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Application and Analysis of Digital Marketing Strategies in Electronic Commerce

Abstract

This study covers the mechanisms of application of digital marketing strategies in the electronic commerce environment and the analytical assessment of their effectiveness. In the modern era, the rapid development of digital technologies, changes in consumer behavior and increased competition in online markets push electronic commerce entities to implement more flexible, data-oriented and customer-centric marketing strategies. The study systematically analyzes the role of key digital marketing strategies in electronic commerce, such as SEO, social media marketing, content marketing, email marketing, influencer marketing and performance-based advertising tools.

Within the framework of the study, the impact of digital marketing strategies on customer engagement, customer satisfaction, electronic customer loyalty and sales volume growth is assessed using statistical indicators and comparative analysis methods. At the same time, the possibilities of measuring the effectiveness of strategies using analytical tools (web analytics, KPI and ROI measurements) are investigated. The results show that integrated and personalized digital marketing strategies significantly increase the market share and competitiveness of e-commerce platforms.

The scientific and practical significance of the study is that the results obtained can be applied in making strategic decisions for enterprises operating in the field of e-commerce, optimizing marketing budgets and forming a long-term digital development model.

Keywords: *electronic, marketing, digital, sales, consumer, SEO, social, content, influencer*

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Elektron kommersiyada rəqəmsal marketing strategiyalarının tətbiqi və analizi

Xülasə

Bu tədqiqat elektron kommersiya mühitində rəqəmsal marketing strategiyalarının tətbiqi mexanizmlərini və onların effektivliyinin analitik qiymətləndirilməsini əhatə edir. Müasir dövrdə rəqəmsal texnologiyaların sürətli inkişafı, istehlakçı davranışlarının dəyişməsi və onlayn bazarlarda rəqabətin güclənməsi elektron kommersiya subyektlərini daha çevik, data-yönlü və müştəri mərkəzli marketing strategiyalarının tətbiqinə sövq edir. Araşdırmada SEO, sosial media marketingi, kontent marketingi, e-mail marketingi, influencer marketingi və performans əsaslı reklam alətləri kimi əsas rəqəmsal marketing strategiyalarının elektron kommersiyada rolu sistemli şəkildə təhlil olunur.

Tədqiqat çərçivəsində rəqəmsal marketing strategiyalarının müştəri cəlbətmə, müştəri məmnuniyyəti, elektron müştəri sədaqəti və satış həcminin artımına təsiri statistik göstəricilər və müqayisəli analiz metodları vasitəsilə qiymətləndirilir.

Eyni zamanda, analitik alətlərdən (web-analitika, KPI və ROI ölçmələri) istifadə etməklə strategiyaların səmərəliliyinin ölçülməsi imkanları araşdırılır. Nəticələr göstərir ki, integrasiya olunmuş və fərdiləşdirilmiş rəqəmsal marketing strategiyaları elektron kommersiya platformalarının bazar payını və rəqabət qabiliyyətini əhəmiyyətli dərəcədə artırır.

Tədqiqatın elmi və praktiki əhəmiyyəti ondan ibarətdir ki, əldə edilən nəticələr elektron kommersiya sahəsində fəaliyyət göstərən müəssisələr üçün strateji qərarların qəbulunda, marketing büdcələrinin optimallaşdırılmasında və uzunmüddətli rəqəmsal inkişaf modelinin formalaşdırılmasında tətbiq oluna bilər.

Açar sözlər: *elektron, marketing, rəqəmsal, satış, istehlakçı, SEO, sosial, kontent, influencer*

Introduction

In the modern era, the rapid development of information and communication technologies and the widespread use of the Internet on a global scale have led to fundamental changes in the structure of economic relations. One of the most important results of these changes is the formation of e-commerce and its radical transformation of traditional trade models. E-commerce encompasses not only the purchase and sale of products and services in an online environment, but also new, more flexible and information-based forms of interaction between consumers and enterprises. In such a situation, digital marketing strategies act as one of the main tools ensuring the sustainable development of e-commerce.

In online markets where competition is intensifying, traditional marketing approaches are no longer enough to attract the attention of consumers, direct them to purchases and form long-term loyalty. It is for this reason that enterprises have begun to widely use digital strategies such as SEO, social media marketing, content marketing, e-mail marketing, influencer marketing and performance-based advertising (Afanasyev, 2024; Lin, Saleiro, Milic-Frayling, Ch'ng, 2018). Through these strategies, market participants can more accurately identify the target audience, form personalized offers and evaluate the effectiveness of marketing activities based on measurable indicators.

The application of digital marketing strategies in e-commerce is not limited to increasing sales volume. These strategies also have a significant impact on increasing brand value, ensuring customer satisfaction and forming electronic customer loyalty. The use of analytical tools and big data allows for more scientific marketing decisions and ensures efficient allocation of resources.

Research

The application of digital marketing strategies in e-commerce acts as one of the main factors determining the competitiveness of enterprises in the modern market environment. With the deepening of digitalization, the processes of consumers' information search, product selection and purchase decision-making have changed radically, which necessitated the establishment of marketing activities on more data-based and analytical approaches. The analysis shows that, unlike traditional mass marketing models, digital marketing strategies allow for precise segmentation of the target audience and the establishment of personalized communication (Guercini, Mir Bernal, Prentice, 2018; Diez-Arroyo, 2015).

The application of SEO strategies in e-commerce leads to the formation of organic traffic flow by increasing the visibility of products and services in search engines. This creates a significant advantage in terms of optimizing advertising costs and long-term sales growth. The conducted analyses show that e-stores that are in the first positions in search results gain a higher level of trust and significantly increase conversion rates. In addition, the effectiveness of SEO strategies is directly related to the quality of the content, the technical performance of the site, and the user experience.

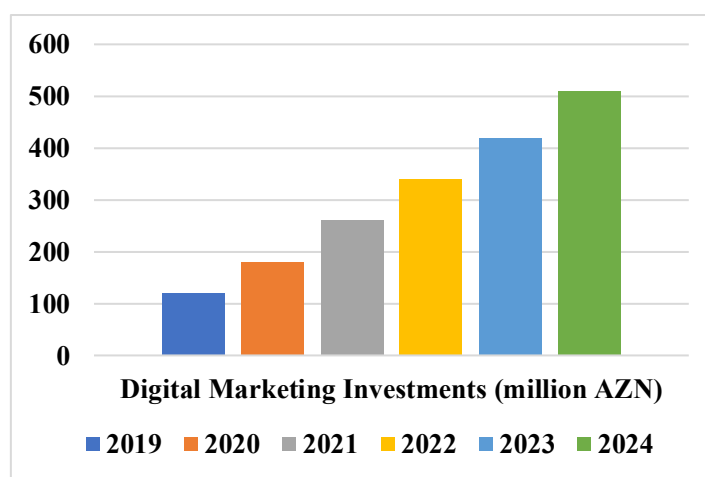
Social media marketing acts as a more dynamic and interactive mechanism in terms of influencing consumer behavior in e-commerce. Two-way communication established through social platforms strengthens brand-customer relationships and facilitates the rapid spread of opinions and recommendations. The results of the analysis show that e-commerce entities that communicate actively and consistently on social media achieve more stable results in terms of customer satisfaction and brand loyalty. In particular, the application of influencer marketing tools plays an important role

in the formation of consumer trust and accelerates purchase decisions (Rosário, Raimundo, 2021; Rose, van der Merwe, Jones, 2024).

Content marketing analysis shows that value-oriented and informative content has a significant impact on consumer decision-making. Product descriptions, video reviews, blog posts, and user reviews reduce information asymmetry in e-commerce and minimize risk perception. This is especially important in attracting new customers and building initial trust. The quality and consistency of content is directly related to the increase in sales.

Analysis of email marketing strategies shows that personalized and automated messaging is an effective tool for building long-term relationships with customers. Discount offers, reminder messages, and personalized recommendations increase the likelihood of customers returning to the platform. Statistical indicators confirm that email marketing has a higher ROI compared to other digital channels (Purnomo, 2023; Miah, 2022).

Graphic 1. Dynamics of digital marketing investments in e-commerce in Azerbaijan (2019-2024).



Source: Ministry of Economy of the Republic of Azerbaijan – Annual reports on digital economy and e-commerce.

Graphic 1 shows that digital marketing investments in the e-commerce sector in Azerbaijan demonstrated a continuous and increasing dynamics for 2019-2024. The relatively low level of investment in the initial period is explained by the stage of market formation and limited use of digital marketing tools. In subsequent years, as a result of the expansion of e-commerce, changes in online consumer behavior and the strengthening of the competitive environment, it is observed that the funds allocated to marketing have increased significantly (Heuer, Brettel, Kemper, 2015; Sanbella, Van Versie, Audiah, 2024; Siregar, 2023).

The sharp increase in investments, especially after 2020, indicates that digital channels have become the main sales and communication tool for enterprises. During this period, resources allocated to social media marketing, search engine optimization and online advertising tools have increased. The continued growth in 2022-2024 confirms that digital marketing strategies are strategically important for long-term growth and competitive advantage in e-commerce. Overall, Graphic 1 clearly demonstrates that digital marketing investments are one of the key drivers of sustainable e-commerce growth (Zoghbi, Heyman, Gomez, Moens, 2016).

Conclusion

The conducted research shows that the application of digital marketing strategies in e-commerce plays a decisive role in strengthening the market position of enterprises and increasing their competitiveness. The analysis results prove that digital marketing tools provide more flexible, measurable and targeted audience-oriented opportunities compared to traditional marketing approaches. This allows e-commerce platforms to understand consumer behavior more deeply and form marketing decisions on a scientific basis.

Statistical indicators and graphical analyses confirm that investments in digital marketing in the field of e-commerce in Azerbaijan have shown increasing dynamics over the years. This increase indicates that digital channels are of strategic importance in terms of stimulating sales, attracting customers and increasing brand recognition. In particular, the integrated application of SEO, social media marketing, content and influencer marketing strategies has a positive impact on the formation of customer satisfaction and electronic customer loyalty.

Consequently, it can be said that the effectiveness of digital marketing strategies in e-commerce depends on their application based on a systematic, analytical and long-term approach. Continuous measurement, analysis and adaptation of digital marketing activities of enterprises to market changes is one of the main conditions for ensuring the sustainable development of e-commerce.

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