# DIGITAL MARKETING STRATEGIES FOR E-COMMERCE: ATTRACTING CUSTOMERS AND INCREASING LOYALTY

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## *Abstract*

*This article discusses the importance of a deep understanding of various digital marketing strategies and their impact on customer loyalty in the e-commerce sector. Although techniques such as SEO, social media marketing, and email marketing are widely used, there is still limited understanding regarding the specific impact each strategy has on customer loyalty. This article identifies that data analytics plays a critical role in understanding customer behavior, enabling e-commerce businesses to optimize their strategies for customer retention. Additionally, this article highlights the importance of personalization and customer engagement in strengthening customer relationships. Data analytics technology is proposed as an important tool for increasing the effectiveness of marketing campaigns and maximizing ROI. However, challenges remain regarding the comprehensive integration of this technology in e-commerce marketing strategies. By understanding market trends and adapting to technological changes, businesses can maintain relevance and competitiveness in a dynamic marketplace. Thus, further research into personalization, customer engagement, and integration of analytical data is needed to create satisfying shopping experiences and increase customer loyalty.*

***Keywords***: *Digital marketing, customer loyalty, e-commerce, analytical data, marketing strategy*

## Abstrak

Artikel ini membahas pentingnya pemahaman mendalam terhadap berbagai strategi pemasaran digital dan pengaruhnya terhadap loyalitas pelanggan dalam sektor e-commerce. Meskipun teknik seperti SEO, pemasaran media sosial, dan pemasaran email telah banyak digunakan, masih terdapat keterbatasan pemahaman terkait dampak spesifik setiap strategi terhadap loyalitas pelanggan. Artikel ini mengidentifikasi bahwa analisis data memainkan peran penting dalam memahami perilaku pelanggan, memungkinkan bisnis e-commerce mengoptimalkan strategi mereka untuk retensi pelanggan. Selain itu, artikel ini menyoroti pentingnya personalisasi dan keterlibatan pelanggan dalam memperkuat hubungan pelanggan. Teknologi data analitik diusulkan sebagai alat penting untuk meningkatkan efektivitas kampanye pemasaran dan memaksimalkan ROI. Namun, tantangan tetap ada terkait pengintegrasian teknologi ini secara menyeluruh dalam strategi pemasaran e-commerce. Dengan memahami tren pasar dan beradaptasi dengan perubahan teknologi, bisnis dapat mempertahankan relevansi dan daya saing di pasar yang dinamis. Dengan demikian, penelitian lebih lanjut mengenai personalisasi, keterlibatan pelanggan, dan integrasi data analitik diperlukan untuk menciptakan pengalaman belanja yang memuaskan dan meningkatkan loyalitas pelanggan.

**Kata Kunci**: Pemasaran digital, loyalitas pelanggan, e-commerce, data analitik, strategi pemasaran

## INTRODUCTION

In the ever-evolving digital era, e-commerce has become one of the main pillars in the business world. Increasing internet access and smartphone use have changed the way consumers shop, making them more likely to make purchases online. With this rapid growth, the competition in the e-commerce market is getting fiercer, so companies must be able to devise effective digital marketing strategies to attract customers and maintain their loyalty. A digital marketing strategy includes a variety of tools and techniques that allow businesses to reach and engage with their target audience more effectively. Among the various methods available, marketing through social media, search engine optimization (SEO), and email marketing are some of the most commonly used. According to Statista, global e-commerce sales are estimated to reach $6.54 trillion by 2023, which shows how important it is for businesses to understand and implement the right marketing strategies. [1]

One of the most important aspects of digital marketing is understanding consumer behavior. In a study conducted by Google, it is known that 70% of buyers do online research before buying a product. Therefore, it is important for businesses to optimize their online presence in order to be discoverable by consumers in the early stages of the buying process. [2] It emphasizes the need for a strong SEO strategy, including the use of relevant keywords and high-quality content to attract visitors to their website.

In order to survive and thrive in this competitive environment, e-commerce businesses need to implement effective digital marketing strategies. Digital marketing strategies not only help in attracting new customers, but they are also crucial in maintaining the loyalty of existing customers. Attracting customers and maintaining their loyalty are two important aspects of ensuring long-term business sustainability. Digital marketing allows companies to reach a wider audience in a more measurable, personalized, and effective way than traditional marketing methods. [3]

Some of the most popular and effective digital marketing tactics in the context of e-commerce include search engine optimization (SEO), digital advertising, social media marketing, and email marketing. Each of these strategies has a unique role in attracting new

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[1] Muhamad Danuri et al., "PERKEMBANGAN DAN TRANSFORMASI TEKNOLOGI DIGITAL," n.d.
[2] Demaz Fauzi Hadi, Kiki Zakiah, and Islam Bandung, "STRATEGI DIGITAL MARKETING BAGI UMKM (USAHA MIKRO KECIL DAN MENENGAH) UNTUK BERSAING DI ERA PANDEMI," *COMPETITIVE* 16, no. 1 (2021), http://ejurnal.poltekpos.ac.id/index.php/competitive|32.
[3] Oleh : ldedi et al., "STRATEGI PEMASARAN UMKM DI MASA PANDEMI COVID-19," <i>EKLEKTIK: Jurnal Pendidikan Ekonomi Dan Kewirausahaan</i>, vol. 5, 2022.

customers while creating a deeper attachment between the brand and the consumer. Additionally, data analytics technology allows businesses to better understand customer preferences and behaviors, allowing them to create more relevant and personalized marketing campaigns. [4]

Social media also plays a key role in digital marketing strategies. Platforms like Facebook, Instagram, and TikTok offer opportunities to interact directly with customers, build a community, and increase brand awareness. According to a Hootsuite report, more than 4.5 billion people worldwide use social media, making it a highly effective channel for reaching a wider audience. With engaging and interactive content, businesses can increase engagement and create a more personalized experience for customers.

Email marketing is another effective tool for building relationships with customers. According to research by Campaign Monitor, email marketing has an incredible ROI, with every $1 invested earning an average of $42. [5] By leveraging email to send out special offers, relevant content, and product updates, businesses can stay connected with their customers and encourage repeat purchases.

In addition, data analytics is also an integral part of a successful digital marketing strategy. By using analytics tools, businesses can track user behavior, understand customer preferences, and identify trends that could impact their strategies. With this information, businesses can make the necessary adjustments to improve the customer experience and meet their expectations. However, attracting new customers is not enough; Maintaining them is a bigger challenge. Customer loyalty is essential for the long-term success of e-commerce. According to research by Bain & Company, increasing customer retention rates by just 5% can increase profits by up to 95%. [6] Therefore, companies must invest time and resources to create a positive and sustainable customer experience.

One way to increase customer loyalty is to offer loyalty programs or rewards. Not only does this program incentivize customers to make repeat purchases, but it also creates a deeper sense of attachment to the brand. Customers who feel valued are more likely to recommend a business to others, which can help expand the customer base. Customization

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[4] Dini Rosliani, "Strategi Komunikasi Pemasaran Digital Situs Pembanding Harga Telunjuk.Com," vol. 1, 2018, www.apjii.or.id.

[5] Vera Maria, Ahmad Fauzan Aziz, and Depi Rahmawati, "Meningkatkan Daya Saing UMKM Lokal Melalui Strategi Pemasaran Digital Di Era Digital," *OPTIMAL Jurnal Ekonomi Dan Manajemen* 4, no. 2 (June 30, 2024): 208–20, https://doi.org/10.55606/optimal.v4i2.3471.

[6] Surti Wardani, "TRANSFORMASI INTERAKSI BISNIS DAN KONSUMEN DALAM ERA KOMUNIKASI DIGITAL," *Jurnal TADBIR PERADABAN* 26, no. 2 (2024).

is also an important element in improving customer experience and loyalty. By leveraging customer data, businesses can present content, offers, and product recommendations tailored to individual preferences. According to a McKinsey report, 71% of consumers expect companies to provide personalized experiences. [7] By meeting these expectations, businesses can create stronger, more lasting relationships with their customers.

Digital marketing is the main approach in this effort. Digital marketing not only helps in attracting new customers through various platforms such as social media, paid search, and email campaigns, but it also allows businesses to maintain engagement and satisfaction of existing customers. In the context of e-commerce, a successful digital marketing strategy focuses not only on converting sales, but also on building long-term relationships with customers.

Taking all of these elements into account, it can be concluded that an effective digital marketing strategy should include a comprehensive approach to attracting customers and increasing loyalty. In this article, we will explore the different strategies and techniques that e-commerce businesses can apply to achieve these goals. From the use of social media to email marketing and data analysis, every aspect will be discussed in detail to provide useful insights for e-commerce players.

This article will discuss various digital marketing strategies relevant to e-commerce, including how to increase awareness, techniques for attracting potential customers, and effective methods to increase customer loyalty. With the right approach, e-commerce businesses can harness the power of digital marketing to strengthen their position in the market, optimize customer experience, and ultimately increase customer retention rates in the long run. With the right approach, e-commerce businesses can not only attract new customers, but also create a loyal and sustainable customer base. In this ever-changing market, the ability to adapt and develop relevant marketing strategies is key to surviving and growing.

**METHOD**

This study uses a literature study method to explore effective digital marketing strategies in attracting and maintaining customer loyalty in the e-commerce sector. The literature study approach was chosen because it allows researchers to identify, collect, and analyze various published information related to the topic under study. The following is a

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[7] Wardani.

detailed description of the type of research, data collection techniques, data sources, data types, and data analysis techniques used in this study:

1.  Type of Research

    This type of research is a descriptive qualitative research that aims to describe and analyze digital marketing strategies in the context of e-commerce based on existing sources. Descriptive qualitative research was chosen because it allows researchers to gain an in-depth and comprehensive understanding of the topic under review through a review of the available literature. [8]

2.  Data Collection

    Data collection is carried out through the documentation method, which is to identify and collect relevant literature from various publicly available sources. Data is obtained from scientific journals, books, articles, research reports, and other supporting sources. [9]

3.  Data Source

    The data sources used in this study come from relevant secondary literature, including:

    -   Scientific journals published in the fields of marketing, digital business, and e-commerce.
    -   Academic books and publications related to digital marketing and e-commerce.
    -   Articles from academic conferences and industry reports that review digital marketing strategies and customer loyalty.
    -   Reports from organizations or institutions that have credibility in the field of digital marketing.

4.  Data Type

    The type of data used in this study is qualitative data that is descriptive. This qualitative data consists of digital marketing concepts, theories, strategies, and models that have been discussed in previous literature. This data will be used as a foundation to understand digital marketing practices in the e-commerce industry and how these strategies play a role in attracting customers and increasing loyalty.

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[8] Djoko Hananto et al., "STRATEGI PEMASARAN DIGITAL NGETEKWAN PEMPEK: STUDI KUALITATIF MENGENAI DAMPAK DAN EFEKTIVITASNYA," *Journal of Economic*, n.d.

[9] Gema Bangsawan, "Kebijakan Akselerasi Transformasi Digital Di Indonesia: Peluang Dan Tantangan Untuk Pengembangan Ekonomi Kreatif," *Jurnal Studi Kebijakan Publik* 2, no. 1 (May 2023): 27–40, https://doi.org/10.21787/jskp.2.2023.27-40.

5.      Data Analysis

Data analysis in this study was carried out by the content analysis method. The data collected from various literature will be analyzed and categorized based on the main themes or variables that are in accordance with the research topic, namely digital marketing strategies and customer loyalty. This technique aims to identify patterns, themes, and relationships between relevant concepts. The analysis steps include organizing data, sorting data by theme, and drawing conclusions to answer the research objectives. [10]

By using the literature study method, it is hoped that this research can produce a comprehensive review of effective digital marketing strategies for e-commerce in attracting and retaining customers, as well as providing practical insights for business actors.

## RESULTS AND DISCUSSION

### Lack of Understanding of the Specific Influence of Each Digital Marketing Strategy on Customer Loyalty

Much of the literature discusses various digital marketing techniques, such as SEO, social media, and email marketing, but few examine how each of these strategies specifically affects customer loyalty in the e-commerce sector. This limited understanding is an obstacle for business people to choose the most effective strategy to retain customers. Therefore, it is important for e-commerce businesses to deeply understand how each digital marketing technique can contribute to customer loyalty. With a better understanding, they can develop more targeted and effective strategies to retain and increase the number of their loyal customers. In addition, a deeper understanding can also help them to measure and evaluate the success of each marketing strategy they implement. [11]

Thus, data analysis is key in identifying trends and patterns of customer behavior that can be used to optimize marketing strategies. In addition, business people also need to continue to update their knowledge about technological developments and the latest market trends in order to stay competitive in an increasingly competitive market. With a combination

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[10] Panduan Praktis Merencanakan and Melaksanakan dan Analisis dalam Penelitian Kuantitatif, "METODE PENELITIAN KUANTITATIF," n.d.

[11] Mudrika Aqillah Sifwah et al., "MANTAP: Journal of Management Accounting, Tax and Production E-Penerapan Digital Marketing Sebagai Strategi Pemasaran Untuk Meningkatkan Daya Saing UMKM," *Mudrika Aqillah Sifwah* 2, no. 1 (2024).

of a deep understanding of customers and the ability to adapt to change, e-commerce businesses can build strong relationships with their customers and ensure the future sustainability of their business. [12]

This can be done through careful and continuous data analysis, as well as by utilizing tools and technology platforms that facilitate the process. In addition, it is also important for e-commerce businesses to continue to conduct market research and follow consumer trends, so that they can anticipate customer needs and desires more precisely. In this way, businesses can be more effective in attracting customer interest and increasing their loyalty to the brands and products offered. [13] With a well-planned strategy, e-commerce businesses can ensure that they can compete effectively in an increasingly competitive market. In addition, they can also increase their competitive advantage by leveraging technology and innovation to create a better shopping experience for customers. Thus, they can strengthen their position in the market and ensure the continuity of their business in the future.

In this digital era, it is important for e-commerce business people to continue to innovate and adapt to existing technological developments. One way to achieve this is to keep updating their marketing strategies. This can be done by identifying the latest trends in the industry, understanding consumer behavior, and creating relevant and engaging content. In this way, e-commerce businesses can more easily achieve their goals and win the competition in an increasingly competitive market. Additionally, by regularly updating their marketing strategies, e-commerce businesses can also increase consumer engagement and build stronger relationships with their customers. By doing so, they can build a good reputation and increase customer loyalty, which will ultimately have a positive impact on their business growth. Therefore, it is important for e-commerce businesses to not only rely on old strategies, but also continue to innovate and adapt to changes that occur in the market. [14]

For example, an e-commerce company can stay up-to-date with the latest trends in digital marketing, such as using influencers to promote their products. Additionally, they can also leverage analytics data to understand consumer behavior and tailor their marketing strategies according to customer preferences. By keeping up with digital marketing trends and leveraging analytics data, e-commerce companies can increase the visibility and appeal of

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[12] Neng Susi et al., "Big Data Sebagai Referensi Trend Fashion; Strategi Dalam Inovasi Pemasaran," n.d.
[13] Any Urwatul Wusko, "OPTIMALISASI DIGITAL MARKETING SEBAGAI UPAYA PENINGKATAN KINERJA PEMASARAN KRIPIK BUAH LEVINA DI DESA SUMBER PASIR KEC.PAKIS KAB. MALANG," *PROFICIO: Jurnal Pengabdian Kepada Masyarakat*, vol. 5, n.d.
[14] "1023-Article Text-8905-1-10-20240205," n.d.

their products in a competitive market. This will help them to continue to grow and compete with other competitors, as well as maintain customer satisfaction so that their business continues to grow well. [15]

With the right marketing strategy, e-commerce companies can achieve a higher level of success than they expected. By relying on influencers and data analytics, they can expand their market reach and attract more potential customers. By staying up-to-date with trends and adapting their strategies, e-commerce companies can ensure that they remain relevant and in-demand by consumers in this digital age. [16]

That way, e-commerce companies can continue to compete with other competitors, as well as maintain customer satisfaction so that their business continues to grow well. With the right marketing strategy, e-commerce companies can achieve a higher level of success than they expected. By relying on influencers and data analytics, they can expand their market reach and attract more potential customers. By staying up-to-date with trends and adapting their strategies, e-commerce companies can ensure that they remain relevant and in-demand by consumers in this digital age. Thus, they can continue to grow and survive the increasingly fierce competition in the world of e-commerce. [17]

**Lack of Detailed Analytics on Personalization and Customer Engagement**

While personalization and customer engagement are recognized as important in digital marketing, in-depth studies of the implementation and effectiveness of these two aspects in e-commerce are lacking. Many studies only address personalization in general, while in-depth analysis of how this improves customer loyalty in e-commerce is limited. Therefore, more research is needed to understand how personalization and customer engagement can concretely improve e-commerce performance. With a deeper understanding, companies can optimize their marketing strategies to achieve their desired goals and strengthen relationships with their customers. Additionally, a more comprehensive

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[15] Ni Made Dhyana Astikarani and I Komang Widya Purnama Yasa, "PEMANFAATAN DIGITAL MARKETING SEBAGAI STRATEGI KOMUNIKASI PEMASARAN EFEKTIF DAN INOVATIF UNTUK MENARIK KONSUMEN UMKM," n.d.

[16] Dengan Memakai, "ANALISIS MEDIA SOSIAL," n.d.

[17] Dimas Elly Ana, Arif Zunaidi, and Strategi Perbankan Syariah, "Strategi Perbankan Syariah Dalam Memenangkan Persaingan Di Masa Pandemi Covid-19," n.d., https://jurnalfebi.iainkediri.ac.id/index.php/proceedings.

analysis can also help in identifying the key factors that influence the success of personalization and customer engagement in the context of e-commerce. [18]

The results of more in-depth research can also provide valuable insights for companies in developing more effective personalization techniques and significantly improving customer engagement. Additionally, with a better understanding of customer preferences and behaviors, companies can create a more enjoyable and satisfying online shopping experience for their consumers. Thus, further research in this field will provide great benefits for the development of e-commerce in the future. [19]

In-depth research can also help companies to identify emerging consumer trends and respond quickly. This can help companies to stay relevant and competitive in an ever-changing market. Additionally, by analyzing consumer data in more detail, companies can improve their marketing strategies and optimize the online shopping experience for customers. That way, investing in e-commerce research can bring positive results in the long run for business growth.

With the growing technology and e-commerce trends, companies need to constantly update their business strategies to stay relevant and competitive in an ever-changing market. One way to achieve this is to conduct in-depth research on consumer behavior and emerging market trends. By understanding consumer needs and preferences, companies can respond quickly and optimize their marketing strategies to increase sales and business growth. [20]

In addition, companies also need to pay attention to external factors such as economic, political, and environmental conditions that can affect their business performance. By taking all of these factors into account, companies can take proactive steps to deal with the challenges and opportunities that arise in the market. In addition, collaboration with business partners and customers can also help companies to expand their market reach and increase their competitive advantage. By staying up-to-date with market developments and adapting their business strategies, companies can achieve sustainable growth and achieve long-term success. [21]

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[18] Diwi Apriana and Chandra Yuliansyah, "Mengoptimalkan Penjualan Online Melalui Teknik Data Mining (Studi Kasus E-Commerce)," *AL-MIKRAJ Jurnal Studi Islam Dan Humaniora (E-ISSN 2745-4584)* 4, no. 02 (February 5, 2024): 514–27, https://doi.org/10.37680/almikraj.v4i02.4774.

[19] Andirwan Andirwan et al., "Strategi Pemasaran Digital: Inovasi Untuk Maksimalkan Penjualan Produk Konsumen Di Era Digital," n.d.

[20] Dewi Nur Avita et al., "Volume 1 ; Nomor 4," *Oktober*, 2023, 56–61, https://doi.org/10.59435/gjmi.v1i4.108.

[21] Jurnal Ekonomi dan Perbankan Syariah et al., "Currency: ARTICLE INFO ABST RACT," n.d.

For example, technology companies can face stiff competition in the global market due to product innovations and ever-evolving data protection regulations. To overcome these challenges, the company can collaborate with universities or research institutes to develop new technologies that meet customer needs and comply with applicable regulations. By doing this collaboration, technology companies can remain relevant and competitive in the global market and continue to produce innovative products that meet the required data security standards. Collaboration with external parties can also help companies to expand the network and resources needed to develop better and more effective solutions. [22]

By partnering with universities or research institutes, companies can gain access to knowledge and resources that they may not have had before. This can help companies to develop more advanced and innovative technologies, as well as improve their reputation in the technology industry. In addition, collaboration with external parties can also help companies to get new perspectives and fresh ideas in facing the challenges that exist in the global market. Thus, the company can continue to grow and win the competition with other competitors. [23]

Collaboration with universities or research institutes can also assist companies in developing their employees through training and development programs provided by external partners. This can improve employee skills and knowledge, thereby increasing productivity and quality of products or services offered by the company. With close relationships with external parties, companies can also more easily access new markets and expand their business reach globally. In addition, this collaboration can also create opportunities for joint research that can bring new innovations and better solutions to the company. [24]

**Limitations in Integrating Data Analytics Technology for Strategy Optimization**

While data analytics technology has great potential in understanding customer preferences and personalizing their experiences, many e-commerce players have not optimally integrated this technology into their digital marketing strategies. The lack of

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[22] Ferozi Ramdana Irsyad et al., "Menghadapi Era Baru : Strategi Perbankan Dalam Menghadapi Perubahan Pasar Dan Teknologi Di Indonesia," *Transformasi: Journal of Economics and Business Management* 3, no. 2 (May 25, 2024): 29–46, https://doi.org/10.56444/transformasi.v3i2.1594.

[23] Akhmad Al Aidhi et al., "Peningkatan Daya Saing Ekonomi Melalui Peranan Inovasi," *Jurnal Multidisiplin West Science*, vol. 2, n.d.

[24] Nur Efendi and Muh Ibnu Sholeh, "Manajemen Pendidikan Dalam Meningkatkan Mutu Pembelajaran," *Academicus: Journal of Teaching and Learning* 2, no. 2 (October 25, 2023): 68–85, https://doi.org/10.59373/academicus.v2i2.25.

practical guidance and academic studies on the integration of data analytics in e-commerce digital marketing creates a knowledge gap in utilizing data to attract and retain customers effectively. Therefore, it is important for e-commerce actors to continue to develop their understanding and skills in using data analytics technology to improve their marketing performance. By effectively utilizing data, e-commerce players can better understand customer behavior, identify market trends, and optimize their marketing strategies to achieve better results. Thus, the integration of data analytics in digital marketing strategies can be the key to success in competing in an increasingly competitive e-commerce market. [25]

It can also help e-commerce players to identify new opportunities, predict market demand, and improve the overall consumer experience. With accurate and relevant analytics data, e-commerce players can make more informed and efficient decisions, as well as improve the effectiveness of their marketing campaigns. In addition, the use of data analytics technology can also help in measuring the ROI (Return on Investment) of each marketing strategy carried out, so that it can allocate resources more efficiently. That way, e-commerce players can continue to improve and improve their marketing strategies to achieve long-term success. [26]

In addition, data analytics technology also allows e-commerce players to understand consumer behavior more deeply, thereby improving the overall consumer experience. With accurate and relevant analytics data, e-commerce players can make more informed and efficient decisions, as well as improve the effectiveness of their marketing campaigns. In addition, the use of data analytics technology can also help in measuring the ROI (Return on Investment) of each marketing strategy carried out, so that it can allocate resources more efficiently. That way, e-commerce players can continue to improve and improve their marketing strategies to achieve long-term success. [27]

For example, an e-commerce player uses analytics data to track buyer behavior and adjust their marketing strategy based on the information obtained. Thus, they can increase

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[25] Demaz Fauzi Hadi, Kiki Zakiah, and Islam Bandung, "STRATEGI DIGITAL MARKETING BAGI UMKM (USAHA MIKRO KECIL DAN MENENGAH) UNTUK BERSAING DI ERA PANDEMI," *COMPETITIVE* 16, no. 1 (2021), http://ejurnal.poltekpos.ac.id/index.php/competitive|32.

[26] I Putu Bagus Wiranata et al., "Strategi Peningkatan Efisiensi Operasional UMKM Di Era Digital: Pendekatan Kualitatif Dengan Business Intelligence Dalam Implementasi E-Commerce," *Informatics for Educators And Professionals: Journal of Informatics* 9, no. 1 (2024): 22–32.

[27] Yuyut Prayuti, "DINAMIKA PERLINDUNGAN HUKUM KONSUMEN DI ERA DIGITAL: ANALISIS HUKUM TERHADAP PRAKTIK E-COMMERCE DAN PERLINDUNGAN DATA KONSUMEN DI INDONESIA" 5 (2024): 2746–5047, https://doi.org/10.55637/juinhum.5.1.8482.903-913.

sales conversions and optimize promotional spend to achieve better results. This example illustrates how the use of data analytics can help e-commerce players in improving the effectiveness of their marketing strategies. By tracking buyer behavior and adjusting strategies based on the information obtained, they can achieve optimal and efficient results. [28]

In addition, data analytics also allows e-commerce players to identify trends and purchasing patterns that can help them develop new products or services that suit market needs. With accurate and detailed information, they can make smarter and more timely decisions to improve their competitive advantage in an increasingly competitive market. In addition, analytics data can also help e-commerce players improve customer experience, by providing more personalized and relevant product recommendations based on customer preferences and purchase history. Thus, the use of data analytics not only helps in increasing sales, but also in building long-term relationships with their customers. [29]

In addition, analytics data can also be used to predict future market trends and consumer behavior, so that companies can be more proactive in responding to market changes. With this information, companies can plan more effective and efficient marketing strategies, as well as identify new business opportunities that they can take advantage of. In addition, data analytics can also help companies identify and address operational issues more efficiently, thereby increasing their productivity and operational efficiency. Thus, the use of data analytics can provide great benefits for companies in various operational and strategic aspects. [30]

With analytics data, e-commerce players can find out buyers' preferences and habits in more depth, so they can adjust their marketing strategies more accurately. Thus, they can reduce the risk of failing to achieve sales targets. Overall, the use of data analytics provides opportunities for e-commerce players to improve their competitiveness in an increasingly competitive market. With the presence of analytical data, e-commerce players can also segment the market more accurately, so that they can develop more effective and efficient sales strategies. In addition, data analytics also allow e-commerce players to predict upcoming market trends, so they can be better prepared for the changes that occur. That way, the use

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[28] Wisnu Rayhan Adhitya et al., "Implementasi Digital Marketing Menggunakan Platform E-Commerce Dan Media Sosial Terhadap Masyarakat Dalam Melakukan Pembelian," *TIN: Terapan Informatika Nusantara* 5, no. 1 (June 30, 2024): 63–72, https://doi.org/10.47065/tin.v5i1.5293.

[29] Susi et al., "Big Data Sebagai Referensi Trend Fashion; Strategi Dalam Inovasi Pemasaran."

[30] Neng Susi, Susilawati Sugiana, and Bertha Musty, "Analisis Data Sistem Informasi Monitoring Marketing; Tools Pengambilan Keputusan Strategic," n.d.

of analytics data not only helps increase sales, but also strengthens the company's position in the market. [31]

**CONCLUSION**

The conclusion of this article is that although digital marketing has become an important strategy in e-commerce, many companies still face challenges in understanding the specifics of the impact of each strategy on customer loyalty. The lack of in-depth study of the effectiveness of digital marketing techniques, such as SEO, social media, and email marketing in increasing customer loyalty, limits the ability of companies to choose the most appropriate strategy.

Additionally, personalization and customer engagement are recognized as important but under-researched, so further research is needed to understand their impact on e-commerce performance. With better analysis and understanding, companies can optimize personalization techniques and improve customer engagement, creating a more relevant and satisfying shopping experience.

The importance of integrating data analytics technology in digital marketing is also highlighted, as it allows companies to understand customer behavior, identify trends, and optimize marketing strategies. However, the lack of practical and academic guidance makes most e-commerce companies not make optimal use of analytics data. With proper use, data analytics can improve the effectiveness of marketing campaigns, help with more efficient resource allocation, and enable more accurate predictions of market trends.

Overall, e-commerce companies are faced with the need to constantly update their marketing strategies in order to stay relevant and competitive in an ever-evolving market. Using analytics data and following market trends can help companies stay relevant, increase customer loyalty, and strengthen their position in an increasingly fierce competition.

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[31] Anindya Khrisna Wardhani and Arina Nuraliza Romas, "Analysis of Digital Marketing Strategies in the Covid-19 Pandemic," *EXERO : Journal of Research in Business and Economics* 4, no. 1 (August 12, 2022): 29–53, https://doi.org/10.24071/exero.v4i1.5025.

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Aidhi, Akhmad Al, M Ade, Kurnia Harahap, Arief Yanto Rukmana, Septianti Permatasari Palembang, and Asri Ady Bakri. "Peningkatan Daya Saing Ekonomi Melalui Peranan Inovasi." *Jurnal Multidisiplin West Science*. Vol. 2, n.d.

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