Development of Marketing Strategy from Traditional to Advanced Models: Theoretical Review

Dadang Munandar[1], Umi Narimawati[2], Jonathan Sarwono[3]

Abstract

The goals of this research are to know the marketing strategy changes from previous time to present time; to know the reasons why marketing strategy changes from time to time and to know what aspects of marketing strategy that changes. The method used is data secondary search and meta analysis. The findings of the research are: First, Marketing strategy should be changed from time to time due the response the external circumstances of the company which is inline the development of the technology related to means of which the consumers use it to buy product or service. Second, The business organizations change their marketing strategy by focusing to the changes of the consumers' preferences, needs and the way they purchase the product / service they use. Third, Aspects should be changed in the marketing startegy in order to keep up with the demand of the external influences include: 1) Marketing Strategy Focusing More on Consumers; 2) Customer Relationship Management; 3) People Based Marketing; 4) Customer Journey Consideration; 5) Developing Marketing Performance Measurement; 6) Unified Marketing Measurement; 7) Marketing Attribution; 8) Brand Equity; 8) Business Circumstances; 9) Digital Marketing.

Keywords: Marketing Strategy, Business Organizations, Consumers.

Introduction

Why does marketing strategy become more and more important in business organizations? This occurs due to both internal and external factors that affect the business organisations. What changes do occur in the business organizations? Changes of the business organizations include: 1) management structure, 2) organizational hierarchy, 3) human resource, 4) management culture, and 5) strategic goals. Those changes occur because the development of advanced technology, especially information and communication technology that transform from conventional business transaction into the online one. Unavoidably, the changes of the business organizations will automatically transform they way the market strategy as the most important means to gain their longterm growth and sustainability. Furthermore, in the current era, every business organization needs a different marketing strategy in order to fulfil the consumer and market demands relating to certain products and services they need. That is why, the crucial parameters in the effectivity of the marketing strategy implementation in order to gain better productivity, the marketers should know better about customer satisfaction, retention, behavior, and profiling, as well as the rewards systems (Kaur Ravneet, et.al., 2022).

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[1] Faculty of Social Sciences and Business, International Women University Indonesia, Email: dadangm@iwu.ac.id, https://orcid.org/0009-0007-8396-4495

[2] Faculty of Economics and Business, Universitas Komputer Indonesia, Email: umiarie@email.unikom.ac.id, https://orcid.org/0000-0001-8160-6263

[3] Faculty of Social Sciences and Business, International Women University Indonesia, Email: jonathan@iwu.ac.id, https://orcid.org/0009-0003-1774-2182

Marketing strategy changes include: 1) Consumer preferences change from time to time; accordingly, the business organizations must go on evaluating consumers' preferences, wants and needs in the target market and make adjustment in order to gain competitive advantages. 2) The shift of consumer behavior from face to face business transaction into the online one. 3) There are changes in consumers' preferences towards product brands in order to keep up with the currrent trends. 4) There is a change of consumers' financial spending in making purchase due to their increasing economic income. 4) There is a radical change in information and communication technology, especially mobile cellular phones (Wendy Roberts CPA, 2023). 5) The need of long term marketing strategy in order that the business organizations can a) Influence consumer perception to enable future sales; b) Shorten the sales cycle for specific products or services; c) Influence consumers directly or indirectly. Moreover, marketing strategy has become an important need in business when the market condition changes from time to time due to the external influencing factors (Finny Redjeki & Narimawati, Umi, 2021).

Moreover, In this disruptive digital era business organizations that want to grow and succeed in encountering the digital disruption must adopt a) the digital culture, b) making new experience for consumer, c) moving from the time-based decisions to data-based ones, and d) Uniting the new technologies and business models into the existing services and products (Indriani, Jusuf & Sarwono, Jonathan, 2025).

From those background the present writers make the following research questions: 1) Why marketing strategy should be changed from time to time? 2) How does the business organizations change their marketing strategy? 3) What aspects should be changed in the marketing startegy in order to keep up with the demand of the external influences? Starting from those questions, the present writers conduct a research on the development of marketing strategy from traditional to advanced models.

Theoretical Background

When does actually marketing start? It is difficult to trace back exactly when it has occurred. Nevertheless, when marketing is seen as "selling and buying" activities; it can be, then, concluded that marketing activities are as old as men conduct bartering when they want to sell and buy their needs which has happened in pre-literate societies.

Marketing activities have grown fast after the invention of the printing press around 1400s which then transform communications to be able to be carried out more widely, facilitate business activites more quickly and less costly to reach targeted customers. Accordingly, this occurence has laid the foundation in business organizations for a consumer-focused culture, and disclosed business organizations to conduct modern marketing activities. The next factors are the issue of the magazine in 1742 which is then followed by the direct mail advertisement in 1862. The next one is the introduction of television advertisement in 1942 which is enhanced the more opportunity for product's brands to be easily know by the consumers. From those events, marketing, then, grew enormously in the 1950s and 1960s which was partly due to the post-war boom in demand for the branded packaged goods and the emergence of the supermarkets (Jagdish Sheth, 2021).

These events lead to the modern marketing activities in business organizations which on top of that, the digital era, which is currently occuring, transforms the conventional marketing activities into the modern one, namely digital marketing. In this era, most of the marketing activities are done digitally by means of personal computers, lap top and cellullar phones. Most of striking

feature of this digital age is that the selling and buying transaction are conducted online.

Moreover, in the modern era, marketing activites have shifted into more consumer orientation which is furthermore developed systematically into what is called customer relationship management. This approach focuses more on customer satisfaction and loyalty as well as retention. In general term, it can be infered that it is more benefecial to maintain the existing customers rather than finding the new ones.

The new era of marketing is attributed to the digitalization of the marketing advertising campaign. This happens after the invention of the wireless phone in 1972 and personal computer in 1975. Starting from here, the digital technology uses develops fast. This results in almost the majority of society use the personal computer, interconnected to each other via the Internet. This, then, is followed by the emergence of the first search engines in the early 90's that are used by people to navigate the web that bring them early various type of search engine optimization and advertising. In the next development, the use of smartphones and tablets have also made possible for consumers and marketers to use them as a means of finding products or services they need.

At the next development, digital marketing has emerged. This makes the business organizations rely very much on social media, search engine optimization (SEO), content creation, paid search, and emails in order to reach their consumers. In the case of the social media marketing, It consists of four major components, namely drivers, inputs, throughputs, and outputs (Li, Fangfang et.al., 2021).

The arrival of Disruptive Era has transformed marketing strategies mostly depend on the mobile informative technology, such as cellullar phone and social media platforms which are technically called as the digital marketing. The most striking features of the digital marketing according to Laudon (2014) are 1) using mobile platforms, such as cellular phone; 2) using social media platforms, such as Instagram.

Research Method

The present writers use a secondary data finding method and technique of meta-analysis. Meta - analysis is a method of searching for information which is similar to the current study topics (Narimawati, Umi & Sarwono, Jonathan, 2020). The information collected data and information that construct the marketing strategies from past times upto present times.

Research Result

Important Marketing Strategy Elements' Changes

Marketing Strategy Focusing More on Consumers

Now, consumers are in control of the media and marketing materials almost everyday in the forms advertisments through various media both the offline as well as online ones. Business organizations starts to pay attention more seriously to consumers. Strating from this, it appears the concept of customer relationship management. Currently in marketing, personalization becomes more popular. Personalization is the action of designing and producing which is adjusted to the customer preferences. This is done by making content and products that are suitable with the customer preferences (Chandra,Shobhana, et.al., 2021). Moreover, consumers' expectations have changed since the middle of 20th century, when product accessibility is essential to market success. At present, consumers seek to stand out from the crowd. The desire to possess a product with a personal touch is proved. That is why marketers have discovered

this basic needs of the consumer; and at the same time the concept of personalization has emerged with the proliferation of technological advances. Thus, marketing is not solely a theoretical matter. Marketing is a strategic directive that needs a marketer to make innovation, adaptation, and action in ways that can contribute to a better business world (Chandy et al 2021 in Planger Kirk, et.al., 2025).

Customer Relationship Management

Customer relationship management can be defined as a strategic approach that business organizations use to manage and analyze customers' interactions and data across the customer lifecycle, whose goals are to improve customer service, retention, and sales growth. The advantage of customer relationship management is to manage all of the interactions with current and potential customers. Another definition stating that customer relationship management is a strategic process where business organizations use in order to manage, analyze, and improve their interactions with customers. The goals are to optimize communication with the customers, increase customer satisfaction, and drive sustainable growth. Accordingly, customer satisfaction can be achieved through positive experience through customer relation management program, mostly electronic customer relation management (Kumar, Pushpender, et.al., 2022).

People Based Marketing

People based marketing takes a more personal approach to marketing; it allows the marketers to customize messaging and deliver marketing campaigns at optimal times to deliver brands of products to consumers. The main key of the people based marketing is to focus on each consumer as a unique target, instead of segmenting them into wide consumer groups. Accordingy, people- based marketing uses consumer data originated from both online and offline sources to create detailed, rich consumer profiles. The data that are collected used to determine important outcomes, like sales by each individual person over a certain period of time, patterns of media exposure, and the entire customer path-to-purchase. This will assit consumers to acquire the insights on what drives awareness, positive brand equity, sales, and advocacy. Moreover, people- based marketing assists to see the consumers as individuals, who enable to enhance the hyper-personalized targeting and deep engagement and meaningful relation. This personalization technique can effectively win the customer loyalty. This matter is important for the company, because consumers' decision to purchase or not a certain product is both a challenge as well as a problem encountered by every company. This is due to the continuity of the business; accordingly, it needs the marketers to be able to improve their marketing strategies (Munandar, Dadang, 2019).

Customer Journey Consideration

What is meant by the customer journey is a constant consideration for the business organizations, whether they will implement marketing promotions offline, online, or in an integrated, omnichannel model. The customer journey can be defined as: *"*The multiple online and offline touchpoints that determine how consumers come into contact with a certain brand of product, look for more information and makes a buying decision. Accordingly, the successful product brands focus on developing a seamless journey from the consumers' awareness to engagement to buy by ensuring those touchpoints interconnect each other and enhance experiences which is known as Path to Purchase as well". Thus, customer experience refers to the personal response where customers make direct or indirect interactions with a certain company (Manyanga, Wilbert., et.al., 2022).

Modern Customer Journey has the following factors: 1) Personalization and Seamlessness: customer journeys must be personalized. This personalization runs well beyond mentioning customers' names in the headline of an email. Marketers should know the specific types of contents that individual consumers prefer to engage with, and serve that content on their preferred communication channel. 2) User Experience and User Interface: What is meant by user experience the interactions a consumer with a certain brand of product. User interface plays an important role in user experience. User interface refers to the visual elements where a user interacts with on a piece of technology, such as infromation technology apparatus, device, website, and so forth. The user's experience is then based on the alignment of those elements discussed. That is why, user friendly user interface is very important to a positive customer journey in the digital age.

In order to know well and acurately the customer journey and to be able provide the targeted consumers' demand, business organizations must be able to create maps of the customer journey based on the actual insights that can pint point each individual customer experiences from beginning up to ending. In order to be able to collect and organize these kinds of insights accurately, the business orgnaizations need to use a data analytics platform that can effectively implement omnichannel measurements.

Business organizations can then make used those insights in order to create accurate maps that can identify both positive and negative experiences across the customer journey. These customers' journey maps also assist to align the consumers' experiences with their buying behaviors.

Developing Marketing Performance Measurement

It is important that the marketing performance to be measured in order to know the efectivity of the marketing campaign. How will then the marketing performance be measured? The first modern marketing measurement concept, which is called as marketing mix, is then introduced to the business world. Marketing mix modeling is used as the effective method of providing business organizations with ways to measure the effect of the marketing startegy activities. One of the old measurement system is the 4Ps of marketing mix which consists product, price, place, and promotion. This marketing mix are formally conceptualized in 1960 by marketing professor E. Jerome McCarthy in his book, "Basic Marketing: A Managerial Approach". In this book McCarthy streamlined this concept into the four Ps refering to product, place, price, and promotion in order to assist marketers to design plans which are suitable to the dynamic social and political realities of their time and target market. In effect, the purpose of the four Ps remains the same today as when McCarthy first published his book: "developing the 'right' product and making it available at the 'right' place with the 'right' promotion and at the 'right' price, to satisfy target consumers and still meet the business' goals.

This marketing mix focuses on outlining the key elements needed to understand what a product or service provided to the consumers, and how marketers can mix those elements to sell products and services effectively. The four Ps cosntruct a dynamic relationship one another. The first P (Product): Product is the good or service sold to the target consumers. Generally, successful products fulfil the need which can not be met in the marketplace or it can provide a new experience to the consumer that creates those demand. The second P (Price): Price is the cost of a product or service to be offered to consumer. When selling a product or service, it is important to determine a price which is simultaneously accessible to the target market and can meet the business's objectives. Accordingly, pricing can have a significant effect on product or service

offered. The third P (Place): Place is the position where product or services offered and the distribution channels to deliver those product or service to the consumers. That is why, finding the right place to sell product or service is the important factor in reaching the target market. Furthermore, the right place can assist to connect with the target market. The fourth P (Promotion): Promotion is how the product or service being advertised. By means of promotion, the target audience can be identified and met. Some traditional methods of promotions include word of mouth, print advertisements, and television commercials; while in the digital age the promotion can be as content marketing, email marketing, and social media marketing. Thus, marketing as a discipline finally has been unified by the 4Ps of marketing with a focus on the packaged goods industry. Then the 4Ps of the marketing concept is further reinforced by segmentation, positioning, targeting and by the concept of competitive advantage (Jagdish Sheth, 2021).

In the next development, the four P is added one more P (people), then it becomes the five P. The five Ps consists of product, price, place, promotion, and people. Currently people use the five Ps because it focuses the experiences of consumers in the marketing process. Why people begin to use the five P is due to the considerations including how consumers behave, their experiences with the product or service, and their satisfaction with the product or service that they have used.

In the ongoing time the five Ps is then developed into the seven Ps. The seven Ps consist of product, price, place, promotion, people, processes, and physical evidence. These seven Ps are used to assist the business organisations understand how their products or services will be affected by various market forces. These seven Ps covers the processes defining consumer experience and the physical evidence that the target market needs to see. Thus the seven Ps can be applied in traditional marketing, and in digital marketing. In conclusion, marketing consists of diverse elements shaping the elements of marketing mix, and the success of any business organizations depends, fully, on the effectiveness and implementation of the marketing mix and strategies (Hanasya, Jalal Rajeh, et.al., 2021).

Unified Marketing Measurement

In this digital era, the need of unified marketing measurement is important. This is due to more various of marketing campaign means. The considerations are as follows: 1) Marketing campaigns are useless if the business organisation does not know whether or not the consumers' needs are being met or not. 2) Making balanced between business' short term and long term growth. 3) Conducting data measuring from various sources, such as radio, television, email, social media and search engine. 4) Considering the current trends in the market is necessary. 5) Customer journey should also be considered as an important element in making the marketing campaign successful. This can be explained by using the signaling theory. The theory explains how information is disseminated between two parties, namely the sender and the recipient (Kingston & Paulraj 2021). The theory tells that information between sender and receiver can drive the behavior and decision making of the stakeholders. Most of the economists and companies employ the signaling theory in business and marketing to share the information (Kashi 2019).

Marketing Attribution

Marketing attribution are the practices of making evaluation the touchpoints of the consumers when they meet on their path to buy products / services they need. The objective of attribution

is to determine which channels and messages that have affected the consumers' decision to change their desire to the next step, namely to buy. Infact, there are some popular attribution models employed by the marketers today, namely Business to Business marketing attribution, multi-touch attribution models, lift studies, and time decay. The understanding of those models is to inform how, where, and when a certain consumer interacts with certain brand of a product. Furthermore, marketing attribution is measured using a means that consider various aspects of the marketing campaign in order to decide which are the most effective advertisements that have been done and seen by consumers. The marketing attribution can measured using Bayesian model that can capture an established mode of advertisements' action, including the interaction between advertisement and customer heterogeneity (Ritwik Sinha, et.al., 2022).

Brand Equity

Brand equity is defined as the level of putting a certain brand name in the minds of consumers. Business organizations build brand equity by making positive experiences that persuade consumers to go on buying from the marketers' products when compared to the competitors who sell similar products. Brand equity can be acquired by generating awareness through marketing campaigns that can deliver distinctive and benefecial values to consumers, fulfil the promises and qualifications offered by the marketers when consumers use the product. Effective brand equity causes consumers' mind to buy same products they need. While brand awareness contribute in consumer' s decision making, the brand equity contributes more competitive benefits in the company (Zia, Anas, et.al., 2021).

Business Circumstances

In general, business organizations must consider other main business drivers that can affect the consumer journeys as well. The drivers are usually external factors, such as economic conditions, government provisions towards certain brands and social enviroment where consumers live and so forth where they can affect how certain consumers engage with the specific brands. Business cannot be free from its circumstances as it as been studied by previous researches. Up to present, the business environment has changed as a result of digitalization, that causes the business organizations compete in the marketplace (Kannan and Li, 2017) One of them shows that there significan correlation between the business and its environment (Kumar, Satish, et.al., 2021).

Digital Marketing

Digital marketing can be defined as the use of digital channels to promote a particular product's brand in order to reach the target consumers. The digital marketing is done by means of Internet in the following platforms: a) social media, email, search engines, cellular phones, and other digital channels. This marketing type needs new strategies of marketing to the target consumers and comprehending the effect of the consumers' behavior. (AMA, 2022).

Further definition says that the digital marketing is the act of conducting promotion and sale of the products and services by way of employig online marketing campaigns, such as social media, search engines, and emails. Moreover the digital marketing includes e-business, e-commerce, and e-marketing (Doberrscu, R.M. et.al., 2018). In line to that, the digital marketing includes marketing activities that makes use of the Internet networks to communicate with the target consumers and to reach marketing targets by using various online shopping platforms.

(Nagasudha, R, et.al., 2020). Thus, E-commerce is at the forefront of transforming marketing strategies which is based on the new advanced technologies. Digital marketing employs the electronic platform to promote services and products (Mkwizu, 2020). It also facilitates product information and can improve decision-making.

The successful digital marketing needs steps as follows: a) making an effective marketing strategy; b) developing correct content; c) planing   digital advertising; d) employing social media; e) using emails; f) utilizing search engines; g) making website analytics; h) utilizing conversion rate optimization. In conclusion the digital marketing employs digital technologies to contribute marketing campaigns whose goals are to gain consumer acquisition and retention through enhancing the customer knowledge and then making integrated online communications and services in order to meet the individual consumer's preferences and needs. According to the research result in Indonesia, Content marketing, social media marketing, and search engine optimization are the three main marketing strategies which are most suitable used in the digital marketing (Pranata, S & Narimawati, Umi, 2024). In general, social media marketing is affected by what is called an influencer. The influencers are regular Internet-leading content creators who actively make useful content for marketers (van Reijmersdal et al., 2020 in Pan, Meizhi, et.al., 2025).

Conclusion

From the research findings, the conclusions of this study are as follows:

First, marketing strategy should be changed from time to time due the response the external circumstances of the company which is inline the development of the technology related to means of which the consumers use it to buy product or service.

Second, the business organizations change their marketing strategy by focusing to the changes of the consumers' preferences, needs and the way they purchase the product / service they use.

Third, Aspects should be changed in the marketing startegy in order to keep up with the demand of the external influences include: 1) Marketing Strategy Focusing More on Consumers; 2) Customer Relationship Management; 3) People Based Marketing; 4) Customer Journey Consideration; 5) Developing Marketing Performance Measurement; 6) Unified Marketing Measurement; 7) Marketing Attribution; 8) Brand Equity; 8) Business Circumstances; 9) Digital Marketing.

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