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Marketing management information system as a sales increase strategy in the digital era

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Abstract: The digital era has transformed the traditional marketing paradigm into information technology-based marketing that is fast, efficient, and responsive to consumer needs. Marketing Management Information Systems (MIS) are key to strategic marketing decision-making and sales growth in the digital era. This study aims to examine the role of MIS in digital marketing strategies, how digital marketing is implemented to increase sales, and the challenges organizations face in integrating information systems with their marketing strategies. The research method is a literature review of relevant scientific journals and articles in the fields of digital marketing and information management. The results show that proper MIS implementation can improve marketing effectiveness, consumer data optimization, marketing analytics, and digital marketing strategy planning, thereby contributing to increased sales in the digital era.

Keywords: Marketing Management Information System, Digital Strategy, Sales Increase, Digital Era, Digital Marketing

1. Introduction

The rapid development of information technology has shifted the marketing paradigm from traditional methods to digital marketing, which relies on data, analytics, and information systems for strategic decision-making [1]. Marketing Management Information Systems (MIS) play a crucial role in helping companies understand markets, customers, and trends, enabling them to design appropriate marketing strategies and significantly increase product or service sales [2].

In an increasingly complex and competitive business environment, companies are required to rely more than just intuition or experience when making marketing decisions [3]. The rapid development of information technology has fundamentally transformed the marketing landscape, with data becoming a key strategic asset. In this context, a Marketing Information System (MIS) has emerged as a crucial element connecting marketing information needs with fast, accurate, and data driven decision making [4]. Marketing MIS is defined as a structured system consisting of people, hardware, software, procedures, and databases that work in an integrated manner to collect, process, analyze, and distribute relevant information to marketing decision-makers. This system functions not only as a data provider but also as an analytical tool capable of generating strategic insights into consumer behavior, market trends, campaign effectiveness, and competitor performance [5].

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In the digital era, the role of Marketing MIS is increasingly significant due to the explosion in data volume generated from various digital channels such as social media, e-commerce, search engines, and other customer interaction platforms [6]. This data, if managed properly, can serve as the foundation for companies to design more personalized, responsive, and measurable marketing strategies. Emphasized that implementing Marketing MIS in the digital era enables companies to manage customer data in an integrated manner, enabling marketing decisions to be proactive and predictive rather than reactive [7].

Furthermore, Mahmoud (2021) in his research highlighted that Marketing MIS plays a crucial role in supporting proactive marketing, a marketing approach that focuses on anticipating customer needs before they are explicitly expressed. [8] By utilizing a reliable information system, companies can identify market opportunities early, minimize the risk of strategic errors, and increase the efficiency of marketing resource allocation [9].

However, implementing a Marketing MIS also presents its own challenges. The complexity of system integration, limited human resources skilled in data analytics, and issues with data quality and security are obstacles that organizations often face [10]. Therefore, a comprehensive understanding of the concepts, components, functions, and challenges of implementing a Marketing MIS is crucial for marketing academics and practitioners in the digital age [11].

This chapter will systematically outline the basic concepts of Marketing MIS, its components, its strategic role in supporting digital marketing, and the challenges that arise in its implementation [12]. This chapter aims to provide readers with a comprehensive understanding of how marketing management information systems serve as the primary foundation for sales growth strategies in the digital age [13].

2. Literature review

2.1. Marketing Management Information System (Marketing MIS)

Explain that MIS is used to support marketing decisions through the management of customer data and market information in the digital age [14]. "The Marketing Information System and Its Importance" explains the relationship between MIS and proactive marketing [15].

Historically, the idea of a marketing information system was first introduced by Philip Kotler in 1966 through an article entitled "A Design for the Firm's Marketing Nerve Center," published in Business Horizons. In the article [16] proposed the creation of a dedicated unit responsible for centrally collecting, processing, and distributing marketing information. This concept, later known as the Marketing Nerve Center, became the initial foundation for the development of the Marketing Information System as it is known today [16].

In a longitudinal study of Fortune 500 companies found that the marketing function was the first functional area to adopt the concept of management information systems. This study showed that the implementation of MkIS has undergone significant evolution from 1980 to 2000, with increasing system complexity and broader integration into the organization's business processes [17].

In the digital era, the role of Marketing MIS is increasingly significant along with the explosion in data volume generated from various digital channels [18]. Emphasized that implementing Marketing MIS in the digital era enables companies to manage customer data in an integrated manner, so that marketing decisions are no longer reactive, but proactive and predictive [14]. This system allows companies to leverage data from social media, e-commerce, search engines, and other customer interaction platforms to generate accurate insights [19].

2.2 Digital Marketing Strategy

A digital marketing strategy is an integrated plan that utilizes digital technologies to achieve an organization's marketing goals [20]. Academically, this strategy encompasses the use of various digital channels such as search engines, social media, email, and websites to reach, engage, and convert target audiences [21].

Digital marketing strategies as a sales-boosting tool in the digital age have proven effective through various case studies of retail companies and MSMEs [22]. Digital Marketing as Strategy demonstrates the link between digital marketing and customer satisfaction and sales [23].

Digital marketing strategy is defined as the application of digital technology to achieve marketing objectives through a deep understanding of digital consumer behavior and the use of data for strategic decision-making [24]. This definition emphasizes that digital marketing is not simply the use of technology, but rather a strategic approach centered on data and consumers [25].

From a modern marketing management perspective, digital marketing is an integral part of integrated marketing communications that uses digital channels to target, communicate, and build relationships with customers [16].

2.3 MIS Integration in Digital Marketing

The integration of a Marketing Management Information System (MIS) with a digital marketing strategy is a systemic approach in which information technology infrastructure, databases, and analytical processes are aligned with digital marketing activities to create synergy in the collection, processing, and utilization of marketing information. [26] This integration enables companies to optimize data-driven decision-making across all digital channels. The implementation of MIS in digital marketing through platforms like Instagram demonstrates the importance of customer data in digital campaigns [27]. Digital Marketing Innovation demonstrates how information systems support the expansion of the MSME market [28].

Explaining that in the digital economy, technical and information capabilities actively drive the dynamic development of marketing communications, as well as the transformation of management concepts and strategies in marketing [29]. This research emphasizes the coordinating role of MIS when integrated into corporate information systems to implement integrated marketing communications (IMC) in the era of economic digitalization [30]. Defines a Digital Marketing Information System (DMIS) as an integrated system that combines platform readiness, collaboration between actors, digital capability development, and adaptive information flow to support digital marketing activities, particularly in the context of small and medium enterprises [31].

3. Research Method

This research uses a literature review approach based on journal sources and scientific articles discussing MIS, digital marketing strategies, and their roles in increasing sales in the digital era [32]. The study focuses on recent publications from the past five years as well as several relevant classic works. Literature study was chosen because it allows researchers to examine in depth existing theories, concepts, and empirical findings regarding Marketing Management Information Systems (MIS), digital marketing strategies, and the integration of the two in the context of increasing sales in the digital era [33].

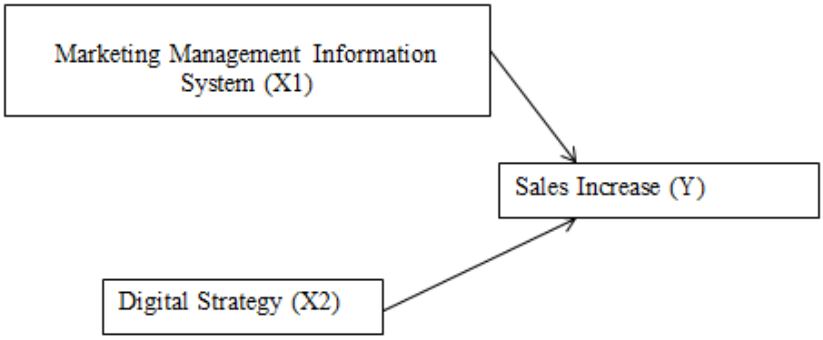


Figure 1. Conceptual Method

4. Results and Discussion

4.1. The Role of MIS in Digital Marketing Strategy

In the digital era, marketing information systems (MIS) play a fundamental role in optimizing digital marketing strategies [34]. Rapid advances in information technology have transformed conventional marketing models into data-driven and digital ones, requiring companies to effectively utilize information systems for strategic decision-making [35]. Marketing Management Information Systems have been proven to improve a company's ability to :

a) Customer data processing
b) Market trend analysis
c) Digital campaign planning
d) Marketing performance measurement [36]

4.2. Digital Marketing as a Sales Increase Strategy

In today's digital era, digital marketing has transformed from a mere alternative into a strategic imperative for organizations seeking to survive and thrive [37]. The rapid development of digital technology has fundamentally changed the way companies interact with consumers, promote products, and ultimately increase sales [38]. This fundamental shift requires companies to adopt a planned and measurable digital marketing strategy [39]. Various studies have identified important components in digital marketing for increasing sales such as :

a) SEO dan SEM
b) Social media marketing
c) Paid advertising (PPC)
d) Email marketing [40]

4.3. Challenges of Integrating MIS with Marketing Strategy

Integrating a Marketing Management Information System (MIS) with a digital marketing strategy presents a variety of multidimensional challenges [41]. These challenges are not only technical but also encompass organizational, human resource, strategic, and data security aspects [42]. A comprehensive understanding of these challenges is a crucial prerequisite for organizations seeking to optimize MIS implementation to support their digital marketing strategy [43]. The challenges that arise include :

a) Limited human resources
b) Complexity of integration between systems
c) Inconsistent data quality [44]

5. Conclusion

Marketing Management Information Systems (MSIs) are a crucial strategy for increasing marketing and sales effectiveness in the digital age [36]. Integrating MIS with digital marketing

strategies can provide a competitive advantage, faster and more accurate decision-making, and increased marketing cost efficiency [45]. Digital marketing strategies have been empirically proven to be effective instruments for increasing sales in the digital era [46].

Various studies show that implementing digital marketing through social media (Instagram, TikTok, Facebook), marketplaces (Shopee, Tokopedia, Lazada), and content and search engine optimization have a positive impact on increasing sales, expanding market reach, and strengthening brand image [47]. The effectiveness of digital marketing increases when supported by high consumer attention and good integration between various digital channels [48].

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