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# The Role of Digital Marketing in the Flourishing of International Businesses

Kabutu Chuunga<sup>1\*</sup>, Mubanga Mpundu<sup>2</sup>, Abubaker Qutieshat<sup>3</sup>

1 Graduate School of Business, University of Zambia, Lusaka, Zambia, email address: chuungatech@gmail.com

2 University of the Western cape, Faculty of Economics and Management Sciences, Department of Economics, P/Bag X17, Robert Sobukwe Road, Belville, 7535, Cape Town, South Africa, Email: mmpundu@uwc.ac.za

3 Associate Professor and Research Lead, ODC, Oman Associate Member of Staff and Honorary Researcher, University of Dundee, UK Email address: aqutieshat@dundee.ac.uk ORCID: <https://orcid.org/0000-0002-3569-6576>

\*Corresponding e-mail: [chuungatech@gmail.com](mailto:chuungatech@gmail.com)

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## ABSTRACT

This research paper examines the significant role of digital marketing in the success and growth of international businesses. With the increasing globalization and accessibility of the internet, digital marketing has become a vital tool for businesses to expand their reach, engage with customers, and achieve international success. This paper explores various aspects of digital marketing, including evolution of digital marketing, global reach and targeted marketing, cost-effectiveness, brand visibility, customer engagement, and data-driven decision-making. **Methodology:** A qualitative review of articles on the role of digital marketing in the success and growth of international business focusing on various aspects of digital marketing, including evolution of digital marketing, global reach and targeted marketing, cost-effectiveness, brand visibility, customer engagement, and data-driven decision-making. **Results:** The review established the transformative impact of digital marketing on international business strategies and provide insights for businesses aiming to thrive in the global marketplace. Several studies reviewed underscore the significance of global reach, customer engagement, cost-effectiveness, data-driven decision-making, personalization, and brand credibility in driving business expansion and establishing a strong presence in diverse global markets. By utilizing various digital channels, businesses can create personalized and localized experiences for international customers, leading to increased customer loyalty and advocacy.

## 1. Background

The 21st-century digital revolution has perhaps gone down in history as the era of great technological disruption and digital marketing. This is due to the manner in which digital technology has evolved, transformed and

saturated global business (Santhosh, 2018). Internet, social media, mobile applications, and other digital communications technologies are now an integral part of billions of people's daily lives around the globe. As per the existing statistics up to July 2023, 66% of the global population approximately 5.3 billion people actively use the internet (Statista, 2023). The importance of internet marketing lies in its capacity to reach businesses to a global level, its affordability, its strategic targeting, its capacity to give real-time analysis of data, and its capacity to enhance personalization and interaction with customers. It enables small and large companies to compete, innovate, and respond to the constantly changing global business environment as witnessed during the covid-19 pandemic where the irruption of technology favored consumers by incapacitating old oligopolies and increasing competition in all industries (e.g., Microsoft Teams, Zoom, Google Meet, Tencent Video, Tinder, Netflix, Amazon, Tesco, TikTok, etc.) (Mishrif & Khan, 2023).

International markets are becoming more important because globalization and technological advances have made it easier for businesses to do business outside of their home countries. However, to succeed in these markets, businesses must employ effective marketing strategies that consider cultural, linguistic, regulatory, and competitive factors to resonate with international customers and establish a strong foothold in foreign territories.

The purpose of this study is to explore the role of digital marketing in international business development and its effect on global consumers by determining the best way to utilize digital marketing in a bid to succeed in the global market. The primary purpose of this research is to carry out a literature review concerning digital marketing and its utilization in the framework of international business. This will be achieved by combining different insights from several published articles and examining the substantial prospects linked to key aspects of digital marketing. The paper will start by explaining the different aspects of digital marketing and how it is used in international business. This is followed by the explanation of the methodology and then the conclusion and recommendation for future research.

### **1.1 What is digital marketing?**

Digital marketing is a form of marketing that utilizes digital channels and technologies mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium in promoting products, services, and brands to a target audience (Khan, 2022; Desai, 2019). It encompasses various online strategies and tactics aimed at reaching and engaging consumers through the internet and electronic devices (Tanakinjal, 2023). There are several components of digital marketing that are used in business. Smith and Chaffey (2021) underscore that digital marketing encompasses a range of components, including search engine optimization (SEO), Search Engine Marketing, content marketing social media marketing, email marketing and affiliate marketing. In addition, Yasmin, Tasneem, and Fatema (2015) investigated various aspects of digital marketing such as online ads, email marketing, social media interaction, SMS marketing, affiliate marketing and pay-per-click advertising. The main objective of digital marketing is to increase brand awareness, foster interaction with potential customers, build leads, and facilitate measurable and affordable conversions (Neeti, 2020).

### **1.2 Evolution of Digital Marketing**

The growth of digital marketing has been driven by advances in technology, changes in the behavior of consumers and increased interdependence of the global economy (Morozan, Enache, & Vechiu, 2009). Therefore, its impacts on international business have been immense, changing how businesses conduct their marketing activities, interact with consumers and construct their international business.

As stated by Erragcha and Romdhane (2014), the origin of digital marketing is found in the creation of the internet and the development of static sites that described the Web 1.0. This took place in the 1990s when businesses started creating their online presence through the development of simple websites with little interactivity. As such, the impact on international businesses was minimal at this stage, because the internet's reach was still relatively limited, and e-commerce was in its early stages. In 2004, Web 2.0 also known as Community Web era was introduced by Tim O'Reilly at a conference organized by O'Reilly Media (O'Reilly, 2007). Web 2.0 brought interactive websites, user generated content and social media platforms. Businesses started to engage with customers through social networks like Facebook, Twitter and LinkedIn. This was the beginning of social media marketing, where international businesses could reach a global audience, build brand awareness and interact directly with customers worldwide.

The manufacturing of smartphones and mobiles devices caused a critical change in digital marketing. People started using these devices to consume digital content online and make purchasing decisions there and then (Soni & Gupta, 2022). This created a change in the marketing strategy and website design as websites were now required to be mobile-friendly so that content could be viewed on these devices a process that resulted into responsive design and mobile marketing (Erragcha & Romdhane, 2014). As a result, several companies that were running businesses at a global scale embraced these new mobile strategies in order to accommodate customers in different regions.

Additionally, there were several breakthroughs in technological tracking and data analytics that allowed companies to gather and examine vast amounts of consumer data in a short time. This development resulted in data-driven marketing allowing companies to target and customize their messages according to user demographics, preferences and behavior (Saura, Ribeiro-Soriano, and Palacios-Marqués, 2021). This forced international businesses to target specific markets and cultural norms, resulting in more successful and pertinent advertising campaigns.

The introduction of digital marketing coincided with the increase in e-commerce. An immediate rise in online purchasing was observed as websites became more accessible, secure, and convenient for consumers worldwide (Soni & Gupta, 2022). In order to engage consumers in various countries, several companies that operate globally capitalized on this trend by expanding their online presence and implementing cross-border e-commerce strategies. So, e-commerce allowed businesses to reach global markets without physical retail locations.

Artificial intelligence (AI) and automation took digital marketing to the next level. AI powered tools helped businesses automate tasks, optimize ads and deliver personalized experiences at scale (Balla, 2023). Chatbots enabled real time customer support, crossing time zones and language barriers for international businesses.

Digital marketing enabled hyper targeting, where businesses could reach niche audiences with specific interests and demographics (Yasmin, Tasneem & Fatema, 2015). For international businesses this meant localizing marketing campaigns to resonate with different cultures and languages. Targeted advertising and localization became the key to entering and succeeding in international markets.

Influencer marketing became a part of digital marketing where businesses could tap the influence of local and global influencers to promote products and services (Desai, 2019). And user generated content became important as customers became brand advocates, sharing their experiences and opinions on social media.

### **1.3 Impact of digital marketing on international businesses**

The shifting landscape of digital marketing has changed the way global businesses operate in a tremendous way. Digital marketing provided foreign businesses with the ability to target global markets, increasing their reach without the need to build costly physical infrastructure (Florido-Benítez & Fernández, 2022). It is also cheaper than other means of marketing, and thus, even small businesses and startups are able to afford it (Melović, Jocović, Dabić, Vulić, & Dudic, 2020). Moreover, it made it possible for international businesses to have personalized interactions with their customers, promoting higher levels of customer engagement and loyalty in multicultural markets. Additionally, international companies were able to analyze online data in real-time to refine their marketing techniques, which consequently improved the effectiveness of all marketing efforts (He, et al., 2015). Digital marketing allowed businesses to tailor their messages and advertising campaigns to suit the local culture, which enables customers from different regions to connect with the brands. It provided a way for small international companies to defend themselves against international competitors by employing suitable digital marketing tactics (Desai, 2019).

In addition, the growth of e-commerce in international markets has been greatly aided by digital marketing as rational consumers have moved to shopping online (Ukpere, Slabbert, & Ukpere, 2014). Moreover, the digital platform has empowered international corporations to exploit a global labor market, build relationships and work with international influencers and other stakeholders related to business (Dwivedi & Ismagilova, 2021).

The advances in digital marketing have positively changed international business ventures. Big companies are now able to grow beyond borders and reach customers in new ways. This has shaken up companies and changed how they conduct business across the globe (Santhosh, 2018). There are many factors at play such as technological developments, changes in customer needs and the need to stay modern, have pushed firms to move from old ways of selling to online ones (Desai, 2019).

With the proliferation of the Internet and other digital technology, the manner in which individuals access information, communicate, and make purchases has changed completely. The absence of real-time engagement in marketing as well as the non-interactive nature of print ads, billboards, and direct mail has made them redundant compared to digital marketing (Ukpere, Slabbert, & Ukpere, 2014). With the growth of the internet, the world has advanced to a point where businesses are now able to communicate with customers from different countries. Compared to traditional marketing forms, digital marketing has proven to be very efficient in reaching international audiences (Yasmin, Tasneem & Fatema, 2015).

Businesses can employ advanced marketing strategies and target specific demographics, interests and behaviors with the help of digital marketing tools. Traditional marketing methods, on the other hand, used to focus on achieving these goals through mass marketing. Digital marketing has several perks, such as the availability of detailed analytics and performance metrics that businesses can use to assess the true effectiveness of their campaigns (Desai, 2019). Unlike traditional marketing, where measuring campaign impact was a challenge, this

allows for companies to continuously adjust their tactics, increasing their return on investments. As a result, digital marketing is comparatively more affordable than traditional marketing. Businesses can use social media, advertising, blogs, or email marketing to engage with and receive feedback from their customers (Santhosh, 2018).

Digital marketing enables businesses to respond quickly to consumer inquiries, market trends and current market events (Santhosh, 2018). Globally, digital marketing platforms can be used by businesses in a methodical manner in order to increase brand relevance and agility. This tool promotes the development of online content and the provision of relevant and useful information that can draw and engage customers online. Content marketing is becoming a basis for digital methods, promoting brand loyalty and authority. The increase in the number of mobile devices has significantly changed the consumer's behavior, together with the fact that people spend a considerable aggregate amount of time on smartphones and tablets (Florido-Bentez & Fernandez, 2022). Digital marketing enables companies to reach consumers on their preferred devices using mobile websites, applications and targeted handheld advertising.

As digital channels improve their position in the market, traditional media and their influence is diminishing. The viewership of newspapers, magazines, and television has decreased in favor of online media, thus driving companies to modify their marketing initiatives (Khan, 2022). Consumers are increasingly relying on the Internet for article analysis, price comparisons, and purchase decisions. Enterprises must reach consumers wherever they are, which is primarily digital by creating digital promotions that are essential for a long-term connection.

The move from traditional marketing to digital marketing has been fueled by technological advancements, the internet's global reach, the capacity to target particular listeners, data-driven insights, cost-effectiveness and shifting consumer preferences toward digital marketing (Florido-Benítez & Fernández, 2022). Accepting digital marketing has become a necessity for organizations to reach their target audience efficiently, engage consumers and remain competitive in the rapidly developing business environment.

#### **1.4 Global Reach and Targeting**

Digital marketing lets you reach a global audience through various online platforms and channels that cross borders (Fierro, Arbelaez, & Gavilanez, 2017). So you can break those geographical barriers and talk to an international customer base. Utilizing the advantages of internet technology, targeted advertising, localized content, social media, and data-driven insights, businesses can effectively target potential clients in different countries, expand their market presence, and take advantage of the opportunities in the global marketplace (Hosseini & Roshanfekar, 2023).

Targeted advertising and customer segmentation are key to successful marketing campaigns in international markets. They let you deliver relevant content to different audiences, optimize resource allocation, navigate cultural sensitivities and get ahead of the competition (Tanakinjal, 2023). By understanding the unique needs and preferences of international customers you can maximize your reach, engagement and conversion rates and overall success in the global market.

International markets are diverse with different cultures, languages and preferences. Targeted advertising lets you tailor your marketing messages and content to specific segments of your international audience so that the

content resonates with their interests and needs (Soni & Gupta, 2022). Personalization increases customer engagement and builds stronger brand connections. Targeted advertising also helps you optimize your marketing budget by focusing on the most promising segments. Instead of a one size fits all approach you can invest in segments that are more likely to convert and get better ROI on your marketing efforts.

Additionally, Swift (1991) states that in international markets, language plays a significant role in communication and marketing. This can be achieved by segmenting audiences based on language preferences which would allow businesses to deliver marketing content in the local language. Cultural differences have an impact on the effectivity of marketing campaigns in foreign markets. For example, the differences could amplify or diminish a marketing campaigns effectiveness. It is true that targeted ads can help strengthen a company's relationship with its customers by portraying the image and using the words that is familiar to a given culture. Technology has provided businesses the tools to tailor their marketing strategies to specific geographical segments with unique cultural attributes. After correlating a market's cultural norms with its advertising message, image, and the style, they can do the targeted marketing. This provides a chance for businesses to gain a foothold within the markets previously deemed difficult to penetrate. Exploration of new foreign markets entails segmentation which guides companies towards the best available audience (Swift, 1991). Businesses can focus on customers with a specialized kind of requirement by categorizing them into specific sections. Thus, companies can direct their products and services to meet the niche market needs, and enable them to position themselves better internationally. To understand which may be more most likely to respond to the business's offerings, converting those who are merely interested into actual clients can be done through developing advertising strategies that appeal to their characteristics and interests in the first place. Targeted marketing is a great way in which businesses can maintain their existing clients. Companies can determine what offers and incentives each of their customers need to encourage them to continue purchasing from the business. Different categories can be developed depending on customer level of engagement and interest.

In international markets economic, cultural and social conditions can vary greatly from one region to another. Customer segmentation lets you adapt your marketing strategy to local market conditions and make it more relevant and effective (Özsomer & Prussia, 2000). By understanding the preferences and behaviours of different segments in international markets you can get a competitive advantage. Targeted advertising lets you offer unique value proposition and position yourself as the preferred choice among consumers.

#### **1.4.1 Search engine optimization (SEO), social media marketing and email marketing**

Search Engine Optimization (SEO), social media marketing and email marketing are key to expanding reach and connecting with a wider audience (Smith and Chaffey (2021). These three are big tools to expand your presence and connect with a global audience. When used together and strategically, these digital marketing tools help businesses to have a strong online presence, attract diverse and engaged audience and build relationships with customers across borders (Hemant, Kumar & Bharia, 2021).

SEO is set of practices to optimize website's visibility and ranking in search engine results (Soni & Gupta, 2022). By improving a website's search engine ranking businesses can attract more organic (unpaid) traffic from users searching for relevant keywords or topics. This increased visibility allows businesses to reach a wider audience who are actively looking for information, products or services related to their industry. SEO helps businesses to rank higher in search results and get higher click through rates and more organic traffic to their website (Yasmin,

Tasneem & Fatema, 2015). By optimizing for specific keywords and search queries businesses can target audience interested in their offerings and get better quality of incoming traffic. Moreover, well executed SEO can give long term benefits and get sustained organic traffic and reach over time.

Social media marketing is using various social media platforms to engage with the audience, share content and promote products or services (Soni & Gupta, 2022). These social media platforms give businesses an opportunity to connect with several potential customers globally at personal level (Labudová, 2024). This gives businesses several advantages such as the ability to reach billions of users worldwide which helps businesses easily reach an international audience base (Soni & Gupta, 2022). This allows businesses to interact with their audience, build brand awareness and build relationships with customers across borders (Hemant, Kumar & Bharia, 2021). Moreover, engaging customers with shareable content on social media can go viral and expand reach and visibility within and beyond the target audience.

Email marketing is a process of sending personalized and targeted messages to a given list of subscribers. According to Yasmin, Tasneem and Fatema (2015), email marketing involves providing a list of subscribers customized and targeted communications. Email marketing can be used by businesses to nurture leads, retain existing customers and encourage repeat business. Businesses can maintain regular communication with clients directly by being able to reach customers in their inboxes and maintain their brand on top of their minds. Additionally, email marketing does not include social media algorithms as it only offers direct and customized engagement with both current and new clients (Hemant, Kumar & Bharia, 2021). As such, several businesses using email marketing are able to segment their email lists based on demographics, behavior and purchase history of their customers which allows the organization to deliver highly targeted and relevant content. Lastly, email marketing can be localized by being able to accommodate different languages and cultural preferences a feature that helps organizations meet the needs and preferences of an international audience (Soni & Gupta, 2022).

### **1.5 Cost-Effectiveness and ROI:**

Business, especially startups find digital marketing appealing owing to its affordability when compared to traditional marketing (Pascalau & Urziceanu, 2020). Today, the business environment is digital and with the availability of advanced technologies, advertising and marketing has become effortless. New businesses can now maximize their ROI by utilizing digital marketing because it is flexible, has precise targeting, provides measurable results, and is cost-effective, and time-efficient.

Firstly, social media platforms, email and content marketing are considered forms of digital marketing and their investment is lower in comparison to the traditional forms of marketing (Simplilearn, 2023). In fact, the development and distribution of digital content is cheaper than the creation of print media and the airing of television or radio advertisements. With the coming of technology, marketing has dramatically changed. Print media, TV and radio advertising and mail campaigns can be expensive because of the production, placement, and distribution costs incurred during their use (Pascalau & Urziceanu, 2020).

Secondly, digital marketing platforms deliver sophisticated targeting capabilities enabling businesses to connect with specific demographics as well as user interests, behaviors and geographic locations (Dwivedi & Ismagilova, 2021). Through precision targeting businesses ensure their marketing message reaches the proper audience

while cutting down on unnecessary advertising costs for those outside their market which traditional marketing approaches fail to avoid due to their wide audience targeting scope (Pascalau & Urziceanu, 2020).

Furthermore, digital marketing generates comprehensive performance data through advanced analytics. Businesses have the ability to monitor performance indicators including website traffic and conversion rates as well as click-through rates and return on investment (ROI) according to Buhalis & Mamalakis (2015). A data-driven approach enables ongoing optimization while directing marketing efforts toward the strategies that produce optimal results.

Moreover, it is cheap to target the international market through digital channels compared to opening and sustaining physical retail stores in different countries, as observed by Pascalau & Urziceanu 2020. It also offers a variety of options that make it affordable for the SMEs to achieve international market entry. As stated by Hemant, Kumar, and Bharia (2021), cost-effectiveness for entering an international market arises from targeted advertising, data-driven strategies, social media engagement, and localization effort, thus providing SMEs with a platform to build global presence and expand their reach. This is thus capable of competing effectively in the global marketplace without high costs associated with traditional methods of market entry.

Besides, it is very important to measure the return on investment in digital marketing campaigns for making informed decisions on marketing efforts and understanding the performance of marketing efforts. Accordingly, Laurent (2014) differentiates that several metrics are present to measure the return on investment of digital marketing campaigns such as conversion rate, cost per conversion, return on Ad Spend (ROAS), customer lifetime value, click through rate, cost per click, return on investment bounce rate, engagement metrics and many more. As stated by Buhalis and Mamalakis (2015), such metrics and tools help several businesses draw valuable insights from ongoing digital marketing campaigns, make informed data-driven decisions and further optimize the strategies followed to achieve better ROI and business success.

### **1.6 Brand Awareness and Reputation Management:**

Digital marketing increases the brand presence and visibility globally through several online channels and platforms (Pascalau & Urziceanu, 2020). With a global presence, businesses operating at a global scale are able to build brand awareness and move into new markets through targeted advertising, content marketing, influencer marketing, social media marketing and other online strategies. These strategies allow them to interact with different people around the world and then evaluate how well the campaigns are working, so they can increase brand recognition overseas (Hemant, Kumar, & Bharia, 2021). This proves that digital marketing is a very crucial instrument multi-purpose in nature that plays a multidimensional role in building brand awareness across borders. It is a powerful tool for building brand awareness across borders and empowers businesses to establish a global presence, target specific audiences, engage with potential customers, and create meaningful connections worldwide (Pascalau & Urziceanu, 2020). It is possible to achieve global success, brand loyalty, and proper international market positioning for a firm through the effective use of all facets of digital marketing.

Strategies of a business may in one way or another have either a good or bad impact on the marketing of a firm's image and reputation. With the application of these types of strategies in business, online reputation is managed, which helps build confidence, trust, and a positive image amongst the targeted customers (Dwivedi & Ismagilova, 2021). Firms may have a good online reputation which could help their future success by taking part in the



discussions which take place online, engaging with customers, and tackling negative comments or issues that arise (Hemant, Kumar, & Bharia, 2021). As Smith and Chaffey (2021) put it, international social media branding encompasses content marketing, social media marketing, and digital PR, because those marketing procedures will provide effective synergy for the business and its international brand image.

The brand is established as a leader in the industry through these strategies since they are connected to international audiences, promoted by associations that build positive reputation, and the brand name is properly and widely used to manage the reputation of the brand internationally (Hosseini & Roshanfekar, 2023). It is a well-known fact that international brand managers combine marketing materials, social media and public relations activities into one to achieve a digital marketing strategy that does not need to be adjusted in different parts of the world.

### **1.7 Real-Time Data and Analytics**

Utilization of real-time data and analytics is critical in the global digital marketing environment, as it provides organizations with real-time insights and actionable intelligence needed to improve their strategies, decision-making and achieve better results in the global marketplace (He, et al., 2015). With the proper utilization of real-time data insights, organizations can follow a responsive, agile and customer-centric strategy and improve customer engagement and performance leading to successful business operations in the global marketplace.

Data-driven decision-making has a key and revolutionary role in global marketing strategies. Internet marketing offers useful market data and customer information because companies can better understand foreign customers' preferences, behavior and purchasing habits, and hence adjust their marketing strategies accordingly (Dwivedi & Ismagilova, 2021). In the globally connected marketplace, it is all about how businesses have to lean on data insights so as to negotiate the trifles in international markets, track customer preferences and mount effective marketing efforts. Data gives a lot of businesses some analytics to base their decisions off of and formulate plans for their business in the market. Such information allows them to develop online advertising campaigns based on the individual needs of their customers which improves performance and enable them to succeed in the ever changing world (Smith & Chaffey, 2021). . While technologies and data analysis evolve, decision-making will continue to provide a key advantage in global marketing management.

### **1.8 Customer Relationship Management**

Digital marketing is complete with tools and techniques for customer engagement and relationship management across the globe. It opens channels for businesses to reach new customers around the world and engage with them in a professional manner to develop meaningful relationships (Castronovo & Huang, 2012). Smith and Chaffey (2021) further point out that through worldwide reach, social media interactions, custom content, engagement experiences, and analytics, businesses can reach overseas clients, establish relationships with key decision makers, and generate advocates for the brand which will help achieve sustained competitiveness in the global market.

International business development in building highly valued customer loyalty and advocacy who have been regarded as critical factors for business growth in better and stronger holds very positive impact on firm's growth and success in the international market (Castronovo & Huang, 2012). Moreover, loyal customers also aid in

repeat purchases, low marketing expenses, high customer value, improved image, competitive advantage, and helpful suggestions (Stahl, Heitmann, Lehmann, & Neslin, 2012). Managed and appreciated loyal clients will give the business opportunity to grow in different and challenging markets across the globe.

### **1.9 Competitive Advantage**

Digital marketing offers a significant competitive edge in international markets by providing businesses with powerful tools and strategies to effectively reach, engage, and convert global audiences (Rizvanović, Zutshi, Grilo, & Nodehi, 2023). It provides a significant competitive edge in international markets by offering global reach, targeted advertising, data-driven decision-making, cost-effectiveness, real-time adaptation, content localization, social media engagement, enhanced customer experience, flexibility, and global e-commerce opportunities (Tanakinjal, 2023). By building on these aspects, businesses would create a viable and competitive position in international markets and global competitiveness (Smith & Chaffey, 2021).

Digital marketing trends and technologies are always emerging and changing the status quo in a way that enables businesses to gain competitive advantages. Accepting emerging digital marketing trends and technologies can provide companies with a competitive advantage in the rapidly developing digital landscape (Artug, 2023). Through the use of artificial intelligence, language search, augmented reality and virtual reality, influencer marketing, personalization, social commercial, interactive content, programmatic advertising, data protection, sustainability, mobile marketing and omnichannel your audience and your growth on the competitive digital market (Balla, 2023).

### **2.0 Methodology**

This paper is a qualitative review of articles on the role of digital marketing in the success and growth of international business focusing on various aspects of digital marketing, including evolution of digital marketing, global reach and targeted marketing, cost-effectiveness, brand visibility, customer engagement, and data-driven decision-making.

A search of peer reviewed literature on digital marketing and international business was conducted using academic search engines like Scopus, Semantic Scholar, and Google Scholar. The search was restricted to the years 2012 to 2023 in order to find contemporary scientific articles that were pertinent for analysis and discussion.

### **3.0 Discussion of findings**

#### **3.1 Use and benefits of digital marketing to international businesses**

From the literature it became clear that several researchers agree that digital marketing plays a decisive role in enabling international companies to achieve a global audience and to expand their presence in several countries. One of the outstanding findings of research is that digital marketing plays a central role in enabling international companies to achieve a global reach and to expand their market presence by using various digital marketing channels such as social media, search engines and online advertising. Connect a diverse and geographically distributed audience to break traditional entry barriers and create a presence in several countries. Hemant, Kumar and Bharia, (2021) recognize that companies really from digital marketing with tools such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content - automation, e -Commerce marketing, campaign marketing, Campaign marketing. and social media marketing, social media optimization, email direct marketing, displays of advertising, eBooks, optical data carriers and

games and are becoming increasingly common in our progressive technology. Yasmin, Tasneem and Fatema (2015) also showed that digital marketing platforms such as social media, search engines and e-commerce marketplaces provide companies with the tools to connect with customers worldwide and break geographical obstacles. These strategies work synergistically in order to position the brand as a industry leader, combine with a variety of international audience, build positive brand associations and effectively manage the brand's reputation across borders.

In addition, Santhosh (2018) indicated that digital marketing facilitates the commitment and structure of customers in international markets through personalized content, targeted advertising, interactions in social media and e-mail campaigns. Companies can establish sensible connections to customers, which leads to increased loyalty and brand application. Building customer loyalty and promoting advocacy increases a company's chances of succeeding in the international markets. They facilitate re-transactions, lower acquisition costs, extend the customer lifespan, generate brand referrals, foster differentiation, and provide feedback.

Furthermore, Zhygalkevych et al. (2022) suggests that marketing activities improve international business, especially in social media platforms, and they found that the most effective digital marketing instruments for international companies artificial intelligence, conversation marketing, chatbots, personalization, video marketing, live - Shopping, social media are stories, interactive content, omnic marketing, augmented reality and technology immersion, native advertising, green marketing and mobile commerce. This is similar to the study conducted by Balla (2023) which states that firms with a presence in digital marketing can incorporate advanced technologies such as Artificial Intelligence, language-based search, augmented/virtual reality and influencer marketing into their marketing plans. These technologies facilitate a strong presence of the company and promote the expansion of marketing on an international scale.

The review also shows that digital marketing offers cost advantages over traditional marketing methods in international markets. According to Pascalau and Urziceanu (2020), online advertising, content marketing and social media advertising campaigns often offer a higher return (Return on Investment) due to targeted range, data-controlled decision-making and reduced overhead costs. In this way, companies can pursue key figures such as website, conversion rates, click rates and return (Return on Investment (ROI)) and enable continuous optimization and ensure that marketing efforts are geared towards strategies that provide the best results.

In addition, the review showed that digital marketing companies enable data-controlled decision-making functions through the analysis of customer behavior, commitment measurement data and conversion rates that help companies optimize their marketing strategies for better performance and adapt to international market trends (Tanakinjal, 2023).

Digital marketing poses new challenges and opportunities for companies, as they have to analyze the preferences, attitudes, and behaviors of global consumers. Companies are granted near real-time access to powerful market research and insights that help determine new consumption patterns of target audiences. This provides firms with data driven evidence to formulate useful marketing strategies. The companies need to be more dependent on the data views concerning the global marketplace in order to cope with its complexities by understanding the consumer needs and effectively maximizing their marketing strategies. By using data insights, companies enable sound and strategic decisions to make customer -oriented campaigns, optimize performance

and achieve success in the dynamic and competitive global market. Since the technology and data analysis develops, data-controlled decision-making will only increase as an important driver of international marketing effectiveness.

The review also showed that digital marketing companies personalize marketing efforts and adapt content to local cultures and preferences. Dwivedi and Ismagilova (2021) state that personalization and localization create more relevant and resonant brand experiences and improve customer satisfaction and brand perception in international markets. This is achieved by increasing the visibility and credibility of the brands in international markets through presence in social media, online advertising and search engine optimization, since companies are able to create a strong brand presence, to increase trust and recognition between global audience.

### **3.2 Challenges of using digital marketing in international business**

Digital marketing in the context of the international business is certainly associated with its own challenges. According to Meyer et al. (2023) international businesses face challenges in their digital marketing efforts such as cultural obstacles, language localization and data protection laws. Different languages and cultures require tailor made content and messaging because they can influence the effectiveness of marketing campaigns. In addition, navigation in various international regulations, data protection laws (such as the GDPR) and the advertising standards can be complex and non-compliance can lead to legal problems and damage the reputation of a brand (Martin, Matt, Niebel & Blind, 2019).

In addition, dealing with several currencies and payment methods on the global market can be complicated. Exchange rate fluctuations can have an impact on marketing budgets and price strategies that can work against the efforts in digital marketing (Soni & Guppa, 2022). In addition, they present opportunities in such very aspiring markets, unique challenges such as restricted Internet access and lower shopping. These markets have an impact on the return on capital because they require more expenses for digital marketing efforts.

### **3.3 Tools used in digital marketing**

Digital marketing relies on an array of tools and platforms to strategize, execute and evaluate marketing efforts. These technologies assist companies in engaging with their target demographics, enhancing campaigns and evaluating outcomes. The utilized tools encompass social media, email marketing, content management systems, search engine optimization, pay-per-click advertising, analysis and reporting, customer relationship management, among others (Smith & Chaffey, 2021). The particular instruments are contingent upon the requirements, financial constraints, and objectives of your organization. It is essential to assess and use tools that align with the marketing strategies and objectives of a company.

### **4.0 Conclusion and recommendations for future research**

The review showed the transformative effects of digital marketing on the success and growth of businesses that work in international markets. The research results highlight the importance of digital marketing for global reach, customer loyalty, competitive advantage, cost efficiency, data -controlled decision -making, personalization and credibility of the brands in promoting business extension and determining a strong presence in various global markets.

However, there are research gaps at the interface of digital marketing and international businesses that can understand the developing trends and challenges in this dynamic area for academics and practitioners. Here are some research gaps that justify further investigations:

- (i) It is necessary to understand intercultural consumer behavior in digital marketing. There is need to conduct more studies on the influence of cultural differences on consumer behavior in the digital markets. The studies should look at how cultural values, norms and attitudes affect brand loyalty and online engagement and buying decisions.
- (ii) There are several challenges associated with digital marketing strategies for developing countries. More research is required to examine effective strategies for digital marketing that are tailored to these markets, taking into account factors such as limited internet access, lower purchasing power and cultural differences.
- (iii) There are data protection laws that affect how cross-border digital marketing should be carried out. There are concerns regarding the impact of the evolving data protection laws in Europe, such as the GDPR, on cross-border digital marketing. Further investigation is necessary to comprehend how these regulations impact global enterprises.
- (iv) The role played by artificial intelligence (AI) in global digital marketing is also another factor worth looking at. If AI is more integrated into digital marketing practices, research could concentrate on its effects on international campaigns. This includes studying AI-controlled personalization, chatbots for intercultural customer service and the role of AI in data analysis for international markets.

By combating these research gaps, researchers and industry experts can gain a deeper understanding of the developing landscape of digital marketing in international business and develop more effective strategies for global expansion.

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