

## Social Media-Based Digital Marketing Management: A Literature Review of Strategies, Challenges, and Opportunities

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**Abstrak.** Perkembangan pesat media sosial telah mendorong transformasi signifikan dalam praktik pemasaran digital dan manajemen pemasaran modern. Media sosial tidak lagi berfungsi semata sebagai sarana promosi, tetapi telah menjadi alat strategis untuk membangun merek, meningkatkan keterlibatan konsumen, dan memperluas jangkauan pasar, khususnya bagi Usaha Mikro, Kecil, dan Menengah (UMKM). Penelitian ini bertujuan untuk mengkaji secara sistematis literatur terkait manajemen digital marketing berbasis media sosial dengan menitikberatkan pada strategi, tantangan, dan peluang yang dihadapi organisasi. Metode penelitian yang digunakan adalah literature review terhadap artikel jurnal nasional dan internasional yang relevan. Hasil kajian menunjukkan bahwa strategi utama yang banyak diterapkan meliputi content marketing, strategi keterlibatan konsumen, influencer marketing, serta pemanfaatan data dan analitik. Namun demikian, berbagai tantangan masih dihadapi, antara lain keterbatasan keterampilan digital, kesulitan dalam pengukuran kinerja pemasaran, pengelolaan konten, serta risiko reputasi di media sosial. Di sisi lain, peluang seperti perluasan pasar, personalisasi pemasaran, social commerce, dan peningkatan kapasitas digital memberikan potensi besar bagi UMKM. Penelitian ini memberikan kontribusi teoretis melalui sintesis literatur yang terintegrasi serta implikasi praktis bagi pelaku usaha dan pembuat kebijakan dalam mengelola pemasaran digital berbasis media sosial secara efektif.

**Kata kunci:** Digital Marketing; Media Sosial; UMKM.

**Abstract.** The rapid growth of social media has driven significant transformations in digital marketing practices and modern marketing management. Social media is no longer used solely as a promotional tool but has evolved into a strategic platform for brand building, consumer engagement, and market expansion, particularly for Micro, Small, and Medium Enterprises (MSMEs). This study aims to systematically review the literature on social media-based digital marketing management by focusing on strategies, challenges, and opportunities faced by organizations. A literature review method was employed by analyzing relevant national and international journal articles. The findings indicate that key strategies widely discussed in the literature include content marketing, engagement-driven strategies, influencer marketing, and data-driven decision-making. Nevertheless, several challenges persist, such as limited digital skills, difficulties in measuring marketing performance, content management constraints, and reputational risks in social media environments. Conversely, opportunities related to market expansion, marketing personalization, social commerce integration, and digital capacity building offer substantial potential for MSMEs. This study contributes to the theoretical development of digital marketing management by synthesizing fragmented research findings and provides practical insights for business practitioners and policymakers in managing social media-based digital marketing more effectively.

**Keywords:** Digital Marketing; Social Media; MSMEs.

## Introduction

The rapid development of social media has fundamentally transformed the landscape of digital marketing, reshaping how businesses communicate, engage, and build relationships with consumers. Social media platforms have evolved from simple networking tools into strategic marketing instruments that integrate content distribution, customer interaction, and brand management (Abbasi *et al.*, 2022; Alanmi & Alharthi, 2023). This transformation has significantly altered marketing paradigms, particularly in developing economies such as Indonesia, where digital channels increasingly influence consumer behavior and purchasing decisions (Al-Weshah *et al.*, 2021; Kumar & Bagchi, 2020). As a result, social media-based digital marketing has become an essential component of modern marketing management. The integration of social media into digital marketing practices has accelerated the shift from traditional marketing approaches to more interactive and data-driven strategies. Studies indicate that businesses increasingly rely on platforms such as Instagram, Facebook, and TikTok to enhance brand visibility and strengthen communication with consumers (Gunawan *et al.*, 2021; Rusmini, 2023).

Digital marketing strategies involving content creation, audience engagement, and search engine optimization have become central to branding and promotional activities (Anshory & Rochim, 2023; Megananda *et al.*, 2023). These findings suggest that social media is no longer a complementary tool but a core element of strategic marketing execution. In Indonesia, Micro, Small, and Medium Enterprises (MSMEs) represent a vital component of the national economy, and their adoption of social media-based digital marketing has created new opportunities for growth and competitiveness. Research shows that effective digital marketing implementation can optimize MSME performance by enabling cost-efficient promotion and broader market access (Paransa, 2024; Syaddam, 2024). The COVID-19 pandemic further accelerated this transition, forcing MSMEs to shift from offline to online marketing strategies in order to survive and adapt to rapidly changing market

conditions (Muttalib, 2022; Rusnendar, 2024). However, the success of this transformation largely depends on managerial readiness and digital capability. From a marketing management perspective, social media has emerged as a strategic platform for fostering consumer engagement and value co-creation. Empirical evidence suggests that social media marketing positively influences marketing performance by strengthening interaction, trust, and brand loyalty (Arsha & Rihayana, 2022; Indriyani *et al.*, 2024). Engagement-oriented strategies, including influencer marketing, have been shown to significantly shape brand perception and consumer purchase intentions, particularly in lifestyle and consumer goods sectors (Fauzi *et al.*, 2024; Hardini *et al.*, 2023). These dynamics highlight the strategic importance of managing social media not only as a communication channel but also as a relationship-building mechanism. Despite its potential benefits, the implementation of social media-based digital marketing presents significant challenges, particularly for MSMEs. Limited digital skills and inadequate knowledge of social media tools remain major barriers to effective adoption (Putra *et al.*, 2024; Rahmansyah *et al.*, 2024).

Additionally, many businesses struggle to measure the effectiveness and return on investment of social media campaigns due to insufficient analytical capabilities and unclear performance metrics (Kupriyenko, 2023; Nazir *et al.*, 2024). These limitations often lead to suboptimal decision-making in marketing resource allocation. Furthermore, managing stakeholder relationships and content creation in social media environments has become increasingly complex. Rapid changes in platform algorithms and fluctuating public sentiment can directly affect content visibility and brand reputation (Lukman & Minghat, 2024; Sinha & Fukey, 2021). Organizations, especially smaller enterprises, frequently face difficulties in producing consistent, high-quality, and relevant content due to limited resources (Firdaus *et al.*, 2024; Simbolon & Laia, 2024). Consequently, adaptability and continuous learning have become essential competencies in social media-based marketing management. Given the fragmented nature of existing studies across sectors, platforms, and methodological

approaches, a comprehensive literature review on social media-based digital marketing management is urgently needed. Prior research has explored strategies, challenges, and sector-specific applications, yet lacks an integrated perspective that systematically synthesizes these findings (Rahmansyah *et al.*, 2024; Saputro *et al.*, 2023). Therefore, this article aims to review and consolidate the literature on social media-based digital marketing management by examining key strategies, managerial challenges, and emerging opportunities, providing theoretical insights and practical implications for academics, practitioners, and policymakers.

## Research Methodology

This study employs a literature review approach to examine and synthesize existing research on social media-based digital marketing management, with a particular focus on strategies, challenges, and opportunities. The review draws on peer-reviewed journal articles published in national and international outlets to ensure the academic rigor and relevance of the sources. Data were collected through systematic searches of reputable academic databases using keywords such as social media marketing, digital marketing management, social media-based marketing, and MSMEs.

Inclusion criteria were applied to select articles that explicitly discuss digital marketing strategies, managerial challenges, or the use of social media platforms in marketing contexts, while studies lacking empirical or conceptual relevance were excluded. The selected articles were analyzed using thematic analysis to identify recurring patterns and key themes within the literature. The analysis process involved categorizing findings into three main dimensions: marketing strategies, implementation challenges, and emerging opportunities in social media-based digital marketing management. Through comparative analysis, similarities and differences across studies were examined to generate a comprehensive synthesis of existing knowledge. This method allows the study to identify research gaps, highlight dominant

theoretical perspectives, and provide structured insights that can inform future research directions and practical applications in digital marketing management.

## Results and Discussion

### Results

#### Social Media-Based Digital Marketing Strategies

The findings of this literature review indicate that social media-based digital marketing strategies have become increasingly sophisticated and multidimensional. Previous studies consistently emphasize that social media is no longer limited to promotional activities but functions as a strategic management tool for brand development, customer engagement, and market expansion (Anshory & Rochim, 2023; Megananda *et al.*, 2023). Businesses leverage platforms such as Instagram, Facebook, and TikTok to integrate communication, branding, and customer relationship management within a single digital ecosystem (Gunawan *et al.*, 2021; Rusmini, 2023). This strategic integration reflects a shift from transactional marketing to relational and engagement-oriented marketing approaches. Consequently, digital marketing management now requires alignment between platform characteristics, audience behavior, and organizational objectives.

Content marketing emerges as one of the most dominant strategies in social media-based digital marketing. Studies show that content quality, relevance, and consistency significantly influence audience engagement and brand perception (Nieves-Casasnovas & Lozada-Contreras, 2020; Zha *et al.*, 2023). Visual content, storytelling techniques, and emotionally appealing messages are particularly effective in enhancing brand awareness and recall, especially among younger audiences. Research focusing on MSMEs highlights that informative and interactive content helps overcome resource limitations by maximizing organic reach (Paramita *et al.*, 2024; Sebayang *et al.*, 2024). Moreover, content marketing supports long-term brand positioning by fostering trust and authenticity in digital

communication. Engagement-oriented strategies are also widely discussed in the literature as critical success factors in social media marketing. Engagement is facilitated through interactive features such as comments, live streaming, polls, and direct messaging, which enable two-way communication between brands and consumers (Indriyani *et al.*, 2024). Empirical evidence suggests that higher engagement levels positively affect brand loyalty, customer satisfaction, and purchase intention (Arsha & Rihayana, 2022; Regina & Sabilla, 2024). For MSMEs, engagement strategies offer a competitive advantage by emphasizing relationship building rather than financial strength. This confirms the growing importance of value co-creation in digital marketing management. Influencer marketing has gained prominence as a strategic extension of social media marketing. Previous research demonstrates that influencers act as credible intermediaries who shape consumer attitudes and reduce perceived risk in purchasing decisions (Fauzi *et al.*, 2024; Hardini *et al.*, 2023).

Influencer effectiveness depends on authenticity, audience fit, and trustworthiness rather than popularity alone. Studies in lifestyle and beauty sectors reveal that influencer marketing significantly enhances brand image and purchase intention (Angraini, 2023; Mrisha & Sun, 2024). However, the literature also cautions that ineffective influencer selection may negatively impact brand credibility. Paid social media advertising complements organic strategies by enabling precise audience targeting and performance tracking. Research indicates that sponsored advertisements improve reach and visibility, particularly in competitive digital environments (Pellegrino & Abé, 2023). Data-driven decision-making supported by analytics tools allows marketers to evaluate campaign effectiveness and optimize marketing expenditure. MSMEs benefit from paid advertising due to its flexibility and relatively low cost compared to traditional media (Nazir *et al.*, 2024). Therefore, strategic integration of organic and paid approaches is essential for effective social media-based digital marketing management.

Table 1. Dominant Social Media-Based Digital Marketing Strategies in Previous Studies

Strategy	Focus	Supporting Studies
Content Marketing	Brand awareness and engagement	Megananda <i>et al.</i> (2023); Nieves-Casasnovas & Lozada-Contreras (2020)
Engagement Strategy	Interaction and loyalty	Arsha & Rihayana (2022); Indriyani <i>et al.</i> (2024)
Influencer Marketing	Trust and persuasion	Fauzi <i>et al.</i> (2024); Hardini <i>et al.</i> (2023)
Paid Advertising	Targeting and reach	Nazir <i>et al.</i> (2024); Pellegrino & Abé (2023)
Data-Driven Strategy	Performance optimization	Kupriyenko (2023)

The table illustrates that successful social media-based digital marketing relies on a combination of strategic content, engagement, and analytical capabilities. Overall, the literature confirms that an integrated strategy enhances marketing effectiveness and supports sustainable competitive advantage.

### Challenges in Social Media-Based Digital Marketing Management

Despite the strategic potential of social media marketing, numerous challenges hinder its effective implementation. One of the most frequently cited barriers is the lack of digital

skills and knowledge among business owners, particularly within MSMEs (Putra *et al.*, 2024; Rahmansyah *et al.*, 2024). Many entrepreneurs struggle to understand platform algorithms, content planning, and analytics tools, leading to ineffective marketing execution. This skills gap often results in inconsistent branding and low engagement levels. Consequently, digital literacy becomes a critical determinant of marketing success. Performance measurement represents another major challenge in social media-based digital marketing management. Several studies report difficulties in evaluating return on investment due to unclear performance

indicators and limited analytical capabilities (Nazir *et al.*, 2024; Potluri *et al.*, 2024). Businesses often rely on superficial metrics such as likes and followers, which do not necessarily reflect sales or customer loyalty. The absence of standardized measurement frameworks complicates strategic decision-making and resource allocation (Kupriyenko, 2023). As a result, marketing managers face uncertainty in assessing campaign effectiveness. Content management is also identified as a persistent challenge, particularly for smaller organizations. Producing high-quality and consistent content requires time, creativity, and financial resources that MSMEs often lack (Firdaus *et al.*, 2024; Sulkaisi *et al.*, 2023). Algorithm changes on social media platforms further reduce organic reach, forcing businesses to adapt their strategies continuously (Lukman & Minghat, 2024; Sinha

& Fukey, 2021). These dynamics create pressure on marketers to remain innovative while managing limited resources. Failure to adapt can significantly diminish marketing performance. Stakeholder relationship management in digital environments adds another layer of complexity. Social media platforms expose businesses to rapid shifts in public sentiment, increasing reputational risks (Cooper *et al.*, 2023). Negative feedback or viral criticism can quickly escalate and harm brand image if not handled appropriately. Research emphasizes the need for responsiveness, transparency, and crisis management capabilities in social media marketing (Yousafzai, 2023). This highlights the strategic importance of communication management in digital contexts.

Table 2. Key Challenges in Social Media-Based Digital Marketing Management

Challenge	Description	Key References
Digital Skills Gap	Limited knowledge and expertise	Putra <i>et al.</i> (2024); Rahmansyah <i>et al.</i> (2024)
Performance Measurement	Difficulty assessing ROI	Kupriyenko (2023); Nazir <i>et al.</i> (2024)
Content Management	Resource and consistency issues	Firdaus <i>et al.</i> (2024); Sulkaisi <i>et al.</i> (2023)
Stakeholder Relations	Reputational risks	Cooper <i>et al.</i> (2023); Yousafzai (2023)

The table demonstrates that challenges in social media-based digital marketing are interconnected and multidimensional. Addressing these issues requires strategic planning, skills development, and organizational support.

### Opportunities and Strategic Implications for MSMEs

The literature also identifies significant opportunities arising from social media-based digital marketing. One major opportunity lies in expanded market reach, enabling MSMEs to access national and global markets at relatively low cost (Paransa, 2024; Syaddam, 2024). Social media reduces entry barriers and allows small businesses to compete with larger firms. This democratization of marketing contributes to inclusive economic growth. Consequently, social media marketing plays a strategic role in MSME development. Personalization and

targeted marketing further enhance the strategic value of social media platforms. Advanced targeting features allow businesses to deliver customized messages based on user behavior and preferences (Emini & Zeqiri, 2021). Research indicates that personalized communication increases customer satisfaction and conversion rates (Primawardani & Rahanatha, 2023). For MSMEs, personalization enables efficient budget utilization and stronger customer relationships. This reinforces the importance of data-driven marketing strategies. The integration of social commerce features presents additional growth opportunities. Platforms increasingly support direct purchasing, enabling seamless transitions from engagement to transaction (Aliyah *et al.*, 2024; Imran, 2024). Studies suggest that social commerce enhances convenience and reduces purchase friction. For MSMEs, this integration simplifies sales processes and improves

customer experience. As a result, social media platforms function as comprehensive marketing and sales ecosystems. Training and capacity building are critical enablers of opportunity realization. Previous studies demonstrate that digital marketing training improves strategic awareness, technical skills, and business performance (Dewi, 2023; Rahmansyah *et al.*, 2024). Capacity-building

initiatives empower entrepreneurs to leverage analytics, content planning, and engagement tools effectively. Without adequate training, opportunities offered by social media remain underutilized. Therefore, human capital development is essential for sustainable digital transformation.

Table 3. Opportunities of Social Media-Based Digital Marketing for MSMEs

Opportunity	Impact	Supporting Studies
Market Expansion	Wider audience reach	Paransa (2024); Syaddam (2024)
Personalization	Higher conversion rates	Emini & Zeqiri (2021); Primawardani & Rahanatha (2023)
Social Commerce	Sales efficiency	Aliyah <i>et al.</i> (2024); Imran (2024)
Capacity Building	Sustainable growth	Dewi <i>et al.</i> (2023); Rahmansyah <i>et al.</i> (2024)

The table confirms that social media-based digital marketing offers substantial growth potential for MSMEs. Strategic planning and continuous learning are essential to fully exploit these opportunities.

### Synthesis and Managerial Implications

The synthesis of findings demonstrates that social media-based digital marketing management is a dynamic and multifaceted domain. Successful implementation depends on the alignment of strategies, skills, and technological capabilities. While opportunities are substantial, challenges related to skills, measurement, and content management persist. This highlights the need for a holistic and adaptive management approach.

From a theoretical perspective, the findings emphasize the importance of integrative frameworks that combine strategy, engagement, and performance evaluation. From a practical standpoint, policymakers and support institutions play a crucial role in facilitating digital literacy and training programs. Overall, social media-based digital marketing management represents a strategic imperative for organizations seeking competitiveness in digital environments.

### Discussion

The integration of social media into digital marketing strategies has revolutionized how businesses engage with consumers and build

brand loyalty. According to Gunawan *et al.* (2021), companies increasingly leverage platforms like Instagram and Facebook not only for promotional activities but also for fostering direct interactions with their audience. This shift from traditional marketing to a more interactive approach is supported by research from Arsha & Rihayana (2022), which highlights the positive impact of social media engagement on consumer trust and purchase intentions. Furthermore, the effectiveness of influencer marketing as a strategic tool has been emphasized by Fauzi *et al.* (2024), who demonstrate that influencers can significantly shape consumer perceptions and reduce perceived risks in purchasing decisions. However, challenges such as limited digital skills among Micro, Small, and Medium Enterprises (MSMEs) persist, as noted by Putra *et al.* (2024), indicating that without adequate training and resources, these businesses may struggle to fully capitalize on the opportunities presented by social media. Thus, while the potential for social media-based digital marketing is substantial, it requires a concerted effort in capacity building and strategic planning to overcome existing barriers.

### Conclusion

This study concludes that social media-based digital marketing management has become a

strategic and indispensable component of contemporary marketing practices, particularly for Micro, Small, and Medium Enterprises (MSMEs). The literature review demonstrates that effective digital marketing management on social media platforms relies on the integration of content marketing, engagement-driven strategies, influencer marketing, and data-based decision-making. These strategies enable organizations to enhance brand awareness, strengthen consumer relationships, and expand market reach in a cost-efficient manner. However, the findings also reveal that the effectiveness of these strategies is highly dependent on managerial capability, digital literacy, and the ability to adapt to dynamic platform environments. Furthermore, the study highlights that despite the significant opportunities offered by social media, persistent challenges—such as limited digital skills, difficulties in performance measurement, content management constraints, and reputational risks—continue to hinder optimal implementation. Addressing these challenges requires continuous capacity building, strategic planning, and institutional support to enhance digital competencies, particularly among MSMEs. This literature review contributes to the theoretical understanding of social media-based digital marketing management by synthesizing fragmented findings into an integrated perspective and offers practical insights for practitioners and policymakers seeking to strengthen digital marketing ecosystems in increasingly competitive digital markets.

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