

1. Citation: Nuseir, Mohammed T., et al. "Digital Marketing Strategies and the Impact on Customer Experience: A Systematic Review." *The Effect of Information Technology on Business and Marketing Intelligence Systems* (2023): 21-44.

< This study looks at the relevance of recent digital marketing strategies and tools across a range of marketing activities. The research aims to better understand how digital market segmentation may be used to enhance customer experience tools. The ideal strategy for providing a positive Customer Experience is also determined by the analysis. Selecting key publications, gathering and synthesising data, evaluating and reporting findings: these were all accomplished using a Systematic Literature Review (SLR). This comprehensive study emphasises the need of marketing professionals using appropriate digital marketing strategies to enhance the consumer experience. eWOM, emailing, affiliate marketing, SEO, SMM, and corporate blogging are all methods that are highlighted by SLR. The greatest way for businesses to boost client satisfaction is with the aid of social media marketing. This customer-centric digital strategy allows for greater individualization, flexibility, and engagement.

2. Citation: Alsukaini, Ali Khalaf Mohammed, et al. "New trends in digital marketing emergence during pandemic times." *International Journal of Innovation Science* 15.1 (2023): 167-185.

This investigation of the part played by IM apps on mobile devices in the pandemic uses a system-level approach. There are several industries being affected by the COVID-19 epidemic, and digital marketing is only one of them. In light of the virus's effects, several facets of online advertising were improved. To better understand the barriers to innovation and how they affect the mediation of intention towards actual system utilisation, a comparative research is undertaken between Pakistan and Iraq. Individuals' motives and actions in reaction to opposition to innovation are analysed.

3. Citation: Bruce, Emmanuel, et al. "The Effect of Digital Marketing Adoption on SMEs Sustainable Growth: Empirical Evidence from Ghana." *Sustainability* 15.6 (2023): 4760.

Today's businesses advertise online. Digital marketing is useful for businesses. Companies are using their online profiles to engage with customers and provide competitive pricing. Companies are using digital marketing to create effective strategies to survive in an environment of intense competition. Using the use of the theory of planned behaviour, this research looks at how the rise of digital marketing in Ghana has affected the long-term success of local companies. There was a survey distributed to 533 Ghanaian small and medium enterprise owners and managers, and the data was analysed with SmartPLS version 3.3. Attitudes towards digital marketing were unaffected by perceived behavioural control or subjective norms. Digital marketing behaviour was found to be favourably connected with subjective norms. After everything was said and done, digital marketing helped Businesses in developing countries grow in a sustainable way. This research contributes to the growing body of knowledge on the factors that motivate business leaders to use digital platforms for long-term expansion.

