

Digital Marketing Strategy: A Hybrid Systematic Literature Review and Bibliometric Analysis from the Scopus Database

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Abstract

This paper explores the key elements and challenges of digital marketing strategies, focusing on how businesses, particularly SMEs, can effectively navigate the evolving digital landscape. A systematic literature review and bibliometric analysis of 280 articles from the Scopus database were conducted to identify trends, challenges, and gaps in digital marketing strategies. The study finds that digital marketing strategies are critical due to technological advances and shifting consumer behaviors. Challenges include ROI measurement, data privacy, and the integration of emerging technologies like AI and big data. This paper provides valuable insights into the evolution of digital marketing, emphasizing the need for businesses to adapt to new technologies and ethical considerations.

Keywords: Digital Marketing Strategy, Consumer Behavior, Big Data, AI Integration, Bibliometric Analysis

INTRODUCTION

In the context of digital marketing, businesses face several challenges that need to be addressed for effective strategy implementation. One significant issue is measurement and attribution, particularly determining the Return on Investment (ROI) from digital marketing efforts. Many businesses struggle to evaluate the effectiveness of their campaigns, which hinders their ability to justify investments (AlQattan & Mubarak, 2025; Chowdhury et al., 2026). Another challenge involves data privacy and transparency, with digital advertising platforms often lacking transparency, complicating audience targeting and relevancy assessments (Yang et al., 2023). Furthermore, technological and strategic barriers present obstacles, especially for small and medium enterprises (SMEs), which face difficulties in adopting and innovating digital marketing

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strategies (Prayogi & Subriadi, 2024; Santoso & Purnomo, 2024). Rapid advancements in technology also create difficulties in integrating new tools like AI, machine learning, and big data analytics into existing strategies (Kaur et al., 2026; Quispe-Florida & Vargas, 2024). Additionally, consumer engagement and content strategy pose challenges. Creating effective content that resonates across different platforms is vital but often difficult (Fayvishenko et al., 2025). Moreover, building consumer trust in digital ads is crucial, as skepticism can reduce their effectiveness (AlQattan & Mubarak, 2025).

Conducting a literature review is important for addressing these problems by identifying research gaps and emerging trends in digital marketing. Through a comprehensive review of existing studies, businesses can gain a comprehensive understanding of consumer behavior and digital marketing effectiveness (Alfaro-Ramos & Segura, 2024). Furthermore, reviews help enhance strategic decision-making by providing evidence-based strategies and frameworks, aiding businesses in crafting digital marketing plans that align with market dynamics (Nuseir et al., 2023). Reviewing literature also helps in optimizing customer experience by identifying effective strategies and performance metrics (J R Saura et al., 2017). A literature review offers valuable insights into digital marketing challenges, allowing businesses to refine their strategies, adapt to consumer behavior, and keep pace with technological advancements, ultimately improving their marketing effectiveness and staying competitive in the market.

Developing an effective digital marketing strategy presents numerous challenges for businesses, and conducting a comprehensive literature review can significantly enhance the understanding and resolution of these issues. Key challenges in digital marketing include digital literacy gaps, where many businesses struggle with the skills required to implement effective digital strategies, particularly in utilizing social media and email marketing (Lubis et al., 2025). Rapid technological changes also pose challenges, as companies must constantly adapt to new tools and platforms to effectively reach their audiences, but often struggle to keep pace (Argilovski et al., 2026; Deak & Szabo, 2025). Additionally, businesses face difficulties in understanding consumer behavior, particularly in how digital marketing influences purchasing decisions, leading to poorly targeted marketing campaigns (Figueiredo et al., 2025; Pappu et al., 2025). Data privacy and security concerns also limit the effectiveness of digital marketing strategies, as consumers become increasingly aware of their privacy online ((Alkhalfan & Al Mubarak, 2024; Tshuma et al., 2024). Lastly, many organizations encounter issues with integration of digital channels, which can result in fragmented customer experiences and inconsistent messaging across platforms (Chowdhury et al., 2026).

The importance of conducting a literature review in addressing these challenges lies in its ability to provide a structured approach to understanding existing knowledge and identifying gaps. Literature reviews can help businesses identify best practices by



synthesizing findings from multiple studies, allowing them to adopt validated strategies that enhance business performance (Apasrawirote et al., 2022). Moreover, reviewing literature helps businesses understand market trends, gaining insights into emerging consumer behaviors and technological advancements that inform strategic decision-making (Figueiredo et al., 2025; Pandey et al., 2020). A literature review also facilitates the development of frameworks that guide businesses in aligning their strategies with market dynamics and consumer behavior (Shafi et al., 2022). Furthermore, it can help identify research gaps, guiding future studies and enabling businesses to focus on innovative approaches that differentiate them in the market (Nuseir et al., 2023). In the rapidly evolving landscape of modern business, digital marketing has become a pivotal element for organizations seeking to maintain competitive

In order to achieve the stated objectives, this study is guided by the following research questions:

Is the exploration of digital marketing strategy a topic that continues to hold significance for future academic research?

What are the most influential papers, authors, and journals in the field of digital marketing strategy, and how have they contributed to the evolution of this research area?

What gaps and future research directions can be identified based on a systematic review and bibliometric analysis of the literature on digital marketing strategy?

LITERATURE REVIEW

A digital marketing strategy is defined by several key elements that collectively aim to engage consumers and promote products or services through electronic means. These elements include content creation and marketing, data and analytics, technology and tools, audience understanding and segmentation, channel management, performance measurement, customer engagement, and innovation.

Content Creation and Marketing is central to digital marketing, involving the creation, distribution, and engagement of valuable content to attract and retain the target audience (Allil & Zia, 2024; Warghane & Savariapitchai, 2025). Branded content and storytelling are vital for building brand awareness and establishing emotional connections with the audience (Allil & Zia, 2024). Moreover, user-generated and interactive content plays a significant role in enhancing trust and engagement (Warghane & Savariapitchai, 2025).

Data and Analytics is crucial for understanding consumer behavior, optimizing campaigns, and making informed decisions (Bajrami et al., 2025; Mahajan & Sabharwal, 2025). Web analytics and Key Performance Indicators (KPIs) help measure marketing effectiveness and guide strategy adjustments (Järvinen & Karjaluo, 2015; J R Saura et al., 2017).



Technology and Tools provide the necessary infrastructure for implementing digital marketing strategies. Artificial Intelligence (AI) and Machine Learning are increasingly being utilized for content creation, audience targeting, and personalization (Adwan, 2024; Sharafuddin & Janarthanam, 2024). Audience Understanding and Segmentation is essential for tailoring marketing efforts. Techniques such as demographic, geographic, and psychographic segmentation, along with advanced methods like clustering and simulated annealing algorithms, help identify and target specific audiences (Melnik et al., 2022; Sarkheil & Hosseini, 2024). Personalization and customer orientation ensure that marketing efforts resonate with individual consumer needs (Sharafuddin & Janarthanam, 2024).

Channel Management involves utilizing various digital channels such as social media, email, search engines, and websites to reach the target audience (Lubis et al., 2025; Taherdoost, 2023). Multi-channel distribution ensures a consistent and seamless experience across all touchpoints (Taherdoost, 2023).

Performance Measurement and Optimization are key to refining strategies and improving results. Big data analytics and continuous optimization help enhance decision-making and campaign performance (Bajrami et al., 2025; Järvinen & Karjaluo, 2015). Customer Engagement and Experience focuses on personalized and interactive experiences to increase satisfaction and loyalty (Lubis et al., 2025; Zulaikha et al., 2025). Customer feedback and real-time interaction help businesses adapt to evolving preferences (Potwora et al., 2023; Zulaikha et al., 2025).

Innovation and Adaptation are critical for maintaining competitiveness. Staying updated with emerging trends like voice search optimization and AI-driven marketing ensures the strategy remains effective in a dynamic environment (Demierre, 2025). These elements work synergistically to form a comprehensive digital marketing strategy, enabling businesses to effectively engage with their target audience, optimize efforts, and stay competitive in the digital landscape.

A digital marketing strategy is essential for businesses aiming to effectively engage and attract their target audiences in today's digital landscape. The key components of an effective strategy include targeting and personalization, integration of digital channels, content creation, data analytics, understanding consumer behavior, and adapting to market trends. Targeting and Personalization is crucial, as businesses must tailor their messages and campaigns to meet the specific needs and preferences of different consumer segments to enhance engagement and conversion rates (Olena et al., 2025; Taherdoost, 2023).

Integration of Digital Channels is vital for a cohesive strategy. Utilizing multiple channels such as social media, email marketing, SEO, and PPC ensures a broad reach and maximum impact. For example, social media can drive traffic to websites, while email



marketing nurtures leads from these platforms (Lakshmi & Manasa, 2025; Saltos-Cruz et al., 2022; Taherdoost, 2023). Content Creation plays a pivotal role in digital marketing by providing valuable, relevant content that engages and retains potential customers. Content should be tailored to the platform and audience, utilizing formats such as blog posts, videos, and social media updates (Abdukhailova, 2025; Rao et al., 2016). Data Analytics enables businesses to understand consumer behavior, optimize campaigns, and improve user experiences. By analyzing metrics like conversion rates and engagement levels, companies can refine strategies in real-time (Ajitha et al., 2025; Alves et al., 2025).

Consumer Behavior and Market Trends are crucial for adapting strategies. Digital marketing must evolve with changing preferences, such as the increasing demand for personalization and seamless cross-channel experiences. By monitoring market trends, businesses can anticipate changes and adjust strategies accordingly (Berisha Qehaja, 2026; Figueiredo et al., 2025). In conclusion, a successful digital marketing strategy integrates targeted personalization, multiple digital channels, high-quality content, and real-time analytics. By understanding and adapting to consumer behavior and market trends, businesses can effectively attract and retain customers, ensuring long-term success in the digital economy.

Tabel 1. Difining elements of Digital Marketing Strategy

No	Defining factor of Digital Marketing Strategy	Reference
1.	Digital marketing is defined as targeted, measurable and interactive marketing activities, using digital technologies to reach and deliver change direction for customers and retain them.	(Riyadi et al., 2019)
2.	Digital marketing strategies are based on consumer behavior data analysis, which includes univariate time-series analysis to understand user interactions and preferences. This data, derived from internal applications such as recommendations and online financial services, helps refine business strategies and identify abnormal behavior patterns. Advanced encryption technologies, such as homomorphic encryption, are used to maintain data privacy and security during analysis, enabling companies to gain insights without exposing the original data. This supports the creation of appropriate marketing strategies and personalized marketing, while maintaining consumer trust.	(Cui et al., 2023)
3.	Digital marketing strategies in educational institutions encompass a variety of methods for engaging with target audiences and improving organizational productivity through online tools. The three key dimensions identified in this study are Social Media Marketing (SMM), which uses social media platforms to build brand awareness and engage with prospective students; Video Marketing (VM), which involves creating and distributing video content to promote educational products and services, creating engaging visual experiences; and Artificial Intelligence (AI) Marketing (AIM), which leverages AI technology to personalize customer experiences and provide data-driven analytics. These digital marketing	(Liang et al., 2025)

	strategies are crucial for educational institutions to adapt to changing technology and student perceptions, and to shift from traditional promotions to more sophisticated approaches to engagement and data utilization.	
4	Digital marketing strategies in educational institutions encompass three key dimensions: Social Media Marketing (SMM) to build brand awareness and engage with prospective students; Video Marketing (VM) to promote facilities and programs through engaging visual content; and Artificial Intelligence Marketing (AI), which leverages AI for personalization and data-driven analytics. These strategies are essential for educational institutions adapting to technology and changing student perceptions, moving toward more sophisticated engagement and data utilization.	(Jose Ramon Saura et al., 2023)
5	Digital marketing strategies for handicraft businesses in Thua Thien Hue include creating engaging content, SEO, social media marketing, and email marketing to increase competitiveness. While most businesses acknowledge the importance of digital marketing, 55% feel it will not increase revenue. Key challenges include low technological readiness, with only 25% of businesses owning computers and 22% having internet access, and a lack of IT and digital marketing training. In conclusion, despite its importance, gaps in IT readiness and training hinder the effective adoption of digital marketing.	(Vaculčíková & Tučková, 2025)
6	Digital marketing strategy integrates technology and innovation in marketing and logistics to improve efficiency, competitiveness, and customer satisfaction. Its primary focus is on optimizing business processes, reducing costs, and enhancing the customer experience. Marketing and logistics are intertwined in a continuous business cycle, with digitalization enabling companies to achieve goals such as competitive advantage, brand leadership, and increased efficiency. This strategy aims to create value and achieve business objectives in a dynamic global marketplace.	(Al-ababneh et al., 2023)
7	Digital marketing strategies for breast milk substitutes (BMS) and baby food utilize online channels such as influencer marketing, direct communication via email newsletters, and online parent clubs to influence parents. These marketing tactics often rely on emotional appeals and health claims to build trust, and target specific demographics such as working mothers or those unable to breastfeed. Companies also involve health professionals in sponsored events, often ignoring conflicts of interest, and purchase advertising space to ensure their products appear in searches related to infant feeding. These strategies are often unethical and violate the International Code of Marketing of Breast Milk Substitutes, exploiting regulatory loopholes and weak monitoring, which can impact infant feeding practices.	(Javier et al., 2023)
8	Digital marketing strategies utilize internet platforms and technology to promote products, increase competitiveness, and attract customers, particularly for Small and Medium Enterprises (SMEs). This includes promotions through social media, online product delivery, and cost monitoring and customer engagement on platforms like Facebook and TikTok. The success of digital marketing depends on sales volume and business dynamics, and can increase profits and financial stability. The goal is to optimize profitability by utilizing effective digital platforms.	(Chumaidiyah et al., 2025)
9	Digital marketing strategies encompass a variety of tools for promoting products through electronic platforms, such as internet marketing, PPC,	Morokova 2023

	content marketing, email, social media, affiliate marketing, video, and SMS. Internet marketing and websites are the foundation of all digital efforts, while PPC and content marketing aim to reach consumers through paid campaigns and valuable content. Email and social media marketing focus on direct engagement, while affiliate marketing and video marketing leverage third-party promotions and videos to reach a wider audience. The success of these strategies requires an understanding of customer behavior, rigorous analytics monitoring, and a proactive approach to outperforming competitors.	
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Source: Data processed 2025

METHODOLOGY

A systematic literature review using a bibliometric approach quantitatively assesses the literature to identify trends, patterns, and key research entities within a discipline. Using a framework such as PRISMA, this approach ensures a comprehensive and reproducible examination of the literature, providing a clear and transparent overview of the topic being researched (Chotisarm & Phuthong, 2025; Hadi et al., 2020). The inclusion criteria were: (1) articles published up to November 30, 2025, (2) publications in English, and (3) a focus on the topic of Digital Marketing Strategy. Bibliometric analysis was conducted using VOSViewer, which allows the visualization of bibliographic data to analyze citation networks, author collaborations, and co-occurring keywords, revealing the intellectual structure and dynamics of the research field. This combination of bibliometric analysis and systematic review helps researchers synthesize empirical findings and map the landscape of research activity, including identifying key contributors and emerging trends (Ni & Abdullah, 2025). The integration of these two approaches provides a comprehensive overview. Understanding the development, historical trajectory, and future directions of this research field makes it highly useful in interdisciplinary studies to gain deeper insights (Marzi et al., 2025; Wang & Yi, 2025). Bibliometric analysis is also used for strategic purposes in scientific publications, introduced by Bertrand et al. (1970) to evaluate scientific journals based on their economic weight.

The initial stage of this scientific investigation involves keyword selection, which can be conducted through a macro (top-down) methodology, progressing from a broad search path to narrower studies and topics. Therefore, after evaluating the limitations of previous research and the scarcity of studies discussing Islamic Leadership, this study incorporated the keyword "Digital Marketing Strategy" as a focal point in the article title, abstract, and keywords section. Furthermore, the Scopus database was used by the researchers for various investigative purposes, including conducting a literature review, identifying subject matter experts, and monitoring research trends.



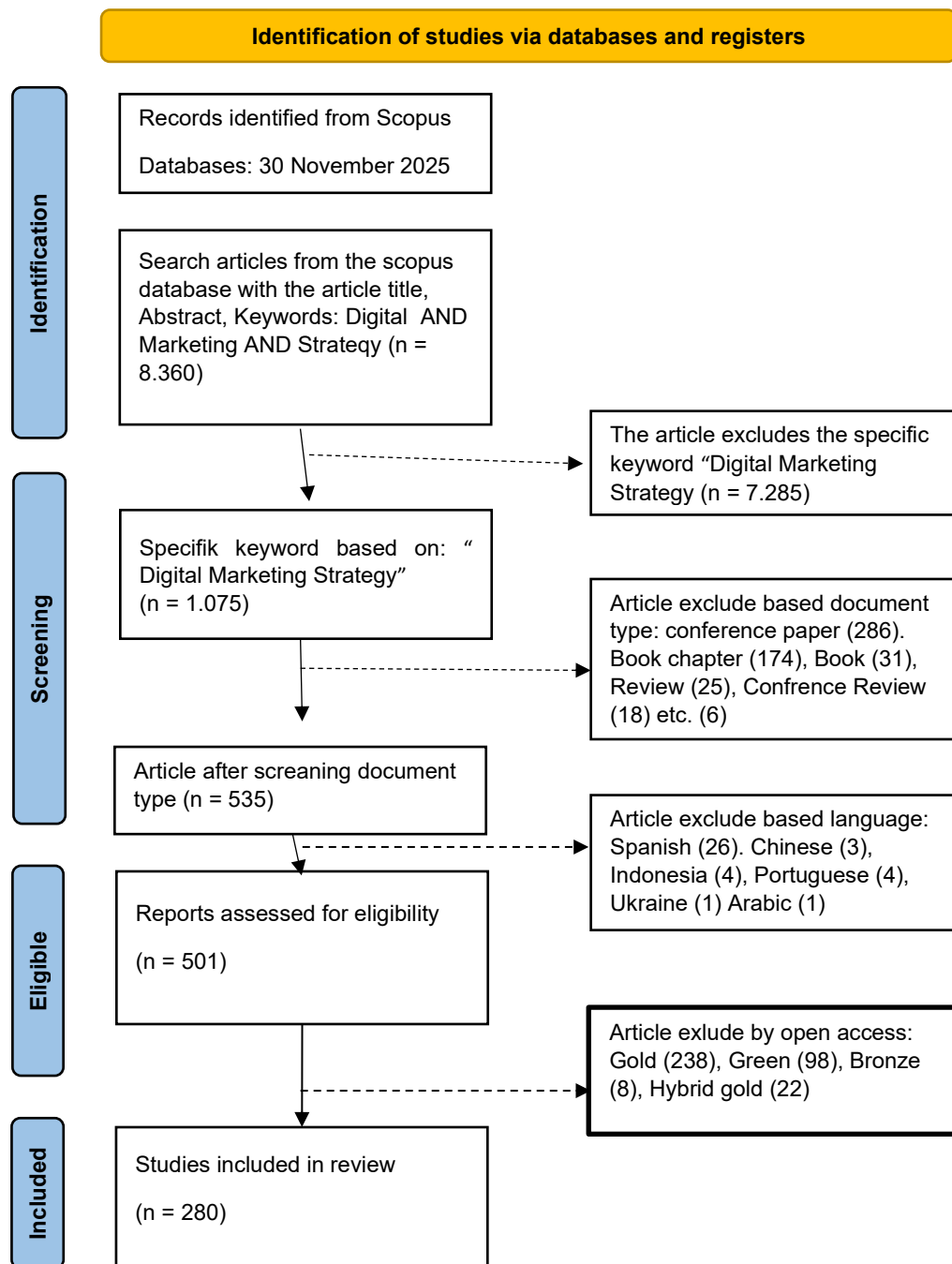


Figure 1. Systematic Literature Review Information Flow using PRISMA

The study identification process began with a search of articles from the Scopus database on November 30, 2025, using article titles, abstracts, and keywords such as "Digital AND Marketing AND Strategy," resulting in 8,360 articles. After filtering based on

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the specific keyword "Digital Marketing Strategy," 1,075 articles were identified (Figure 1). Articles that did not meet the document type criteria, such conference paper (286). Book chapter (174), Book (31), Review (25), Confrence Review (18) etc. (6), were filtered out, resulting in 535 articles that passed to the next stage. Furthermore, articles in languages other than English, such as Spanish (26). Chinese (3), Indonesia (4), Portuguese (4), Ukraine (1) Arabic (1), were also excluded from the screening results. After the eligibility assessment, 501 reports were accepted for further evaluation. This selection process also considered articles available through open access, with Article exlude by open access: Gold (238), Green (98), Bronze (8), Hybrid gold (22) open access status. Ultimately, there were 280 studies included in this systematic review, which are illustrated in Figure 1 using the PRISMA method. This document was then further analyzed in this study to answer *RQ1: Is the exploration of Digital Marketing Strategy a topic that continues to hold significance for future academic research? RQ2: What are the most influential papers, authors, and journals in the field of digital marketing strategy, and how have they contributed to the evolution of this research area? RQ3: What gaps and future research directions can be identified based on the systematic review and bibliometric analysis of the literature on digital marketing strategy?*

RESULT AND DISCUSSION

The results of this study focus on findings from 80 articles in the Scopus database on Islamic Leadership. This data was obtained by identifying the number of articles published, publications throughout the year, and journal sources. This study will also highlight the most influential elements in Islamic Leadership, including authors, affiliations, and countries involved.

RQ1: Is the exploration of Digital Marketing Strategy a topic that continues to hold significance for future academic research?

The exploration of Digital Marketing Strategy has become an increasingly important topic in academic research, along with the rapid development of digital technology and changes in consumer behavior. Given its crucial role in modern business strategy, the question arises as to whether this topic will remain relevant in the future. To answer this question, this study will evaluate the development trends of digital marketing strategy, its contribution to the marketing world, and its relevance in facing evolving market challenges. This will determine whether this topic will remain a significant research focus in the future. This can be seen in Figure 2 below:



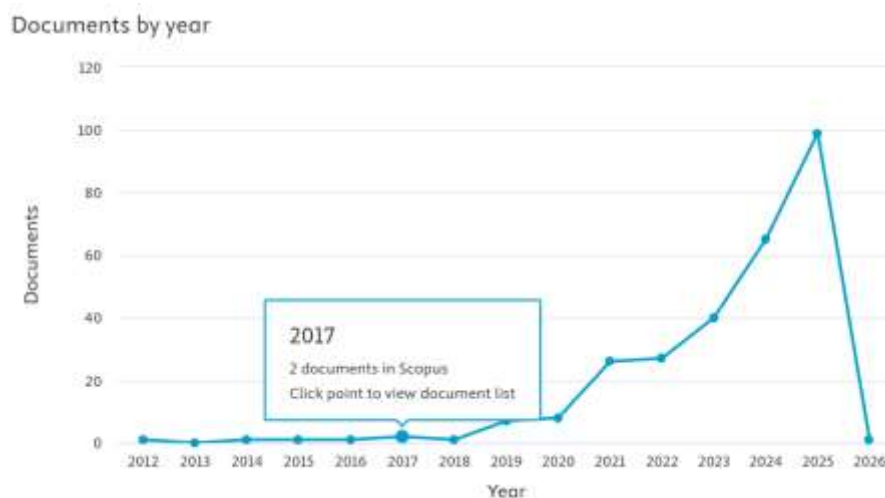


Figure 2. Number OF Digital Marketing Strategy Publication
Source: Scopus database

There was a significant surge in the number of published papers, peaking in 2024 and 2025 with more than 15 papers per year. This surge likely reflects increased interest and attention in digital marketing strategies, particularly due to technological developments and increasingly dynamic marketing trends in the digital era. Given the sharp decline in 2026, there is likely a shift in research focus or a temporary decline in publications related to this topic. Based on this analysis, we can conclude that digital marketing strategies have become an increasingly relevant and rapidly growing topic since 2021, reflecting the importance of research in responding to market changes and evolving technologies.

RQ2: What are the most influential papers, authors, and journals in the field of digital marketing strategy, and how have they contributed to the evolution of this research area?

Within the field of digital marketing strategy, there are a number of papers, authors, and journals that have had a significant impact on the development of this discipline. Research published over the past few decades has contributed significantly to shaping the direction and understanding of the application of digital technology in marketing. The study of the distribution of Digital Marketing Strategy in 280 articles was conducted by grouping articles by category such as country, region, affiliation, source, and author, with a limit of only the top 10 articles in each category. Understanding how research in the field of Islamic Leadership is allocated will be very useful for academics and practitioners

in formulating future research agendas, particularly to ensure continued progress in the development of the Islamic leadership paradigm.

First, the chart compares the document counts by country or territory, with Indonesia leading the list at 40 documents, significantly higher than the others. Jordan follows with 20 documents, while China has 15. Malaysia comes next with 10 documents, and Greece has 8. India has 7 documents, and both the United Kingdom and Saudi Arabia each have 6 documents. Spain follows with 5 documents, and Australia has the lowest count, with 4 documents. This distribution shows a clear dominance of Indonesia in terms of the number of documents compared to the other countries. (see figure 3).

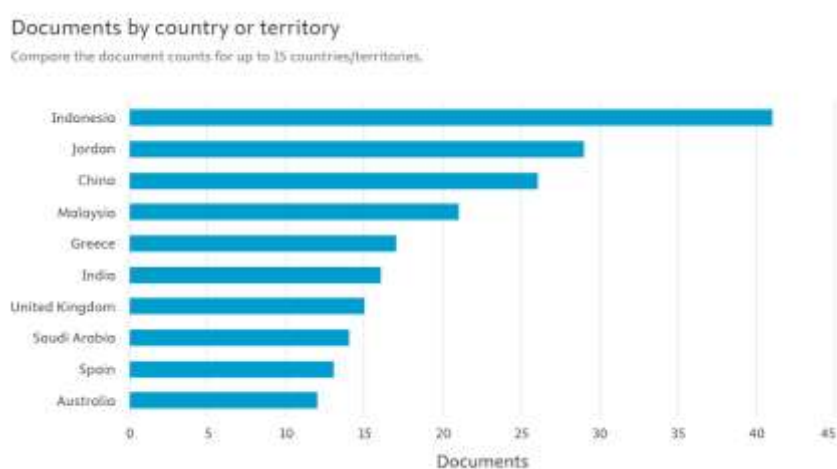


Figure 3. Number of article by country or territory (top 10 country)

Source: Scopus database

The graph shows that Indonesia dominates the number of articles related to digital marketing strategies, reflecting its crucial role in Southeast Asia's digital ecosystem. Uzbekistan and Malaysia also recorded significant numbers of articles, reflecting their efforts in developing their digital sectors. Meanwhile, countries such as China, India, and Jordan have shown significant interest due to their growing digital economies. Greece, Poland, Portugal, and Taiwan also contributed, focusing on the application of digital marketing in their economic and technology sectors. Overall, the countries with the highest number of articles demonstrate how they utilize digital marketing to support economic growth and technological innovation. Researchers will also examine the relationship between countries involved in research on Islamic leadership using VOSviewer software. This step is crucial for developing a structured research agenda going forward. The findings from VOSviewer in this study reveal the relationship between countries in studying the topic of Digital Marketing Strategy (see Figure 4).

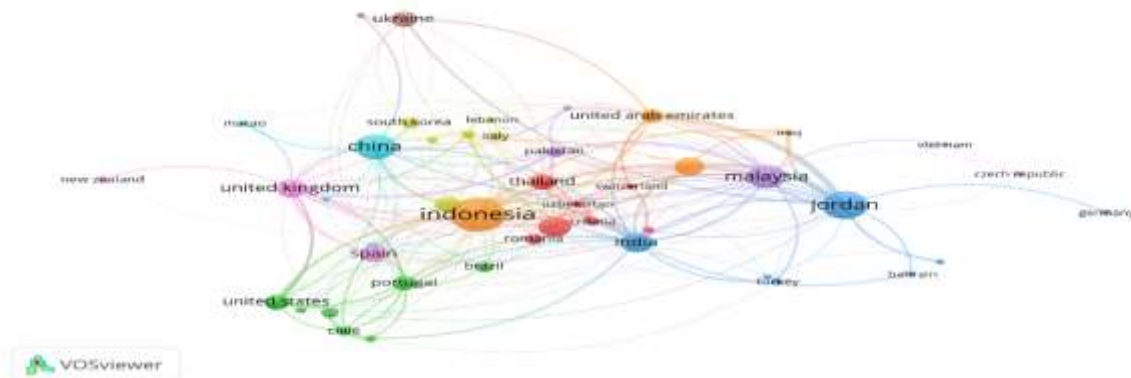


Figure 4. Network Country Visualization

Source: Output VOSviewer Software

The image displays a network map created with VOSviewer, illustrating the connections between countries based on document counts or collaborative relationships. The countries are represented as nodes, with larger and more central nodes indicating stronger connections. Indonesia, China, India, Malaysia, and Jordan are the most prominent nodes, suggesting significant interactions with other countries. The United States, United Kingdom, and Spain also feature prominently in the map, reflecting their strong connections with various other nations. Countries like Ukraine, Brazil, Portugal, and Germany are positioned around the central clusters, showing varying levels of interaction. The thickness of the lines between countries represents the strength of their relationships, with thicker lines indicating stronger collaboration. This network visualization highlights the collaborative patterns and connections between countries, particularly in research related to digital marketing or similar fields.

In this research, to determine the citation density, Vosviewer software was used (see figure 5).

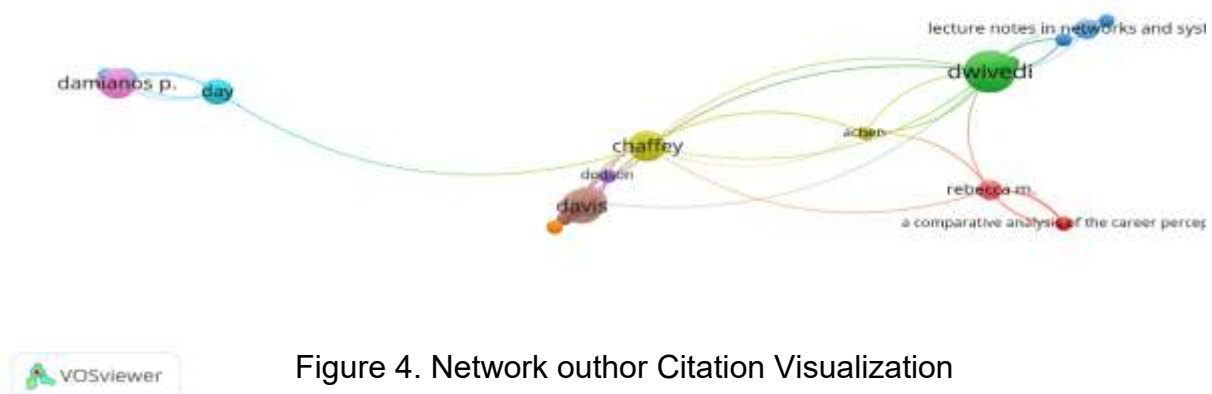


Figure 4. Network author Citation Visualization

Source: Output VOSviewer Software

The image shows a network visualization created with VOSviewer, highlighting the relationships between various authors and documents. The nodes represent different authors, with varying sizes indicating the frequency of their presence in the dataset. Notably, Damianos P. and Day are connected with a line, indicating a relationship or co-authorship. Other key authors include Chaffey, Dodson, Davis, Dwivedi, and Rebecca M., all of whom are also linked through various paths, suggesting their contributions to the research field. Additionally, Lecture Notes in Networks and Systems and Achen appear in the network, likely representing relevant sources or references. The colors of the lines connecting the authors indicate different types of relationships or research themes.

To understand the distribution of publication contributions related to digital marketing strategy based on institutional affiliation. By examining the number of documents published by various universities and research institutions, we can assess the extent of each institution's role in research in this area. Furthermore, this helps identify which institutions are most active in this research and provides an overview of academic collaboration between different institutions in developing the topic of Digital Marketing Strategy (See Figure 6).

Documents by affiliation

Compare the document counts for up to 15 affiliations.

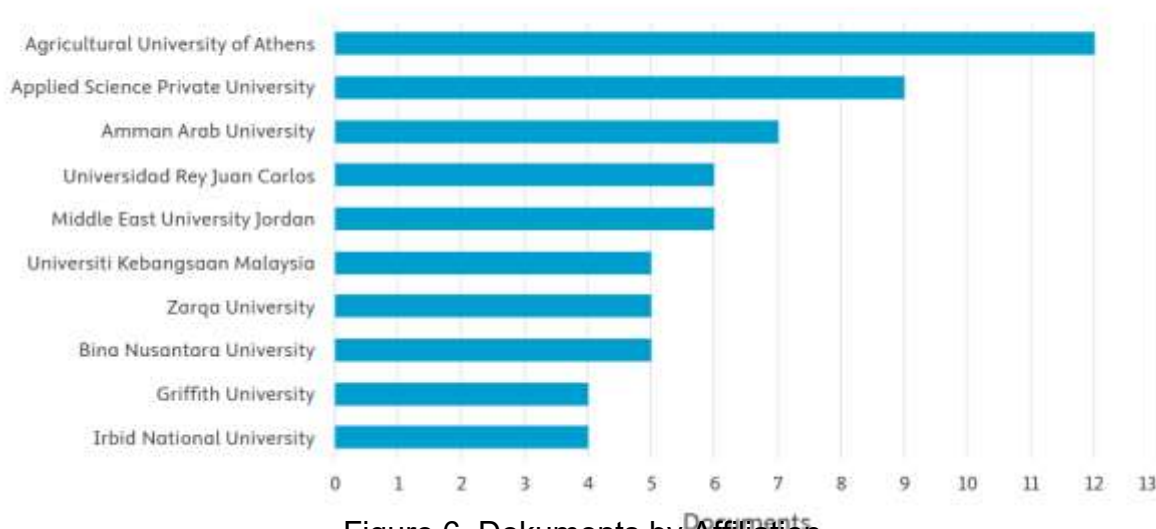


Figure 6. Documents by Affiliation

Source: Scopus database

The number of documents published by each institutional affiliation shows significant variation. The chart displays the document counts by affiliation for various institutions, with the Agricultural University of Athens leading with 12 documents, followed by the Applied Science Private University with 10 documents. Amman Arab University contributed 9 documents, while Universidad Rey Juan Carlos had 8. Other institutions include Middle East University Jordan with 7 documents, Universiti Kebangsaan Malaysia with 6, and Zarqa University with 5. Bina Nusantara University and Griffith University each contributed 4 and 3 documents, respectively, while Irbid National University also contributed 3 documents. These figures provide a comparison of document contributions from each affiliated institution.

Regarding documents per year based on sources, the chart illustrates the number of documents published per year by different sources from 2019 to 2025. International Review of Management and Marketing (represented by the blue line) shows a steady increase in document counts starting in 2021, peaking in 2025. The Journal of Open Innovation Technology Market and Complexity (green line) maintained a consistent but low number of documents over the years, with no significant growth. Sustainability Switzerland (orange line) initially had a low document count but experienced a notable increase in 2024 and 2025. The International Journal of Data and Network Science (red line) saw a peak in 2021, followed by a gradual increase in documents in subsequent years. Lastly, Computer Aided Design and Applications (purple line) showed consistent publication activity, but its document count remained relatively low compared to the other sources. These trends highlight varying growth patterns across the different sources in terms of document publication over the years. (see figure 7).

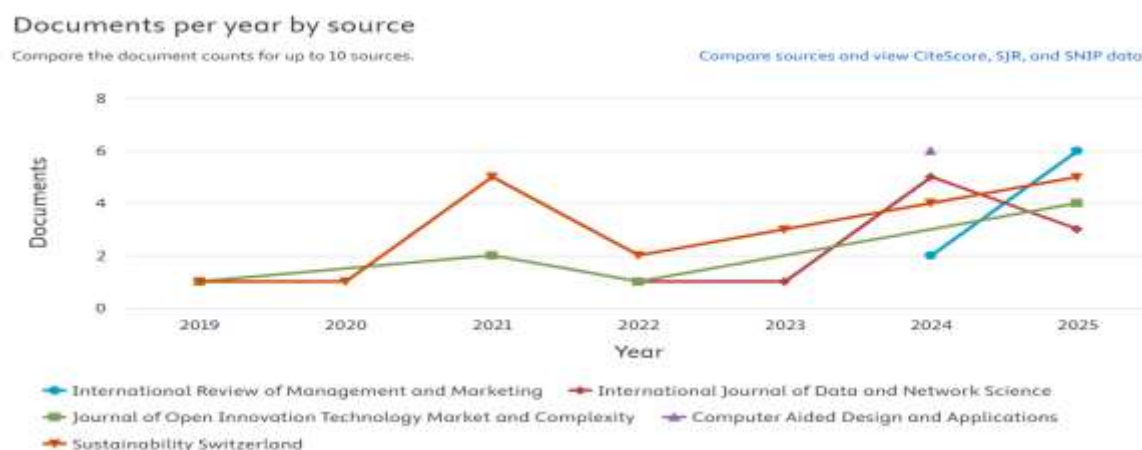


Figure 7. Number of article by Source (top 10 Source)
Source: Scopus database

The chart shows the document counts by author, highlighting the number of documents published by each author. Sakas, D.P. has the highest number of documents, with a count of 12, followed by Giannakopoulos, N.T. and Reklitis, D.P., each with 7 documents. Other authors include Terzi, M.C. with 5 documents, Allahham, M. with 4, Kanellos, N. and Saura, J.R. with 3 documents each, and Awad, A., Daoud, M.K., and Al-Ababneh, H.A. each contributing 2 documents. This comparison reveals the distribution of document contributions among the listed authors. (see figure 8)

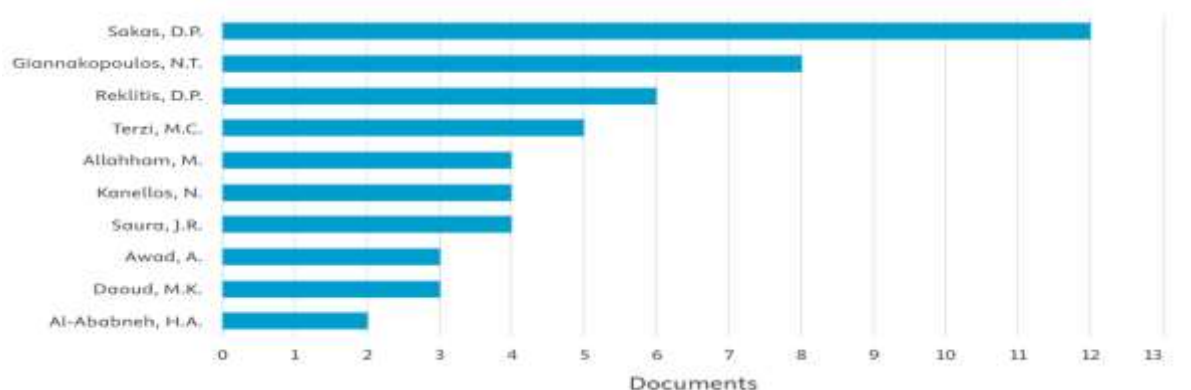


Figure 8. Document by Author (top 10 Author)

Source: Scopus database

RQ3: What gaps and future research directions can be identified based on a systematic review and bibliometric analysis of the literature on digital marketing strategy?

This study was conducted on 64 manuscripts obtained from the Scopus repository. VOSviewer was used to demonstrate that the results of this analysis can have theoretical and practical implications for future research on digital marketing strategy. The metadata analysis conducted with VOSviewer is expected to help researchers and practitioners better understand existing assumptions and findings related to digital marketing strategy. The results of the bibliometric analysis with VOSviewer can identify variables that have been extensively researched and those that remain underexplored, which can serve as a basis for further study. From a practitioner's perspective, the results of the literature analysis using VOSviewer will support the sustainable implementation of digital marketing strategy in the future and the introduction of Islamic leadership styles in various organizations worldwide.

In the figure 9 provided illustrate a visualization of keywords related to the topic of digital marketing. The first image is a network map generated using VOSviewer software, which shows the relationships between various keywords. These keywords are grouped based on their relevance and connection within the context of digital marketing. The network reveals clusters related to themes such as "digital marketing," "social media,"

"marketing strategy," and "e-commerce," with digital marketing at the core of the map. Table 2 summarizing the top 10 most frequently used keywords, along with their total link strength. "Digital marketing" is the most central keyword, with a total link strength of 413, followed by "marketing" with 327 links. "Social media" comes third with 194 links, while "marketing strategy" holds 125 links. Other important keywords include "strategic planning" (103 links), "electronic commerce" (102 links), "e-commerce" (77 links), "advertising" (74 links), "digital marketing strategies" (74 links), and "digital marketing strategy" with 64 links. The network map visually supports this ranking, highlighting the strong interconnections between digital marketing and other concepts like "social media" and "marketing strategy," further emphasizing their importance in the field of digital marketing research.

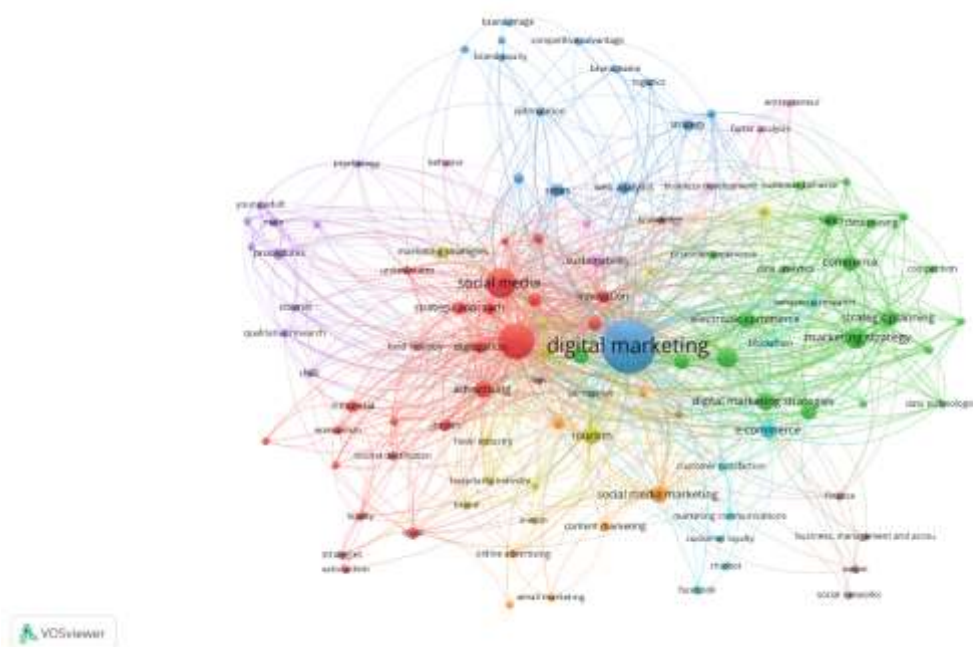


Figure 9. Co-occurrence Framework and representation of key terms

Source: Output VOSviewer Software

Tabel 2. Keyword by author (Top 10)

Rank	Keyword	Total Link Strength
1.	Digital Marketing	413
2.	Marketing	327
3.	Social media	194
4.	Marketing Strategy	125
5.	Strategic Planning	103
6.	Elektronik commerce	102
7.	Commerrce	77

8.	Advertising	74
9.	Digital Marketing Strategies	74
10.	Digital Marketing Strategy	64

Source: processed data 2025

The network map visually demonstrates the interconnectedness of various concepts, with "digital marketing" at the center, surrounded by related topics like "social media," "marketing strategy," and "e-commerce." These connections highlight the collaborative nature of these fields within the broader context of digital marketing. The table of the top 10 keywords, along with their total link strength, reinforces the central role of "digital marketing" and shows how strongly it is linked to other crucial aspects such as "marketing," "social media," and different strategies. This analysis not only reflects the prominence of these topics in current digital marketing discussions but also underscores their importance in shaping the future of marketing strategies in the digital age.

The research on digital marketing strategies explores the dynamic and evolving landscape of how businesses utilize digital tools and platforms to engage consumers, enhance brand awareness, and drive business growth. In the context of digital marketing, significant challenges have been identified that hinder its full potential, particularly in small and medium-sized enterprises (SMEs). These challenges include measurement of return on investment (ROI), data privacy concerns, rapid technological changes, and the ability to engage effectively with consumers across various digital channels (Jiang et al., 2023; Prayogi & Subriadi, 2024). A key focus of future research lies in examining the integration of new technologies, such as artificial intelligence (AI), machine learning, and big data analytics, into digital marketing strategies, which remain a critical area of interest for enhancing campaign effectiveness and personalizing consumer experiences (Kaur et al., 2026).

Several studies emphasize the importance of content creation, audience segmentation, and channel management in optimizing digital marketing strategies (Allil & Zia, 2024; Järvinen & Karjaluo, 2015). However, despite advances, businesses still face the challenge of aligning their digital marketing strategies with consumer behavior and market trends. Future research should focus on identifying effective ways to utilize big data for segmentation and personalization, ensuring strategies resonate with target audiences. Moreover, given the rapid pace of technological change, research into the integration of emerging tools and technologies will be pivotal in maintaining competitive advantages in digital marketing (Fayvishenko et al., 2025; Shafi et al., 2022).

Bibliometric analyses, such as those conducted by (Nuseir et al., 2023), have helped illuminate key contributors to the field, revealing the need for more collaborative international research, particularly between countries with rapidly developing digital



ecosystems like Indonesia, China, and India (Jose Ramon Saura et al., 2023). A major gap identified in the literature is the limited exploration of ethical considerations in digital marketing strategies, especially in sectors like health care, where issues of privacy and data security are particularly sensitive (Tshuma et al., 2024). As the digital marketing landscape continues to grow, more interdisciplinary studies are needed to bridge technological, ethical, and strategic gaps in digital marketing research, allowing businesses to adopt more responsible, transparent, and effective practices in their marketing efforts (Alkhalafan & Al Mubarak, 2024).

The study of digital marketing strategies remains highly relevant, with growing academic interest in integrating emerging technologies and addressing consumer engagement challenges. Future research should focus on the development of more personalized, efficient, and ethically responsible digital marketing practices to keep pace with the rapid technological advancements and evolving consumer expectations in the digital era (Nuseir et al., 2023).

CONCLUSION

In conclusion, the study of digital marketing strategies has become increasingly crucial in the face of rapid technological advancements and evolving consumer behaviors. Despite the challenges faced by businesses, particularly SMEs, such as measuring ROI, data privacy concerns, and keeping up with technological changes, digital marketing remains a key driver of business growth and customer engagement. Future research should focus on the integration of emerging technologies like AI, machine learning, and big data analytics to enhance personalization and optimize strategies. Additionally, ethical issues, especially regarding privacy and data security, must be addressed to ensure responsible marketing practices. By bridging these gaps, businesses can adopt more effective, innovative, and ethically sound digital marketing strategies, ensuring continued relevance and competitiveness in the ever-changing digital landscape.

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