

Review Paper

Communication Strategies of Brand Management and Online Marketing of Digital Products

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ABSTRACT

The peculiarities of the communication strategy of brand management and Internet marketing of digital products play a key role in the commercial activities of the enterprise and its positioning in the information environment. The modern practice of using digital technologies in marketing is key to improving the competitive activity of an enterprise, covering the market, and forming its customer base of consumers. The article aims to conduct a study on the implementation of communication strategies for brand management and Internet marketing of digital products in a dynamic market and rapid development of information technologies. The research is concerned with the qualitative allocation of financial resources and the search for optimal means of implementing digital tools for commercial activities. The article examines the peculiarities of the theoretical concept of the communication strategy of brand management and Internet marketing, dividing it into its key stages and stages of implementation. An important direction in the study is the analysis of theoretical provisions of brand management, control of brand development practice, its formation, and promotion of the perception of the enterprise's image in the information environment. Due attention is paid to the issue of using appropriate means of modern marketing policy for enterprises and businesses engaged in the sale of digital products. The practice of using creative approaches in marketing activities and the use of non-standard means of organizing marketing activities is studied. The obtained results of the study can be used to improve the quality of implementation of the communication strategy of brand management and Internet marketing of digital products in the context of the rapid development of information technologies.

HIGHLIGHTS

- The article aims to analyze the peculiarities of the communication strategy of brand management and Internet marketing of digital products in the context of the increasing globalization of digital technologies and their development.
- The research is concerned with the qualitative allocation of financial resources and the search for optimal means of implementing digital tools for commercial activities.

Keywords: Brand management, information technologies, communication strategy, internet marketing, digital marketing, social media, search engine optimization, commercial activities

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The issue of the modern development of the communication strategy of brand management and online marketing of digital products plays a key role in the commercial activities of an enterprise. The use of marketing campaign planning and design tools is of utmost importance for any enterprise. The use of such tools can improve the quality of the formation and development of the brand management communication strategy. The introduction of Internet marketing technologies is a factor in creating conditions for the sale of digital products. Furthermore, the use of such technologies can help improve the positioning of the company's brand in the chosen market. Modern technologies of SEO, email marketing, and targeted advertising include conducting marketing research to determine the key principles of an advertising campaign. Among them, it will be advisable to use certain digital marketing tools, identify the target audience, and characterize competitors. Such steps can improve the quality of the development of communication strategies for brand management and Internet marketing, and contribute to successful financial performance. The use of financial resources for digital marketing should be balanced and applied to the principles of rational distribution. We are currently witnessing rapid technological development and dynamic aspects of the marketing environment.

Therefore, the allocation of financial resources will play a key role in the formation and dissemination of online marketing of digital products. The practice of disseminating and applying communication strategies of brand management and Internet marketing primarily concerns the possibility of potential positioning of the enterprise in the chosen business segment and planning its further activities. The introduction of such aspects of the use of digital marketing tools can be used to position the company's activities. It will also serve as a factor in its development in the context of the modern digitalization of society and the increasing role of digital technologies. The development of digital technologies creates new product markets for any enterprise and enables the use of innovative marketing tools. It can be more efficient and expedient to use, as it is implemented based on developed automation technologies and has access to a wider audience. Hence, it is advisable to study the issues of communication strategy, brand

management, and Internet marketing of digital products.

The article aims to analyze the peculiarities of the communication strategy of brand management and Internet marketing of digital products in the context of the increasing globalization of digital technologies and their development. An important area of the article is the study of the theoretical foundations of the communication strategy, as well as its division into structural elements that meet the commercial goals of the enterprise's marketing strategy. Sufficient attention is paid to the implementation and use of modern digital tools aimed at improving the communication strategy of brand management and Internet marketing of digital products. The use of such tools in the practical activities of an enterprise can improve its positioning in the selected market segment and enhance the quality of brand perception by potential customers. Thus, the importance of conducting an analytical study of the features of the communication strategy of brand management and Internet marketing stems from the current information society and the dominance of digital technologies in corporate commerce.

Literature review

Scholars study aspects of the communication strategy of brand management and online marketing of digital products from the perspective of improving the quality of the enterprise's marketing activities and finding optimal strategic marketing solutions for brand positioning. Labban (2019) notes that an effective communication strategy depends on the ability to use digital marketing tools that will help to establish the company's operational activities and its online activity. A different opinion is held by Chatterjee (2020), who believes that the communication strategy is primarily the ability to effectively negotiate for the sale of products and services. The use of automation technologies, according to Foroudi (2019), is a top priority in modern marketing, as it provides many competitive advantages. According to Doktoralina (2020), the communication strategy of brand management can be used to improve the quality of brand management. She notes that such a strategy will serve as the main factor in its development. Modern studies of the main trends in economic and production processes allow us to draw a

conclusion about the mutual influence of two essential factors in economic development, such as innovativeness and economic efficiency of projects Solodovnik (2021). The pace of development and the level of management of the economic growth of territories under modern conditions largely depends on the implementation of innovations and structural changes. Innovative developments are a particularly important factor in today's changing economic and social environment. The application of innovative solutions makes it possible to significantly influence the level of economic security, increase productivity, energy efficiency of production, optimize the export component of production processes Zolkover (2020). The essence of modern digital marketing tools, as noted by Dwityas (2017), lies in the use of web resources and social networks. It is important to realize that these two categories are key in the implementation of any marketing strategy, especially if they are aimed at selling digital products. According to Dadwal (2018), modern communication strategies require constant optimization. This is due to the emergence of innovative strategies and means of positioning an enterprise in the global environment. Moreover, Malle (2021) believes that shortly, most digital marketing tools may become irrelevant and impractical. This is due to changes in corporate policies, search engines, and social networks, which necessitates the adoption of innovative marketing tools. The theoretical issue of brand management communication strategy was studied by Grewal (2021). The analysis of theories of the development of marketing of innovative products and approaches to their promotion on the market showed the dynamism of the process of creating innovations and their introduction into the economy, as well as existing marketing problems that require the development of new types of resources for the innovative economic development of such products. With the increasing success of the introduction of the latest types of products in the world economy, the competition between companies that introduce such projects to the market is becoming more and more aggressive, which reflects their costs for innovative activities Bielialov (2022). Against the background of the general rapid development of information technologies in the world today, there is a rather noticeable gap between the pace of development of digital products and the potential opportunities of

the industrial market for profiting from their use. Recent studies confirm that the purpose of today's business structures is primarily to protect companies from external risks in a competitive environment, and not to destroy old business models in order to increase their efficiency Megits (2022). The scientist notes that it is essentially a set of digital marketing tools and practical positioning in a selected market segment. Kapoor (2018) identifies three components of a communication strategy, namely market, creative, and media. Each of them plays an important role in the formation of a strategy for positioning and development of an enterprise in the market. According to Mulyana (2020), the modern practice of selling digital goods is applied in the information environment and can provide useful information for the customer. The ability to form effective means of communication and influence consumer choice will be a key advantage of any enterprise. According to Pandrianto (2019), the main asset of digital marketing tools is the ability to create an interesting message that can attract the attention of the target audience and satisfy their needs. Implementing this principle in marketing policy can have positive results in the long run. In modern conditions of development, according to Marshall (2019), the most important process of organizing a communication strategy for brand management and Internet marketing is the planning of financial resources and the use of digital tools that will be applied in practice. Thus, in the modern scientific community, considerable attention is paid to the application and development of the communication strategy of brand management and Internet marketing of digital products based on the formation of a high-quality sales policy for a company or organization.

MATERIALS AND METHODS

In the process of writing this article, analytical materials and special research methods were used. This helped to outline the key principles of the brand management communication strategy and its role in the online marketing of digital products. The current practice of big business allows us to analyze financial reports with the performance of multinational corporations, large retailers, etc. The practice of using marketing tools of these companies is analyzed by implementing

the search method. Furthermore, this method is used to analyze modern marketing tools used to improve the quality of the enterprise's positioning in the market. Based on theoretical provisions and works, the researchers investigate the peculiarities of using the communication strategy of brand management and Internet technologies in the context of marketing digital products. Improving the quality of implementation of digital marketing tools will contribute to the improvement of the company's marketing policy and will be key to its commercial result. The methodology of the study is based on the use of theoretical material and analytical assessments of the principles of using digital marketing tools. Based on the method of synthesis, the key principles and methods of implementing the communication strategy of brand management and Internet marketing in the modern environment have been identified. The use of such tools has made it possible to create an effective mechanism for dividing the goals and strategies of brand management and Internet marketing into structural elements, using this data for further development prospects. An analytical assessment of the theoretical aspects of the development of information technologies and their integration into marketing activities allows us to outline the key trends in the modern information space and marketing tools. By using the abstraction method, the possible goals, means, and further effects of the introduction of Internet marketing tools for the sale of digital products are presented. The use of the proposed methodology made it possible to conduct an analytical study, assess the quality of modern practices of implementing the brand management communication strategy, identify effective principles of implementing the Internet marketing practice, and present the results of the study.

RESULTS

The modern policy of forming a communication strategy for brand management and Internet marketing of digital products should focus on the implementation of the practice of using information tools to scale up their activities and master new product markets. The introduction of digital means of Internet marketing should be used for a high-quality marketing policy of the enterprise and the development of its brand. The concept of

brand introduction and positioning plays a key role. With traditional marketing tools, the brand building takes place over a long-term marketing strategy. The spread of the digital information environment stimulates the development of new platforms with potential customers. Therefore, building a brand in the digital environment plays a much more important role in the modern world. The use of digital marketing tools can improve the quality of brand perception and increase consumer interest in a particular product. Implementation of an effective advertising campaign should be based on preliminary market research. Such an approach requires the formation of analytical assessments of the potential product market, its competitiveness, the quality of competitors' activities, and further opportunities. The key advantage of conducting market research is the identification of the target audience. As a result, this practice will contribute to the qualitative development of the communication strategy and the spread of digital marketing tools.

The essence of the concept of communication strategy involves the formation of a communication plan and its implementation in the marketing activities of an enterprise, which can directly affect the degree of implementation of operational work. The modern practice of implementing a communication strategy should use digital tools, as well as effective and optimal means. They are aimed at developing a further digital marketing environment and can extend global influence to potential customers. The communication strategy of brand management and Internet marketing involves the use of three structural types, namely:

Market communication strategy means the transfer of planning the quality of the enterprise's activities in the marketing environment, determination of the market segment of influence, formation of a high-quality communication strategy, and implementation of means to improve the enterprise's operational activities. The use of such tools will serve as a factor in gaining the company's competitiveness in the selected market segment.

A creative communication strategy is used to form and improve the existing brand management from the standpoint of creating inventive and imaginative means. In online marketing, this approach will be used to organize a non-standard advertising campaign. Such an advertising campaign can

be focused on only one platform or resource or, on the contrary, distributed across most digital environments. Using advertising only on social media can have the same effect as distributing the strategy between targeted, social media, and traditional means.

Media communication strategy involves the creation of high-quality digital advertising tools and the use of tools that will positively affect the quality of digital product development and the company's market positioning. Drawing up a media plan and planning the use of special software solutions for an advertising campaign will be important for the implementation of a media communication strategy.

This approach will be the most effective, as the use of the communication strategy distribution according to the proposed scheme will serve as a factor in improving a certain segment of operational marketing activities. The use of modern tools is important for improving brand management and Internet marketing. Such tools are aimed at the perception of the company's image, and the use of digital marketing tools aimed at improving the company's advertising policy.

The practice of developed countries shows that in today's world, the use of digital marketing is a key tool for successful further commercial activity. This approach is confirmed by the global unstable socio-economic conditions, which necessitates a change in the corporate strategy of the enterprise, namely diversification and search for new product markets. To integrate and enter a new market segment, the use of digital technologies and marketing in the information environment can most quickly provide real commercial results for the enterprise. Moreover, in today's world, digital tools are used not only to respond to messages, and generate creative ones, but also to conduct analytical assessments.

The use of analytics and statistics in digital marketing is no less important than the advertising campaign itself. The use of statistical information will be a priority for businesses, as it allows them to assess the quality of the advertising campaign and create a further plan of action and development in the selected market segment. Moreover, the practice of implementing a brand management strategy and online marketing of digital products serve as a factor for analysis. Modern businesses usually conduct

a lot of preliminary marketing research aimed at assessing competitors' activities, determining the quality of their media plan, evaluating their image, and brand strength, and outlining their potential market opportunities based on the data obtained. Such a strategy will have the most rational effect on the use of financial resources for an advertising campaign and can bring genuine commercial benefits to businesses.

An important factor in a modern communication strategy policy is the ability to create a high-quality message that will attract the attention of potential customers. Moreover, the communication strategy implies the existence of a policy for internal well-planned communication with customers, which will have outlined means for working both with new and regular customers. The introduction of automation processes and permanent means of communication with customers contributes to the formation of a positive brand of an enterprise or organization. In such circumstances, the modern policy of any enterprise aimed at the high-quality distribution of financial resources between the conduct, organization, and strategic planning of an advertising campaign will be of the highest priority. The peculiarities of forming a communication strategy and the process of its implementation are illustrated in Fig. 1.

The depicted process of marketing strategy implementation is also used to develop online advertising. The key difference between them is the formation of goals and the ultimate marketing objective. The communication strategy of brand management is aimed at using digital marketing tools in the long term. It is aimed at creating a positive image of the company in the market and building and expanding its customer base. The introduction of Internet marketing is aimed at attracting and improving the customer base, attracting new customers, and familiarizing them with the existing product assortment.

The current practice of digital marketing often boils down to formulating a website promotion policy and taking special measures to improve its popularization. Any company in the modern world operates according to two principles: the first is the development of its website; the second is the improvement of the quality of its presence in social networks. These two categories make



Source: Compiled by the author.

Fig. 1: The process of implementing a brand management communication strategy

up the core of brand management and the use of digital marketing tools. As a rule, it is customary to implement search engine optimization tools for your website, which can put your company's website first in search results for certain keywords. The largest share of potential customers opens the first five links. Under such conditions, the presence of a web resource among the first five positions will contribute to the formation of sales and commercial success. In modern aspects of search engine optimization management, it is customary to use such resources as Ahrefs, Serpstat, and RankerX. Each of them provides a wide range of tools to improve the quality of the company's website positioning. Automation tools are used in search engine optimization, which allows you to use tools for automatic links, as well as links on subsidiary networks.

The policy of implementing brand management in social networks is used mainly by SMEs that aim to make direct sales. Social networks are a source of a potential customer base, as they contain a significant amount of human resources. Therefore, a company's presence on social media is one of its top priorities. However, running an advertising campaign using digital marketing tools is quite a challenge, as you need to take into account the policies of each social network. For example, platforms such as YouTube, Twitter, and Instagram have policies and

rules regarding the use of advertising. Despite this, companies are trying to create the most creative means of messaging. They can be interpreted as part of a media communication strategy aimed at creating a positive image of the brand and thus increasing interest in the company's services. The use of social media and analytical tools to analyze the quality of an enterprise's presence on the studied platform will be a top priority for small and medium-sized businesses. The use of social media can also improve the quality of brand perception. It is known that the formation and dissemination of information about the company's activities on social media can serve as a factor of increased interest from customers, both existing and potential. In such circumstances, the availability of a content plan and the ability to plan it with subsequent automation can have positive results for the company in its long-term policy of mastering product markets.

A separate, but conservative means of marketing activities for the distribution of digital products is the introduction of email marketing. Most modern businesses use email as a means of reminding and enabling automated communication processes. However, the use of an automatic offer-sending policy and improving the quality of potential market processing can help to attract an older audience if it is a key category of the target audience. In addition, email marketing can be useful for building a positive

image of the company, as after each transaction or specific action on the company's website, the client will receive an information letter with the actions and a thank you note from the company. Using this practice will help position a modern company in the market. As a rule, modern email marketing is fully automated and is developed at the initial stages of the creation, and planning of an advertising campaign.

Given the above features of the formation and development of the brand management communication strategy, the use of high-quality tools for such activities will be of priority importance, as it directly affects the commercial results of the enterprise. Modern enterprise positioning strategies do not have an unambiguous methodology, since in each case it is necessary to develop an own advertising campaign. It is necessary to take into account financial resources, the target audience, and the purpose of the advertising campaign. The key features and means of implementing the communication strategy of brand management and Internet marketing are shown in Table 1.

The use of the tools listed in Table 1 can have a positive effect on the implementation of a high-quality strategic policy for the development of the company's brand and the use of the most appropriate tools for the development of the communication strategy. In today's world, the

practice of using digital tools often depends on the specific goals of the enterprise and its orientation towards the short or long term. For large businesses, the top priority is to build a positive brand in the long term. Whereas for SMEs or retailers, the most important thing is to conduct effective short-term advertising campaigns that will bring about real commercial success per the implementation of a particular strategy.

The most effective tool for modern advertising campaigns is the use of analytical tools to assess the quality of marketing activities and to correlate the cost of their use with the real economic effect. Moreover, the introduction of such tools will have a positive impact on the company's image and will have advantages when planning a communication strategy. Furthermore, the introduction of analytical digital tools can serve as a means of minimizing and leveling commercial marketing risks. The biggest threat is that any advertising cannot produce the best possible result. Moreover, the online marketing market is constantly changing, and the practice of using a particular tool may become ineffective. Therefore, analytical assessments are a priority for creating a high-quality communication strategy for brand management.

Thus, based on the results of the study, it can be concluded that the current peculiarities of forming a communication strategy for brand management

Table 1: Means of implementing the communication strategy of brand management and Internet marketing

Objective	Method	Effect
Identifying the target audience	Conducting marketing analytical research	Identification of the key audience and market segmentation
Fostering a positive brand perception	Unique communication policy of the company, use of specialized attributes	Forming an idea of the company's image and the quality of its positioning in the market
Expanding the customer base	Using SEO optimization, search analytics tools, and PPC advertising	Expanding the audience, building a «warm» customer base
Exploring new product markets	Use of digital advertising tools, banner ads	Assessment of the potential product market, further strategy development
Automation of communication processes	Use of chatbots, automated message responses	Improving the quality of brand perception, enhancing the company's operations
Improving the attractiveness of a web resource	Implementation of modern 3D and design solutions for a web resource	Increase in customer interest in a web resource
Automated analytics	Application of forecasting and analytical assessment tools	The ability to adjust marketing activities and improve the quality of their implementation in the modern environment

Source: Compiled by the author.

and Internet marketing of digital products are aimed at using various means of promotion and positioning in the selected market segment. An important factor is the use of analytical assessments. To improve the quality of an enterprise's positioning in the information environment, two key principles are commonly used: promoting its web resource and increasing its presence in social networks. The implementation of such a policy will have a positive impact on the commercial result of the enterprise and have a real effect, given the current commodity markets with a tendency to globalization. The emergence of innovative Internet marketing tools necessitates the creation of digital products and their possible sale in the modern information environment. Building a high-quality communication strategy will be a factor in ensuring the company's viability in the market and can provide some competitive advantages. The development of a modern brand management strategy involves not only the formation of high-quality tools for positioning the company in the market and creating a favorable image for customers, but also expanding its customer base and establishing communications with it.

DISCUSSION

The results of the study indicate that further analytical assessments of the quality of the brand management communication strategy should be carried out based on an analysis of the qualitative means of using and forming digital marketing tools. Improvement of the quality of advertising policy will be based on the principles of implementation of digital tools and their financing policy. A wide range of Internet technologies can be used to improve the positioning of digital products given improving the quality of brand management. Any digital marketing tool is aimed at either improving the current advertising campaign or improving their analytical evaluation or integration into a new information environment. Therefore, studying the availability of such tools and outlining the key features of their application will be of paramount importance in scientific research. Moreover, the practice of using and disseminating digital marketing tools will serve as a factor in the development of communication strategies of an enterprise and serve as a means of effectively positioning it in the market.

A separate research direction could be the formation of theoretical, methodological, and practical aspects of the communication strategy of brand management. The issue remains open, as its concept is quite young. This is due to the emergence of digital marketing tools only with the advent of the Internet. Therefore, conducting theoretical research and outlining the key theoretical foundations of the use of communication strategy, defining its components, and dividing it into structural elements may be of priority importance. Such an analysis can be of practical importance for further planning the enterprise's marketing activities and be of strategic importance for the development of Internet marketing.

The use of effective marketing practices for a particular business operating in the market is an important area and environment for research. The implementation of a real effective case will be important for the strategic development of the enterprise and may contribute to the further activities of the enterprise. The communication strategy of brand management is important as a means of forming and positioning the company's brand in social networks and in general in the attitude of the client to the services and the company itself. Analyzing the quality of management of the communication strategy will be the most important task for any enterprise, as this practice can serve as a means for further development.

The feasibility of using digital means of Internet marketing to promote digital products, as well as the cost of allocating financial resources, remains an open question. In the modern scientific community, technical research is being conducted to create an effective model for the allocation of financial resources following the quality of marketing analysis and the possibility of using such a model to plan advertising campaigns of an enterprise. Contribution to this aspect can be realized through analytical assessments based on case studies and evaluation of the effectiveness of the implemented marketing campaign of a particular enterprise.

Thus, the formation of a communication strategy for brand management and Internet marketing of digital products remains an important topic for research. The development of modern means of Internet technologies encourages further research in this segment.

CONCLUSION

Hence, it can be concluded that the communication strategy of brand management and online marketing of digital products involves the use of digital marketing tools that are implemented in the information environment to conduct sales and build one's brand. Such a complex task can be accomplished if there is a clear division of the qualities of the communication strategy and its application following the ultimate goal of the enterprise. Moreover, the introduction of such tools will serve as an important factor in promoting the quality of the company's digital policy. In particular, the use of web resources and social networks will be key to the marketing of digital products of the enterprise, as they can improve the brand awareness of the enterprise. Most modern companies focus on the use of digital marketing tools, as they are cheaper and can contribute to a more positive commercial result. The world is transforming approaches to the use of digital marketing tools, as the rational distribution of such tools can be a qualitative factor for the further development and positioning of an enterprise. A key aspect of forming a company's communication strategy is planning automation and using project management in approaches to organizing advertising activities. The rational distribution of the principles of implementation of the communication strategy can be carried out based on market, creative, and media strategies, each of which has its peculiarities of implementation and formation. Moreover, in today's environment, the practice of using digital marketing tools is ambiguous. This stimulates the search for a unique recipe for an enterprise's activities in the information environment. Using only one means of advertising can have both positive and negative effects. Therefore, a corporate strategy aimed at diversification will have the highest chance of success in the long run. Moreover, an important practice for modern enterprises is the use of analytical assessment tools that can minimize risks and improve the quality of the company's perception in the global market. The gradual integration of the enterprise into new product markets has become possible through the use of digital products and the formation of innovative sales networks. Importantly, they can only be serviced through the existing

digital infrastructure and are a priority in the brand management communication strategy.

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