

UTILIZATION OF SOCIAL MEDIA AND DIGITAL ADVERTISING TO INCREASE SALES

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Abstract

This community service project aimed to enhance the sales performance of PT Dirgham Art Jaya, a furniture manufacturing SME in Sidoarjo, by implementing integrated digital strategies through social media management and digital advertising. The initiative responded to the company's minimal digital presence and reliance on word of mouth promotion, which limited brand visibility and market reach. Activities included creating official business accounts on Instagram and TikTok under the handle "sahabatdirgham," producing engaging visual content with CapCut and Canva, launching targeted advertisements via TikTok Ads and Instagram Ads, and registering the business location on Google Maps. Audience segmentation focused on demographics and interests relevant to home décor and furniture. The program achieved notable outcomes, including increased followers, content views, and customer orders from 5 in May to 8 in June indicating a positive correlation between optimized digital marketing and sales growth. The results highlight the potential of consistent content management, data driven advertising, and multi channel engagement to enhance SME competitiveness. Sustainability recommendations involve continuous performance monitoring, advanced analytics training, and diversification of content formats to ensure long term digital growth and adaptability in the competitive creative industry.

Keywords: Content Marketing, Digital Advertising, Digital Marketing, Smes, Social Media Management.

1. INTRODUCTION

In the digital transformation era, the rapid growth of internet technology and widespread adoption of mobile devices have drastically changed the way businesses interact with consumers. Marketing communication has shifted from traditional mass media to interactive digital platforms, particularly social media, which now serves as a strategic arena for building brand narratives, customer engagement, and market penetration [1]. In Indonesia, where over 191 million people use the internet, social media platforms like Instagram and TikTok have become crucial for businesses to expand market reach and improve customer relations [2,3]. This phenomenon is particularly significant for small and medium enterprises (SMEs) which often lack access to conventional advertising channels, making social media management and digital advertising critical for survival and growth [4].

PT Dirgham Art Jaya, a furniture manufacturing company based in Sidoarjo, faces multiple challenges in increasing its market penetration and sales volume. Despite offering custom furniture solutions with high craftsmanship, the company has not fully leveraged digital platforms for brand visibility and customer acquisition. The absence of official social media accounts and limited digital marketing knowledge have resulted in low brand awareness and poor online presence. This condition highlights an urgent need for intervention in the form of strategic digital marketing

practices [5]. Therefore, the implementation of social media management and digital advertising becomes not only relevant but essential to improving sales performance and enhancing market competitiveness [6].

This community service activity aims to assist PT Dirgham Art Jaya in developing and implementing an effective digital marketing strategy by optimizing social media presence and creating targeted digital advertisements. Through content creation, audience targeting, and platform analytics, the intervention intends to build brand awareness, attract potential customers, and ultimately increase sales [7]. Furthermore, the activities are expected to provide sustainable solutions by equipping the business owner with practical knowledge and tools for ongoing social media management and digital engagement [8]. The program adopts a collaborative approach, integrating stakeholder participation, technical training, and evaluation to ensure long-term impact and capacity building [9].

To support this initiative, a literature review was conducted focusing on social media marketing (SMM), content marketing, and consumer behavior. Studies show that well-managed Instagram and TikTok strategies can significantly boost engagement and conversions when combined with relevant visual content and consistent posting schedules [10,11]. Moreover, digital advertising through platforms like TikTok Ads and Instagram Ads allows precise targeting based on demographics, interests, and user behavior, thereby increasing ad relevance and return on investment (ROI) [12]. Additionally, understanding consumer behavior in digital environments is vital for crafting persuasive messages and fostering brand loyalty [13,14].

In summary, this service project seeks to address the digital marketing gap at PT Dirgham Art Jaya by introducing integrated strategies in social media management and digital advertising. The outcomes are expected to contribute both theoretically, by reinforcing the role of digital marketing in small business development, and empirically, by enhancing the company's online visibility and sales performance. The service plan involves situational analysis, stakeholder interviews, social media account establishment, content production, ad campaign execution, and performance monitoring culminating in a comprehensive, scalable model for digital marketing empowerment in SMEs.

Despite the increasing relevance of social media and digital advertising in modern marketing strategies, studies focusing on their implementation in the context of small and medium enterprises (SMEs) particularly in the furniture manufacturing sector remain limited. Existing literature largely concentrates on the role of digital marketing in large-scale businesses that already possess robust digital infrastructure and established brand recognition [15]. In contrast, the case of PT Dirgham Art Jaya a furniture company in Sidoarjo illustrates a more grassroots reality, where digital presence was almost non-existent prior to the intervention. The company lacked official social media accounts, had minimal digital advertising experience, and relied heavily on word of mouth and personal networks for customer acquisition. These conditions represent a clear gap, as current research often overlooks the digital marketing challenges faced by traditional SMEs with limited resources [16].

Moreover, while studies have explored consumer behavior and content marketing strategies in the digital era [17], few have examined how these elements can be holistically applied through a hands on, community based service project. There is a lack of practical frameworks that integrate content creation, platform analytics, advertising execution, and capacity building tailored to SMEs particularly those in creative industries like furniture craftsmanship. This highlights a methodological and contextual gap in current literature, which tends to emphasize either theoretical models or case studies in already digitalized enterprises.

2. IMPLEMENTATION METHOD

The implementation method in this project adopts a systematic approach to optimize digital marketing through social media management and digital advertising aimed at increasing the sales performance of PT Dirgham Art Jaya, a furniture company located in Pekanbaru. The activity began with identifying key problems through interviews with the business owner, which revealed a lack of digital presence and limited promotional efforts. To address this, business accounts were created on Instagram and TikTok under the brand name @sahabatdirgham. These platforms were selected due to their high engagement potential, especially among the target demographic.

The target audience was defined as individuals residing in Pekanbaru and nearby regions, aged 20 to 45 years, who are interested in home décor, interior design, and custom furniture. These users were segmented based on demographic and behavioral factors to allow more precise advertisement targeting. Various tools were employed, including CapCut for video editing, Canva for poster creation, Google Maps for location visibility, and Gmail for email marketing. Ads were managed through TikTok Ads Manager and Instagram Ads, focusing on reach, engagement, and conversion.

During implementation, content was posted consistently, and performance was tracked using metrics such as views, likes, follower count, and customer interactions. Notably, an increase from 5 to 8 orders was recorded from May to June, alongside a rise in TikTok followers to 342 and total views reaching 2,220. Data collection involved recording analytics from social media platforms, tracking monthly sales data, and conducting post implementation interviews. Data analysis utilized descriptive statistics to evaluate differences in engagement and sales before and after digital marketing efforts. These results indicate that the application of targeted digital strategies can effectively enhance brand awareness and customer acquisition for small businesses operating in Pekanbaru.

3. RESULTS AND DISCUSSION

The implementation of digital strategies through social media management and digital advertising at PT Dirgham Art Jaya demonstrates a significant shift from traditional word of mouth promotion toward a technology driven approach. Prior to this intervention, the company relied solely on informal promotions through personal and business WhatsApp accounts, resulting in limited audience reach and a weak digital brand identity. The internship program facilitated a digital transformation by establishing official social media accounts such as Instagram and TikTok under the handle "sahabatdirgham." This approach aligns with modern digital marketing principles that emphasize active presence on digital platforms to build brand awareness, engage with potential customers, and deliver marketing messages in a measurable and effective manner [18].

Content management served as the core of this strategy. The creation of visual content, including videos and digital posters using Capcut and Canva, illustrated a structured effort to capture market interest, especially among audiences accustomed to visually engaging and interactive formats. The content included not only product promotions but also company profiles and seasonal greetings. The results were notable: TikTok content reached 2,220 views, 342 followers, and 165 likes during the internship. Furthermore, the effectiveness of the content was amplified through paid advertising on TikTok Ads, strategically targeted based on demographics such as region (Sidoarjo, Surabaya, Gresik), age, and gender. This highlights the importance of data-driven marketing to reach precise target audiences [19].

This strategy's positive impact is evident in the increase in customer orders from 5 in May to 8 in June suggesting a correlation between optimized social media and digital advertising efforts and improved sales. Although the growth was moderate, it indicates strong potential if sustained and scaled. Academically, this success underscores the importance of mastering content marketing, digital media performance analytics, and educational modules to enhance digital literacy among MSME players like PT Dirgham Art Jaya [20].

3.1 Creating Social Media Accounts

The implementation phase of this practical work begins with the process of establishing or optimizing these social media accounts to suit the marketing objectives that have been set.

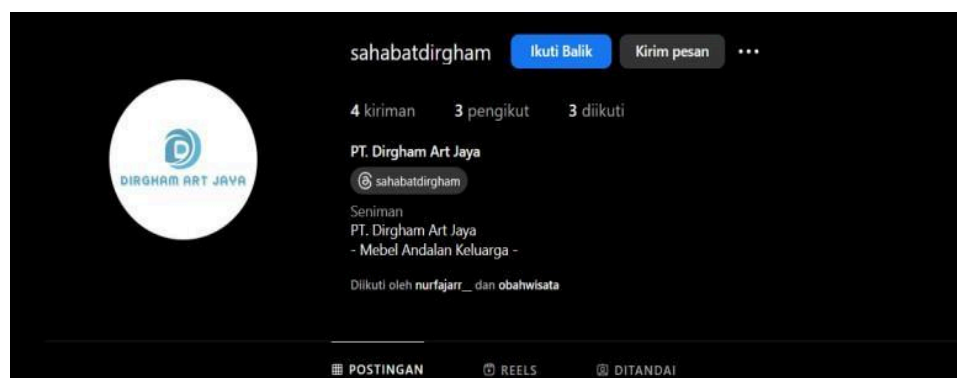


Figure 1. Instagram Social Media Account

What is required when registering for a social media account:

- Email account
- Active mobile phone number
- One-Time Password (OTP) code

3.2 Business Account Registration on TikTok

Once you have a basic understanding of TikTok through a personal account, you can switch to a business account to access features and analytics more tailored to your company. Here's how to register for a business account:

- Open your profile in the TikTok app (the "Profile" icon in the bottom right).
- Tap the three horizontal lines (menu) icon in the top right.

- c. Select "Creator Tools."
- d. In the "Account" section, select "Switch to Business Account."
- e. TikTok will display information about the benefits of a business account. Tap "Continue."
- f. Select a Business Category:
 1. You will be asked to select the category that best suits your business. Selecting the most relevant category will help TikTok understand your audience and offer appropriate features.
 2. Tap "Next".
- g. Add Contact Information:
 1. You can add your business email address and business phone number. This information will appear on your profile and allow potential customers to contact you.
 2. Tap "Next."
- h. Complete Your Business Profile:
 1. Ensure your profile photo and bio are relevant: Use your company logo as your profile photo and write a clear and informative bio about your product, service, or tagline.
 2. Add a Website Link: This is especially important for business accounts. Be sure to link to the company's official website.

After registering, your TikTok account is now ready to use. Business account owners on TikTok can access a variety of special features. These features are designed to help promote products or services, track content performance, and engage more effectively with their audience on TikTok. Here are some of the features you'll get if you upgrade to a TikTok business account:

- a. TikTok Analytics: Access data on content performance, follower growth, and audience demographics. This is crucial for understanding what's working and optimizing your content strategy.
- b. Business Creator Tools: Access to a variety of tools designed for businesses, such as:
 1. Commercial Music Library: Access to royalty-free music that is safe for commercial use.
 2. Promote: A feature to run paid ads on TikTok to reach a wider audience.
 3. Ad Center (TikTok Ads Manager): A more advanced platform for creating and managing TikTok ad campaigns. Companies can access this platform through a web browser by searching for "TikTok Ads Manager" -> "Login Using Email and Password." Besides managing ads, TikTok Ads Manager can also be used for analytics, which can be useful for setting company advertising targets.
4. Content Analysis Feature: In-depth information about each video's performance. To analyze it, click the right corner of Strip 3 -> Click TikTok Studio -> Click Account Check -> Wait for the results.
5. Contact Information in Profile: Makes it easy for customers to contact your business..

3.3 Content Creation

After creating a business account, you can continue creating content for the company, consisting of a company profile, coming soon announcements, and greetings, the results of which will later be uploaded to PT Dirgham Art Jaya's social media.

3.4 Video Content

CapCut was selected based on its ease of use, comprehensive features, and mobile accessibility, enabling us to create engaging and effective visual content. These videos are designed to increase audience engagement, educate, and promote products/services on TikTok and Instagram. The content creation process during the internship took place on March 3, 15, and 17, 2025. Examples of the content created can be accessed at the following link: <https://vt.tiktok.com/ZSBWDaQR6/>, <https://vt.tiktok.com/ZSBWDb1kw/>

For how to create content, please access below:

- a. After downloading and opening the Capcut app, you'll see the main interface with several options:
 1. New Project: To start a new video editing project.
 2. Templates: Various ready-to-use video templates that can be used with your own photos and videos.
 3. Inbox: Where you receive notifications and interactions from Capcut.
 4. Me (Profile): The section for managing your account, viewing drafts, exporting, and other settings.

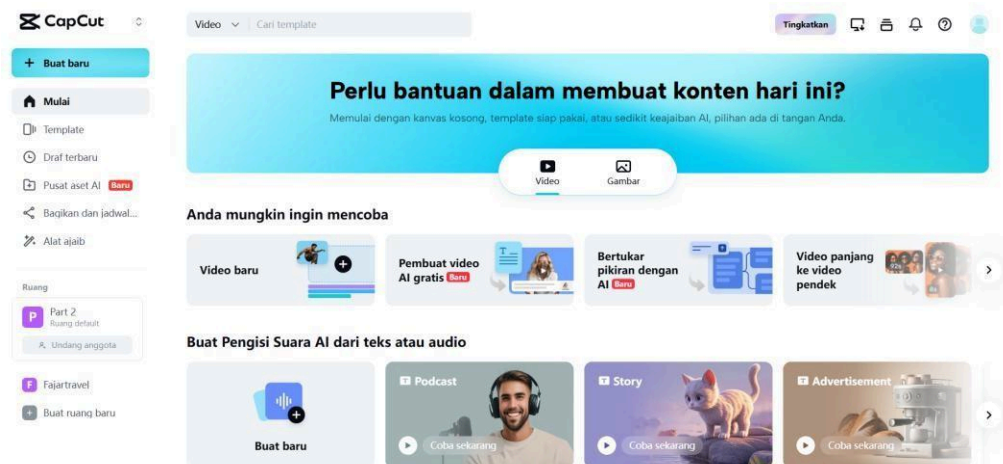


Figure 11. Application Front View

- a. To start editing, tap New Project.
 1. Select Media: After tapping "New Project," you can view your phone's gallery. Select the desired videos and photos. Use upload within a project to select multiple clips at once. Tap Add at the bottom right.
- b. Cutting Clips:
 1. Trim the Beginning or End: Tap a clip in the timeline, then look for the white lines at the beginning and end of the clip. Drag these lines inward to trim away unwanted sections.
 2. Split a Clip: To trim the middle of a clip, drag the vertical white line (playhead) to the point where you want to cut. Tap the Split icon (scissors icon) at the bottom of the screen. This will split the clip into two parts. You can then delete one part if necessary (tap the clip you want to delete, then tap the Delete icon).

- c. Basic Editing Stage

At the bottom of the screen, after selecting a clip in the timeline you will see various editing

tools such as:

1. Trim: Same as trimming the beginning and end of a clip.

2. Split: Cuts the clip into multiple parts.

3. Speed: Adjusts the clip's playback speed (faster or slower).

And you can choose "Normal" or "Curve" for more precise control.

1. Volume: Adjust the audio volume and can also mute the audio by tapping the crossed-out icon.

2. Animation: Add in and out animations to the video.

d. Text: To add words or captions.

1. Add Text: Type your desired text and customize the font, style, color, size, position, and duration.

2. Text Templates: Choose from a variety of attractive animated text templates.

3. Stickers: Add animated or static stickers to enhance your video.

d. Effects: To add visual effects to videos

1. Video Effects: Various visual effects that can be applied to the entire clip or parts of it (e.g., blur, distortion, retro).

2. Body Effects: Effects that detect and affect the body in the video (may be more relevant for selfie content).

d. Filter: To change the color and atmosphere of the video

e. Exporting a Video

1. Tap the up arrow icon in the upper right corner of the screen.

2. Then, select the video resolution and frame rate. The higher the resolution and frame rate, the better the video quality, but the larger the file size.

3. Tap Export.

4. The app will process and save the video to your phone's gallery. You'll also have the option to share it directly on various social media platforms.

3.5 Photo Content

1. Create a Canva account (if you don't already have one):

a. Open a web browser (e.g., Chrome, Firefox, Safari) and visit the Canva website at <https://www.canva.com/>

b. You will see the option to register or log in. If you don't have an account, click "Sign Up."

c. You can register using your Google account, Facebook account, or email address. Follow the instructions to create an account.

d. If you already have an account, click "Sign In" and enter your login details.

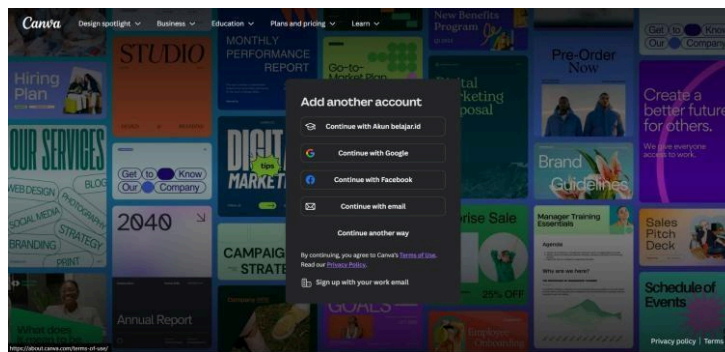


Figure 18. Canva Login View

1. Select the "Poster" Design Type:

- a. After successfully logging in, you will see the Canva homepage with a variety of design options.
- b. You can search for "Poster" in the search bar at the top of the page.
- c. Alternatively, you can browse the design categories and look for the "Poster" option under the "Marketing" or "Events" sections.
- d. Click on the "Poster" option to start your design.
- e. After clicking on the poster, you can create your own design.



Figure 19. Canva's Front End

1. Choose a Template or Create a Design from Scratch:

- a. Canva offers thousands of ready-to-use and customizable poster templates. You'll see various template categories such as event posters, promotional posters, quote posters, and more.
- b. Browse the available templates and choose the one that best suits your poster's purpose and style.
- c. Click on your chosen template, and it will open in the Canva editor.

Figure 20. Selecting a Template

1. Create a Design from Scratch:

If you want complete control over your design, click the "Create a design" option in the top right corner, then choose a custom size or choose "Poster," which will provide a standard poster size. You'll be presented with a blank canvas.

2. Designing a Poster

Now it's time to add and customize the elements on your poster:

- a. If you're using a template, double-click the text you want to change.
- b. Type new text.
- c. Use the toolbar at the top to change the font, size, color, style (bold, italic, underline), alignment, spacing, effects, and position of the text.
- d. If creating a design from scratch, click "Text" in the left sidebar and select the type of text you want to add.

3. Uploading and Using Your Own Images:

Here are several ways to add your own images to Canva:

- a. Click "Uploads" in the left sidebar.
- b. Click the "Upload media" button and select an image file from your device.
- c. Once the image has been successfully uploaded, click on it to add it to the canvas.
- d. You can resize, move, crop, and edit the image using the options in the top toolbar (e.g., "Edit image" to adjust brightness, contrast, filters, etc.).

3. Saving and Downloading the Poster:

- a. Once you're satisfied with your design, click the "Share" button in the top right corner.
- b. To save your design in Canva for later editing, make sure the "Save" option, or the cloud icon with a checkmark, is visible (the design will usually save automatically).
- c. To download the poster to your device, click the "Download" button.
- d. You'll see various file format options:

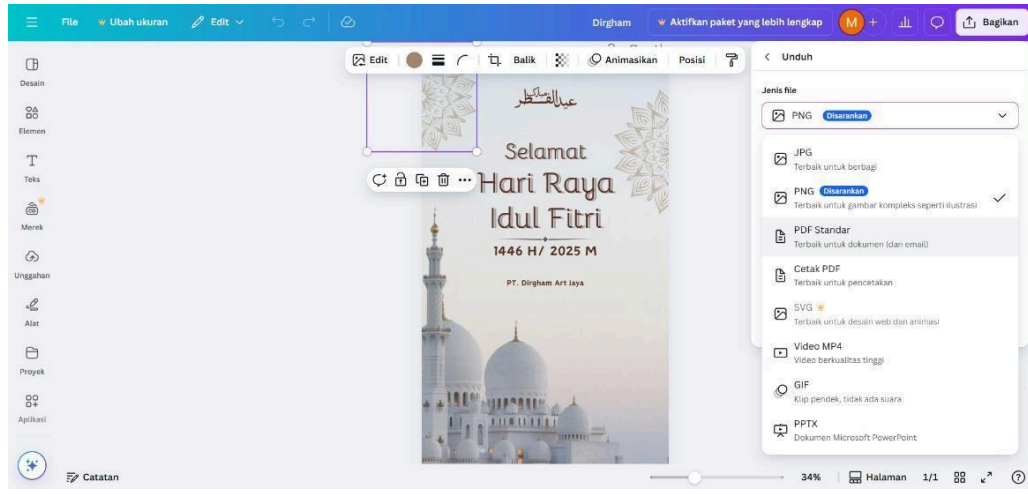
PNG: The best format for high-quality images with transparent backgrounds (if applicable). Suitable for digital and print use.

JPG: A smaller file format, suitable for web use and online sharing.

Standard PDF: The best format for multi-page documents and general printing.

Print PDF: A high-quality format for professional printing.

Select your desired file format and click the "Download" button. Your poster will be downloaded to your device.



Results of photo content creation



Figure 25. Coming Soon Company Design



Figure 26. Desain Company Profile

3.6 Google Maps Company Registration

After carrying out several activities, the next step is to create a Google map which will be useful for making it easier for customers to find the company's location and can also increase customer trust.



3.7 TikTok Ads

As a company commitment to increase brand awareness and also be able to reach customers at least in the Sidoarjo, Surabaya, Gresik areas. Furthermore, using advertisements from TikTok which is indeed active users of TikTok itself can be more than 1M and also for promotional costs are quite pocket-friendly, with this advertisement it is hoped that more people will know about this company and also can increase the number of followers, watch hours on the company's social media. Although the company has lagged quite far in social media, in this advertisement we use keywords, algorithm research, audience selection such as region, age and gender. media, pada iklan kali ini kita menggunakan dengan kata kunci, riset algoritma, pemilihan penonton seperti wilayah, usia dan gender.

The results of this advertisement got the number of impressions: 900 Views and Likes 146. Future advertisements will continue to be evaluated and maximized again to be able to get more Views and Likes. On the other hand, I also did an experiment by doing advertisements by increasing followers which in the end could add 22 Followers, Watch Hours: 962 and Likes 12 and for now after completing the internship can get the number of Impressions: 2,220 Impressions, Followers: 342, Likes: 165.

3.8 Marketing Using Email

During their internship at PT Dirgham Art Jaya, students conducted marketing strategies and implementations via email. During this period, students were actively involved in various stages of the company's email marketing campaign. Their tasks included compiling a relevant customer database, segmenting audiences based on demographics and preferences, and designing engaging and informative email content. Students also contributed to the creation of copywriting for various types of emails, ranging from promotional emails for furniture and furniture products, to announcements of special offers aimed at building engagement with customers. In addition, students were involved in the process of sending emails using the platform The company's Gmail account. This included scheduling deliveries, email personalization, and monitoring. Through this experience, I gained a deep understanding of the complete email marketing cycle, from strategic planning and wording to technical execution and evaluation. I also learned the importance of personalization, precise audience segmentation, and data analysis in optimizing email marketing effectiveness. This internship provided me with a valuable opportunity to apply my theoretical knowledge to real-world situations in a company operating in the furniture and furnishings industry.

4. CONCLUSION

The implementation of social media management and digital advertising at PT Dirgham Art Jaya has proven effective in addressing the company's initial lack of digital presence and limited promotional reach. By creating and optimizing business accounts on Instagram and TikTok, producing engaging visual content, and applying targeted advertising strategies, the company experienced measurable improvements in brand awareness and customer engagement. Notable achievements included increased followers, higher content views, and a growth in monthly orders, indicating that well-planned digital marketing can enhance competitiveness for SMEs in the creative industry. These outcomes confirm that integrating content creation, audience targeting, and platform analytics into a cohesive strategy can provide tangible business benefits. For sustainability, it is essential to continue consistent posting, optimize advertising campaigns based on performance data, and expand engagement efforts through additional channels such as email marketing and Google Maps presence. Future service development should focus on advanced analytics training, diversified content formats, and deeper consumer behavior insights to ensure long-term digital growth and market adaptability.

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