

# Global Marketing Strategy with Business Digital Transformation Impacted by the Digital Economy

Dr. Ace John Marc Ponce Liwanag  
Pangasinan State University



*Ace John Mark Ponce Liwanag has been a dedicated faculty member of Pangasinan State University (PSU) since 2016. He served as Extension Coordinator for two fiscal years, during which he pioneered various community development projects that significantly improved the welfare of partner beneficiaries. His leadership in extension paved the way for broader involvement in university governance. In recognition of his commitment and capabilities, he was elected the Faculty President of PSU in 2023 and later became the university's youngest Faculty Regent. Currently, he serves as the Chair of the Administrative and Finance Committee of the PSU Board of Regents, where he continues to champion faculty welfare, transparent governance, and sustainable academic initiatives.*

## Introduction

Digital transformation has radically changed business worldwide. This is particularly true in marketing, where businesses across multiple industries have begun integrating digital technologies into their business processes to improve efficiency, deepen customer engagement, and expand their reach into new markets. Digital transformation has emerged as a key area of marketing research worldwide, according to Marco Cioppi et al. (2023), focusing on the impact of digital technologies on marketing processes, customer relationships, and business strategy across global markets.

The vast majority of companies currently rely on digital tools to compete in the global marketplace. Digital transformation has provided companies with an opportunity to develop new, innovative marketing approaches that are not simply an extension of traditional marketing (promotion). Vimalnath V et al. (2023) point to a greater reliance on advanced digital

technologies as part of a modern marketing strategy to facilitate business growth and adapt to rapidly transforming business environments.

One major benefit of digital transformation is the enhanced access to global markets for an organization. Organizations can now connect with customers from a variety of geographic locations through the use of digital platforms (websites, online marketplaces, and social media). Kowiyanto Kowiyanto and Yoan Santosa Putra (2024) found, as a result of the rapid growth of digital technology and its growing application to global markets, that the use of Social Media Marketing, Digital Content Marketing, and business processes based on technology has encouraged the broader use of new digital marketing strategies that have strengthened the overall visibility of global brands.

Further, digital transformation has increased the reliance upon data analytics in marketing-related decision-making. Organizations can gather vast amounts of consumer data and analyze buying patterns, customer behaviors, and market trends using digital technologies. According to Pratama (2024), big data analytics and Artificial Intelligence are critical to changing marketing approaches by helping organizations understand what consumers want and, therefore, develop better-targeted marketing campaigns.

Alongside this change, significant advancements in e-commerce worldwide have occurred as a direct result of digital transformation. Companies can now use online platforms to reach customers with their products and/or services worldwide, making it easier for them to enter new markets and sell internationally. Research by Sharabati et al. (2024) shows that digital marketing/e-commerce platforms significantly improve businesses' performance and competitiveness by expanding their market access and increasing operational efficiency.

Social media has also been identified as one of the most important tools within global marketing strategies. Companies are using social media to connect with customers, sell their products, and build strong

communities around their brands. Nesterenko et al. (2023) state that digital transformation has transformed marketing communications, enabling companies to engage with customers in real time.

AI is another technological advancement that is impacting global marketing strategies. AI-based applications help companies understand customer behavior, anticipate trends, and deliver personalized customer experiences when marketing to their customers. According to an article by Syawaluddin et al. (2026), the application of AI-based technologies has provided companies with the tools necessary to give customers a more personalized experience through predictive analytics and automated marketing strategies

Additionally, through digital transformation, companies can now implement both multichannel and omnichannel marketing strategies. Digital transformation enables companies to create digital touchpoints for customer interactions across channels such as websites, mobile applications, email, and social media. According to Morrison (2024), digital transformation will also help businesses implement integrated marketing systems that incorporate various digital channels to create a seamless customer experience and consistent branding.

Additionally, digital transformation supports collaboration and communication among global marketing teams. Organizations have leveraged cloud-based technologies, collaborative software, and digital project management tools to help coordinate their marketing efforts across countries and regions. These tools help organizations share information and provide a consistent marketing message while also offering flexibility to meet regional differences in marketing messages.

While there are many benefits of digital transformation, organizations that implement global marketing strategies face many challenges. For example, organizations will encounter data privacy issues, cybersecurity concerns, and the complexity of technology. Researchers suggest that organizations must use effective governance frameworks and comply

with internationally accepted data protection standards to maintain consumer trust in digital marketplaces.

Another challenge organizations face is balancing the standardization of global marketing with the adaptation to local markets. Digital marketplaces allow organizations to maintain brand consistency globally; however, cultural differences and consumer preferences must be taken into account when creating marketing materials. Therefore, an effective global marketing strategy will use both standardized digital approaches and localized approaches to reach diverse target audiences.

In summary, digital transformation is a key driver of global marketing strategies today. Organizations can increase customer engagement, expand internationally, and enhance the effectiveness of their marketing efforts by leveraging technologies such as big data, artificial intelligence, social media, and e-commerce. Organizations must continue to innovate and adapt their marketing strategies as digital technologies evolve in order to remain competitive in today's fast-paced global market.

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