

# DIGITAL MARKETING TECHNIQUES LEVERAGING SOCIAL MEDIA: DRIVING TANGIBLE BUSINESS OUTCOMES

*Dr. Kanu Raheja, Department of Management Sant Kabir Institute of Professional Studies School of Business Ahmedabad, India [dr.kanu@skips.in](mailto:dr.kanu@skips.in)*

*Dr. Anamika Rana, Department of Computer Application Maharaja Surajmal Institute New Delhi, India [anamika.rana@gmail.com](mailto:anamika.rana@gmail.com)*

*Dr. Sushma Malik, Department of Computer Application Maharaja Surajmal Institute New Delhi, India [sushmalik25@gmail.com](mailto:sushmalik25@gmail.com)*

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## ABSTRACT

The effectiveness of digital marketing strategies in boosting online business sales through social media platforms is a critical area of study in today's digital age. This research aims to delve deeply into how businesses can leverage social media for marketing purposes to enhance their sales performance. Digital marketing has become indispensable for businesses aiming to reach and engage with their target audiences effectively. Social media platforms, such as Facebook, Instagram, Twitter, LinkedIn, and others, have emerged as powerful tools for marketers because of their extensive user bases and advanced targeting capabilities. These platforms enable businesses to create targeted advertising campaigns, share engaging content, interact directly with customers, and leverage influencer partnerships to increase brand visibility and drive sales. This research serves as a comprehensive guide for businesses

seeking to harness the power of social media to increase their online sales through effective digital marketing strategies. By synthesizing theoretical knowledge with empirical findings, this study provides actionable insights and best practices that businesses can implement to optimize their digital marketing efforts, maximize revenue generation, and cultivate long-term customer relationships in the digital era.

**Keywords:** Digital marketing, Social media marketing, Online sales, Revenue generation, Social media platforms, Marketing tactics, Consumer engagement, Business growth, Empirical analysis

## INTRODUCTION

In today's digital age, the landscape of marketing has undergone a significant transformation,

with digital marketing emerging as a cornerstone for businesses striving to thrive in the online sphere. This introduction provides an overview of the profound impact of digital marketing on online businesses, particularly focusing on the pivotal role played by social media platforms as essential channels for digital marketing efforts O. Akmaljon, G. Erkin, and M. Nodira (2022).

The digital age has reshaped the marketing landscape, resulting in a paradigm shift in how businesses connect with their target audiences. Digital marketing has become indispensable for businesses aiming to succeed in the online realm, offering unprecedented opportunities for reaching and engaging with consumers. Among the various facets of digital marketing, social media platforms have emerged as crucial channels, exerting a significant influence on consumer behavior and brand perception M Morris (2009).

Social media platforms provide businesses with unparalleled access to vast audiences, enabling them to establish meaningful connections and foster customer relationships. Through platforms such as Facebook, Instagram, Twitter, and LinkedIn, businesses can engage with their target demographics in real time, share compelling content, and cultivate brand loyalty. Moreover, social media facilitates two-way communication, allowing businesses to receive immediate feedback, address customer inquiries, and adapt their marketing strategies accordingly S. Sahai, R. Goel, P. Malik, C. Krishnan, G. Singh, and C. Bajpai (2018) Furthermore, social media advertising offers highly targeted and cost-effective means of reaching specific audience segments,

leveraging sophisticated algorithms to deliver personalized content to users on the basis of their demographics, interests, and online behaviors. This targeted approach enhances the effectiveness of marketing campaigns, maximizing ROI and driving business growth O. A. Oni, P. M. Shumba, and T. Matiza (2014). In addition to direct marketing efforts, social media platforms serve as invaluable tools for brand building and reputation management. Businesses can leverage social media to showcase their brand identity, values, and unique selling propositions, thereby enhancing brand visibility and differentiation in a crowded digital marketplace. Moreover, by actively monitoring and engaging in online conversations, businesses can effectively manage their reputation, address customer concerns, and mitigate potential crises R. Narayanaswamy and R. A. Heiens (2022).

## **BACKGROUND ON DIGITAL MARKETING AND ITS SIGNIFICANCE FOR ONLINE BUSINESS**

Digital marketing encompasses a broad range of strategies and tactics aimed at promoting products or services through digital channels such as websites, search engines, email, and social media platforms (M. Bala and D. Verma (2018)). Unlike traditional marketing methods, digital marketing offers unparalleled opportunities for targeted audience engagement, precise measurement of campaign effectiveness, and real-time interaction with consumers M. Ištvančić, D. Crnjac Milić, and Z. Krpić (2017)

For online businesses, digital marketing is not merely an option but also a necessity for survival and growth in an increasingly competitive marketplace. For both a small e-commerce startup and a multinational corporation, the ability to leverage digital channels effectively can determine the success or failure of a business venture. With consumers spending more time online than ever before, businesses need to establish a robust digital presence and employ strategic marketing techniques to capture their attention and drive conversions W. Supriyatin and K. J. Wissha (2022).

## **OVERVIEW OF SOCIAL MEDIA PLATFORMS AS KEY CHANNELS FOR DIGITAL MARKETING**

Among the myriad of digital marketing channels available, social media platforms have emerged as indispensable tools for businesses looking to connect with their target audience in a more personalized and interactive manner. Platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok boast billions of active users worldwide, making them fertile ground for brands to engage with potential customers, build brand awareness, and drive sales. M. K. Peter and M. Dalla Vecchia (2021)

Social media offers a unique opportunity for businesses to humanize their brands, cultivate relationships with consumers, and create compelling content that resonates with their target demographic. From sharing product updates and promotions to fostering two-way communication through comments and messages, social media enables brands to

foster a sense of community and loyalty among their followers Y. A. Ünvan and Y. Badlo (2021)

Business marketing is undergoing a paradigm change from transactional to sustained relationship marketing. Customer relation management (CRM) is a new field of connection building and management that has emerged as a strategic tool for marketing. Using the engagement marketing concept to engage prospects and customers before, during, and after their purchase cycle is more important than ever for successful businesses. When providing information that the target market requests, you should do so in a way that enhances your reputation, builds consumer trust in your brand and its offerings, and makes you their first option E. C. Malthouse, M. Haenlein, B. Skiera, E. Wege, and M. Zhang (2013)

As social media grew in popularity, a new marketing phrase known as permission marketing was created in 1999. Features on social media platforms, such as friend requests, page likes, page follows, and page shares, make it easier for businesses to connect with customers. Although the idea of SNM is spreading quickly, India is still a relatively new market for it. Therefore, to capture a sizable portion of the market and develop into an innovative company in the years to come, businesses must carefully consider how to exploit this latest development in field communication, establish effective plans, and carry them out in a professional manner T. L. Tuten (2023). Companies now need to change their business strategy from being product oriented to being customer oriented, where the customer will

play a crucial role if they want to succeed in the world of social media impact M. D. Lad-Khairnar (2021).

The social media obsession of people, particularly the younger generation, is easily understood in the Mark Zuckerberg era. Social media marketing is very important not only to the general public but also to major political parties across the globe. All businesses, regardless of size or age, must be engaged in these social media platforms. Any company that wants to succeed these days cannot afford to be nontweeting! B. Niveditta and G. Padmavathy (2017)

Here are some recommendations for businesses looking to enhance their social media brand presence and promotional efforts A. Infante and R. Mardikaningsih (2022):

- Create appropriate message content.
- Make it look good in a presentation.
- Get the people who are meant to read your message involved.
- Include audio; occasionally, individuals listen rather than read.
- Promote customer comments. As you receive increasingly more input, you will have additional opportunities to enhance your offerings.
- Experience the client's journey. "You cannot truly understand another person's experience, until you have walked a mile in his shoes," is a very wise proverb.
- Attend to client service. If they are happy, they will refer you to others.
- Enhance communication through word-of-mouth.
- Never stop learning.

Social media is currently one of the most potent, lucrative, and successful channels available to businesses looking to increase their profile within their target market. Businesses report seeing a significant rise in inquiries and revenue after investing a few hours on social media and on their pages. However, businesses must also remember that social media is a double-edged tool that, if not handled carefully, may quickly ruin a company's reputation in the marketplace C. Drummond, T. O'Toole, and H. McGrath (2020).

## LITERATURE REVIEW

Social media-based digital marketing techniques have become essential for boosting online business sales, leveraging platforms such as Facebook, Instagram, TikTok, and LinkedIn to engage with customers on a global scale. Influencer marketing, particularly through microinfluencers, has proven to be one of the most effective strategies for driving sales by fostering trust and creating authentic connections with followers M. De Veirman, V. Cauberghe, and L. Hudders (2019). Influencers' ability to engage their audience in relatable ways has been shown to influence purchasing decisions more effectively than traditional advertising does. Additionally, content marketing, including user-generated content (UGC), plays a vital role in building credibility and engagement. Studies indicate that UGC enhances brand trust and encourages consumer action, as it is perceived as more authentic than branded content B. Beurer-Zuellig and M. Klaas (2020). Social media advertising has evolved, with platforms offering advanced

targeting features that allow businesses to tailor campaigns to specific demographics, significantly improving click-through and conversion rates R. S. Ebrahim (2020). Moreover, the integration of e-commerce into social media—social commerce—has further streamlined the customer journey, making it easier for consumers to discover and purchase products directly through social platforms N. Pouti, M. T. Taghavifard, M. R. Taghva, and M. Fathian (2020). Social media analytics and social listening tools enable businesses to track customer sentiment and optimize marketing strategies in real time, which helps improve brand loyalty and increases sales B. C. Perker (2020). Overall, the integration of these digital marketing techniques on social media has proven highly effective in driving engagement, enhancing customer relationships, and ultimately boosting online sales.

## STATEMENT OF THE PROBLEM AND RESEARCH OBJECTIVES

Despite the widespread adoption of social media marketing by businesses, challenges persist in effectively leveraging these platforms to drive tangible business outcomes, particularly in terms of increasing online sales N. M. Nabieva (2021). This problem highlights the need to explore and understand the efficacy of digital marketing strategies in driving online sales for businesses of varying sizes and industries.

**The research objectives of this study are twofold:**

- To investigate the effectiveness of

different digital marketing strategies, with an emphasis on social media marketing, in increasing online sales for businesses.

- To identify key factors and best practices that contribute to the success of digital marketing campaigns aimed at driving online sales.

By addressing these research objectives, this study aims to provide valuable insights and practical recommendations for businesses seeking to optimize their digital marketing efforts and maximize their online sales potential.

## DIGITAL MARKETING STRATEGIES FOR INCREASING ONLINE SALES

Digital marketing plays a crucial role in increasing online sales for businesses. By implementing digital marketing strategies effectively, businesses can increase their online sales, drive revenue growth, and achieve long-term success in the competitive digital marketplace E. M. Olson, K. M. Olson, A. J. Czaplewski, and T. M. Key (2021)

There are several effective strategies tailored for boosting online sales: G. S. Darma and I. P. T. Noviana, (2020) D. R. Piranda, D. Z. Sinaga, and E. E. Putri (2022), S. S. Veleva and A. I. Tsvetanova, (2020)

**Content Marketing:** Develop a content strategy that focuses on creating valuable, relevant, and engaging content to attract and retain customers. This can include blog posts, videos, infographics, and downloadable resources that address an audience's pain points and provide solutions. By consistently delivering high-quality content, you can establish authority in

your industry and build trust with potential customers, ultimately driving sales.

**Influencer Marketing:** Collaborate with influential personalities in your niche to endorse your products or services. To identify key influencers whose audience aligns with their target market and leverages their reach and credibility to promote their offerings. Influencer partnerships can significantly increase brand visibility, generate buzz around products, and drive sales through authentic recommendations.

**Social Advertising:** Utilize targeted advertising campaigns on social media platforms such as Facebook, Instagram, Twitter, and LinkedIn to reach potential customers on the basis of demographics, interests, and online behaviors. Develop compelling ad creatives and messaging that resonate with your audience and drive them to take action, whether it is making a purchase, signing up for a newsletter, or visiting your website. Continuously monitor and optimize social media ads to maximize ROI and increase online sales.

**Customer Engagement:** Foster relationships with customers through interactive and personalized communication across various channels, including email, social media, live chat, and forums. Engage with your audience by responding to comments, addressing inquiries, and soliciting feedback. Loyalty programs, exclusive offers, and personalized recommendations should be implemented to incentivize repeat purchases and increase customer lifetime value. By prioritizing customer satisfaction and engagement, one can cultivate brand loyalty and drive long-term sales growth.

**Conversion Optimization:** Continuously analyse and optimize your website design, user experience, and conversion funnel to maximize the percentage of visitors who complete desired actions, such as making a purchase or completing a contact form. Conduct A/B testing to experiment with different elements, such as call-to-action, pricing strategies, and checkout processes, to identify areas for improvement and increase conversion rates. Streamline the purchasing journey, remove friction points, and provide clear incentives to encourage visitors to convert into paying customers.

**Perceived ease of use** is defined as the degree to which an individual believes that using a particular technology would be free from effort. As an individual's perceived ease of use of a given technology increases, their intentions to use the technology also increase.

**Customers' eWOM**, or electronic word of mouth, refers to the sharing of opinions, recommendations, and experiences with products or services through digital channels.

## RESEARCH METHODOLOGY

The study is exploratory in nature and includes both qualitative and quantitative analyses. Factor analysis techniques, including EFA and CFA, are used to identify the factors affecting digital marketing strategies. Data collection was performed via a descriptive research methodology. A survey instrument was created to gather the opinions of participants regarding the impact of digital marketing strategies adopted by companies in boosting online

business sales. There were two sections to the questionnaire: Part I and Part II. Part I of the survey asks questions on the demographics of the respondents and how they use their information, whereas Part II asks a series of closed-ended questions about how digital marketing strategies are adopted by companies in boosting online business sales.

## DESCRIPTIVE STATISTICS

According to Table 1, there are 200 respondents, of which 115 are men and 85 are women.

**Table 1: Profile of the Respondents**

Demographic (Gender)	Sub category	Frequency (%)
Male	115	57.5%
Female	85	42.5

Digital marketing strategies in boosting online business sales - **EFA analysis**

The 42 statements related to digital marketing strategies are included in the study. These statements were identified with the help of a literature review and discussion. The customers who preferred to shop online were requested to provide their responses against these statements. The EFA method is applied in this study to identify the latent dimensions of the DMS adopted by the different online businesses. The EFA method requires an adequate sample size (tested with the help of the KMO test) and a significant correlation (Bartlett test) between the different included statements. Table 1 presents the results of the KMO test and Bartlett test:

**Table 2: KMO and Bartlett's tests**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.950
Bartlett's Test of Sphericity	Chi-Square stats	11768.487**
	df	861

Table 2 shows the estimated value of the KMO statistic (0.950), which is greater than 0.7, the required value. The KMO statistic thus represents the adequacy of the sample size. Thus, the EFA can be used in this study. The chi-square test in the case of the Bartlett test is estimated and found to be significant. Hence, the null hypothesis of the identity matrix can be rejected. Thus, the correlation matrix of the different statements of the DMS is not found to be similar to an identity matrix, and factor analysis is expected to be helpful in identifying the latent variables representing the DMS from the highly correlated variables. The communalities of each statement are also estimated in the study. The communality of the statement indicates the proportion of the variation of the statement that can be explained with the help of extracted factors.

The results indicate that the initial communalities of all the statements representing the DMS are one and decrease after extraction of the factors. All the extracted measures of communalities for each statement are greater than the minimum required value of 0.50. Thus, all the statements can be included in the process of principal component analysis for exploratory factor analysis. The principal component analysis method is used for factor analysis to identify the factors indicating the

DMS. The factors representing the different dimensions of DMSs are studied via estimated eigenvalue. Only those factors of the DMS are used for the analysis where the eigenvalue is greater than 1. The principal component analysis method is applied to the different statements of CEP, and the components are arranged in the order of decreasing values of eigenvalue. The factors of CEP with eigenvalues greater than 1 are extracted for further study. Furthermore, varimax orthogonal rotation is also applied to provide strength to the factors with weak eigenvalues. The results of PCA with and without varimax rotation are shown below in Table 3.

The results of the PCA indicate that 42 statements of the DMS can be represented with the help of seven factors. All seven extracted factors have eigenvalues greater than 1. These seven factors are able to explain 66% of the variation in the variables included in the exploratory factor analysis. The rotated factor loadings of the statements for each factor are also estimated. The factor loading indicates the relationship between the statements with different extracted factors. The statements are expected to have high factor loadings with one factor and low loadings with the remaining factors. The results of the factor loadings of all the statements are shown below:

**Table 3: Rotated component matrix**

	Factor loadings	Factor names	Eigen Value	Cumulative Eigen Value	Communalities
Digital buying helps the customers acquire knowledge about the product	<b>.765</b>	<b>Customer's eWOM</b>	4.954	11.796	.704
Digital buying provides required guidance regarding product attributes	<b>.717</b>				.697
Digital buying helps the customers by way of creating brand communities	<b>.687</b>				.612
e-WOM helps to increase the awareness regarding the product	<b>.686</b>				.646
e-WOM helps to provide update regarding new offerings	.670				.618
e-WOM helps to know the experience of existing customers	<b>.644</b>				.535
Experienced shared by the existing customers of helps to provide information regarding the product	<b>.620</b>				.594
e-WOM helps to influence buying decision	<b>.582</b>				.581

Content marketing help build emotional connect with the brand	<b>.766</b>	Content Marketing	4.846	23.334	.680
Content Marketing help build trust with the brand	<b>.748</b>				.651
Content marketing helps increase preference towards brand	<b>.668</b>				.629
Content marketing helps customers feel connected	<b>.659</b>				.609
Content marketing helps customers find answers to their queries	<b>.659</b>				.651
Content marketing helps customers feel like being educated regarding brand	<b>.639</b>				.603
Content marketing helps increase website visits	<b>.638</b>				.577
Content marketing helps customers build loyalty	<b>.596</b>				.528
Famous Influencer helps build trust regarding brand	.737	Influencer Marketing	4.583	34.246	.704
Information provided by influencer is reliable	<b>.720</b>				.633
Excessive promotion by influencer is not liked by customers	<b>.716</b>				.685
Influencer marketing motivates the customer to buy the product	<b>.709</b>				.684
Influencer marketing helps build brand Image	<b>.690</b>				.676
Influencer marketing tend to increase customer base	<b>.627</b>				.557
Famous celebrities tend to flunence effectively as compare to non-famous	<b>.600</b>				.562
Digital buying helps customer to get information about product	<b>.801</b>	Perceived Ease of Use	4.046	43.879	.710
Digital Buying helps to save time	<b>.792</b>				.712
Digital buying provides ease of use	<b>.757</b>				.675
Buying digitally helps to get direct connection with the company	<b>.712</b>				.669
Website design helps to influence purchase decision	<b>.675</b>				.618
Digital buying helps to increase e-retention	<b>.644</b>				.566

Enhance cognitive assimilation	<b>.771</b>	Social Advertising	3.702	52.693	.725
Encourage shopping	<b>.767</b>				.750
Social media has positive impact on online shopping	<b>.734</b>				.739
I feel like buying a product when my social surroundings influence me to buy products online	<b>.719</b>				.735
Social networking sites are motivated to buy through online	<b>.695</b>				.725
Digital buying enables seamless interaction with customer support team	<b>.812</b>	Customer Engagement	3.192	60.293	.784
Digital buying enables to know the feedback provided by customers	<b>.768</b>				.767
Feedback provided by other customers help to make decision regarding product purchase	<b>.752</b>				.733
Chatbots help to connect with the company	<b>.728</b>				.741
Website design enables to make product buying decision	<b>.739</b>	Conversion Optimisation	2.682	66.677	.800
Search Engine research page helps to know about best brand	<b>.735</b>				.776
Website performance enables to make product buying decision	<b>.702</b>				.731
Call to action buttons helps to place the order for a product	<b>.625</b>				.660

The following names are provided to the identified factors on the basis of factor loadings of the statements to the factor:

Factor 1: Perceived Ease of Use

Factor 2: Customer e-WOM

Factor 3: Content Marketing

Factor 4: Influencer marketing

Factor 5: Social advertising

Factor 6: Customer Engagement

Factor 7: Conversion Optimization

## RELIABILITY ANALYSIS

The internal consistency reliability of the responses received against the different statements measuring the digital marketing strategies adopted by companies in boosting online business sales is measured with the help of Cronbach's alpha. The minimum expected value of Cronbach's alpha is 0.7. The estimated values of Cronbach's alpha for different factors are reported in Table 4 below.

**Table-4 Reliability Analysis**

Factor Name	Number of statements	Cronbach Alpha
Perceived Ease of Use	8	.906
Customer's e-WOM	6	.888
Content Marketing	8	.903
Influencer Marketing	7	.880
Social Advertising	5	.911
Customer Engagement	4	.905
Conversion Optimization	4	.916

The table shows that the Cronbach's alpha of the factor perceived ease of use is .906, customer e-WOM is .888, content marketing is .903, influencer marketing is .880, social advertising is .911, customer engagement is .905 and conversion optimization is .916. The reported value of Cronbach's alpha for all the factors of digital marketing strategies is greater than 0.7. Thus, the responses received against the factors affecting digital marketing strategies fulfil the condition of internal consistency reliability.

## VALIDITY ANALYSIS VIA CFA

All the factors extracted with the help of the EFA method represent scales measuring the digital marketing strategies adopted by companies in boosting online sales. The construct validity of the measurement scale indicating the different dimensions of digital marketing strategies is examined with the help of the confirmatory factor analysis method. The construct validity of the measurement scale is divided into two categories, namely, convergent validity and

discriminant validity. The convergent validity of the measurement scale also represents the strength of the correlation between the statements representing the same factor. In the confirmatory factor analysis method, the convergence of the measurement scale (representing the digital marketing strategies adopted by companies in boosting online sales) is examined with the help of construct loadings, composite reliability (CR) and average variance extracted. To fulfil the conditions of convergent validity, the construct loadings of all statements representing different factors in the measurement scale should be greater than 0.7, and the average variance extracted estimate of each construct is expected to be greater than 0.5; on the other hand, the discriminant validity of the measurement scale measuring the digital marketing strategies adopted by companies in boosting online sales. The divergent validity of the measurement scale represents whether the different factors are perceived differently by respondents or not. The divergent validity of the measurement scale is measured with the help of comparing the average variance extracted of each construct with its maximum shared variance estimate. The divergent validity of the measurement scale is also examined with the help of the Fornell-Larcae criterion, where the square root of the average variance extracted of each construct is compared to the correlation with other constructs. The results of the validity analysis are shown in the table. The constructs included in the measurement scale are assumed to be reflective in nature, and the confirmatory factor analysis diagram of the measurement scale is shown in Figure

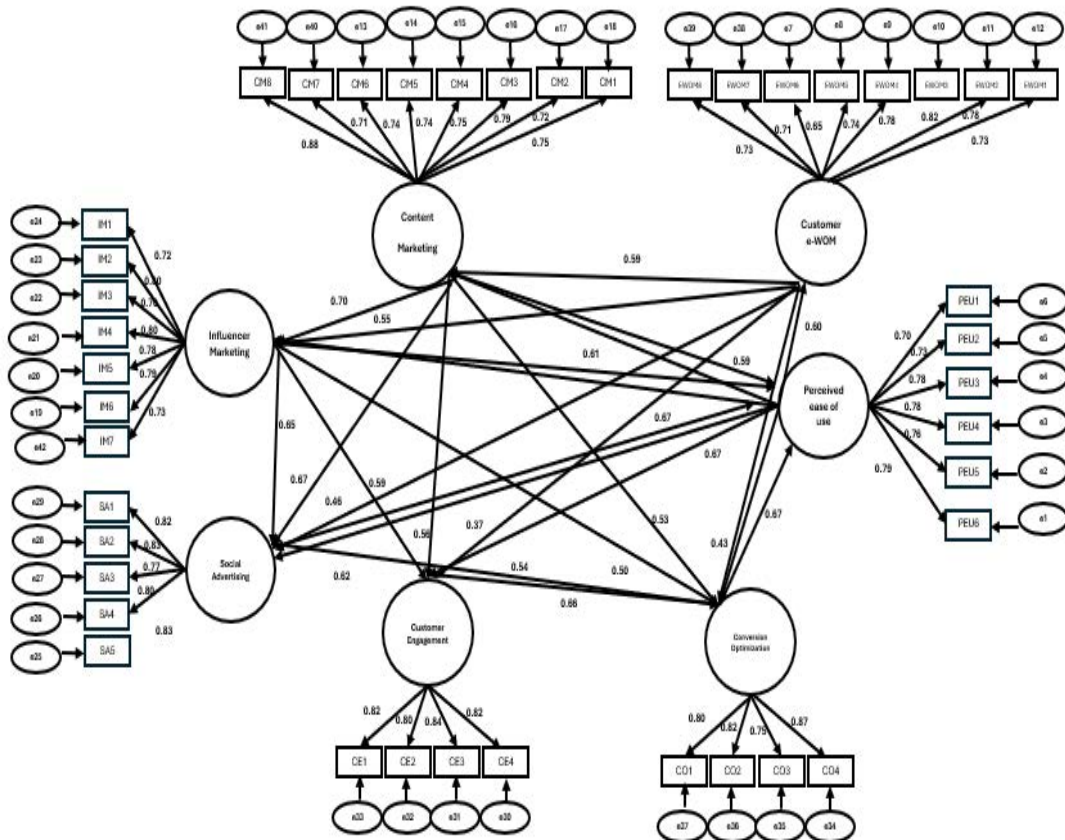


Table 5 shows that the construct loadings of all the statements representing different constructs of digital marketing strategies are greater than 0.7, which means that all the included statements represent their respective constructs significantly. The composite reliability, which represents the relationship between statements of a construct, is greater than 0.7, thus indicating the presence of convergent validity. In addition, the average variance extracted of each construct of the measurement scale is greater than 0.5, indicating that the statements of each construct explain at least 50% of the variance of their respective constructs. Thus,

the convergent validity of the measurement scale is ensured. The discriminant validity of the measurement scale is examined by comparing the average variance extracted of each construct with its minimum shared variance. The results reported that the average variance extracted estimate of each construct is greater than the MSV estimate, indicating the presence of discriminant validity. The discriminant validity of the measurement scale is also examined with the help of the Fornell-Larcar criteria. The results of the Fornell Larcear criteria are shown in Table 6.

Table-5 Regression Weights

Validity analysis				Hypothesis testing				
	Construct loadings	Composite Reliability	Average Variance Extracted	Maximum Shared variance	Estimate	Standard Error	Critical Ratio	p value
PE6	.785	0.890	0.574	0.361	1.000			
PE5	.759				.987	.061	16.195	***
PE 4	.776				1.002	.060	16.629	***
PE 3	.784				.960	.057	16.842	***
PE 2	.735				.945	.061	15.582	***
PE 1	.702				.957	.065	14.776	***
CW6	.650	0.909	0.555	0.487	1.000			
CW5	.739				1.060	.081	13.114	***
CW4	.784				1.175	.085	13.764	***
CW3	.819				1.061	.074	14.238	***
CW2	.783				1.007	.073	13.742	***
CW1	.732				.958	.074	13.021	***
CM6	.736	0.904	0.541	0.487	1.000			
CM5	.744				1.042	.069	15.000	***
CM4	.751				1.065	.070	15.157	***
CM3	.792				1.102	.069	16.041	***
CM2	.722				.996	.068	14.541	***
CM1	.749				1.062	.070	15.125	***
IM6	.785	0.905	0.577	0.454	1.000			
IM5	.779				.963	.056	17.085	***
IM4	.800				1.006	.057	17.650	***
IM3	.700				.829	.055	14.981	***
IM2	.799				.979	.056	17.631	***
IM1	.719				.857	.055	15.476	***

Validity analysis				Hypothesis testing				
	Construct loadings	Composite Reliability	Average Variance Extracted	Maximum Shared variance	Estimate	Standard Error	Critical Ratio	p value
SA5	.826	0.906	0.658	0.448	1.000	.053	18.827	***
SA4	.800				1.002	.053	18.827	***
SA3	.774	0.893	0.675	0.446	1.000	.048	19.520	***
SA2	.834				1.077	.054	19.982	***
SA1	.819				1.012	.052	19.479	***
CE4	.819	0.883	0.654	0.448	1.000	.053	18.965	***
CE3	.840				1.000	.053	18.965	***
CE2	.805				1.000	.053	18.965	***
CE1	.822				1.000	.053	18.965	***
CO4	.868	0.909	0.555	0.487	1.000	.052	17.754	***
CO3	.747				1.000	.052	17.754	***
CO2	.815				1.000	.052	17.754	***
CO1	.800				1.000	.052	17.754	***
CW7	.708	0.904	0.541	0.487	1.159	.092	12.665	***
CW8	.733				1.076	.083	13.037	***
CM7	.706	0.905	0.577	0.454	1.075	.076	14.207	***
CM8	.679				1.075	.076	14.207	***
IM7	.728	0.905	0.577	0.454	.905	.058	15.719	***
<b>CR</b>				<b>AVE</b>	<b>MSV</b>			
<b>Social Advertising</b>				0.893	0.446			
<b>Perceived ease of use</b>				0.890	0.361			
<b>Customer's e-WOM</b>				0.909	0.487			
<b>Content Marketing</b>				0.904	0.487			
<b>Influencer Marketing</b>				0.905	0.454			
<b>Customer Engagement</b>				0.906	0.448			
<b>Conversion Optimization</b>				0.883	0.448			

Table-6

	Customer Engagement	Perceived ease of use	Customer's e-WOM	Content Marketing	Influencer Marketing	Social Advertising	Conversion Optimization
<b>Customer Engagement</b>	<b>0.822</b>						
<b>Perceived ease of use</b>	0.368	<b>0.757</b>					
<b>Customer's e-WOM</b>	0.533	0.601	<b>0.745</b>				
<b>Content Marketing</b>	0.495	0.587	0.698	<b>0.736</b>			
<b>Influencer Marketing</b>	0.542	0.553	0.674	0.651	<b>0.760</b>		
<b>Social Advertising</b>	0.655	0.463	0.557	0.587	0.623	<b>0.811</b>	
<b>Conversion Optimization</b>	0.668	0.432	0.594	0.606	0.668	0.669	<b>0.809</b>

Table 6 shows that the square root of the AVE is greater than its correlation with the remaining construct. Hence, the discriminant validity of the construct is fulfilled. The construct validity of the measurement scale is fulfilled. The statistical fitness of the measurement scale is also examined and shown in the table.

## CONCLUSION

In today's contemporary business landscape, digital marketing strategies, particularly those centered around social media, play a central role in driving online sales and revenue growth for businesses. As consumer behavior continues to evolve in the digital age, businesses must adapt and innovate their digital marketing strategies to remain competitive and achieve sustained success in the dynamic online marketplace. The seven factors affecting the success of digital marketing identified on the basis of a literature review are content marketing, influencer partnerships, social advertising, customer engagement, conversion optimization,

perceived ease of use, customer e-WOM, and businesses that can effectively reach and engage with their target audience, drive traffic to their websites, and convert visitors into loyal customers. The factors were tested via seven hypotheses. These factors are assumed to have a significant effect on digital marketing success. It is concluded on the basis of the results that to enhance their digital marketing initiative, a firm should consider numerous factors.

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