

REVIEW

Charting the Path for Future Research in Digital and Social Media Marketing

Trazando el camino para futuras investigaciones en marketing digital y redes sociales

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ABSTRACT

The rise of social media has fundamentally transformed how consumers interact with brands and make purchasing decisions. Companies now leverage digital platforms to promote products, engage customers. Despite these advantages, challenges such as managing negative online reviews and avoiding overly intrusive marketing tactics remain critical. An aggressive digital presence can damage trust and alienate potential customers if not handled thoughtfully. This research combines the opinions on a quantity of topics connected to social and digital marketing. In addition to the points of view on more focused topics such as artificial intelligence (AI), augmented reality (AR) marketing, multimedia direction, mobile devices marketing management, and ethical issues, the expert's perspectives provide an in-depth perspective on the major elements of this significant topic. These insights also reflect the evolving consumer expectations, technological disruptions, and the strategic adaptability required by marketers in competitive digital environment. The investigation on challenges and emerging ideas that can enhance understanding and effectiveness in digital and social advertising. It identifies research gaps and areas requiring deeper exploration, offering valuable insights for investigations. The findings contribute significantly to evolving industry practices and theoretical frameworks. It holds importance for both marketing professionals and academic researchers aiming to innovate in the field.

Keywords: Organizations; Augmented Reality (AR); Marketing Management; Perspectives; Mobile Devices; Social Media.

RESUMEN

El auge de las redes sociales ha transformado radicalmente la forma en que los consumidores interactúan con las marcas y toman decisiones de compra. Las empresas ahora aprovechan las plataformas digitales para promocionar productos y atraer clientes. A pesar de estas ventajas, siguen siendo fundamentales retos como gestionar las reseñas negativas en línea y evitar tácticas de marketing demasiado intrusivas. Una presencia digital agresiva puede dañar la confianza y alejar a los clientes potenciales si no se gestiona con cuidado. Esta investigación combina opiniones sobre una serie de temas relacionados con el marketing social

y digital. Además de los puntos de vista sobre temas más específicos, como la inteligencia artificial (IA), el marketing de realidad aumentada (RA), la dirección multimedia, la gestión del marketing en dispositivos móviles y las cuestiones éticas, las perspectivas de los expertos ofrecen una visión en profundidad de los elementos principales de este importante tema. Estas ideas también reflejan la evolución de las expectativas de los consumidores, las disrupciones tecnológicas y la adaptabilidad estratégica que se requiere de los profesionales del marketing en un entorno digital competitivo. La investigación sobre los retos y las ideas emergentes que pueden mejorar la comprensión y la eficacia de la publicidad digital y social. Identifica las lagunas en la investigación y las áreas que requieren una exploración más profunda, ofreciendo información valiosa para las investigaciones. Los resultados contribuyen de manera significativa a la evolución de las prácticas del sector y los marcos teóricos. Es importante tanto para los profesionales del marketing como para los investigadores académicos que desean innovar en este campo.

Palabras clave: Organizaciones; Realidad Aumentada (RA); Gestión de Marketing; Perspectivas; Dispositivos Móviles; Redes Sociales.

INTRODUCTION

The World Wide Web, networking sites, applications for smart phones and other digital communications technology are part of the daily lives of billionaires around the world. Five billion people use the internet regularly, accounting for all of humanity, according to the latest figures. Using social media has become a vital part of many people's lives all over the world. Around the world, there are 3 billion active social media members.⁽¹⁾

Companies can achieve their marketing management goals for an infinitely lower cost by using digital and networking marketing. Over 90 % of firms use Twitter for advertising and over 50 million organizations have Facebook pages registered with them. The extensive use of social networking sites and digital technologies has been very beneficial to government organizations and campaigns for office.⁽²⁾

People are using online resources in increasing numbers to research products and services, communicate with businesses as well as share the knowledge with other consumers. Businesses have made social media and internet platforms a vital component of business marketing management strategy in reaction to this change in consumer behavior.⁽³⁾ Companies that include internet marketing management in whole company plan stand to benefit a great deal.

The use of social media provides companies with the chance to engage with potential customers, build reputations, influence their views, ask for feedback, improve the caliber of the current products and increase sales. As consumers become less reliant on shops in person and traditional methods to communicate become less common, businesses must look out for standards of excellence when utilizing social networking sites as well as online marketing management techniques to preserve and grow to market share.⁽⁴⁾

Given the recent advances in consumers having greater power along with the awareness of culture and social standards, businesses developing the online marketing management plans as well as strategies confront considerable challenges. A customer's criticism can reach millions of people instantly, which could be harmful to the company in issue. The paper's observations, which represent the opinions of the invited professionals, cover an extensive range of web and digital advertising topics.⁽⁵⁾

The research contributes a significant and pertinent amount of new material to the collection of information available, enabling researchers to better comprehend this advertising sector. The presented as a topical contribution to the literature, given the maturity of the digital as well as social media marketing management sector and its increasing importance as a keystone of an organization's marketing management strategy.

The purpose of the research is to examine various social media and the internet has transformed organizations, with a focus on advantages including lower costs and better brand awareness. In addition, it tackles issues like a bad internet reputation, utilizing the knowledge of leading experts to offer a thorough resource for scholars and professionals.

DEVELOPMENT

A COMPREHENSIVE EXAMINATION OF THE RESEARCH FINDINGS

This section combines internet advertising, online advertising, and online communities, using a methodology similar to current review papers. Four themes emerged: circumstances, organization, results, and marketing strategies.

Circumstances

Technological advancements particularly the rise of the internet, mobile technologies, and social media

have significantly reshaped the business landscape and consumer behavior. Research in this domain emphasizes how digital innovations, especially electronic word-of-mouth (eWOM), have transformed how consumers make decisions, form brand perceptions, and interact with companies.⁽⁶⁾ The growing use of social networking sites and digital marketing management tools has enhanced customer trust in online shopping experiences, fostering stronger digital engagement and increasing brand loyalty. Businesses that effectively leverage e-commerce platforms and personalized digital strategies are experiencing notable gains in market share. According to, the integration of social media and eWOM into digital strategies enhances customer perceptions, drives online traffic, and significantly influences purchase intentions.

Organization

The strategic use of social media in digital marketing management has evolved significantly, with companies adopting varied approaches depending on the industry type and target audience. While consumer-facing businesses often leverage social media for brand engagement and direct advertising, business-to-business (B2B) firms have been more reserved in adoption. B2B marketers tend to perceive social media as less effective in terms of generating tangible advertising returns and as a secondary channel for building professional relationships.⁽⁷⁾ This skepticism is influenced by the longer sales cycles, niche target markets, and preference for personalized interactions typical in B2B settings. As platforms integrate more advanced analytics, lead-generation tools, and content formats tailored to professional contexts, these perceptions are gradually shifting. Should explore how B2B firms can optimize platform-specific strategies to drive engagement and measurable outcomes.

Platform-Specific Digital Marketing Strategies

Effective marketing management strategies on social media require careful platform selection based on audience demographics and content objectives. Businesses tailor the approach by leveraging different platforms such as Facebook, Twitter, and Snapchat, each offering unique user experiences and engagement formats. Snapchat is widely recognized for its informal, ephemeral, and interactive environment, making it particularly suitable for targeting younger audiences.⁽⁸⁾ Highlighted that perceive brands advertised on Snapchat as more relatable, which positively influences their attitudes toward the brand and increases the engaging in purchase behavior. The platform’s visual storytelling and immediacy help foster authentic connections, reinforcing brand visibility. Marketers are thus encouraged to adopt platform-specific strategies that resonate with user expectations and behavioral tendencies, especially when targeting digitally native audiences.

Tailor social media marketing strategies to audience demographics and content objectives, using platforms like Facebook, Twitter, and Snapchat for younger audiences, where relatable brands influence attitudes and purchase behavior. Platform-specific strategies, collaborative brand content, dynamic content, and self-centered communications attract more reactions. Figure 1 displays the social media strategies.

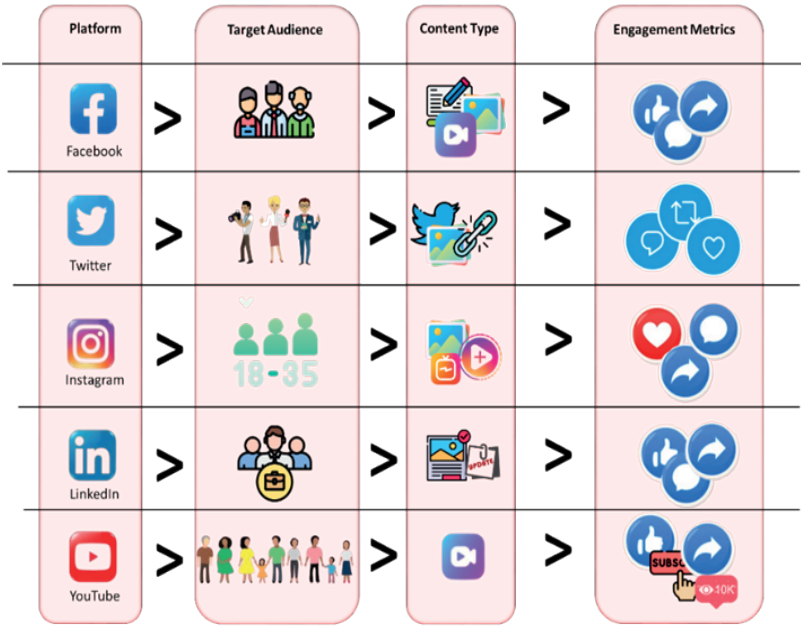


Figure 1. Social media strategies

Findings

Digital and social media marketing significantly enhances customer retention, loyalty, longevity, and

company efficiency by promoting brand awareness, eWOM interaction intent, and online engagement. Research on customer involvement in social media marketing reveals that participation is primarily a state of mind, rather than active behavior like sharing information. ⁽⁹⁾ Most studies focus on for-profit businesses, with some focusing on nonprofit organizations.

AIMS PERSPECTIVE

This section presents expert contributions on digital and social media marketing, outlining challenges, constraints, research gaps, and hypotheses, reflecting unique perspectives from practitioners and researchers. This approach gathers guidance on a range of digital and social media marketing concerns, although it may cause an irregular flow in the logic. The list of aims is illustrated in table 1.

| Table 1. List of aims | |
|-----------------------|---|
| Aim No | Title |
| Aim 1 | Employing social media to analyze customer behavior |
| Aim 2 | An ethical AI approach to social networking site advertising |
| Aim 3 | Pair mobile marketing management structure for the academic agenda of the future: insights of customers and advertisers |
| Aim 4 | Marketing with the use of augmented reality: presenting a new perspective |

Aim 1

The average person uses social media platforms for two hours and twenty-three minutes a day to read the news, search for items, and remain in contact with Friends. ^(10,11,12) Considering the way common social media is in the lives of consumers, it is obvious that businesses have to use social media marketing management strategically to reach new customers.

Absence of Scales with Validation

Research on marketing management through social media faces challenges due to the lack of adequate conceptions and validated scales to assess theories about social media usage's impact on consuming behaviors. ⁽¹³⁾ Although adapting existing measures was feasible, the intricacy of social media was not well measured or captured by existing scales.

Social Media Alterations

New social networking platforms are attracting more users, creating both opportunities and challenges for marketers. Innovative advertising techniques may be necessary to increase consumer engagement and generate leads. ⁽¹⁴⁾ The recently created social media pages present opportunities for further research, including contrasting systems, understanding their rationale and potential uses, and developing or modifying metrics to assess return on spending.

An Examination of Social Networks

Social network evaluation looks at the social framework of relationships and interactions between vertices in human networks in which each individual is a component. ^(15,16,17) It investigates electronic referrals, influencers, impact, connection power, and information flow through social media. However, the literature on social media usage and analysis has limitations.

Concept

Social media platforms, user engagement measured, comments, and shares plays a critical role in shaping how messages are perceived. A higher volume of responses tends to enhance credibility and perceived popularity, positively influencing user attitudes. A certain threshold, excessive engagement can lead to fatigue, reducing the message's effectiveness. Additionally, negative information and rumors often spread more rapidly than positive content, amplifying risks for brand reputation. These dynamic underscores the importance of monitoring and managing engagement patterns. ^(18,19) The lack of robust measurement tools, rapid platform evolution, and limited application of network analysis hinder a comprehensive understanding of how digital and referral communications influence consumer behavior. These gaps to better capture the nuances of engagement and its psychological effects on audiences.

Aim 2

AI and statistics have revolutionized marketing management on social media by improving customer

experiences through the proper use of machine learning (ML) and user-generated content.⁽²⁰⁾ However, AI in social media settings can alienate users, as disclosing chatbot identities before conversations can significantly reduce the likelihood of making a purchase.

Responsible AI-Powered Social Media Promotion

The strategy and planning execution for businesses that use AI with integrity and accountability is known as responsible AI. It aims to develop moral, open, and responsible AI systems that improve service delivery, reduce privacy invasion, and uphold individual trust. Achieving an equilibrium between profitable growth for businesses and meeting customer requirements through AI use is the long-term objective of responsible AI.^(21,22,23)

Development and Management of AI Ethically

AI in social media marketing aims to boost customer confidence and data integrity. It's crucial to inform customers, stakeholders, and communities about AI usage.^(24,25) For instance, the Quick-Check credit card application criterion system provides an initial decision and clear explanation.

Concept

The integration of AI and ML into social media marketing management has reshaped how businesses conceptualize and measure campaign effectiveness. Responsible and strategic use of AI enables enhanced audience targeting, content optimization, and predictive analytics, all of which contribute to improved marketing management performance.^(26,27) Found that firms investing significantly in ML capabilities tend to achieve higher market returns from their social media advertising efforts.

Aim 3

Mobile marketing management represents a dynamic advertising approach where consumers receive targeted promotional content directly on the smartphones. As mobile devices have become the primary interface for daily digital interaction, the role in shaping consumer attitudes and purchase behavior is increasingly significant. A traditional media, mobile platforms offer personalization, immediacy, and interactivity, which demand innovative strategies beyond conventional marketing management methods.^(28,29,30) emphasize that the multifunctional nature of smartphones challenges static advertising models and requires adaptive, user-centered frameworks. Despite its growing importance, scholarly inquiry into mobile marketing remains limited, especially regarding consumer engagement mechanisms and long-term effectiveness. Presents a conceptual mobile marketing management framework with key strategic propositions aimed at guiding future empirical research and practical applications.

Kind of Mobile Marketing

The use of location-based, instructive, believable, amusing, incentive-based, and obnoxious formats to illustrate the various forms of mobile advertising.

- Location-based advertising (LBA) helps customers access information while on the move, connecting when and where factors.
- The effectiveness of mobile marketing depends on factors such as informational quality, trustworthiness, entertainment, and offering rewards.
- The weather in a location significantly impacts the effectiveness of LBA. The advertisement's veracity and plausibility are crucial, as is its ability to make viewers happy and satisfy their visual stimulation needs.

The Information Contained In Mobile Advertisements

Style and personalization, control for users, functionality, relevance, context, briefness as well as emotional appeals, are the main content-related components of mobile advertising.

- To attract customers, content should be stylish, unique, useful, user-friendly, and relevant.
- Use swipe alternatives to avoid irrelevant content and portray genuine life.
- User-controlled and rigorous content should be conveyed in five seconds or less.
- Relevant and topical content increases perceived value.
- Finally, relevance aligns with the target audience's interests and lifestyles, resulting in a favorable perception of the commercials.

Customer Reaction

Consumer reactions to mobile advertisements include intention to make a purchase, attitude toward commercials and companies, along with the participation in interactive content. A web-based system of navigation that provides users with immediate assistance and promotes improved communication is associated

with interaction.^(31,32) Interaction has multiple elements because of its mutual natural world, control by users and marketing context. In terms of advertisements on smartphones, interacting with consumers is a wise decision. Interaction leads to involvement, or the clients' individual perspectives related to affective.

Situational communication in mobile advertising refers to the delivery of content that aligns closely with a user's immediate context such as time, location, activity, and personal preferences. This context-aware approach enhances relevance and increases user receptiveness by fostering individualized and meaningful engagement. When mobile ads are perceived as timely, personally relevant, and aligned with the consumer's physical or emotional state, that are more likely to generate advertising value. To higher levels of user interaction, positive brand associations, and ultimately, stronger purchase intentions.⁽³³⁾ Emphasize that effective situational communication through smartphones can create seamless and enjoyable advertising experiences that support deeper brand-consumer connections and reinforce favorable attitudes toward both the advertisement and the brand.

LBA enables marketers to deliver tailored messages to users based on the geographic location, thereby enhancing relevance and user engagement. Initially developed for desktop environments and static advertising platforms, LBA has evolved significantly with the proliferation of smartphones and GPS-enabled devices. Businesses now leverage mobile technology to consumers personalized, content that adapts to specific surroundings. This dynamic form of advertising increases the likelihood of user interaction by aligning marketing with situational needs and preferences.^(34,35) Location-based technologies not only improve targeting accuracy but also foster positive user attitudes when the content is perceived as useful, timely, and non-intrusive. As LBA continues to mature, it presents significant potential for enhancing mobile marketing strategies through greater personalization and immediacy.

Concept

Mobile commercials' success is influenced by location, content, user experience, and social factors.⁽³⁶⁾ Content, style, and emotion significantly impact perceived value. Social factors also impact customer responses, brand sentiment, and purchase intention.

Aim 4

Definition of Distinguishing AR, VR, and MR

AR is commonly defined as a technology that overlays digital content such as images, sounds, aligning both temporally and spatially with the user's actual environment. This integration creates an interactive and immersive experience without completely replacing. While this definition is widely accepted in academic and industry settings, its distinction from closely related concepts such as Virtual Reality (VR), Mixed Reality (MR), and Integrated Perception. These terms are often used interchangeably, despite having different technological foundations and experiential implications.^(37,38,39) Highlight that clear conceptual restrictions are desirable to support the effective application and evaluation of AR in marketing, education, and other domains.

Promotion with AR that is essential

Marketing with AR requires funding, 3D visualization proficiency, and customer service proficiency. This multidisciplinary strategy necessitates cooperation with sales, IT, innovation management, public relations (PR), and legislation to improve achievement. AR's Place in Advertising.

Recent data indicates that advertisers view VR in its early stages but anticipate changes. Key academic and management issues are highlighted in table 2.

Table 2. Unresolved queries in academic and management

| Domain | Question |
|-----------|--|
| Goods | In contrast to real items, how do customers engage with virtual products in the imagined real world? Although customers can bond with physical things, can that do the same with virtual ones? What benefits and drawbacks do customers perceive between virtual and physical products? |
| Location | Which customers prefer to view or buy products through AR platforms in which circumstances? What are the benefits and drawbacks? |
| Cost | Can customers afford to pay for digital goods? Do extra services make people more eager to pay? If people can sample a product using AR prior to making an investment, are customers prepared to pay more for it? |
| Marketing | What factors influence the efficacy of marketing messages? What constitutes effective AR narrative or video advertising? Does the capacity to persuade customers to purchase a product after allowing them to try it in person result in better choices and a decrease in refund prices? |

Recognizing Customers

Managers must understand user interaction in AR to succeed in the field. Research in management

information systems, psychology, and language sciences has enhanced customer engagement in real-world and virtual situations. Effective integration of AR material is necessary for creating compelling user experiences.

Data-Driven Personalization in AR Marketing

The growing integration of AR to digital marketing opens new pathways for data utilization that extend beyond conventional online behavioral tracking. Unlike standard digital environments, AR enables marketers, context-aware information by sensing a user's physical surroundings through devices such as cameras, microphones, and proximity sensors, an AR system could detect an outdated television in a consumer's suggest a suitable replacement overlaid virtually in that space. ^(40,41,42) This kind of contextual personalization enhances relevance and engagement. While this technology driven data opens marketing opportunities. Addressing these challenges can require interdisciplinary research combining marketing, computer vision, and consumer psychology. To explore how AR-collected environmental data can be responsibly used to create seamless and immersive brand experiences across both physical and digital touchpoints.

Concept

The use of AR for advertising can become as commonplace as the Internet today. The administration of AR is extremely intricate. Consequently, businesses need to acquire specialized skills, and academics should encourage development.

CONCLUSION

The integration of social media and the internet has significantly transformed business dynamics and customer behavior. Although there are advantages to digital and social marketing, such as reduced expenses, enhanced brand recognition, and higher sales, they also have drawbacks like negative online reviews and a shady online presence. This study, combining insights from various online and digital marketing experts, provides a comprehensive analysis of AI, AR marketing, multimedia tactics, and smartphone advertising issues. It identifies areas for future research in digital and social advertising, while acknowledging current limitations and research gaps.

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