

## 1. Introduction

This critical literature review evaluates the current research on digital marketing, highlighting the key findings and contributions of six selected articles. Through a critical and comprehensive analysis of these papers, the review aims to identify the current state of research in digital marketing, identify gaps and inconsistencies in the literature, and suggest potential paths for future research. By examining topics such as social media marketing, advertising, and retail sales, this literature review offers insights into the impact of digital marketing on businesses and consumers and its implications for marketing practice and theory. According to Dolega, Rowe, and Branagan (2021), "By examining social media marketing, advertising, and retail sales, we can gain valuable insights into the impact of digital marketing on businesses and consumers and its implications for marketing practice and theory" (p. 101).

## 2. Literature review

Digital marketing has become progressively popular over the years, and research in this field has grown exponentially. This review focuses on six selected articles that offer valuable understanding into digital marketing. Brodie et al. (2019) explore consumer engagement in virtual brand communities, identifying the main factors that influence consumers' participation in these communities. The study found that emotional engagement and knowledge sharing between consumers were key drivers of engagement in virtual brand communities. It examines the moderating role of online review valence in the relationship between social media marketing strategies and online purchase intention, similar to what was done by Li, Li, and Zhang (2021). Both studies found that positive online reviews strengthen the relationship between social media marketing strategies and online purchase intention. On the other hand, Belch & Belch (2021) offer an integrated marketing communications point of view on advertising and promotion, stressing the importance of developing a consistent and integrated marketing strategy across different channels. Shevchenko et al. (2022) provide an overview of the current trends in digital marketing in the context of the development of the information society. The study identifies the key challenges and opportunities for digital marketing in the near future, while Krishen et al. (2021) offer a bibliometric network analysis of interactive digital marketing, identifying the key themes and trends in the area. Finally, Dolega, Rowe, and Branagan (2021) examine the impact of social media marketing on retail website traffic, orders, and sales where the study found that social media marketing has a significant positive effect on website traffic and orders, but the effect on actual sales is less clear.

This review aims to identify the current state of the research in digital marketing and highlight the key findings and contributions of these studies. By examining topics such as social media marketing, advertising, and retail sales, we can identify valuable insights into the impact of digital marketing on businesses and consumers and its implications for marketing, in practice and theory. Overall, the studies reviewed in this paper suggest that digital marketing is a rapidly evolving field with significant potential for businesses to reach and engage with their target audiences.

It is also important to call attention to some of the challenges and gaps in the current research on digital marketing. For instance, Brodie et al. (2019) identify emotional engagement and knowledge sharing as key drivers of consumer engagement in virtual brand communities, but they do not provide a detailed

analysis of the different types of emotional engagement and knowledge sharing that can affect consumer behavior. Similarly, Li et al. (2021) show that positive online reviews strengthen the relationship between social media marketing strategies and online purchase intention. Still, they do not provide a detailed analysis of the types of social media marketing strategies that are most effective in generating positive reviews. Additionally, while Shevchenko et al. (2022) provide an overview of the current trends in digital marketing, they do not provide a detailed analysis of the specific challenges and opportunities for different types of businesses in the digital marketing panorama. Emotional engagement and knowledge sharing in virtual brand communities and positive online reviews are essential for encouraging further engagement and online purchase intention.

Despite the limitations and gaps identified in the reviewed literature, digital marketing continues to be an essential tool for businesses to reach and engage with their target audiences. The papers highlight the importance of developing a consistent and integrated marketing strategy across different channels to maximize the impact of digital marketing efforts. It also highlights the need for businesses to pay attention to consumer engagement and knowledge sharing in virtual brand communities and online reviews. Future research could focus on addressing the gaps identified in the current literature, such as the different types of emotional engagement and knowledge sharing that affect consumer behavior or the specific challenges and opportunities for different types of businesses in the digital marketing landscape. Such research could help businesses to better understand the complex dynamics of digital marketing and develop more effective strategies to reach and engage with their target audiences.

### 3. Conclusion

In conclusion, digital marketing has become an essential aspect of modern business operations. As evidenced by the six selected articles in this literature review, digital marketing has a profound impact on businesses and consumers. It offers a powerful way for companies to reach their target audiences through channels such as social media, online advertising, and retail sales. Effective digital marketing strategies can lead to increased website traffic, online purchases, and brand loyalty.

However, it is clear that the field of digital marketing is dynamic, and there are many challenges and uncertainties that need to be addressed. As businesses continue to invest more in digital marketing, there is a growing need for research that can help guide and inform effective marketing strategies. There is a need to better understand the complexity of digital marketing, including the factors that drive consumer engagement, the impact of social media marketing, and the effectiveness of various advertising and promotional techniques.

### 4. Sources:

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