

Annotated Bibliography on the Evolution of Digital Marketing

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## Introduction

The topic to be discussed in the research paper is the evolution of digital marketing since its inception in the millennium and how it is being used to shape the marketing strategies of different companies around the globe. The need to research on the topic regarding the evolution of digital marketing is the fact that more and more firms have incorporated digital marketing into their overall strategic planning. The research paper intends to ensure there is a deeper understanding as to how over the years digital marketing has evolved.

**Labrecque, L. I., von dem Esche, J., Mathwick, C., Novak, T. P., & Hofacker, C. F. (2013).**

***Consumer power: Evolution in the digital age. Journal of Interactive Marketing, 27(4), 257-269.***

The article addresses the issue of how a growth in consumer power during the digital age that was experienced during the turn of the century was highly fueled by the internet rise and ultimately ignited by the emergence of social media. It also explores the interrelationship between consumer behavior and the digital media by having a clear definition of the consumer power and how they are empowered through the internet and social media platforms. It also talks about how technology has evolved and its role in the evolution of digital marketing from just an internet experiment to a more advanced technological aspect that currently involves websites, social media and other forms of internet-based advertising. The article was very informative in terms of giving a deeper understanding as to how digital marketing came about at the inception of the internet age and how it has advanced with the emergence of social media.

An annotation contains  
1. summary of the article  
2. Evaluate of the article and its relevance to the topic  
3. Conclude by naming the authors and their qualification.  
However, depending on the needs of the paper, some elements are excluded as seen in this annotation.

**Lamberton, C., & Stephen, A. T. (2016). *A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry*. *Journal of Marketing*, 80(6), 146-172.**

The article generally follows the evolution of marketing that is digital over a span of 15 years and how different platforms of media that are digital have revolutionized marketing. They have offered new ways of reaching, informing, engaging, selling to consumers and the provision of services to consumers. The article highlights and tracks the changes that have occurred across three different digital media platforms such as the internet, mobile (DSSM) and social media marketing since the millennial up to 2015. It talks about how the media platforms can be used to facilitate the expression of individuals, support decision making and act as a source of market intelligence. The article was very informative as it closely monitored the evolution of digital marketing for a span of 15 years.

**Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). *Digital marketing and social media: Why Bother*, 703-70?. *Business Horizons*, 57(68).**

Tiago and Verissimo talk about how the advent of the digital age has led most firms to rethink their marketing strategies in the digital domain. They talk about how firms should rethink and take into consideration the use of digital marketing and its usage of social media platforms and how they are of benefit to the company and some of the inhibitors. They also talk about how firms are facing internal as well as external pressure to create an online presence in all the social media platforms. For firms to be able to have a comprehensive digital engagement the firm must focus on a relationship based interaction with most of the customers of the company. The book

was very informative as it highlighted the importance of firms to have a presence on digital platforms to be able to be more engaging with their customers.

**Miller, M. (2012). *B2B digital marketing: Using the web to market directly to businesses*. Que Publishing.**

Miller mainly focuses as to how companies can utilize digital marketing in the new era to market their products or services to other companies. The book explains how companies can utilize different digital platforms to be able to successfully market their products to any target company. It is a step by step guide as to how you can choose the best digital platform, the best strategies to acquire customers, how to convert sales and the retention of customers. The book highlights how companies are moving from the traditional forms of reaching their customers to a more digital approach to be able to effectively measure how consumers are reacting to the products or services of the company. The book is very informative as it acts as a step by step guide especially for companies in the digital era and how they can utilize digital platforms to market their products a norm that was not present in the early 90s.



#### References

Lamberton, C., & Stephen, A. T. (2016). A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry. *Journal of Marketing*, 80(6), 146-172.

Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother?. *Business Horizons*, 57(6), 703-708.

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