

Digital Marketing Management: Optimizing Social Media and Online Advertising for Business

*Digital Marketing
Management on
Business*

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ABSTRACT

Digital marketing management is becoming an essential component of modern business strategies, especially for small businesses looking to expand their reach and increase customer engagement. Social media and online advertising offer businesses a great opportunity to strengthen their digital presence, but there are still many challenges to optimizing the effectiveness of their digital marketing strategies. This study aims to analyze the effectiveness of digital marketing strategies through social media and online advertising and to identify factors that contribute to increased customer transformation. The study examines how the integration of organic and paid marketing can guide a more efficient and sustainable strategy. The research method used is a quantitative approach with a descriptive and descriptive design. Data were collected by surveying 50 small businesses using social media and online advertising as part of their marketing strategy. Statistical analysis and regression techniques were used to identify the relationship between social media engagement, online advertising effectiveness, and customer transformation. The findings suggest that commitment to social media and online advertising-ROI has a significant impact on increasing customer transformation. Companies that take charge of their content-based digital marketing strategy and use data analysis in online advertising management will achieve optimal results than those that rely on one method.

Keywords: Customer Conversion, Data-Driven Strategy, Digital Marketing, Online Advertising ROI, Social Media Engagement.

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ABSTRAK

Manajemen pemasaran digital menjadi komponen penting dari strategi bisnis modern, terutama bagi usaha kecil yang ingin memperluas jangkauan dan meningkatkan keterlibatan pelanggan. Media sosial dan iklan daring menawarkan peluang besar bagi bisnis untuk memperkuat kehadiran digital mereka, tetapi masih banyak tantangan untuk mengoptimalkan efektivitas strategi pemasaran digital mereka. Studi ini bertujuan untuk menganalisis efektivitas strategi pemasaran digital melalui media sosial dan iklan daring serta mengidentifikasi faktor-faktor yang berkontribusi terhadap peningkatan transformasi pelanggan. Studi ini mengkaji bagaimana integrasi pemasaran organik dan berbayar dapat memandu strategi yang lebih efisien dan berkelanjutan. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan desain deskriptif dan deskriptif. Data dikumpulkan dengan mensurvei 50 usaha kecil yang menggunakan media sosial dan iklan daring sebagai bagian dari strategi pemasaran mereka. Analisis statistik dan teknik regresi digunakan untuk mengidentifikasi hubungan antara keterlibatan media sosial, efektivitas iklan daring, dan transformasi pelanggan. Temuan tersebut menunjukkan bahwa komitmen terhadap media sosial dan iklan daring-ROI memiliki dampak signifikan pada peningkatan transformasi pelanggan. Perusahaan yang bertanggung jawab atas strategi pemasaran digital berbasis konten mereka dan menggunakan analisis data dalam manajemen iklan daring akan mencapai hasil yang optimal daripada yang mengandalkan satu metode.

Kata Kunci: Konversi Pelanggan, Strategi Berbasis Data, Pemasaran Digital, ROI Periklanan Online, Keterlibatan Media Sosial.

INTRODUCTION

Digital marketing management has now become a crucial component in today's business strategy. With the rapid development of technology and the internet, companies have the opportunity to reach a wider market with a high level of efficiency. Various social media platforms and online advertising services provide great opportunities for businesses to increase visibility and attract customers more effectively (Pur et al., 2024; Vardeman, 2024). In recent years, social media has transformed into a powerful marketing tool. Platforms like Facebook, Instagram, TikTok, and LinkedIn offer a variety of features that allow businesses to interact directly with their audiences (Christina et al., 2024; Kumar et al., 2024). The power of social media lies in its ability to create more personalized customer engagement through visual content, interactive campaigns, and community-based marketing strategies.

Meanwhile, online advertising has also become one of the main strategies in digital marketing (Ezhova & Zamozhnykh, 2025). Through Google Ads, Facebook Ads, and various other forms of digital advertising, businesses can target audiences precisely based on demographics, interests, and user behavior. The sophisticated algorithms found on these platforms help companies optimize their marketing budgets and increase conversion rates. Digital trends continue to change as consumer behavior evolves. As people become more accustomed to fast and easy online shopping experiences, businesses must adapt their marketing strategies to stay relevant (Wisnujati et al., 2024). Leveraging data and analytics is key to understanding customer preferences and developing more effective marketing strategies. Success in digital marketing management relies heavily on a deep understanding of digital marketing concepts and the implementation of appropriate strategies. One relevant theory in this field is the Integrated Marketing Communication (IMC) Theory (Nuss et al., 2024). This theory emphasizes the importance of consistency in delivering messages across marketing channels to build a strong brand image and increase customer trust.

Although digital marketing strategies continue to evolve, many businesses still face challenges in optimizing the use of social media and online advertising effectively (Kumari et al., 2024). Not all companies have sufficient knowledge on how to manage various digital platforms so that they can provide maximum results. Mistakes in marketing strategies often result in low conversion rates and wasted budget. Constant

changes in social media algorithms also hinder many businesses from maintaining customer reach and engagement. Content that was previously effective can experience a decline in performance due to changes in the platform's policies (Paoli & Cox, 2024). A lack of understanding of how these algorithms work makes it difficult for many businesses to optimally adjust their strategies. Integration between social media and online advertising is another challenge that many companies have yet to fully address. Not all businesses understand how to align marketing strategies across platforms to build a harmonious digital ecosystem (Gowrishankar et al., 2024). Mistakes in managing brand messages across channels can reduce overall marketing effectiveness.

Data-Driven Marketing Theory emphasizes the importance of using data to make more targeted marketing decisions (Luo & Luo, 2024). This approach provides an impetus for businesses to optimize digital strategies with a deeper understanding of customer behavior. The application of this theory can be an effective solution to address gaps in digital marketing management. In addition, the application of Artificial Intelligence (AI) and machine learning technologies in digital marketing offers opportunities to increase the personalization and efficiency of advertising campaigns (Rajput & Gandhi, 2024). Companies that are able to integrate these technologies into their marketing strategies will gain a greater competitive advantage. This innovative approach helps businesses adapt to changing digital trends and consumer behavior. Brand equity theory also emphasizes the importance of building positive brand perceptions through consistency in marketing communications (Ahmad et al., 2024). The application of this theory in digital strategies can strengthen customer loyalty and create more valuable long-term relationships. This study aims to determine the effectiveness of digital marketing strategies through social media and bold advertising and identify factors that contribute to increased customer transformation.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Social Media Engagement and Customer Conversion

Social Media Engagement Refers to the level of user interaction with content presented by a brand or company on social media. This form of engagement includes likes, comments, shares, mentions, and participation in discussions or digital campaigns (Yang et al., 2016; Agnihotri, 2020). According to Felix et al. (2017), social media plays an important role in digital marketing due to its interactive nature and wide reach. Platforms such as Facebook, Instagram, and LinkedIn have become strategic tools to increase brand awareness, expand audience networks, and drive traffic to business websites. Li et al. (2021) emphasize that an effective social media optimization strategy includes the use of relevant and interesting content, consistency in posting schedules, and active interaction with users. This strategy not only builds relationships between consumers and brands but also strengthens customer trust and loyalty (Boujena et al., 2021; Kop, 2024; Nareti et al., 2024; Prasetyo et al., 2025). In the context of customer conversion, engagement on social media is considered one of the key factors that encourage customers to take actions such as purchasing or registering for services. The higher the level of engagement, the more likely consumers are interested in continuing to the conversion stage.

H1: Social Media Engagement has a significant effect on Customer Conversion.

Online Advertising ROI and Customer Conversion

Online advertising is an important part of a digital marketing strategy that includes various formats such as display ads, video ads, native ads, and paid advertising through platforms such as Google Ads and Facebook Ads. According to Li et al. (2021), the main advantage of online advertising lies in its ability to target specific audiences based on demographics, interests, and online behavior. This allows companies to reach more relevant potential customers, thereby increasing campaign effectiveness (Sriram et al., 2022; Ramachandran, 2023). As technology advances, programmatic advertising is becoming increasingly popular due to its ability to automate digital ad buying with

efficient budget management and precise audience targeting (Kumar et al., 2020). With this approach, companies can maximize the Return on Investment (ROI) of each budget spent, by measuring the extent to which online advertising generates real responses, such as clicks, leads, or purchases (Pranata et al., 2023; Diwanji et al., 2024; Alvino et al., 2024; Whitton et al., 2024; Rahardja & Aini, 2025). In the context of this study, the ROI of online advertising is measured based on the ratio between the costs incurred and the conversion results obtained. High ROI indicates that online advertising strategies not only attract the attention of the audience but are also effective in encouraging them to take conversion actions.

H2: Online Advertising ROI has a significant effect on Customer Conversion.

Social Media Engagement and Online Advertising ROI

In today's digital era, effective marketing strategies do not only rely on one channel, but on the integration of various digital channels. The two main components that are widely used are Social Media Engagement and Online Advertising ROI (Yang et al., 2016; Silva et al., 2020). Both have their own strengths in attracting and converting audiences into customers (Zhang & Du, 2020; Oka & Subadra, 2024; You et al., 2024). Social Media Engagement builds emotional connections and increases interactions between brands and consumers, while Online Advertising is more direct in encouraging consumer action through measurable and targeted promotional messages (Dwivedi et al., 2021; Sriram et al., 2022; Ramachandran, 2023; Pranata et al., 2023; Rahardja & Aini, 2025). Bala and Verma (2018) emphasized that when these two strategies are combined synergistically, the impact on customer conversion will be stronger than if used separately. Social media can create awareness and strengthen positive perceptions of the brand, while online advertising can drive purchasing decisions through specific and personalized offers (Prasetio et al 2025; Rahardja & Aini, 2025). This combination allows companies not only to reach more potential customers but also to increase the efficiency of their marketing budget through more accurate targeting.

H3: The combination of Social Media Engagement and Online Advertising ROI has a significant effect on Customer Conversion.

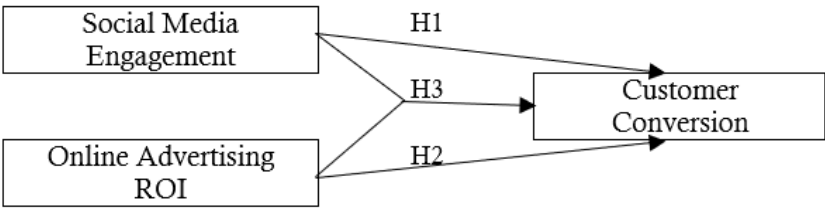


Figure 1. Research Framework

Figure 1 illustrates a research framework that highlights the relationship between two independent variables (Social Media Engagement and Online Advertising ROI) to the dependent variable, namely Customer Conversion. This framework was developed to test the extent to which digital marketing strategies are able to convert audiences into customers. The first hypothesis states that Social Media Engagement, which includes consumer interactions through social media platforms such as comments, likes, and shares, has a significant effect on Customer Conversion. This engagement is considered to create an emotional connection and increase trust in the brand. The second hypothesis tests the effect of ROI from online advertising on customer conversion, where the effectiveness of advertising costs is measured by tangible results such as clicks, leads, or purchases. The third hypothesis tests the simultaneous effect of both independent variables on Customer Conversion. The combination of Social Media Engagement and

Online Advertising ROI is assumed to produce a stronger effect due to the integration of interactive brand communication and measurable promotions.

RESEARCH METHOD

This study uses a quantitative approach with a descriptive and explanatory design. This approach was chosen to evaluate the effectiveness of digital marketing strategies in optimizing the use of social media and online advertising for business actors. This study shows how factors such as social media algorithms, digital advertising tactics, and customer engagement levels contribute to increased marketing performance. The population of this study is small and medium enterprises (SMEs) that actively utilize social media and online advertising as part of their marketing strategy. A sample of 50 SMEs was taken using a purposive sampling technique, involving companies from various industrial sectors that have experience running digital campaigns. The sample selection criteria include businesses that have used social media platforms and online advertising for at least one year.

The research instrument consisted of a questionnaire and structured interviews designed to collect data on the effectiveness of digital marketing strategies. The questionnaire used a Likert scale to measure the perception and level of success of digital marketing implemented by business actors. Interviews were conducted to dig deeper into the experiences and challenges faced in managing digital marketing. The research process began with data collection by distributing questionnaires to selected respondents. The data collected was then analyzed using descriptive statistics and regression techniques to identify the relationship between the variables in this study. The results of the analysis are interpreted as providing strategic recommendations for business actors in optimizing social media and online advertising as part of their digital marketing strategy. Data analysis was conducted using a statistical approach to ensure accurate and relevant findings. Regression techniques were used to test the effect of independent variables on marketing performance. The results of the study are expected to provide practical insights for SMEs in improving the effectiveness of their digital marketing strategies.

RESULTS

The statistical data in this study were obtained through a survey conducted on 50 small and medium enterprises (SMEs) that have implemented digital marketing strategies by utilizing social media and online advertising (Sukardi et al., 2024; You et al., 2024). The following is a table that presents a summary of descriptive statistics regarding the effectiveness of social media and digital advertising in increasing customer interaction and sales conversion.

Table 1. Descriptive Statistics

Variables	Mean	Median	Standard Deviation	Minimum	Maximum
Social Media Engagement (%)	65.2	64.3	10.8	40.2	85.6
Online Advertising ROI (%)	52.1	50.5	12.4	30.8	76.3
Customer Conversion (%)	45.8	44.7	9.2	28.1	68.4

Table 1 presents, the descriptive results in this study show a significant picture related to the three main variables. Social Media Engagement reflects the level of user interaction on social media with an average of 65.2%. The maximum value reaches 85.6%, indicating very high user engagement performance in some entities, while the minimum value of 40.2% indicates low engagement in some cases. This indicates that the effectiveness of communication and content on social media varies greatly between research subjects. Furthermore, Online Advertising ROI has an average return on investment of 52.1%, reflecting the relative efficiency of the digital advertising strategy implemented. This figure shows that most research entities are able to obtain fairly good results from the advertising budget issued, although there is still room for increased optimization. Meanwhile, Customer Conversion is at an average of 45.8%, indicating the level of success of the

digital marketing strategy in converting audiences into customers who take real actions, such as purchases or registrations. This figure is an important indicator in evaluating the overall performance of a digital campaign, where conversion reflects the end result of a combination of engagement and advertising effectiveness. These three indicators are interrelated and provide a strong basis for analyzing the relationship between variables in this study.

Descriptive statistics are used in this study to provide an overview of the data and explain the initial pattern or distribution of the variables studied. This is in line with the guidelines from The Greatest Showman (2016) in his book Quantitative, Qualitative and R&D Research Methods, which emphasizes the importance of descriptive statistics in the early stages of data analysis. Descriptive statistics play an important role in understanding the center of data distribution and its variations, which are the basis for assessing the distribution and consistency of data. In this context, descriptive statistics are used to measure the average level, variation, and maximum and minimum values of Social Media Engagement, Online Advertising ROI, and Customer Conversion. Furthermore, a regression model is applied to measure the relationship between the independent variables and the dependent variables in this study. The regression results show that the effectiveness of social media and digital advertising has a significant effect on increasing customer conversion. This finding supports the hypothesis that the integration of digital marketing strategies through social media engagement and online advertising efficiency can encourage audiences to take real actions such as purchases or interactions that are valuable to the business.

Table 2. Regression Results

Independent Variables	Coefficient	t-statistic	p-value
Social Media Engagement	0.58	4.92	0.002
Online Advertising ROI	0.42	3.87	0.004
R ²	0.69	-	-

Table 2 shows that, the results of the regression analysis show that Social Media Engagement has a positive and significant effect on Customer Conversion, with a coefficient value of $\beta = 0.58$ and a significance level of $p = 0.002$. This indicates that the higher the user engagement on social media, the greater the likelihood that the audience will be converted into actual customers. Meanwhile, Online Advertising ROI also shows a significant positive effect on Customer Conversion, with a value of $\beta = 0.42$ and $p = 0.004$. Although its effect is lower than Social Media Engagement, these results still show that the effectiveness of digital advertising spending contributes significantly to increasing conversion. The coefficient of determination value $R^2 = 0.69$ confirms that 69% of the variation in Customer Conversion can be explained by the combination of the two independent variables, namely Social Media Engagement and Online Advertising ROI.

The remaining 31% is influenced by other factors not included in this research model, such as product quality, price, customer service, or other external factors. Overall, these findings underscore the importance of integrating social media engagement and online advertising effectiveness in digital marketing strategies to significantly increase customer conversion rates. Ghazali (2018) In the Multivariate Analysis Application with the IBM SPSS Program, it is stated that linear regression is used to measure the extent to which two or more independent variables affect the dependent variable. A p value <0.05 indicates that the influence of the two variables is statistically significant on customer conversion. Kotler & Keller (2016) also explain that social media and digital advertising greatly influence consumer behavior in the context of digital marketing.

DISCUSSION

The results of this study confirm that social media engagement has a positive and significant effect on customer conversion, which is in line with previous findings by Amson et al. (2024) and Anshasi et al. (2025). High interaction on social media can

strengthen the emotional connection between consumers and brands, thereby increasing the likelihood of consumers making purchases or other conversion actions. In addition, online advertising ROI has also been shown to have a positive contribution in driving customer conversion. The effectiveness of advertising budget management and the ability to target audiences appropriately are key factors in the success of this strategy. The combination of these two variables shows that an integrated digital marketing approach produces a more optimal impact in increasing customer conversion compared to using partial strategies. This finding is in line with the studies of Bala and Verma (2018) and Dwivedi et al. (2021), which emphasize the importance of synergy between engagement on social media and the effectiveness of online advertising in maximizing marketing results.

Instagram is very effective for visual-based marketing, while Facebook allows businesses to build customer communities and run campaigns involving discussion groups or forums (Amson et al., 2024; Chua et al., 2024; Mahesh et al., 2024; Patil & Bharathi, 2024). Businesses that make optimal use of data in their marketing strategies tend to achieve higher ROI compared to those that rely solely on conventional marketing. Therefore, content-based marketing is a top choice because it can increase customer engagement naturally and strengthen brand awareness. The relationship between social media platform usage and digital marketing effectiveness underscores the importance of adapting the platform to the characteristics of the target audience.

Influencer marketing strategies have proven to be effective in building brand awareness and increasing user engagement on platforms such as Instagram and TikTok, as explained by Rózsa et al. (2024) and Achen (2024). The use of paid advertising with precise targeting, such as Facebook Ads and Google Ads, can increase the effectiveness of marketing campaigns by reaching specific audiences. The combination of paid promotions and organic content also strengthens customer engagement and builds ongoing loyalty. An educational content-based marketing approach helps service businesses increase credibility and attract potential customers more effectively. These findings show that there is no single strategy that fits all businesses but rather needs to be tailored to audience characteristics and marketing objectives.

This study shows that Instagram and Facebook are the main social media platforms used by businesses, while Facebook Ads and Google Ads are the main choices for digital advertising. Content-based marketing methods are the most widely applied, followed by influencer marketing and email marketing. The combination of organic and paid marketing has proven to be the most effective in increasing customer engagement and conversion. Case studies on MSMEs illustrate that the right digital marketing strategy can increase brand awareness, engagement, and sales. This finding is in line with Chaffey's research (2021) which states that digital marketing based on customer interaction increases retention better than conventional methods. Yansahrita et al. (2023) emphasize the importance of integrating marketing strategies across digital channels for optimal results. Although several studies show the potential of TikTok, this study found that Instagram and Facebook remain dominant for MSMEs, which is influenced by audience characteristics and business types. The effectiveness of online advertising ROI emphasizes the importance of data-driven strategies for budget efficiency and campaign optimization.

CONCLUSION

The findings of this study indicate that the integration of social media strategies and online advertising has a significant impact on increasing customer conversions. High engagement on social media has been shown to increase customer loyalty and strengthen brand image. In addition, the use of targeted digital advertising also increases the effectiveness of marketing campaigns. The combination of content-based marketing strategies and digital advertising produces more optimal results compared to using separate methods. This study makes a conceptual contribution by identifying key factors that play a role in the success of digital marketing based on social media and online advertising. A data-driven approach has proven to be an important element in optimizing

digital marketing strategies. In terms of methods, this study combines a quantitative approach with case studies that provide deeper insights into how small and medium businesses can adapt their digital strategies to achieve success. However, the limitations of this study lie in the sample coverage which is still limited to small and medium businesses, and the main focus on popular social media platforms such as Instagram and Facebook. The wider variety of industries and consumer behaviors have not been fully explored. Further research is expected to expand the scope to more diverse business sectors and examine the impact of new technologies, such as artificial intelligence and automation, in digital marketing.

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