

The Role of Digital Marketing in Financial Growth and Business Sustainability

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digital marketing, financial growth, business sustainability, social media marketing, search engine optimization.

ABSTRACT

This study explores the crucial impact of digital marketing in fostering financial advancement and securing long-term viability for businesses. As technology evolves at a swift pace and the dependence on digital platforms grows, companies have been compelled to adjust their marketing approaches to stay ahead in the competitive landscape. This research investigates a range of digital marketing strategies, such as social media promotion, search engine optimisation (SEO), content creation, and email marketing, to evaluate their influence on the performance of organisations. The study emphasises the relationship between digital marketing initiatives and various outcomes such as revenue expansion, customer interaction, and sustainable practices, by examining enterprises of varying scales. Furthermore, the research highlights the primary obstacles that companies encounter when executing digital marketing initiatives, including limitations in resources and a deficiency in digital expertise. This study utilises both primary and secondary data to provide an in-depth insight into the ways digital marketing propels financial achievement while also supporting enduring sustainability objectives. The results highlight that although major corporations reap the greatest rewards from digital marketing tactics, smaller enterprises also have the potential to thrive if they can navigate the challenges of successful execution. This research further highlights deficiencies in current studies, especially regarding the incorporation of cutting-edge technologies such as artificial intelligence within the realm of digital marketing. In conclusion, digital marketing serves as a vital instrument for enterprises aiming to broaden their market presence, strengthen customer allegiance, and adopt sustainable practices in the contemporary, interconnected, and global landscape.



1. INTRODUCTION

The landscape of digital marketing has transformed the manner in which companies function, engage with their clientele, and establish their presence in a progressively competitive environment. In recent decades, conventional marketing strategies have transitioned to contemporary, tech-oriented approaches for engaging consumers, with the internet serving as a pivotal element. Digital marketing encompasses a wide array of promotional activities that leverage the internet or electronic devices to engage with consumers. This encompasses approaches like social media promotion, email outreach, search engine enhancement (SEO), and content creation (Ryan, 2016). In the contemporary digital landscape, companies are required to adjust to the shifting marketing avenues in order to attain financial advancement and guarantee the longevity of their operations. The significance of digital marketing is truly paramount. As the globe grows increasingly intertwined via the internet, businesses that neglect to adopt digital marketing tactics jeopardise their competitive edge. Digital marketing offers companies the chance to connect with worldwide audiences, enhance brand awareness, and cultivate enduring customer relationships. The expansion of financial success within enterprises is progressively propelled by digital platforms, positioning them at the core of the operational strategies employed by businesses across various sectors (Kaplan & Haenlein, 2010). Furthermore, companies that incorporate sustainable practices into their promotional strategies tend to attract contemporary, environmentally-aware customers, thus guaranteeing their ongoing relevance and profitability over time (Clancy & Shulman, 2019). In light of the increasing dependence on online marketing, this study seeks to investigate the ways in which digital marketing tactics foster financial advancement and ensure the long-term viability of businesses. Through a thorough examination of the efficacy of these approaches, the research will illuminate the obstacles that companies encounter in embracing digital marketing and explore ways to surmount these challenges. This study will provide an in-depth insight into the influence of digital marketing on the success and sustainability of modern businesses.

2. LITERATURE REVIEW

This literature review explores the dynamic realm of digital marketing, its significance in fostering business expansion, and its consequences for sustainable practices within enterprises. This segment is structured around four essential domains: the connection between digital marketing and business expansion, the influence of digital marketing on sustainable practices, the obstacles encountered by companies in executing digital marketing strategies, and the deficiencies present in the current body of literature.

2.1 Digital Marketing and Business Growth

The literature has thoroughly examined the expansion of businesses via digital marketing strategies. Tools for digital marketing, especially those focused on social media promotion and search engine optimisation (SEO), have demonstrated their effectiveness in assisting businesses in connecting with new clientele, enhancing engagement, and boosting revenue. Tuten and Solomon (2017) assert that social media platforms like Facebook, Instagram, and Twitter empower businesses to engage with a worldwide audience instantaneously, boosting brand exposure and cultivating connections with consumers. Search Engine Optimisation, aimed at enhancing a company's website position in search engine outcomes, plays a crucial role in fostering growth by attracting organic traffic to sites and boosting the chances of turning visitors into clients (Kumar & Shah, 2018). Studies indicate that companies implementing digital marketing tactics experience greater revenue expansion compared to those depending on conventional marketing approaches (Kumar & Shah, 2018). The capability to focus on particular demographic groups and customise marketing communications according to consumer actions has empowered companies to improve customer interaction and, as a result, boost their financial outcomes. The success of these approaches, nonetheless, frequently hinges on the scale of the business and the resources at hand for their execution. Big companies often gain greater advantages from digital marketing because they can allocate funds towards sophisticated marketing technologies and maintain extensive marketing teams. In contrast, smaller enterprises frequently face challenges due to constrained budgets and resources.

2.2 Business Sustainability and Digital Marketing

The realm of digital marketing is becoming ever more vital in advancing the sustainability of businesses. Business sustainability encompasses strategies that foster enduring economic development while ensuring that future generations can fulfil their own requirements. Through digital marketing, companies can effectively showcase their environmentally conscious initiatives and green products to a broad audience. According to Clancy and Shulman (2019), companies that leverage digital marketing to showcase their dedication to sustainability can improve their image and attract consumers who are mindful of environmental issues. A significant method by which digital marketing fosters sustainability is by implementing environmentally conscious campaigns. For example, companies can leverage online platforms to enhance awareness regarding sustainability challenges, advocate for eco-friendly initiatives, and motivate consumers to embrace more sustainable purchasing behaviours. Dube and Roy (2019) assert that digital marketing instruments, including email initiatives and content promotion, play a significant role in captivating customers with sustainability narratives and nurturing enduring loyalty. The customisation of these promotional communications via data analysis significantly contributes to customer



retention and the establishment of enduring business strategies. Incorporating sustainability into digital marketing approaches holds considerable importance, especially given the rising consumer expectation for businesses to operate in an environmentally conscious manner. According to the findings of Jones and Moen (2019), sustainability has emerged as a pivotal focus in contemporary marketing, as companies are progressively leveraging digital channels to convey their eco-friendly initiatives to a wider public.

2.3 Challenges in Implementing Digital Marketing

Although there are numerous advantages, a significant number of companies encounter obstacles while executing their digital marketing approaches. Particularly, small enterprises often face challenges due to restricted resources, tight financial plans, and insufficient digital expertise (Miller & Saldanha, 2018). The essential assets needed to execute successful digital marketing initiatives, such as recruiting skilled professionals and investing in advanced digital technologies, can be overwhelming for smaller enterprises. Consequently, numerous small enterprises find themselves unable to fully capitalise on the advantages of digital marketing, despite the fact that these platforms frequently provide more budget-friendly options compared to conventional marketing strategies. Moreover, the deficiencies in digital expertise and understanding continue to pose a considerable obstacle for enterprises. According to Ryan (2016), as the landscape of digital marketing technologies advances, it is essential for companies to consistently educate their employees to stay abreast of the most current trends and tools. For instance, insufficient understanding of search engine optimisation (SEO), data analysis, and social media marketing can hinder companies from leveraging these resources to their benefit. Furthermore, companies might encounter challenges in evaluating the success of their online marketing initiatives. This issue is especially pronounced for smaller enterprises that do not possess the necessary framework to monitor and evaluate digital marketing data effectively. As noted by Ryan (2016), companies that neglect to assess the return on investment (ROI) from their digital marketing efforts might find it challenging to defend ongoing expenditures in these areas.

2.4 Gaps in the Literature

Although considerable research exists regarding the impact of digital marketing on the expansion of businesses, there is still a noticeable deficiency in comprehensive studies exploring the role of digital marketing in fostering long-term sustainability for enterprises. The incorporation of cutting-edge innovations such as artificial intelligence (AI) and machine learning into digital marketing approaches represents a domain that remains relatively uncharted. The capabilities of these technologies hold the promise of significantly boosting the efficiency of digital marketing through the automation of tailored marketing initiatives, the enhancement of data analytics, and the forecasting of consumer behaviour (Gerstner & Kammerer, 2020). Furthermore, there exists a necessity for an increased number of interdisciplinary research endeavours that explore the convergence of digital marketing, socio-economic influences, and consumer behaviour patterns. For instance, the forces of globalisation and the rapid evolution of technology are transforming the strategies businesses employ in digital marketing, while the socio-cultural consequences of these changes are still predominantly unexamined (Jones & Moen, 2019). Subsequent investigations ought to concentrate on comprehending the ways in which digital marketing approaches can evolve in response to the swiftly transforming international environment and the shifting demands of consumers.

3. METHODOLOGY

This study employed a quantitative research framework to investigate the impact of digital marketing on financial development and the sustainability of businesses. The research concentrated on enterprises spanning multiple industries and employed a systematic questionnaire to collect information about the adoption of digital marketing tactics and their influence on organisational performance. The approach sought to address the enquiries related to the efficacy of digital marketing in fostering financial advancement and encouraging sustainability.

3.1 Research Design

A descriptive research framework was utilised, allowing the investigator to articulate the connection between digital marketing strategies and financial outcomes. The research employed original data gathered via questionnaires distributed to entrepreneurs and management personnel. The questionnaires were crafted to assess the application of digital marketing tactics, their perceived efficacy, and their influence on revenue expansion as well as the sustainability of businesses.

3.2 Sample Selection

This research encompassed a selection of 150 enterprises spanning various sectors, guaranteeing a broad representation of different industries. The enterprises were chosen utilising a stratified random sampling method to guarantee that a diverse array of business categories (such as small firms, medium-sized enterprises, and large corporations) were included in the selection. The enterprises were strategically distributed between metropolitan and countryside locations to assess the influence of digital marketing in various environments.

3.3 “Data Collection Methods



- **Primary Data:** The primary data was collected using an online survey distributed to the selected businesses. The survey contained **25 questions** focusing on digital marketing practices, including social media marketing, email campaigns, search engine optimization (SEO), and content marketing. The survey also included questions on the business's financial growth, sustainability practices, and challenges faced when implementing digital marketing.

The survey used a **Likert scale** (1-5) for questions related to the perceived effectiveness of various digital marketing strategies. Additionally, open-ended questions were included to allow businesses to share their experiences and challenges with digital marketing.

- **Secondary Data:** Secondary data was collected from relevant industry reports, case studies, and articles that provided context for the survey results. These sources were used to supplement the primary data and offer a more comprehensive understanding of the relationship between digital marketing and business outcomes.

3.4 Sample Size

A total of **150 businesses** were surveyed for this research. The sample size was selected based on the need to ensure reliable and statistically significant results. The businesses were divided into three categories:

- **Small businesses:** 50
- **Medium-sized enterprises:** 50
- **Large corporations:** 50

The businesses were further categorized based on their use of digital marketing strategies and their level of financial growth, to enable comparative analysis between businesses that were more advanced in digital marketing and those with less digital engagement.

3.5 Data Analysis

Data collected from the surveys was analyzed using **descriptive statistics** and **regression analysis**. The descriptive statistics helped summarize the data and identify patterns in digital marketing practices and business outcomes. Regression analysis was used to determine the Association between digital marketing strategies and key financial indicators, such as revenue growth and customer retention.

- **Descriptive Statistics:** Measures such as mean, median, mode, and standard deviation were used to describe the central tendencies and variability in the responses regarding digital marketing practices and their effectiveness.
- **Regression Analysis:** A multiple regression analysis was conducted to assess the impact of digital marketing strategies on business financial growth and sustainability. This analysis allowed the researcher to determine which marketing strategies had the strongest influence on revenue growth and long-term sustainability.”

3.6 Reliability and Validity

In order to validate the dependability of the survey tool, a preliminary test was carried out involving a select group of business managers (n=20). Insights gathered from the pilot test were utilised to enhance the survey questions, guaranteeing both clarity and pertinence. The credibility of the research was upheld by employing recognised theoretical models in the realms of digital marketing and business sustainability, in addition to referencing pertinent and contemporary literature.

3.7 Ethical Considerations

This research adhered rigorously to ethical standards throughout the entire process. Every participant was made aware of the research's objectives, and their involvement was entirely voluntary. The privacy of participants was upheld through the anonymisation of survey responses, and individuals retained the freedom to exit the study at any moment without facing any repercussions.

4. DATA ANALYSIS AND RESULTS

This segment showcases the examination of information gathered from a total of 150 participants. The participants are divided into three distinct categories: small businesses, comprising 47 individuals; medium-sized enterprises, with 51 individuals; and large corporations, totalling 52 individuals. The questionnaire comprised 25 enquiries, concentrating on digital marketing tactics, financial advancement, sustainable practices, and the obstacles encountered during the execution of digital marketing initiatives. This analysis offers a comprehensive overview of the feedback gathered within these various categories.

4.1 Demographic Profile of Respondents

The companies that were examined were classified according to their scale, as detailed in the following table:



Table 1: Distribution of Respondents by Business Size

Category	Number of Respondents	Percentage of Total Sample
Small Businesses	47	31.33%
Medium-Sized Enterprises	51	34.00%
Large Corporations	52	34.67%
Total Respondents	150	100%

The demographic characteristics of the participants are classified according to the scale of the enterprises examined. A total of 150 individuals took part in the survey, encompassing a diverse range of small businesses, medium-sized enterprises, and large corporations. In the analysed sample, small businesses represented 31.33%, medium-sized enterprises comprised 34.00%, while large corporations made up 34.67%. This distribution offers a comprehensive perspective on the diverse ways in which companies of different scales engage with digital marketing tactics.

4.2 Digital Marketing Strategies

The survey enquiries delved into the degree to which companies employ a range of digital marketing tactics. Participants reported employing various tactics including social media promotion, email outreach, search engine optimisation, and content creation strategies. The table below illustrates the proportion of enterprises employing each strategy.

Table 2: Use of Digital Marketing Strategies by Business Size

Digital Marketing Strategy	Small Businesses	Medium-Sized Enterprises	Large Corporations
Social Media Marketing	31 (66%)	38 (75%)	43 (83%)
Email Campaigns	27 (57%)	35 (69%)	38 (73%)
Search Engine Optimization (SEO)	26 (55%)	33 (65%)	37 (71%)
Content Marketing	25 (53%)	32 (63%)	36 (70%)
Paid Online Advertising	22 (46%)	30 (59%)	35 (67%)

To grasp the degree to which companies implement digital marketing tactics, the survey investigated the utilisation of widely-used instruments including social media promotion, email outreach, search engine optimisation, content creation, and paid digital advertising. The results emphasise that major corporations tend to employ a broader range of digital marketing tactics in comparison to smaller and medium-sized enterprises. The realm of social media marketing experienced unparalleled engagement, with a remarkable 83% of large corporations participating, trailed by 75% of medium-sized enterprises and 66% of small businesses. Email marketing initiatives were extensively employed, with 73% of large enterprises indicating their utilisation, in contrast to 69% of mid-sized companies and 57% of smaller firms. The findings suggest an overarching pattern in which larger enterprises are inclined to employ a wider variety of digital marketing tactics in contrast to their smaller counterparts.

4.3 Perceived Effectiveness of Digital Marketing

Participants were requested to evaluate the efficacy of digital marketing approaches using a Likert scale ranging from 1 to 5, where 1 signifies 'Not effective' and 5 denotes 'Very effective.' The following table illustrates the average effectiveness scores attributed to each strategy, categorised by business size.

Table 3: Perceived Effectiveness of Digital Marketing Strategies

Digital Marketing Strategy	Small Businesses	Medium-Sized Enterprises	Large Corporations
Social Media Marketing	3.7	4.0	4.3
Email Campaigns	3.5	3.8	4.1



Search Engine Optimization (SEO)	3.3	3.7	4.0
Content Marketing	3.2	3.6	3.9
Paid Online Advertising	2.9	3.5	3.8

The questionnaire additionally requested participants to assess the efficiency of their online marketing approaches. Employing a Likert scale, organisations evaluated each approach on a scale from 1 (Not effective) to 5 (Highly effective). The typical evaluations indicated that major companies consistently assessed the efficacy of digital marketing tactics more favourably than their smaller counterparts. Large corporations assigned a score of 4.3 to social media marketing, reflecting its significant effectiveness, while small enterprises rated it at 3.7. In a comparable manner, larger enterprises also reported elevated effectiveness ratings for email campaigns, search engine optimisation, content marketing, and paid digital advertising. This suggests that bigger enterprises exhibit a higher level of assurance in the efficacy of their digital marketing approaches, likely owing to their enhanced resources and specialised knowledge.

4.4 Financial Growth from Digital Marketing

Companies were requested to assess their revenue increase over the previous year as a result of their digital marketing initiatives. The following table illustrates the typical percentage of revenue expansion associated with various business sizes.

Table 4: Average Revenue Growth from Digital Marketing

Business Size	Average Revenue Growth (%)
Small Businesses	12.3% (47)
Medium-Sized Enterprises	16.8% (51)
Large Corporations	21.4% (52)

The questionnaire aimed to evaluate the economic influence of digital marketing on enterprises by requesting participants to assess their revenue increase over the previous year attributed to digital marketing initiatives. The findings revealed a favourable correlation between the scale of a business and its revenue expansion, with larger companies showcasing the most significant average growth at 21.4%, in contrast to 16.8% for medium-sized firms and 12.3% for smaller enterprises. This indicates that as a business expands, the financial advantages gained from digital marketing tactics become increasingly substantial, likely because they can dedicate greater resources to digital endeavours.

4.5 Sustainability Practices Promoted through Digital Marketing

Participants were enquired about their incorporation of sustainable practices within their digital marketing approaches. The table below encapsulates the feedback gathered from enterprises of varying scales.

Table 5: Sustainability Practices in Digital Marketing

Sustainability Practice	Small Businesses	Medium-Sized Enterprises	Large Corporations
Promoting Eco-friendly Products	16 (34%)	26 (51%)	35 (68%)
Digital Campaigns for Environmental Awareness	14 (30%)	25 (49%)	33 (64%)
Sustainable Business Practices	13 (28%)	23 (45%)	31 (60%)

The survey not only evaluated digital marketing strategies but also investigated the extent to which companies incorporate sustainability initiatives into their digital marketing endeavours. Findings indicated that major companies are the most inclined to endorse environmentally friendly products (68%), conduct digital initiatives aimed at raising environmental consciousness (64%), and emphasise sustainable business practices (60%). Mid-sized businesses demonstrated a robust dedication to sustainability, with over fifty percent advocating for environmentally friendly products and engaging in



ecological initiatives. Conversely, smaller enterprises showed a reduced tendency to incorporate sustainability initiatives within their digital marketing approaches, yet they still exhibited a degree of involvement in advocating for environmentally friendly products (34%).

4.6 Challenges in Implementing Digital Marketing

The questionnaire additionally enquired of enterprises regarding the obstacles they encounter while implementing digital marketing approaches. The table below illustrates the proportion of enterprises that indicated facing each specific challenge.

Table 6: Challenges Faced in Implementing Digital Marketing

Challenge	Small Businesses	Medium-Sized Enterprises	Large Corporations
Lack of Resources and Budget	29 (62%)	28 (55%)	25 (48%)
Lack of Digital Skills	26 (56%)	25 (49%)	22 (42%)
Difficulty in Measuring Effectiveness	22 (47%)	22 (43%)	16 (31%)
Data Privacy Concerns	18 (38%)	17 (35%)	14 (27%)

Companies encounter a variety of obstacles when adopting digital marketing tactics, and these hurdles vary according to the scale of the organisation. The survey revealed that small enterprises indicated the greatest share of difficulties associated with insufficient resources and financial constraints, with 62% recognising this as a significant obstacle. Medium enterprises trailed closely at 55%, while large companies indicated a figure of 48%. Additional prevalent obstacles encompass insufficient digital competencies and challenges in assessing effectiveness. Numerous small enterprises encountered obstacles in assessing the success of their digital marketing approaches, with 47% highlighting this issue. The findings indicate that smaller enterprises face greater challenges due to constrained resources and expertise when juxtaposed with larger companies, which possess a greater ability to allocate funds towards training and equipment.

4.7 Association Between Digital Marketing and Financial Growth

The correlation between the implementation of digital marketing strategies and financial expansion was assessed. Companies were requested to evaluate the extent to which digital marketing influenced their revenue expansion using a scale from 1 to 5 (1 indicating no effect, and 5 signifying a substantial effect). The table below provides a concise summary of the average ratings.

Table 7: Association Between Digital Marketing Strategies and Financial Growth

Digital Marketing Strategy	Small Businesses	Medium-Sized Enterprises	Large Corporations
Social Media Marketing	3.6	4.1	4.4
Email Campaigns	3.4	3.9	4.2
Search Engine Optimization (SEO)	3.1	3.8	4.0
Content Marketing	3.0	3.7	3.9
Paid Online Advertising	2.7	3.3	3.7

In order to grasp the connection between digital marketing tactics and financial advancement, participants were requested to evaluate the influence of each tactic on their revenue increase. Social media marketing has surfaced as the most influential tactic for businesses of all sizes, with major corporations assigning it the top score of 4.4, followed closely by medium-sized companies at 4.1, and small enterprises at 3.6. Additional approaches, including email marketing initiatives and search engine optimisation, demonstrated a favourable correlation with revenue expansion, with larger enterprises consistently evaluating these tactics more favourably than their smaller counterparts. Online advertising that requires payment demonstrated the least correlation with financial expansion, especially among small enterprises, which assessed it at 2.7. This indicates that although digital marketing is regarded as a crucial catalyst for expansion, the efficacy of particular approaches fluctuates based on the scale of the business.



4.8 Digital Marketing and Business Sustainability

Companies that embraced digital marketing were enquired about the correlation between their online strategies and sustainability initiatives. The table below presents the results of the investigation.

Table 8: Association Between Digital Marketing Strategies and Sustainability Practices

Digital Marketing Strategy	Promoting Sustainability
Social Media Marketing	34 (72%)
Email Campaigns	30 (60%)
Content Marketing	29 (58%)
SEO	25 (50%)

The questionnaire enquired of companies regarding the correlation between their online marketing tactics and their initiatives towards sustainability. The results indicated that social media marketing exhibited the most significant connection to the advancement of sustainability, with 72% of companies leveraging it to advocate for eco-friendly practices. Email campaigns and content marketing have also been pivotal, with 60% and 58% of companies, respectively, employing these tactics for sustainability. This indicates that digital marketing serves as a powerful instrument for companies to convey their sustainability initiatives, particularly for larger enterprises that are more inclined to participate in these endeavours.

5. DISCUSSION

The research findings underscore the critical role that digital marketing plays in fostering financial growth and business sustainability. The data gathered from the 150 surveyed businesses across different sectors demonstrate that businesses of all sizes, particularly large corporations, benefit significantly from the strategic use of digital marketing. This finding aligns with the existing body of literature, which asserts that digital marketing is essential in engaging modern customers and improving business performance (Ryan, 2016; Tuten & Solomon, 2017). Through digital marketing efforts such as social media marketing, search engine optimization (SEO), and email campaigns, businesses can reach a global audience, promote their products effectively, and enhance customer loyalty, which is crucial for long-term sustainability (Kaplan & Haenlein, 2010; Kumar & Shah, 2018). In particular, social media marketing emerged as the most effective strategy across all business sizes, confirming findings from Ryan (2016) and Miller & Saldanha (2018). Large corporations rated social media marketing as highly effective, with an average score of 4.3 on a Likert scale, compared to 3.7 for small businesses. This disparity highlights the fact that larger businesses tend to have more resources to invest in social media campaigns, which can be scaled to reach a wider audience, making them more successful in generating engagement and improving revenue. Conversely, small businesses are more likely to experience challenges such as resource constraints and lack of digital skills (Miller & Saldanha, 2018), which hinder the full potential of digital marketing efforts.

The results also indicate that large corporations report significantly higher revenue growth due to digital marketing efforts (21.4%) compared to medium-sized enterprises (16.8%) and small businesses (12.3%). This finding aligns with the works of Clancy & Shulman (2019), who discuss how digital marketing strategies contribute to higher revenue generation for businesses that can leverage these tools effectively. For small businesses, the financial growth is less pronounced, likely due to budget limitations and resource constraints that restrict the scale of digital marketing campaigns. Another crucial finding from this research is the role of digital marketing in business sustainability. According to Clancy & Shulman (2019) and Dube & Roy (2019), digital marketing strategies are not only aimed at promoting products but also at driving sustainable business practices. The study found that large corporations were the most likely to incorporate eco-friendly practices into their digital marketing strategies, with 68% of them promoting eco-friendly products and 64% running digital campaigns for environmental awareness. These findings are consistent with Jones & Moen (2019), who argue that businesses today must integrate sustainability into their core marketing strategies, especially to appeal to eco-conscious consumers. Medium-sized enterprises also displayed a strong commitment to sustainability, albeit to a lesser extent, while small businesses lagged in this area, with only 34% promoting eco-friendly products.

The research highlights several challenges that businesses face when implementing digital marketing strategies. Small businesses consistently reported challenges related to lack of resources and budget and lack of digital skills, which mirrors findings from Morris & Jones (2018). These barriers can prevent small businesses from taking full advantage of digital marketing tools, even though these platforms are often more cost-effective compared to traditional marketing methods. Medium-sized enterprises also face similar challenges, but they are better positioned to overcome these obstacles due to their



relatively higher budget and resources. In contrast, large corporations tend to face fewer challenges, reflecting their larger scale and access to dedicated marketing teams and resources. Ryan (2016) highlights that businesses, especially smaller ones, need to invest in digital skills training and better resource allocation to successfully integrate digital marketing strategies into their operations. In terms of financial sustainability, the research findings underscore the importance of digital marketing strategies in fostering customer loyalty and engagement. Digital tools such as social media marketing and content marketing are particularly effective in creating long-term relationships with customers. Dube & Roy (2019) emphasize that businesses engaging in personalized marketing through data analytics are better able to retain customers and build sustainable relationships. The data shows that large corporations leverage these strategies more effectively, enabling them to achieve higher customer retention and greater sustainability.

The research provides compelling evidence that digital marketing significantly contributes to financial growth and business sustainability. Large corporations tend to benefit the most from digital marketing strategies due to their ability to allocate substantial resources to these efforts. However, the study also highlights that small businesses can still benefit from digital marketing, provided they overcome the resource and skill challenges they face. Digital marketing plays a pivotal role not only in driving revenue growth but also in promoting sustainable business practices, particularly among larger businesses with the resources to integrate these practices effectively. Future research should explore the impact of emerging technologies, such as artificial intelligence and machine learning, on digital marketing strategies and their potential for driving further growth and sustainability in businesses of all sizes.

6. CONCLUSION

This study highlights the remarkable influence of digital marketing in promoting economic advancement and ensuring the longevity of businesses. In a landscape where enterprises encounter heightened competition and a surge in technological advancements, digital marketing has emerged as an essential instrument for sustaining relevance and boosting overall performance. The results indicate that enterprises of varying scales, especially major corporations, gain substantial advantages through the tactical implementation of digital marketing techniques, including social media promotion, search engine optimisation, and content creation. These approaches not only drive financial expansion but also enable companies to connect with their clientele more profoundly, nurturing loyalty and enduring partnerships. In addition, digital marketing fosters sustainability by empowering companies to advocate for environmentally friendly products and enhance awareness regarding ecological concerns. Major enterprises, especially, have effectively woven sustainability into their digital marketing strategies, attracting an expanding demographic of eco-aware consumers. Nonetheless, small enterprises continue to encounter obstacles stemming from limited resources and insufficient digital expertise, which impede their capacity to fully leverage digital marketing prospects. This research further underscores deficiencies in the current body of work, especially in relation to the incorporation of cutting-edge technologies such as artificial intelligence within the realm of digital marketing. Subsequent investigations ought to delve into the ways these innovations can amplify digital marketing approaches and play a pivotal role in the enduring prosperity and sustainability of enterprises. In conclusion, digital marketing serves as a crucial element for enterprises aiming to flourish in the contemporary digital landscape while adopting eco-friendly approaches.

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