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RELATIONAL APPROACHES TO DIGITAL MARKETING AND DIGITAL SUPPLY CHAIN MANAGEMENT

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Abstract: *The challenges of the information age and the digital economy have had a major impact on marketing and Supply Chain Management (SCM) determining an important evolution of them, until today, when the evolved ways of digital operation of the two concepts are implemented. Achieving beneficial business results through the effective application of strategies and policies specific to the application of these concepts necessarily highlights a functional correlation between the management and execution systems of digital marketing and digital SCM. In this paper, we will present, in essence, some considerations regarding both the functional description of the correlation between digital marketing and digital SCM, even though various studies and publications have been carried out over the years, as well as considerations regarding the easy implementation of the two concepts. At the same time, we will highlight some statistical data, published by experts, regarding suppliers, distributors and customers, all in the context of digital business design.*

Keywords: digital marketing; digital supply chain management; digital marketing-digital supply chain management relation; digital marketing pltaform; digital supply chain management platforms

1. Introduction

With a thorough understanding of the demands of the specialty markets, companies that are part of supply chains have the opportunity today to use digital marketing to develop and adjust the dynamics of products and services that consumers and digital users want, being willing to pay for them.

At the same time, we can highlight the possibilities of digital buyers (individual and organizational) to help partner companies in a supply chain to identify potential risks and opportunities in the digital environment, in order to develop appropriate means to discover the moment, according to the decision-making process of organizational purchasing, on the one hand, and, on the other hand, to make the best decisions in the process of trading the finished products with the organizations or with the individual consumers [8,11].

The evolution of society, industry, competition, consumer and user demands has shifted from a business environment in which suppliers (owners of resources, technologies, brands, etc.) were at the forefront to a complex economic sphere in which power is owned by the requirements and wishes of customers (consumers and individual and organizational users). Therefore, if in the past the concept of "seller's market" was applied in the foreground, today and in the future it is and will be continuously implemented the concept of "buyer's market". This has led to

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the appropriate evolution of both marketing and supply chain management, which have become and are evolving digitized, to meet the evolving requirements of emancipated customers acting through appropriate devices (digitized) in the virtual environment specific to e-commerce [3]. The transition to the new business model has been made gradually in line with the evolution of the knowledge-based society in general. For example, today we are talking about "Society 5.0", "Industry 5.0", "Marketing 5.0", "Supply Chain Management 5.0". With the rapid change in digital individual and organizational purchasing behaviors, B2B manufacturers and marketers are becoming more agile and adaptable. Therefore, they are closely following the general economic conditions in order to anticipate the demand of digital final consumers. If they do not demand the manufactured products, in the supply chain, both the suppliers of the manufacturing company, as well as the distributors and retailers will face big problems, which can seriously endanger their business [15]. Hence the need for marketers and logisticians to use automated platforms (appropriate: marketing; supply chain management) to continuously study purchasing behavior and timely meet the requirements of individual and organizational digital consumers, as they are the driving force of the business of any manufacturing and / or distribution company integrated in a modern supply-delivery chain.

2. General elements on digital marketing and supply chain management

To be effective, digital marketing related to supply chain management must be creative, oriented in line with the transactional objectives of the business system, and have greater visibility given the attributes and behaviors of individual and organizational digital buyers.

To this end, ECR *("Enterprise Resource Planning"*), EDI ("*Electronic Data Interchange*") and automated marketing platforms (B2B, B2C, etc.) can contribute to the achievement of these objectives and can simplify a number of time-consuming tasks, which involve: a) activities specific to digital marketing, such as: *site; landing page; execution of the e-mail marketing campaign; capture, evaluation and forms of stimulation; tracking site visitors; integration of multi-channel campaigns; analysis and reporting of results* [15]; b) activities specific to the management of the digital delivery supply chain, such as: *market demand analysis (identified by digital marketing); planning all necessary resources; procurement of raw materials and materials, etc.; manufacture of finished products requested by customers; distribution of finished products to final buyers through channels and logistics networks; analysis, evaluation of the results obtained and making necessary corrections for the future.*

As a result of the evolution of marketing in the digital age, companies focus, more than ever, their marketing effort on the target audience, through advanced technical systems functional in the digital environment, such as automated marketing platforms (integrated or not to ERP platform), suitable for obtaining much more detailed information about potential customer needs, to determine and enable companies integrated in digital supply chains to produce and deliver the products and services required by organizational and individual consumers in a competitive manner [4].

Currently and especially in the future, due to continuous economic changes, both digital marketing and digital supply chain management are and will always be in a continuous transformation and adaptation, which will show that, under the dynamics of change, beneficial business models from the past will not be favorable tomorrow any more.

In the specific business processes of supply and delivery chains adapted to the digital economy, marketers use automated B2B marketing platforms, which allow business communications with suppliers to engage in digital transactions, with significant cost

savings appropriate to marketing, logistics and administrative management. Such platforms are powerful technological infrastructures that implement their own software, developed and integrated with the internal management systems of the companies, through the systems (platforms) ERP or EDI [9]. Therefore, the management of B2B marketing automation, specific to the manufacturing and distribution companies, is carried out, according to the functions of the profile platforms, with the commercial partners, respectively the suppliers and distributors within the digital supply chains management [9].

3. Point of wiew related to digital relational implementation between marketing and SCM

Increasingly differentiated consumer and user requirements in the face of destabilizing challenges and threats to national, continental and global economies require a strong correlation between digital marketing and digital supply chain management, which play a major role in transactional processes by: imposing pandemic restrictions in the last two years; the possibility to significantly reduce the time of receipt of products from the digital launch of orders; reduction of acquisition costs and travel time, preparation of supporting documents and actual receipt of products from manufacturers, distributors or retailers, etc.

The complexity, intelligence and diversity of current and future technologies (automated platforms, social media applications specific to social networks, computers, tablets, etc.) allow and will facilitate modern interactions appropriate to digital marketing that influence business strategies and policies, but also practices in the field, to facilitate the rapid distribution of highly competitive products through digital supply chains with smart technologies, in order to meet the immediate needs and desires of consumers and users [5].

Both digital marketing and digital supply chain management participate in the processes of meeting the requirements of current and potential customers, through marketers and logisticians. In this context, both the attraction, the influence and the full satisfaction of the buyers are the subject of both business sciences, implemented through increasingly evaluated and efficient practices [14]. Therefore, success in business, both now and especially in the future, is given by the actors involved in complex business processes, by specialists engaged in continuous and beneficial transactions both to the economic organizations involved and to customers, as well as by the value and intelligence of marketing and digital SCM specific infrastructures, which are in continuous functional interaction [16].

From our point of view, the marketers of digital B2B organizations have the duty and responsibility to establish strategies, policies and make the right decisions regarding the study and identification of individual and organizational consumers, as well as those specific to purchasing processes, when planning and conducting actions appropriate for digital or physical purchases and distributions of products on behalf of their firms, integrated into supply chains. Therefore, they must anticipate any situation that would create risk or uncertainty, so they need the appropriate skills, knowledge and experience in using the multifunctional platforms for digital marketing, digital SCM an e-commerce to be able to interact effectively with organizational and / or digital individual and organizational customers [4]. The functional relationship between digital marketing and digital supply chain management is determined by the evolution of intelligent, automated and robotic IT technologies, as well as their efficient interaction in business processes [1,2]. For example, digital marketing is integrated into the e-commerce mechanism, through automated platforms specific to the sale or purchase of products through constantly

evolving and competing digital supply chains [2]. Therefore, there is a need to focus on high quality content in interactivity, which will not only attract digital consumers, but will also involve them for a longer period of time by ensuring their continued presence on digital platforms of the companies, partners in supply-delivery chains.

Digital technology marketing and SCM processes based on digital technology have increased the customer base in new or existing markets by changing business models, predominantly digital, and by introducing digital marketing, logistics and SCM strategies versus existing strategies.

Under the conditions of the digital economy, the marketers and logistics managers of the companies will act in the directions imposed by the exigencies and requirements of the digital business designed and carried out through adequate supply-delivery chains. These determinations will lead to multiple achievements and benefits, in line with the requirements of the constantly evolving product and service markets [10]. The B2B digital purchasing decision-making process is thus a journey that needs to be made and can be determined by the type of business, the key decision makers and the influencers, internal or external. Figure 1 show both the conceptual and functional relationship of digital marketing in supply chain management.

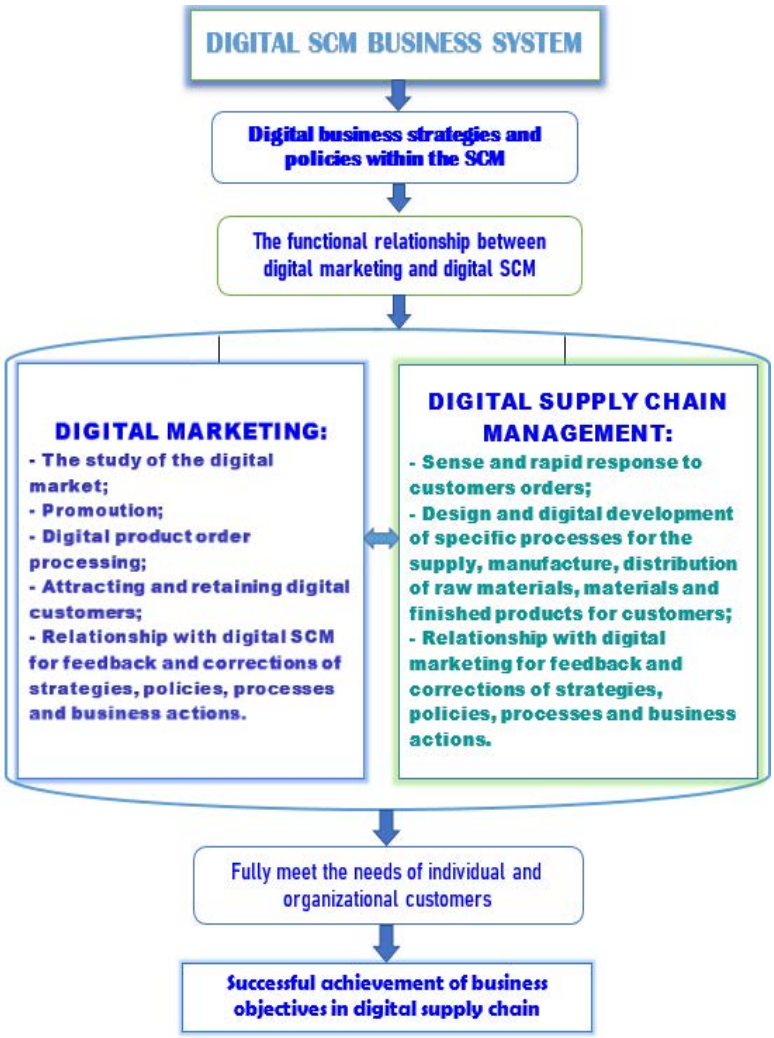


Figure 1: Assessment of the relationship between digital marketing and digital supply chain management

Depending on the type of business, B2B digital organizational buyers are informed from a wide variety of sources, including media, customers, former employees, and so on. As a result, 65-90% of B2B customers make purchasing decisions before contacting the company in which they have an interest [9].

According to the analysis of the experts, in the near future, more than half of the global digital B2B buyers will carry out over 50% of their purchases in the digital environment, in the conditions of capitalizing on omnichannel experiences, without interruptions, with access to services - 24 hours a day and at accurate information [13].

In the coming years, digital marketers will have complete control over the customer experience. Today, mid-sized merchants spend almost 60% of their time on digital marketing activities related to logistics and SCM [13]. Although this is expected to increase, top companies have already begun to increase their digital marketing budgets, as well as adequate budgets for digital logistics and digital SCM development. The opportunities are many, but there will always be new issues to address. It will not be an easy change, but it will certainly be very profitable.

Therefore, in the future, digital marketers and SCMs must understand what is relevant to their customers and use the power of analytics in the field to generate projections and achieve beneficial results by properly establishing ways to achieve transactional commitments (Figure 2).

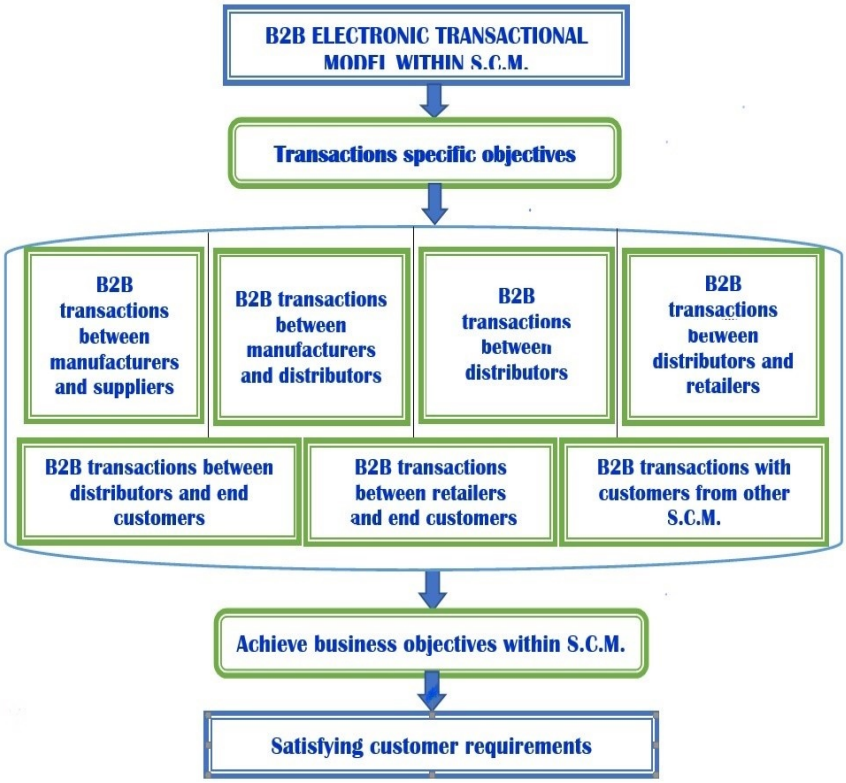


Figure 2: B2B digital marketing method applied in SCM

Various types of digital B2B platforms formarketing automation and SCM are increasingly being used to manage the challenges of modern business. As a result, supply chain managers are looking for suppliers, manufacturers, and distributors to act as strategic partners and become more involved in managing their B2B relationships with both digital and non-digital customers. At the same time, the marketers and logisticians of modern companies will follow up and continuously

analyze the intelligence of their customers in order to evaluate the future and to place their products where they are required, before the demand starts to appear (Figure 3).

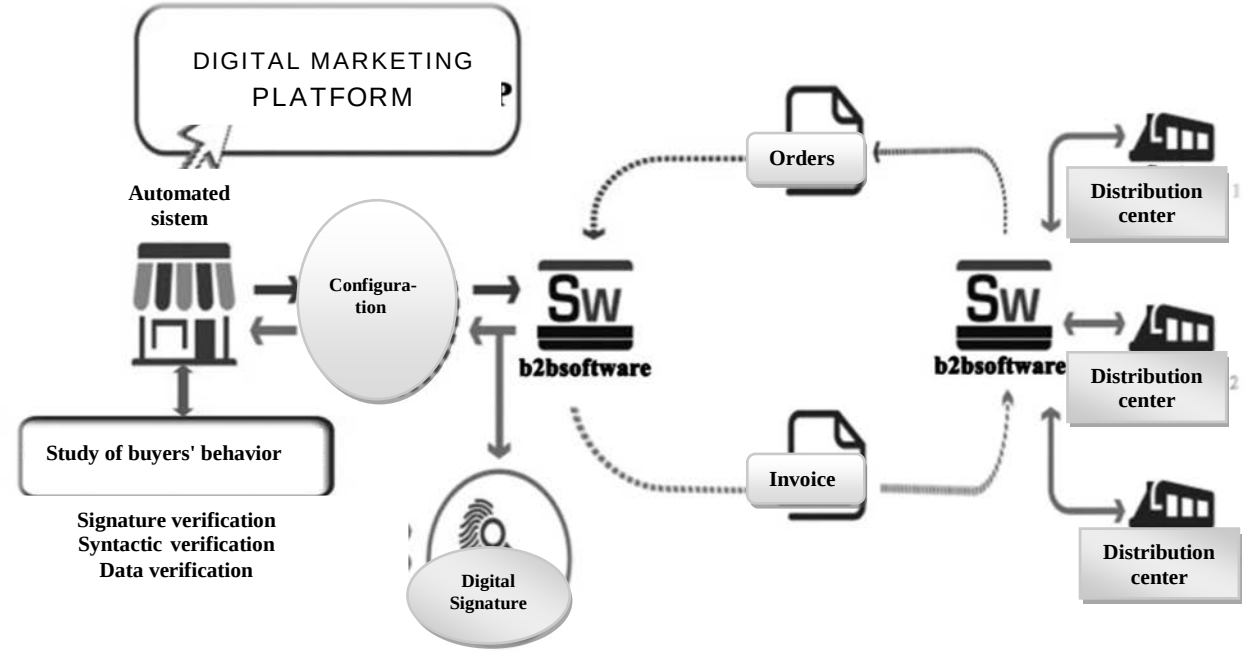


Figure 3: Overview of digital sale-purchase through the digital marketing platform of the manufacturing or distribution company within a digital supply chain management

As a result, B2B businesses need to use automated marketing and SCM platforms to get the information they need, in easy conditions, to achieve the goals set in designing and conducting specific digital business strategies.

To better understand the process of making digital B2B purchasing decisions, experts have analyzed and identified that in these business, customers typically interact with multiple product vendors. Therefore, Salesforce reveals that over 80% of customers appreciate their experience with a company as important as the product they want to buy [8].

4. Conclusions

As consumers have become increasingly informed, with immediate access to more and more product and service options in the digital environment, managers and marketers and logistics companies (integrated into digital supply chains) have understood that rapid interaction with customers, as well as continuous study and timely satisfaction of their needs are top priorities, generating competitive advantages in national and international markets.

With a thorough understanding of the demands of the markets, companies today have the opportunity to use digital marketing and digital logistics and SCM to develop and adjust the dynamics of products and services that digital consumers want to receive, willing to pay for them.

At the same time, the possibilities of digital buyers to help the production or commercial company within a supply chain to identify potential risks and opportunities in the digital environment, to develop the appropriate means for organizational and individual digital buying and selling processes, on the one hand, and, on the other hand, to make the best decisions in the activities of distributing the finished products to the beneficiary organizations or individual buyers.

To be effective, digital marketing and SCM must be creative, targeted in line with the company's sales objectives, and have

greater visibility given the attributes and behaviors of digital buyers (individual and organizational). To this end, automated marketing platforms and SCMs can help to achieve these goals and simplify a number of time-consuming tasks.

In he conditions of the disturbances, vulnerabilities, conflicting social situations and the worsening economic crisis, an adequate relationship between digital marketing and digital supply chain management is of great importance, given the need for their full operation to meet the variable requirements and needs of current and potential buyers. However, digital marketing operating should not only be seen within the digital supply-delivery chains, but also within the economic and public organizations purchasing products, without the digital supply-chains, but which collaborate with companies from these for design and realization the various types of winn-winn transactions at the local, regional, national, continental and global levels.

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