

MARKETING AUTOMATION THROUGH EMAIL, DIGITAL ADVERTISING, AND SOCIAL MEDIA MANAGEMENT TO IMPROVE OPERATIONAL EFFICIENCY AND SCALABILITY OF MARKETING STRATEGIES IN THE DIGITAL AGE

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Abstract

This study examines the role of marketing automation through email, digital advertising, and social media management in improving operational efficiency and the scalability of marketing strategies in the digital age. Through a systematic literature review, the study examines various concepts, technologies, and the impact of automation implementation in these three marketing channels. The results of the study show that marketing automation can reduce manual workloads, accelerate marketing processes, improve the personalisation of customer communications, and enable broader market expansion through the efficient use of resources. The integration of automation in email, digital advertising, and social media also creates synergies that strengthen the consistency and effectiveness of digital marketing strategies. The practical implications of this research provide recommendations for businesses to utilise marketing automation as a strategic tool in facing the challenges and opportunities of business competition in a dynamic digital era.

Keywords: Marketing Automation, Email Marketing, Digital Advertising, Social Media Management, Operational Efficiency, Marketing Strategy Scalability, Digital Marketing.

Introduction

Marketing, as one of the core functions in business operations, has undergone a significant transformation with the advent of the digital era. Rapid advances in information and communication technology have brought fundamental changes to the way companies promote their products and services.

The shift from conventional marketing to digital marketing has opened up new, broader and more efficient opportunities, making it a strategic necessity for modern businesses to adapt in order to remain competitive in a competitive global market (Constantinides & Fountain, 2008). Digital transformation in marketing has not only affected promotional techniques, but also introduced a range of tools and platforms that enable the automation of marketing processes.

Marketing automation is the application of technology to manage marketing tasks and workflows automatically, thereby saving time, reducing costs, and improving the accuracy and consistency of communication with audiences. This technology covers various aspects ranging from email marketing, digital advertising management, to social media management, which collectively support more effective and scalable marketing strategies (Lemon & Verhoef, 2016).