

## Big Data in Digital Transformation of Corporate Marketing Strategy

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### Abstract

Business transformation in the digital era has become an urgent need for companies that want to increase their competitiveness. Technological advances have brought significant changes in marketing strategies, enabling a smarter, more efficient, and responsive approach to market changes. This study aims to analyze the role of technologies such as big data, Artificial Intelligence (AI), and marketing automation in increasing the effectiveness of digital marketing. Using a literature study method, this study examines various academic and industry sources to understand how companies can optimize technology in their marketing strategies. The results of the study show that the success of business transformation depends not only on the adoption of technology but also on the readiness of the organization and a culture of innovation that supports change. Therefore, companies need to continue to develop digital capabilities and adapt to technological trends to stay competitive in a dynamic market.

### Keywords

Business Strategy, Business Transformation, Competitiveness, Digital Marketing

## **1. Introduction**

In the ever-evolving digital era, business transformation has become a necessity for companies that want to remain relevant and competitive. Technological advancements have changed the way companies operate, including in marketing strategies that increasingly rely on digitalization. Companies that not only adopt new technologies but also adapt their marketing strategies to market changes have a greater chance of surviving and growing. With digital technology, businesses can be more responsive to customer needs and adapt to rapidly changing market trends (Istiqomah, 2023).

In the context of digital marketing, technology plays a crucial role in creating efficiency and enhancing the effectiveness of marketing campaigns. Ardiansyah (2023) states that the utilization of technologies such as big data, Artificial Intelligence (AI), and marketing automation has significantly impacted how companies understand and reach their customers. Big data enables companies to process vast amounts of information to identify consumer patterns and trends that are useful in developing more targeted marketing strategies. Meanwhile, AI helps personalize customer experiences through more accurate user behavior analysis, allowing companies to deliver more relevant advertisements and product recommendations.

Additionally, marketing automation has become a key element in improving a company's operational efficiency. With automated marketing software, companies can systematically and efficiently manage various aspects of digital marketing, such as audience segmentation, email marketing management, and advertising campaigns. This allows companies to save resources while enhancing the consistency of their marketing strategies (Akbar, 2024). The implementation of technology in digital marketing also enables companies to conduct real-time performance analysis, allowing marketing strategies to be quickly adjusted based on market responses. Business transformation in the digital era is not only about adopting technology but also about how companies can optimize its use in innovative and adaptive marketing strategies. The success of adopting this technology depends on organizational readiness, human resource skills, and a culture of innovation that supports change. Therefore, it is essential for companies to continuously develop their digital capabilities to seize opportunities and address challenges in the digital era more effectively (Sholihin, 2024).

This study aims to analyze the impact of digital transformation on marketing strategies in the modern business world. The primary focus of this research is to understand how technologies such as big data, artificial intelligence (AI), and marketing automation can enhance effectiveness and efficiency in reaching customers and creating more personalized experiences. Furthermore, this study aims to identify the factors influencing the successful implementation of digital technology in marketing strategies, including organizational readiness, human resource skills, and a culture of innovation within companies. By understanding these aspects, this research is expected to provide deeper insights for companies in developing more adaptive and technology-based marketing strategies to improve competitiveness in the digital era. This study employs a qualitative approach with a literature review method to examine various relevant sources related to digital transformation and marketing strategies. Data is collected from academic journals, books, and industry reports to gain a comprehensive understanding of the impact of technology on business marketing.

## **2. The Role of Technology in Digital Marketing Transformation**

Business transformation in the digital era has become an urgent necessity for companies that want to remain competitive in an increasingly dynamic market. The success of business transformation does not only depend on adopting new technology but also on a flexible marketing strategy capable of responding quickly to market changes. In this context, technology plays an increasingly dominant role in shaping the landscape of modern digital marketing. Technology has become a key factor in accelerating digital marketing transformation. According to Ardiansyah (2023), technology not only enhances operational efficiency but also enables smarter and more measurable marketing approaches. One of the main elements in digital marketing transformation is the use of big data. Big data technology allows companies to collect and analyze consumer data more deeply. By understanding consumer behavior patterns, preferences, and needs, companies can develop more targeted marketing strategies. Data collected from various sources, such as social media, online transactions, and customer interactions with digital platforms, provides valuable insights that can be used to design more effective marketing campaigns (Hafizh et al., 2024).

Besides big data, artificial intelligence (AI) also plays a crucial role in digital marketing. AI enables better personalization in marketing through advanced data analysis. With the help of AI, companies can target advertisements more accurately to the right audience based on search history, shopping preferences, and previous interactions with a specific brand (Ali & Anwar, 2021). This not only enhances the effectiveness of marketing campaigns but also improves the overall customer experience. AI is also used in chatbots and virtual assistants that provide real-time customer service, helping answer questions and offering more relevant product recommendations based on individual needs. Marketing process automation is also a crucial factor in digital marketing efficiency (Shehadeh et al., 2023). Automation allows companies to manage marketing campaigns more systematically and efficiently. By using marketing automation software, companies can set audience segmentation, schedule email marketing deliveries, and manage digital advertising campaigns without requiring much human intervention. This automation not only saves time but also ensures that marketing strategies run with high consistency, allowing businesses to reach their desired targets more effectively (Putra et al., 2023).

## **3. Adaptation and Challenges in Digital Business Transformation**

Business transformation in the digital era also demands that companies be more adaptive to changing market trends. With technology, companies have access to more real-time data on customer preferences and constantly shifting market conditions. This allows companies to adjust their marketing strategies quickly and responsively. For instance, in the e-commerce industry, the use of analytics technology enables companies to identify trending products and adjust their marketing strategies based on existing market demand (Hasanah et al., 2024). The success of business transformation in digital marketing also depends on the organization's readiness to adopt technology. Companies need to have skilled human resources capable of managing digital marketing technology and fostering an organizational culture that supports innovation. Training

and employee development in understanding new technologies are crucial steps to ensure that companies can optimize the benefits of digital transformation.

Business transformation in the digital era brings significant challenges and opportunities for companies. Success in undergoing this transformation depends on the company's ability to adopt technology with the right strategy, build an innovative culture, and prioritize customer experience (Maria et al., 2024). Through the utilization of big data, artificial intelligence, and marketing automation, companies can enhance their competitiveness and remain relevant in an ever-changing market. However, to achieve long-term success, companies also need to consider data security factors, differentiated marketing strategies, and sustainability in their business operations. With a holistic approach, digital transformation is not just a necessity but also an opportunity for companies to grow and achieve greater success in the digital era.

#### **4. Conclusion**

Digital marketing communication continues to evolve significantly in line with technological advancements and changes in consumer behavior. Companies that can adopt the latest technologies and understand their consumers' preferences can enhance the effectiveness of their marketing campaigns. Trends such as marketing personalization and location- and time-based marketing have increasingly become widely used strategies to reach audiences in a more relevant and targeted manner. Additionally, social media and artificial intelligence also play a crucial role in shaping how businesses interact with customers. With the right strategy, companies can not only increase sales but also build long-term loyalty with their consumers. Marketing personalization, for example, allows businesses to deliver more relevant messages to consumers based on their preferences, thereby increasing the likelihood of conversion.

Furthermore, this study emphasizes that companies must continuously adapt to the dynamic digital landscape. The increasing competition in the digital world requires businesses to develop more innovative, data-driven, and market-responsive marketing strategies. By optimizing technologies such as big data analytics and marketing automation, companies can create better customer experiences and build stronger brand loyalty. Adaptation to new technologies also enables businesses to be more efficient in targeting and reaching their potential customers. For instance, the use of artificial intelligence technology in data analysis can help companies better understand customer purchasing patterns, allowing them to offer products or services that better match market needs.

This study also highlights the importance of transparency and sustainability in digital marketing communication. Consumers today are increasingly aware of social and environmental issues, so companies that implement ethical and sustainable business practices tend to gain greater trust from customers. Therefore, honest, open marketing strategies that support social values will be a key factor in determining a brand's long-term success. Moreover, the integration of marketing with technologies such as blockchain can help create better transparency in supply chains and business operations, thereby increasing customer trust in the brand. Digital marketing communication is an ever-evolving aspect that requires continuous innovation. By understanding trends and applying the right strategies, companies can enhance their competitiveness and ensure business sustainability in the digital era. Therefore, investment in technology, data analytics, and

adaptive marketing approaches will be the key to success in facing future challenges and opportunities.

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