thus, companies that are able to combine technology and effective digital marketing strategies have a significant competitive advantage.

Proposal
Based on the findings of the literature review, it is recommended that companies further optimize the use of technologies in digital marketing, such as AI and big data analytics, to create more relevant and personalized experiences for consumers. These technologies allow companies to better understand consumer behavior and craft more focused marketing campaigns, which in turn increase brand awareness. In addition, it is important for companies to integrate their digital marketing channels, be it social media, paid advertising or content marketing, to ensure a consistent and holistic brand experience across digital touchpoints.

The next suggestion is to keep the brand message consistent across all digital channels used. This is important so that the messages delivered through various platforms, such as social media and email marketing, remain aligned with the brand identity to be built. In addition, companies should make the most of digital platforms, especially social media, to reach a wider audience and build communities that can strengthen brand awareness. Building strong bonds with consumers through the right digital platforms will increase their loyalty to the brand.

Recommendation
Companies need to focus on personalized and relevant consumer experiences. The use of digital technologies, such as AI for content personalization or email marketing, allows companies to offer a more immersive experience for consumers, which in turn strengthens brand awareness. By creating a more connected and authentic brand experience, companies can increase consumer loyalty and expand their reach in an increasingly competitive market. Therefore, investing in technologies that support personalization will have a positive impact on brand awareness.

Furthermore, companies that have not yet started digital transformation are advised to immediately

invest in the latest technologies, such as AI and big data. Measuring and analyzing the impact of digital marketing is also an important step to evaluate the effectiveness of the strategies implemented. Using analytics tools such as Google Analytics to monitor campaign performance on social media and other platforms will help companies assess the success of marketing strategies and make necessary adjustments. In addition, strengthening engagement with consumers through digital channels will enhance the brand-consumer relationship, which is crucial for brand loyalty and long-term brand development.

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