



## Editorial

# Digitalization Impacting Marketing Strategies and Practices

All businesses that want to establish and keep a competitive advantage in the market must prioritise digitalization and customer happiness. Enterprises should urgently combine new digital technology with established business tactics in order to accomplish these aims. Marketing has been significantly impacted by the digital revolution. Consumers today search the Internet and social networking sites for goods that fulfil their needs, but they also share their thoughts and reviews on goods and companies. This feedback must be taken into account by marketers in their marketing plans. The number of touchpoints (websites, applications, social media, e-commerce platforms, etc.) in the consumer journey has expanded as a result of new digital technologies. As a result, marketers are required to combine offline and online customer-company interactions in order to develop solid bonds that promote and strengthen business performance. Modern marketing tactics have been significantly impacted by digital technologies. As the internet and social media have grown in popularity, data collecting and analysis have increased, enabling more specialised and individualised marketing campaigns. Additionally, businesses now have new opportunities to connect and interact with customers thanks to digital channels like email, search engine marketing, and social network advertising

In this issue, we have deliberated upon the importance of digital business models, put forth a conceptual framework, and go over how they impact businesses, business performance, and markets. We give an overview of the papers in this issue and demonstrate how each one fits into the overall conceptual framework. We talk about four crucial areas for further study. The papers in this issue

outline developments due to digitalization and impact of it on marketing practices and strategies. Sustainable marketing is made possible by digitization, including the creation of a culture for sustainability, online cooperation, and raising sustainability consciousness among product designers and inventors. Today customers and providers of goods and services, are influenced by the digitalization process which is pervasive. This issue suggests that there is a lot of research to be done on the path to more sustainable marketing as the world moves more into digitalization.

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