Mapping Marketing Communication Using Digital Media

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Abstract

Digital marketing communications mapping involves analyzing marketing messages spread across various digital platforms. To gain a better understanding of customer behavior. The purpose of this research is to identify articles that examine the role of marketing communication mapping products using digital media and provide an understanding of mapping marketing as a creative approach to marketing. Additionally, this research seeks to present and explain mapping studies relevant to the theme. Similarity Visualization (Vosviewers) is an application used in this study to combine qualitative methodologies with bibliometric techniques. In order to find articles through Publish or Perish, users entered keywords like search engine marketing, influencers, affiliates, advantages, disadvantages, display advertising, customers, social media, digital media, and digital channels. A total of 604 articles were found, which VosViewer then processed. The analysis results suggest that scientific mapping and the potential for further research on mapping marketing could serve as reference variables for future academics in their articles.

Keywords: *Search Engine Marketing, Influencers, Affiliates, Digital Media, Digital Channels.*

1. Introduction

The recent rise of online social networks is one of the most significant transformations in how humans interact. The types of activities and places where people live and interact have changed significantly due to the rapid growth of web-based platforms that drive social behaviour over the internet.

In the ever-evolving digital era, marketing communication has transformed significantly. With increasing internet access and social media usage, companies rely on various digital media channels to reach customers more effectively [1]. The issue of mapping marketing communications using digital media is becoming increasingly relevant for companies in implementing integrated and interactive marketing strategies.

With the increasing use of technology and internet penetration, businesses face the challenge of understanding and utilizing the various digital services. This affects not only social media use but also other digital platforms such as email, websites and mobile applications. This aligns with Schultz and Peltier's (2013) argument that many marketers see social media as a means to spread messages and offers [2].

Social media advertising offers the ability to target demographics and allows direct interaction with consumers through comments, messages, and various content. This will enable brands to develop stronger relationships with their audience [3].

The ever-evolving capabilities of digital technology and the exponential increase in data availability help companies make strategic decisions (Dumas, 2012)[4]. In this era, consumers increasingly use online platforms to make purchasing decisions by looking at reviews, searching for prices, and exploring various options to make the right decision. Consumers tend to choose product information based on the content that a person delivers rather than looking at the description of the product and the perception of the company's brand.

The delivery of content to consumers is an essential aspect. Relevant, engaging, accessible content can help companies build stronger audience relationships [5]. When a consumer is looking for information about a product or service, they want content that is informative and tailored to their needs and preferences. Not only that, consumers in this era are very concerned about who is creating the content, but they will also usually be interested in products delivered by someone they like, such as an influencer.

Recent statistics (Digital Marketing Institute, 2019; [6] show that about 50% of internet users follow influencer accounts on various social media and rely on influencer recommendations. This has encouraged companies to develop communication strategies to reach consumers through different digital channels, from sales to purchase.

Mapping marketing communications using digital media helps understand consumer behaviour and identify the most effective channels to reach consumers. On the other hand, reliance on digital platform algorithms can make content visibility inconsistent. In addition, with

the amount of information available, consumers can experience noise and information saturation that makes marketing messages challenging to receive, so companies need to review the content that will be advertised to consumers. .[7]

Overall, mapping marketing communications using digital media is very important for companies to implement to increase product visitability. By understanding the advantages and disadvantages of digital media, companies can design a more effective and efficient communication approach, ultimately increasing consumer interaction and loyalty.

2. Literature Review

Marketing communications mapping is a widespread technique in digital marketing involving planning and organizing relevant and appropriate content that meets the specific needs of consumers, using digital channels, social media, and influencers as a medium of connection between brands and consumers. Digital media offers several advantages to businesses. For example, Aiscoug and Luckett (1996) [8] state that customer support, market research, online sales, and publishing can be done through the web. Optimize the content and structure of the web cycle so search engines can index it quickly. Companies need to understand consumer habits in online purchases to take the proper steps in using digital media. Mapping marketing communications using digital media is crucial in creating a promotional mix. As shown by research conducted by Akar and Topcu (2011) [4], consumers with a higher frequency of use of Facebook and YouTube show a more positive attitude towards social media advertising.

This research should continue because it is essential for business sustainability and competitiveness. In a competitive market, using digital media as a conduit between users to exchange information allows for market conversations on social media. As is well known, control is an illusion. Companies cannot control social media conversations but can influence them [9]. Influence is the foundation on which all economically viable relationships are built (Remorin) [10]. Customers become active participants in the communication process. Therefore, companies should concentrate on soft selling by creating engaging and valuable digital content [11].

Table 1. External Stimulus Factors

Factors	Description	Resources
SEM; Search Engine Marketing	Paid search engine marketing technique to place a website in the top search results.	[12]
Influencer	Influencers are well-known through social media, proactive in brand promotion, and able to influence their followers.	[13], [14], [15]
Affiliate	A third-party individual or business receives a commission for persuading customers to purchase a particular product or brand through incentive marketing.	[16], [17], [18]
Display advertising	Promoting products, services, or ideas to a large audience through various media is known as advertising.	[19], [20], [21]
Customer	Consumers have evolved into active content producers, significantly influencing the marketing landscape through digital interaction and information sharing.	[4], [13], [22], [23]
Sosial Media	Social media is a powerful tool for facilitating, enabling, and facilitating dialogue between businesses and consumers in order to market goods and services.	[11], [4], [22], [24]
Digital Media	Digital Media is crucial for companies to consider in planning communications to consumers.	[25], [26], [27]
Digital Channels	Digital channels enable systematic communication of customer feedback and information.	[13]

In bibliometric analysis, the keywords are external stimulus and cognitive response. Researchers often use factors such as advantages and disadvantages to indicate cognitive responses, as shown in Table 2.

Table 2. Cognitive Response Factors.

Factors	Description	Resources
Advantages	The advantages that companies can create by using simple marketing and two-way communication.	[4], [12], [19], [28], [29], [30]

Disadvantages	Negatively impacts e-commerce by reducing trust, dependability, click fraud, and advertiser profitability on usage and marketing effectiveness.	[19], [31]

3. Research Methods

This research uses a qualitative approach to gain an in-depth understanding of communication mapping practices using digital media. This approach was chosen because it can explore participants' experiences, perceptions, and perspectives on using digital media in marketing communication strategies. This study was conducted in two stages. In the first stage, data related to this study was systematically collected. The data for this study were collected from articles published in esteemed international journals.

The articles were collected and then analyzed in the second phase through bibliometric analysis. Bibliometric analysis allows researchers to explore and systematize data in relevant literature in marketing communication using digital media. This research will enable researchers to provide an overview of developments, research trends, and relationships between various abstract concepts in digital media.

3.1. Data Collection Methods

Data for bibliometric analysis will be taken from reputable academic databases, such as 1) Elsevier, 2) Emerald, and 3) Taylor & Francis. 4) Atlantis, 5) Springer, 6) ResearchGate 7) Wiley. The focus will be on publications covering communication mapping, digital media, and digital marketing across all seven journal publisher groups.

Utilize Publish or Perish (PoP) to search for articles. This software assists in the search for articles that match the research topic. The following steps will be used to collect data:

1. The search period is 1998-2024.
2. The search criterion is "Digital media.".
3. The search criteria consist of two keyword combinations. The first combination consists of "SEM, search engine marketing," "influencer," "affiliate," "advantage," and "disadvantage.". The second combination consists of "display advertising," "customer," "social media, digital media, and digital channel.".
4. Additionally, the research gathered by the software is filtered to include only journals written in English. Articles from high-quality journals were used as sources.
5. The search can only include journal articles related to scientific disciplines such as management, business, economics, social sciences, information, and entrepreneurship. Conference proceedings were not included in the data collected in this study.
6. The articles selected for analysis were reviewed for research completeness, ensuring the inclusion of a "title," "abstract," and "keywords." 604 articles were gathered through a search using Publish or Perish from 1998 to 2024, utilizing a combination of search titles and keywords, as presented in Table 3.
7.

Table 3. Search Combinations and Number of Articles Generated

Title	Keyword	Total
["Marketing Mapping"]	Communication Using Digital Media.	384 Article
["Marketing Mapping"]	SEM; search engine marketing, Influencer, Affiliate, Advantages, Disadvantages.	113 Article
["Mapping Marketing"]	Display advertising, customer, social media, digital media, and digital channels.	111 Article

3.2. Data Analysis Method

Bibliometric analysis was conducted using the VOSviewer application. This analysis generated a map based on bibliographic and text data extracted from the titles and abstracts of selected articles. The findings present a bibliographic map of management communication mapping through digital media.

The analysis results are utilized to map and advance the field of reference studies. Scientific mapping examines trends and developmental patterns in communication mapping and marketing research. VOSviewer is used to analyze published scientific articles, providing a visualization of knowledge development through network visualization and cluster labelling. In other words, VOSviewer illustrates the frequency of research updates and the extent of research related to this field.

The output generated by VOSviewer presents maps and networks based on co-citation data or keyword maps derived from detailed keyword co-occurrence and relevance data. These visualizations use different colours to represent distinct data clusters. The VOSviewer application also provides an overlay network that illustrates the evolution of articles over time. This overlay network displays a timeline (years) where keyword connections are mapped as a network. Through the visualization of the overlay network, the research progress of marketing communication mapping using digital media can be assessed. Additionally, VOSviewer offers a density visualization, which indicates the frequency of concepts or constructs used in research, highlighting areas of high and low research concentration.

4. Result and Discussion

4.1. Number of Years of Publication

In the early 2000s, social media and smartphones transformed marketing communications, making it the main channel for direct consumer interaction. Social media became a potential ecosystem for digital marketing, allowing companies to build brand awareness and increase sales. These technological changes encourage more effective mapping of marketing communications, targeting specific and real-time audiences through various digital platforms. Companies must now adapt to technological developments and consumer

behaviour to stay relevant in an increasingly dynamic marketing landscape. Due to these circumstances, many researchers have focused on digital media in their studies, featuring it either in the article title or as a keyword. Table 4 presents the search results, which include 603 articles published from 1998 to 2024.

Table 4. Number of publication years 1975-2024

Year	Year of Publication	Year	Year of Publication	Year	Year of Publication
1998	1	2006	2	2012	8
2001	1	2007	3	2013	18
2002	3	2008	2	2014	27
2003	2	2009	8	2015	41
2004	2	2010	8	2016	45
2005	2	2011	28	2017	31
2018	46	2021	56	2024	42
2019	33	2022	68	T0TAL	572
2020	62	2023	64		

In this situation, mapping marketing communications using digital media becomes crucial, as all business managers, both large companies and SMEs, must be able to optimize digital technology to stay connected with consumers. The pandemic accelerated digital transformation, posing new challenges in delivering the right message to an increasingly dynamic audience. Companies must manage digital channels more effectively, adjust marketing strategies to reach a wider audience, and address shifts in consumer behaviour triggered by changing global conditions. To this end, experts and researchers worldwide endeavour to conduct studies to explain, predict, and manage activities to adapt to the digital environment.

4.2. Author Analysis

The author employs Google Scholar (GS) rankings for analysis. GS functions similarly to the Web of Science (formerly produced by the Institute for Scientific Information, ISI), which generates Journal Impact Factors (JIF). JIF measures the average number of citations to recent articles published in a journal, assessing the journal's impact within its field. GS has the advantage of determining rankings through access to free articles. Free article access allows researchers to reference the article, regardless of the financial capabilities of the repository.

Table 5. Active Publications per Year from 1998-2024

Author's Name	Title	GS Rank
D Iacobucci, M Petrescu, A Krishen, M Bendixen (2019)	The state of marketing analytics in research and practice	717
M Petrescu, T Mangleburg, S Ben Mrad, K O'Leary (2020)	Reciprocal influences and effects of viral NWOM campaigns in social media	487
M Petrescu, AS Krishen	Mapping 2022 in Journal of Marketing Analytics: what lies ahead?	941
M Petrescu, S Kachen, C Dobre, A Milovan-Ciuta & M Orzan	Decoding the dual desire: Expressive and impressive motivations for neo-luxury wearables	718
AS Krishen, YK Dwivedi, N Bindu, KS Kumar	A broad overview of interactive digital marketing: A bibliometric network analysis	158
MA Shareef, YK Dwivedi, V Kumar, MA Shareef	Mobile marketing channel	77
B Lal, E Ismagilova, YK Dwivedi, S Kwayu	Return on investment in social media marketing: Literature review and suggestions for future research	638
P Singh, YK Dwivedi, KS Kahlon, RS Sawhney, AA Alawan & NP Rana	Smart monitoring and controlling of government policies using social media and cloud computing	808
YK Dwivedi, E Ismagilova, DL Hughes, J Carlson, R Filieri, Jenna Jacobson, V Jain, H Karjaluoto, H Kefi, AS. Krishen, V Kumar, M M. Rahman, R Raman, PA. Rauschnabel, J Rowley, J Salo, GA. Tran, Y Wang	Setting the future of digital and social media marketing research: Perspectives and research propositions	117
JA Petersen, T Kushwaha, V Kumar	Marketing communication strategies and consumer financial decision making: The role of national culture	443

Author's Name	Title	GS Rank
P Kumar, V Kumar, JM Mishra	Social media: A tool for tourism marketing	557
V Kumar, S Gupta	Conceptualizing the evolution and future of advertising	115
V Kumar, JWB Choi, M Greene	Synergistic effects of social media and	156

An author's annual article output determines Google Scholar (GS) rankings. According to the data collected, eight authors have been consistently active in their writing. Table 5 illustrates each author's yearly contribution to article production.

4.3 Citation Analysis

Citation analysis identifies the number of times an article has been cited or referenced by other researchers. Researchers related to marketing through digital media continue to fluctuate, especially from 2012 to 2014.

Today's changing business environment is driving challenges in marketing communication strategies, which require innovative and adaptive approaches. Business managers, both large enterprises and SMEs, must be able to transform by utilizing digital media to develop marketing campaigns that are more relevant and effective amidst evolving market dynamics.

This increased adaptation to digital technology also spurs researchers to continue developing knowledge in digital-based marketing communications. This aims to create marketing strategies that overcome traditional boundaries and reach a more expansive and appropriately segmented audience. One of the journals that publishes much research related to marketing communication mapping using digital media is Elsevier, as reflected in the publication data listed in Table 6.

Table 6. Top 25 Authors and Articles Cited in Publications Mapping Marketing Communications Through Digital Media

Author's Name	Publisher	Cited Frequency
JH Kietzmann, K Hermkens, IP McCarthy, BS Silvestre	Elsevier	9162
PC Verhoef, PK Kannan, JJ Inman	Elsevier	3863
R Hanna, A Rohm, VL Crittenden	Elsevier	3308
YK Dwivedi, E Ismagilova, DL Hughes, J Carlson, R Filieri, J Jacobson, V Jain, H Karjaluoto, H Kefi, AS Krishen, V Kumar, MM Rahman, R Raman, PA Rauschnabel, J Rowley, J Salo, G A Tran, Y Wang	Springer	2583
G Appel, L Grewal, R Hadi, AT Stephen	Springer	2538
PK Kannan	Elsevier	2429
C Ashley, T Tuten	Wiley Online	2382
CT Carr, RA Hayes	Taylor & Francis	2299
JR Coyle, E Thorson	Taylor & Francis	1969
D Chaffey, PR Smith	Taylor & Francis	1872
KK Kapoor, K Tamilmani, NP Rana, P Patil, Yogesh K. Dwivedi & Sridhar Nerur	Springer	1805
AM Munar, JKS Jacobsen	Elsevier	1688
B Schivinski, D Dabrowski	Taylor &Francis	1679
S Hays, SJ Page, D Buhalis	Taylor &Francis	1603
M Laroche, MR Habibi, MO Richard	Elsevier	1600
D Yates, S Paquette	Elsevier	1454
PSH Leeflang, PC Verhoef, P Dahlström, T Freundt	Elsevier	1439
EC Malthouse, M Haenlein, B Skiera, E Wege, M Zhang	Sage Journal	1410
M Pittman, B Reich	Elsevier	1332
L Ha, EL James	Taylor & Francis	1324
G Tsimonis, S Dimitriadis	Emerald	1281
I Pletikosa Cvijikj, F Michahelles	Springer	1267

Author's Name	Publisher	Cited Frequency
D Chaffey, PR Smith	Taylor & Francis	1242
EJ Seo, JW Park	Elsevier	1173
G Holliman, J Rowley	Emerald	1110

4.4 Bibliometric Analysis

Bibliometric analysis enables researchers to map and assess the research progress on marketing through digital media. This approach helps identify relevant and up-to-date themes or research variables, providing a clearer understanding of the potential impact of further studies.

In the Co-authorship analysis, there are authors associated with the names of other authors. This analysis shows that the authors collaborated in researching marketing using digital media, as shown in Figure 1: Dwivedi, YK, Co-authored with other scholars. Two articles published by Dwivedi, yk, were done by two research teams. Similarly, Kumar, V and Krishen, AS, produced two articles published by different author teams.
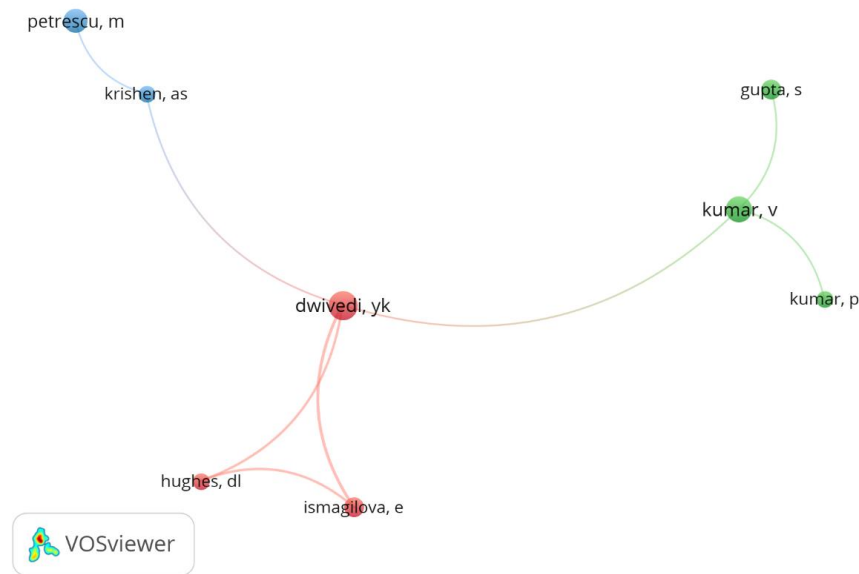
Fig 1. Author Network

The authors' collaboration demonstrates a strong commitment to continuously researching marketing communication mapping through digital media. Table 7 shows the research titles that were used to conduct the research.

Table 7. Author Collaboration

| Author	Title
YK Dwivedi, E Ismagilova, DL Hughes, J Carlson, R Filieri, Jenna Jacobson, V Jain, H Karjaluoto, H Kefi, AS. Krishen, V Kumar, M M. Rahman, R Raman, PA. Rauschnabel, J Rowley, J Salo, GA. Tran, Y Wang	Setting the future of digital and social media marketing research: Perspectives and research propositions
V Kumar, S Gupta	Conceptualizing the Evolution and Future of Advertising
AS Krishen, YK Dwivedi, N Bindu, KS Kumar	A broad overview of interactive digital marketing: A bibliometric network analysis
MA Shareef, YK Dwivedi, V Kumar, V Kumar, MA Shareef	Mobile Marketing Channel

4.5. Bibliometric Network Visualization Analysis

The analysis results with VOSviewer, which performs co-occurrence analysis, found 2,292 keywords related to Marketing Mapping Using Digital Media. The keyword occurrence is limited to three to generate more specific keywords in the analysis of title and abstract keywords. From the nine-occurrence threshold, 73 keywords were identified and grouped into 10 clusters, as shown in Table 8.

Table 8. Keyword grouping

Cluster	Keywords
Cluster 1	Audience, benefits, digital content, digital technology, internet, issues, marketing communication strategy, new media, online social media, published maps, social media channels, social network analysis
Cluster 2	Communication research, concept, idea, **IMC**, opportunity, order, public, social marketing, social media communication, social media usage, **T**witter
Cluster 3	Consumer engagement, current trends, communication digital marketing, media, new approaches, research agenda, social media apps, social media data, social media research
Cluster 4	Articles, consumer behaviour, content analysis, future research, future research agenda, influencer marketing, literature review, social media influencers
Cluster 5	Brand community, brand trust, concept map, Instagram, marketing communications, product, social media, social media marketing
Cluster 6	Business, business marketing, influencers, public relations, sales, social media analytics, social media campaigns
Cluster 7	Consumer behaviour, digital content marketing, ewom, marketing campaign, social media influencer
Cluster 8	Digital, enterprise, interaction, social media technology
Cluster 9	Era, people, social networks, web
Cluster 10	Communication tools, SMEs, systematic mapping study

The results of the network visualization analysis show that many small nodes represent the keywords generated from the study, as shown in Figure 2. This visualization shows that there are still many research gaps that exist today. A lot of innovative product-related research is needed to fill these research gaps. For example, the metaverse node "Social Media Marketing Strategy" is not yet connected to the metaverse model node "New Approach." Much of this research will generate scientific knowledge to understand, explain, and control the product.
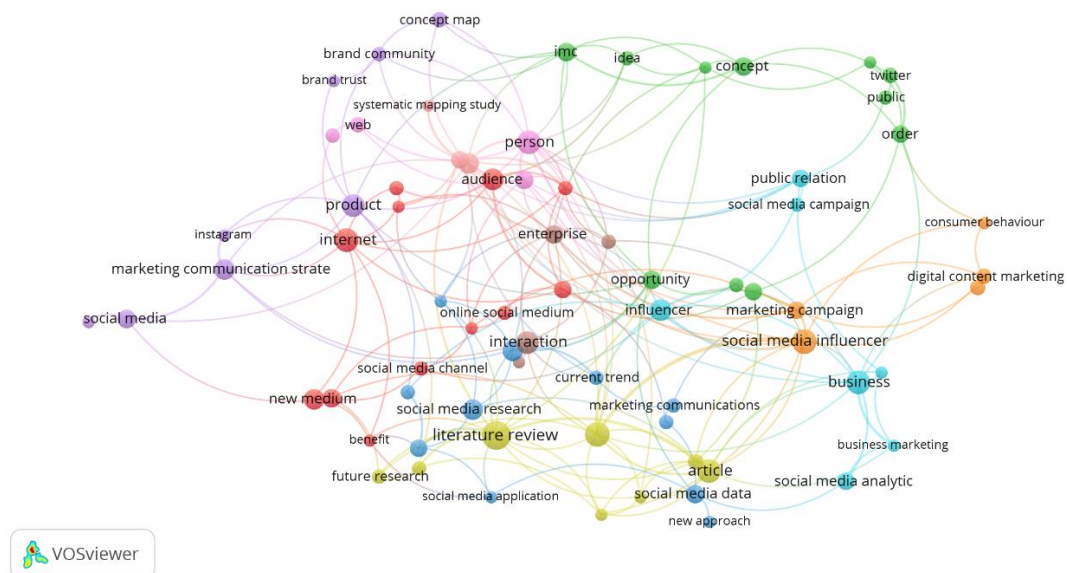
Fig 2. Network Visualization in Mapping Marketing Communication Using Digital Media

4.6. Overlay Visualization Analysis

Fig 3. Visualization of Overlay in Mapping Marketing Communication Using Digital Media

Image 3 illustrates that most themes are represented by bright yellow nodes, indicating that most published articles date back to around 2018. Based on this analysis, it can be assumed that themes related to marketing using digital media are among the most recent developments.

According to Overlay Visualization, the theme associated with digital marketing represents the most recent area of study. Following previous data, research on digital marketing in general has been significant since 2012.

4.7. Density Visualization Analysis

Fig 4. Density Visualization Analysis

Based on the figure, the distribution of research is seen to be related to various themes in marketing and social media. The areas in bright yellow reflect the high density of subthemes such as "person," "audience," and "interaction," indicating that these topics have become the focus of a growing body of research. However, the low-density areas such as "systematic mapping study," "order," and "future research" indicate that there is still a gap in research. These gaps need to be filled with further research to expand understanding and contributions on these topics in marketing communications and social media.

5. Conclusion

Bibliometric analysis reveals that the scientific mapping of marketing communication using digital media still shows a significant research gap. This gap allows researchers to conduct further studies on innovative marketing communication strategies in the digital era. Some suggested topics or themes for additional research related to digital marketing communications have been identified, such as using social media data, the Influence of social media influencers, and consumer behaviour analysis in digital campaigns.

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