

**DIGITAL MARKETING MECHANISM AND SUSTAINABLE DEVELOPMENT: A PARTICULAR REFERENCE TO NIGERIAN ECONOMY.**

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**ABSTRACT**

*The study explore the relevance of Digital Marketing Mechanism and Sustainable Development: A Particular Reference to Nigerian Economy. In recent years, digital marketing has occupied midpoint phase in the marketing approaches of the massive mainstream of businesses due to the inimitable projections it offers. Internet existence as a strategic advocate of digital marketing, has increased enormous attractiveness in the contemporary spherical economy applying accessible developing implements, basically the internet. The study adopted desk study technique, it is an approach which is carried out through browse information obtained from print, electronic device and digital marketing literature about the growth of digital marketing mechanism and sustainable development globally. The study established that search engine optimization marketing mechanism, email marketing mechanism, content marketing mechanism, and social media marketing mechanism enhances business performance, and also sustained the following sectors in Nigeria: oil / gas, political, healthcare and tertiary institutions. The study concluded that, digital marketing mechanism that are currently exist include: social media channels such as facebook instagram .whatsapp, and twitter, search engine optimization (SEO), e-mail marketing, blogs, content marketing channel and websites for marketing of products and services through online dispositions personalities and social influencers. Organization can also use other digital marketing devices such as video advertisements, sponsoring content on more popular websites in performing organizational business activities. Furthermore, the study recommended that, every sectors of an economy should implement and adopt digital marketing mechanism as contemporary devices for business performance of any reputable organization.*

**Keywords: digital marketing mechanism, sustainable development, search engine optimization (SEO) social media marketing mechanism, email marketing mechanisms, and content marketing mechanism.**

**INTRODUCTION**

Globally, awareness of digital marketing approaches has contributed immensely for sustainability of an economy. The digital marketing mechanism for sustainable development include numerous methodologies, which comprised, search engine optimization digital marketing mechanism, email digital marketing mechanism, social media digital marketing mechanism, and content digital marketing mechanism, and the goal of these approaches were to stand-in the development and optimization of sustainable digital marketing performance. According to Nusantara (2024), digital marketing mechanism are devices that involve application of internet link to perform digital operations to ascertained firm effectiveness and efficiency. According to Rowley (1998), cited in Ihunwo (2023), digital marketing denotes the practice of digital networks that link to internet for purpose of promotion, authorization and sales of organizational products or services.

In view of Lee and Kim (2009), cited in Ihunwo (2023), several digital marketing mechanism comprised: social media techniques such as Facebook and Twitter, Search Engine Optimization (SEO), e-mail marketing, content marketing (blog articles, videos, and info graphics), blogs and

websites for marketing of products and services through online dispositions. Digital marketing mechanism is a marketing method for applications and adoptions of digital mechanism by business organizations in reaching out target markets through digital marketing channel such as social media platform, email techniques, content approaches, search engine optimization (Kiradoo2017). Savey, *etal* (2020), cited in Abdulrazak (2022), added that digital marketing mechanism is the use of digital technologies in performing marketing business activities which include emails, mobile marketing, search engine optimization (SEO), pay-per click (PPC), viral marketing, social media and content marketing.

In today competitive business environment, several business organizations integrate progressive large data analytics and artificial intelligence technology into the realm of digital marketing. Digital marketing mechanism Sustainable development are practices that integrate various digital marketing devices and tactics to sustain business organization for performance its business operations. (Mualfah *etal*, 2023). In the study of Sofiko (2023), concluded that, in the tourism sector, the use of digital marketing mechanism is an indispensable for brand building. Also in the study of Yasmin, *etal*. (2015), concluded that digital marketing offers numerous benefits in attainment of a broader spectators for Nigerian tertiary institutions through targeted publicity and content marketing, also tertiary institutions efficiently connect the of the program through digital marketing mechanism. Digital marketing mechanism permits institutions to display their faculty, facilities, and success stories to potential students and it allows institutions to spread a broader spectators, comprising prospective students both within and outside Nigeria. Finally, with the assistance of digital marketing, tertiary institutions can provide accurate and up-to-date information about their program.

The study of (Jean-Louis *etal*, 2016), outlined that the purpose of digitalization of the petroleum industry is to holistically accomplish upstream, midstream, and downstream sectors and add more standards to the business operations by maximizing the effectiveness, inoculating the loss, reducing the cost, increasing the performance of the workforces, and improving the decision-making process. Furthermore, the study of Weissbrot, (2016), examined that, digital marketing mechanism has become an essential instrument for politicians, it is all about reaching a wider audience, building stronger connections with voters, and improving campaign efficiency. Consequently study of Savitri (2022), concluded that digital marketing mechanisms has a quality of benefits for government agencies. It assist them deliver information professionally, engage with citizens, build trust and transparency, get valuable insights from data analytics, and even cooperate with influencers to spread the word on significant issues. Finally, study of Sahaa *etal*, (2024), avowal that reliable data from digital marketing mechanism which upsurges satisfaction, patronage, loyalty, and patient rendezvous with hospital services. One of the assistances of digital marketing mechanism is to enlarge the brand/business online.

Many organizations have employed digital marketing mechanism such as social media, email and content digital devices to build a strong organizational image, influence potential consumers on a bigger scale, and contribute in the global market. Organizations committed to digital marketing mechanism aimed at vital objectives displaying their capability for sustainable development (Jin, *etal* 2024). According to Tariq, *etal* (2022), integration of digital marketing mechanism has been revealed to have an optimistic influence on sales volume, market share, customer retention, return on investment, and enhances the operation of organization. Ho, (2020), stressed that use of digital marketing mechanism have a strong association with sustainable development., that social media as digital marketing mechanism permits organizations to communicate directly with their consumers through various social media channels, also permits organizations to be more transparent about their sustainability practices and build consumer reliance and strengthen the brand's image as a responsible brand, Ahmed,

(2019), opines that through the use of digital content as digital marketing mechanism such as blog articles, videos, and info graphics, organizations can educate consumers about sustainability issues and the significance of selecting ecologically friendly products or services. Ahmed, (2019), added digital marketing mechanism can be used as an instrument to upsurge consumer awareness about the influence of products or services on the environment and society, as well as to promote more sustainable product choices. Martin, (2019), further contributed that digital marketing mechanism can be used to measure and report an organizational sustainability performance amenably to consumers and the public. Email as digital marketing mechanism can simplify relationship and partnerships amongst organization and other parties who have comparable sustainability goals (Saura, *etal*, 2020).

Many organizations today has seen digital marketing transformations as a driven factors for sustainable development of an economy, digital marketing mechanism played pivotal roles for influencing all sectors of an economy for sustainable development. Therefore, the study explore the relevance of digital marketing mechanism and sustainable development: A particular reference to Nigerian Economy.

### **Statement of the Problem**

Contemporarily, every business entities globally need digital mechanism for sustainability development. Novelty and transmission into the digital into technology highlighted as a requirement for building an economy. Digital marketing mechanism such as social media platform, mobile phone marketing devices, Web, email marketing devices, content marketing, search engine optimization, pay-per click and viral marketing devices seek to dependably on business development with suitable implementation of digital marketing strategies for reliable growth and achievement. Nigerian business and non-business sectors sustained progressively as result of digital marketing innovation that align with business organizations objectives in including governmental and non-governmental sectors. Digital marketing mechanisms are bases or sources for firms sustainability and development been a driven factors for national sustainability. Accordingly, digital marketing settings are fundamentals means of developing knowledge and methodologies, because it establish basic strategies that encourages and improves the practices which simplifies access to information. Hence, digital marketing mechanism offer the chance to improve knowledge and know-how, principally in the case of sustainable marketing practice and development. The implementation of digital marketing mechanism in developing marketing practice is becoming one of the tool for national sustainability. Consequently, the study focus is to outline the relevance of the digital marketing mechanism and sustainable development: A particular reference to Nigerian Economy.

### **Study Objectives**

The study major objective was to explore the relevance of digital marketing mechanism and sustainable development: A particular reference to Nigerian Economy.

### **Literature Review**

#### **Digital Marketing Mechanism**

The development of digital marketing has been identified as sources of information to marketing practitioners and managerial decision process. According to Girchenko, and Ovsianikova (2016), defined digital marketing as a technique by which business entities employed digitalized approaches to create virtual associations with customers and firms in generating, producing and delivering value to investors by interacting these values through various digital platforms. Ng'ang'a, (2015), contributed that digital marketing as the use of technologies to aid

marketing activities in order to improve customer experience to suitable their preference . Concept of digital marketing mechanism is the performance of marketing business activities using digital platforms. (Karamian *etal*/2015). According to Rowley (1998) cited in .Ihunwo and Barasin (2023), digital marketing refers to the practice of digital channels such as the internet to promote, endorse and market a organizational products or services. In view of Savey, *etal* (2020) cited in Abdulrazak, (2022), digital marketing mechanism is the use of digital media in the procedure of performing marketing activities using the application of digital instruments which include emails, mobile marketing, search engine optimization , pay-per click viral marketing and social media. Savey, *etal* (2020), further stressed that digital marketing mechanism assist to enhance communication between customers and organization.

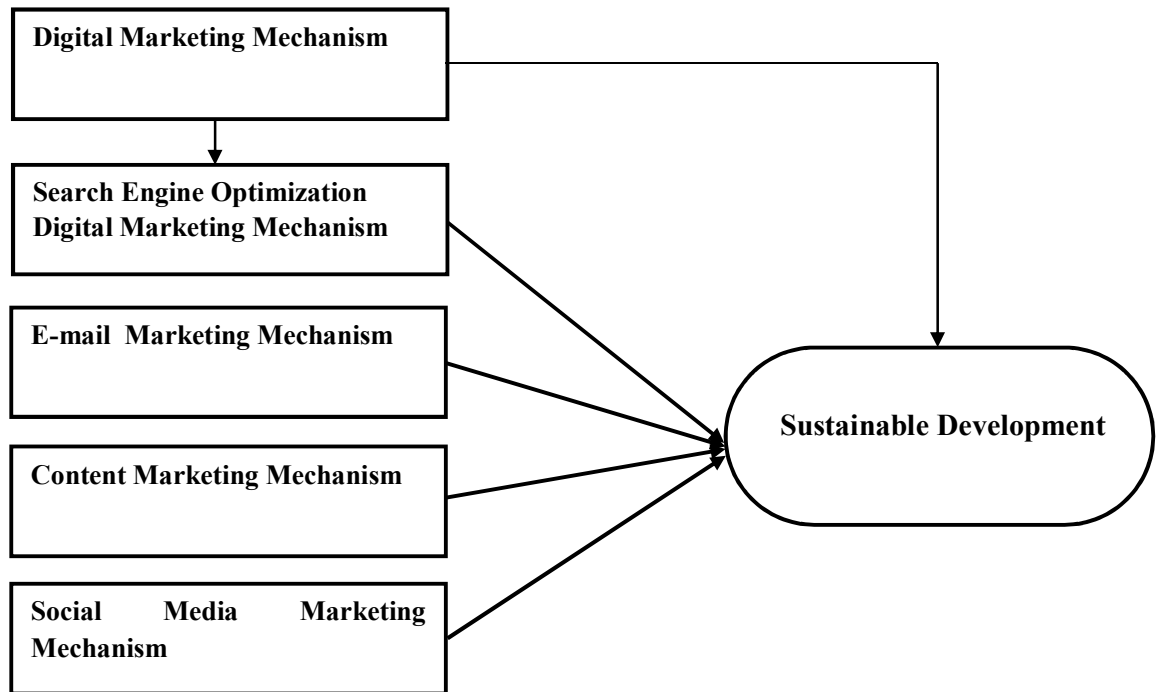
### **Sustainable Development**

Organizational sustainability and development is dignified by its capability to respond to market instabilities established by the internal and external environment (Owoseni *etal*, (2022), cited in Emmanuel,,2023).Implementation of digital marketing technologies has empowered organizations both government and non-government sectors to keep step with the current lively business environment (Hohman, *etal*/2016).Many researchers investigated on modern business devices it was contended that the addition of contemporary technologies, such as digital marketing mechanism by all sectors of an economy has resulted in positive consequences (Ikramuddin *etal* ,2021 & Adam *etal*,2020).For instance, digital marketing mechanism. Digital marketing has helped oil and gas sectors of the economy to achieve sustainable development through the application digital marketing mechanism.

Digital marketing mechanism permit organizations to be advanced in modifying goods and services, structure a customer base, and attaining business development, also application of digital marketing mechanism such as social media marketing, content marketing, search engine marketing, and e-mail marketing have aided tertiary instructions and health care organization enhance business performance (Nasiri *etal*/2020 &, Singh *etal* ,2019) Philbin, *etal* ,(2022), and Lateef, (2022), added that digital marketing mechanism have a positive relationship with organizational performance both public and private business entities to gather ideas from their potential customers and generate significance, which in turn leads to sustainable development

Consequently, in view of Elhousseiny *etal* , (2022), digital marketing mechanism assisted all sectors of an economy to enjoy higher performance regards to business effectiveness and efficiency.

**Conceptual framework**



**Figure 1:** Conceptual model for the study

**Search Engine Optimization Marketing Mechanism**

According to Goldfarb, (2014), Neda, (2023), Search Engine Optimization (SEO) refers to device keenly apply for marketing and listing the website of an organization. The internet is sprawling with numerous brands across the world directing to entice their preferred target audience .The tactic used through Search Engine Optimization purposes at marketing the products and services listed on a website and making it rank on the search engines. Search Engine Optimization permits businesses to improve their website mechanisms and direct the customers to the websites. In view of Hasan, (2016). SEO refers to the process of snowballing the supreme quantity of spectators to an exact website, making the site noticeable within the original page of dissimilar search engines counting Google. Adopting SEO mechanism promote business standard among the targeted audiences.

**E- mail Marketing Mechanism**

Email digital marketing mechanism refers to the operative technique to reach out the target audience market to promote dissimilar products and services of organizations. It also permits organizations to reach out targeted audience smoothly and instantly in a cost effect manner (Amin, & Bengtsson, 2017)..According to Bawm, and Nath,R (2014), e-mail is a digital marketing mechanism apply by various organization in reaching out potential customers in purchasing goods and services through sending newsletter by interaction process. Hudák, (2017), added that email marketing relates to conveyance of emails messages to client base to promote the business through newsletter.

### **Content Marketing Mechanism**

Content marketing holds pivotal role to pronounce organizational products and services online. It is indispensable in the field of digital marketing. Content marketing as a digital strategy is images, blog post, news portals, video etc. Contents marketing are the speech that speaks about the business online (Chaffey, & Ellis-Chadwick, 2016). Content marketing uses storytelling and information sharing to upsurge products and services awareness. Eventually, the aim is to have booklovers take action toward becoming a customer, such as requesting more information, signing up for an email list or making a purchase. "Content" can refer to blog posts, resources like white papers and e-books, digital videos, podcasts and much more. Content marketing mechanism refers to informational, valuable content such as blog posts, how-to videos, and other instructional materials. This type of digital marketing aids organizations connect with target audience and answer their questions and also assist to generate leads and close sales (Milhinhos, 2015).

### **Social Media Marketing Mechanism**

The system of obtaining web circulation and making business prevalent through various social media platforms is known as social media digital marketing (Nyangadza, 2022), social media as a digital marketing emphasizes on the efforts to advance contents engaging maximum customers to read and share them through their social media channels. In view of Scher, (2018), Social media marketing is a digital marketing mechanism that make use of social media platforms such as Twitter, Facebook, whasapp Instagram etc these approaches cover wider coverage of targeted customers.

### **Digital marketing mechanism and oil/gas sector**

The digital transformation in the petroleum industry has attracted great attention and significance to the general public. The petroleum industry epitomized by three subdivisions: upstream, midstream, and downstream which has witnessed the development in last few years. The penetrating degeneration in the oil price was experienced with in the period of 2014, on that note oil producers worldwide seeking for the mechanism that could aid them plummeting the cost and growing the operational efficiency (PanelSalam 2023). In view of Krishnaprabha, and Tarunika, (2020), digital technologies were employed in the sectors after bitter experience, but pivotal technology adopted was digital marketing mechanisms which were introduced as a result of the total experience by oil and gas producers which played significance roles for marketing of the products and services digitally to reduce cost implications. According to (Jean-Louis *etal* 2016), the purpose of digitalization of the petroleum industry is to holistically accomplish upstream, midstream, and downstream sectors and add more standards to the business operations by maximizing the effectiveness, inoculating the loss, reducing the cost, increasing the performance of the workforces, and improving the decision-making process. Digital Marketing mechanism sustained oil and gas sector for the aims of providing marketing services .In early 90s Nigerian National Petroleum Company implemented digital marketing mechanism in the marketing department of the sector for the purpose of marketing oil and gas products and services accordingly within and outside the national border. Digital marketing played a significant role for the management of the product and service to enhance organizational productivity. Digital marketing mechanism create a part way in harmonizing the dichotomy between upstream, midstream, and downstream sectors in management and distribution of the oil and gas product and services especially during the period of resources allocation within the sectors ( Haytayan, *etal*, 2021)

### **Digital marketing mechanism and political sector**

Globally, Political campaigns have employed digital marketing technologies for more than a decade, emerging progressively classy mechanism and techniques during each election period. In the fast-paced world of politics, digital marketing mechanism has become an essential instrument for politicians. It is all about reaching a wider audience, building stronger connections with voters, and improving campaign efficiency. According to Barack Obama (2008 and 2012), Digital marketing mechanism refer to the application of digital platforms to link and vigorously engage with voters. It includes the tactical use of several online channels, such as social media platforms, websites, email campaigns, and digital announcements, to successfully distribute political communications/messages and reviled expressive influences with the electorate.

Donald Trump: (2016), concluded that the contemporary procedure for marketing assistance to politicians is to obtain exact target audience demographics efficiently, interconnect their campaign promises, organize groups, and gather valuable data for analytics. Particularly, digital marketing mechanism provides politicians with a lucrative and highly well-organized means to create awareness, garther support, and eventually safe victory in elections. To be outrival in the kingdom of digital marketing mechanism, politicians must competently skills persuasive and captivating content, nurture a healthy online attendance, and instrument data-driven strategies to attain their political objectives. According to Montgomery *etal* , (2017), cited in Chester and Kathryn , (2017), the same mechanism developed for digital marketing have also assisted political campaigns significantly advance voter rendezvous, enhance their volumes for contribution and more proficiently produce crowd. Weissbrot, (2016), stressed that numerous disagreements from the recent 2023 election in Nigeria has activated higher public scrutiny over some of the performance that have become normal functioning process in the digital media and marketing environment : such as forged news which has a direct association to advertising programme , the automatic system of intellectual procurement and vending of persons and groups

Nicas, (2016) and Vranica, (2017), opined that result in the 2023 election, several organizations sees itself with advertisement positioned on websites containing pornography, plagiarized gratified, fake news, videos supportive to outlets whose movement is insincerely produced by computer programs. In view of Green and Issenberg, (2016),the digital marketing mechanism adopted during campaign and election process include Google, Facebook, Whatsapp, Twitter, Instagram and other related devices to obtain data and publicizing technology operations. In United State of American content, the Trump campaign trusted deeply on Facebook's digital marketing system to categorize detailed voters who were not supporting groups of Trump in the first place, and to target them with psychographic messaging designed to discourage them from voting. The Digital marketing mechanism assist political sector in strengthen their message, involve with voters, and enhance their campaign approaches like not ever before. Bond, (2017), explained that politicians employ variety of digital mechanism, and these mechanism include social media platforms such as Facebook, Twitter, and Instagram, as well as email marketing campaigns platform generating an attractive and informative content on these platforms which aids to fascinate and retain a varied audience. Pluggin,(2016), stressed that structuring stronger associates with voters is another significance of digital marketing mechanism, is a fundamental component of digital marketing for politicians, and this serve as link between voters and politician, politicians and voters arrange engagement and interaction through this means

**Digital marketing mechanism and government sector**

Currently, governments used standard communications strategies to encourage transparency and upsurge engagement with their policies. This usually comprised writing press releases, and offering in-person public consultation (Tyleisha, 2024), Digital marketing has transformed numerous business entities and it has a huge influence on how communications are delivered to online audiences, even though this would be considered a natural development for the business to business and business to customers representations, it also comprised the Public Sector. As the internet fundamentally changed the way consumers make decisions, it also offered the chance for the Government (Public sector) to proceed profounder and more evocative associations with their audience. Government (Public sector) digital marketing's fundamental drive is to managing the affiliations between government organizations, the general public, as well as other parties that looking for such services from them; and digital marketing mechanism effortlessly facilitates the transaction ( Al-Weshah, *etal* ,2021 ). Digital marketing mechanisms has a quality of benefits for government agencies. It assist them deliver information professionally, engage with citizens, build trust and transparency, get valuable insights from data analytics, and even cooperate with influencers to spread the word on significant issues . Savitri (2022), digital marketing mechanism is an indispensable instruments for any public sector organization sleeking to reach and engage its target audience. Digital marketing mechanism is the process of applying online channels to promote and communicate with target audience. This can comprise whatever from emergent a website and using social media to producing internet publicity and email marketing campaigns (Purcrea,2019).Digital marketing mechanism in the public sector benefit organizations reach employee , employer their target audiences more professionally and efficiently without breaking(Nunan & Di Domenico,2019),

**Digital marketing mechanism and health care industry**

According to Sahaa *etal*, (2024), digital marketing approaches encourage medical services in order to enlarge the business. The tactical way of thoughtful, suggests appealing novel patients and offering them quality health services, which ensures satisfaction and the opportunity for them to indorse additional health facilities. This is reliable with the data from digital marketing mechanism which upsurges satisfaction, patronage, loyalty, and patient rendezvous with hospital services. One of the assistances of digital marketing mechanism is to enlarge the brand/business online. In view of Wijaya *et al.*( 2021 ) and Wisetsri *et al.* (2021), study conducted in Bangladesh the result stated that in order to collect information about doctors, individuals trust on hospital websites because it is the most accurate and reliable source of information, and collect information posted on social media such as Facebook groups. Before determining to visit a health service, individuals' research health care professionals and share reviews about their experiences so that they can be valuable for other individuals in the future. Several individuals go to hospitals or doctor websites for appraisals, and use Google reviews to observe and share medical involvements. Consequently, a large number of individuals use social media platforms to share their experiences. According to Sahaa *etal* (2024), digital marketing approaches has a marvelous influence, comprising increasing rendezvous on social media and marketing, serving as a significant performance pointer for examining firms performance , increasing request for digital, developing product pursuits between users, and increasing request for content platforms. Digital marketing mechanism in hospitals attracted several benefits, including enticing new patients, increasing business, growing customer/patient reliance or patronage, consolidation customer/patient loyalty, increasing brand awareness, encouraging patients to use hospital services, and indorsing the services to patients' relatives and family. (Arni & Laddha, 2017). According to Khan and Nawaz .(2021), the application

of approaches or digital marketing or mechanism be contingent on the objectives or targets to be attained by the hospital , and determining the objectives of digital marketing mechanism , the hospital determines the choice of approaches or digital media devices that will be used, then controls the aims, targets, and objectives to be attained from each of the particular media, analyzes the condition and target market share, and determines the budget and marketing frequency.

### **Digital marketing mechanism and Nigerian tertiary education**

In the last decades, traditional marketing approaches are becoming fewer operative in reaching out target markets. On this note increasing in significance of digital marketing emerged. Digital marketing includes numerous approaches and devices that influence online platforms to reach and link with potential customers. From social media advertising to email marketing, search engine optimization to content marketing (Neda, 2023), According to Arifur, and Aminul, , (2017), digital marketing offers overabundance of choices for businesses and institutions alike. In the background of Nigerian tertiary education, digital marketing mechanism plays a vital roles. With the snowballing figure of students trusting on the internet for information and decision-making, educational institutions need to adapt their marketing efforts to the digital background. One of the crucial benefits of digital marketing mechanism in Nigerian tertiary education it is less, reliable and fast compared to traditional marketing approaches, such as print advertisements or billboards, digital marketing mechanism allows institutions to reach out a broader spectators at a portion of the cost. Furthermore, digital marketing mechanism permits educational institutions to pathway and analyze their movements' presentation in actual time. This data-driven method permits institutions to enhance their marketing efforts and make informed decisions to recover rendezvous and adaptation rates. In view Tiago, *etal* (2014), digital marketing mechanism modified and embattled messaging, permitting institutions to adapt their communiqué to detailed audience of their audience. Digital marketing allows institutions to showcase their faculty, facilities, and success stories to prospective Yasmin,*etal*. (2015),concluded that digital marketing offers numerous benefits in attainment of a broader spectators for Nigerian tertiary institutions through targeted publicity and content marketing, also tertiary institutions efficiently connect the program through digital marketing mechanism Digital marketing mechanism permits institutions to display their faculty, facilities, and success stories to potential students and It allows institutions to spread a broader spectators, comprising prospective students both within and outside Nigeria. Finally, with the assistance of digital marketing, tertiary institutions can provide accurate and up-to-date information about their program.

### **Empirical Review**

Several studies has been carried out by numerous scholars on the subject matters such as Chester, Kathryn and Montgomery, (2017).The Role of Digital Marketing in Political Campaign Computational politics—the application of digital targeted-marketing technologies to election campaigns in the US and elsewhere—are now raising the same concerns for democratic discourse and governance that they have long raised for consumer privacy and welfare in the commercial marketplace. This paper examines the digital strategies and technologies of today's political operations, explaining how they were employed during the most recent US election cycle, and exploring the implications of their continued use in the civic context. The paper concludes with a discussion of recent policy proposals designed to increase transparency and accountability in digital politics.

Adeniyi and.Balogun (2022).Digital Marketing Tools and Organizational Performance of Selected Insurance Firms in Lagos State, Nigeria: this paper investigated the effect of digital marketing tools (MC) on the performance of selected Insurance companies in Lagos State, Nigeria. A cross-sectional survey research design was used in the study. The study adopted a cross-sectional survey research design. The total population of the study is 1,980 management staffs of the selected Insurance companies operating in Lagos State, Nigeria. The sample size determination table developed by Krejcie and Morgan was used to determine the sample size of 731. Stratified random sampling and proportionate sampling techniques were used to group the sample to definite categories of top, middle and frontline managers for adequate representation. A validated questionnaire was administered and a total of 598 retrieved for analysis. The data collected were analyzed using multiple regression analysis. Findings revealed that that there was positive and significant effect of digital marketing tools (social media, web solutions and mobile phone marketing) on organizational performance of selected Insurance companies in Lagos State, Nigeria ( $df = 5, 5978: 74,196, p < 0,05$ ), but these effects are determined by social media, web solutions and mobile phone marketing. Therefore, it was recommended that Insurance companies should mix and match various mediums such emails, social media and mobile phones to reach their desired target audience. This will help to spread awareness among them and to influence buyers' behavior thus companies must formulate an effective integrated marketing communication plan where they can combine various tools to grasp maximum prospects.

Ihunwo and Barasin (2023). Digital Marketing Strategies and Service Performance of Deposit Money Banks in Nigeria The study examined the relationship between digital marketing strategies and service performance of deposit money banks in Nigeria. This study adopted a cross-sectional survey and correlation investigation to establish relationship between sales force training and employee performance of insurance firms in a non-contrived setting. The population of this study comprises of 20 registered and capitalized deposit money banks in Nigeria listed under the Nigeria deposit insurance corporation (NDIC) fact book, 2019, domiciled in Port Harcourt. A self-administered structured questionnaire was used to collect primary data and the data obtained were accordingly analyzed using Pearson's Product-Moment Correlation and Least Square Regression Analysis Methods. The moderating variable was also tested using the Partial Correlation. The result revealed that there is significant and positive relationship between digital marketing strategies and service performance of deposit money banks in Nigeria; while technology moderates the impact on digital marketing strategies and service performance. Based on the findings of this study, the paper concludes that a positive and significant relationship exists between digital marketing strategies and service performance. It therefore, recommends that firms that practice digital marketing strategy help the organizations to identify and forecast into the future and factor consumers' desires into their future planned action.

PanelSalam and Al-Rbeawi (2023). A Review of Modern Approaches of Digitalization in Oil and Gas Industry: This paper introduces a review of the modern approaches of digitalization in the oil and gas industry. The objective is understanding the current applications of the traditional technologies used in the petroleum industry and studying the opportunities for implementing innovative digital tools and systems that could enhance the operational efficiency and reduce the cost, risk, and environmental impacts. The paper consists of several tasks starting from reviewing the present technologies used mainly in the upstream activities: exploration, field development, drilling and completion, and operation and production. The techniques used for gathering and analyzing the big data packages received from unlimited digitalized resources is the second task covered in this paper while the computing technologies such as cloud and

cognitive computing as well as the advanced analytical and numerical solutions developed by real-time algorithms is the third task. Detail information about the short- and long-term digitalization technologies in both hardware and software parts is represented in this paper such as robotics and automation, powerful sensors and measuring tools, unmanned vehicles and drones, 3D printers and wearable gadgets as well as artificial intelligence, machine learning, and digital-twin computing. Real examples of currently used digitalized applications in different upstream sections of the petroleum industry are demonstrated while the expected added values created by the digitalization for the industry and communities and the possible changes either positively or negatively in the operational costs, maintenance patterns, workforce safety, environmental impacts, job positions, and the required skills and experiences during digitalization era are explained.

The outcomes are summarized in the following points. The digitalization should be the priority for most upstream companies in order to enhance and optimize the production system. The big volume of data may require innovative computing tools that could develop powerful analytical models used for calibrating the production environment and maximizing the production capacity of oil and gas fields. Data transfer and data sharing are two key factors in the digital transformation where the integrated data platforms could enhance the collaboration among the participants of the oil and gas ecosystems and accelerate innovative solutions. The digital era may lead to a sharp decline in the workforce and significant changes in the job position description as the human intervention with the production system might be minimized. The expected added value of the digital transformation during the next decades will be very big wherein the upstream petroleum industry may have the biggest share that could be more than 60% of the total investments while the midstream industry may have only 10%. There will be also a lot of challenges represented by the fact that the petroleum industry has not yet made the necessary shift in mindset to embrace the digitalization potential. Moreover, the digitalization era may require new revolutionized regulations especially in terms of sharing the data and changing the structures of the organizations as well as the workforces.

Nusantara, (2024), Digital Marketing Strategies for Sustainable Brand Development. This research investigates the relationship between digital marketing strategies and sustainable brand development. Using a systematic literature review, we analyze various factors influencing brand development in a digital context. Our findings show that significant investment in digital marketing, high quality digital content, ongoing interactions with customers through digital channels, and consistency and relevance of digital marketing messages have a major impact on sustainable brand development. This emphasizes the importance of a targeted and effective digital marketing strategy in achieving sustainable brand development goals in this digital era.

### **Methodology**

A desk study technique was adopted for the study, it is an approach which is carried out through browse information obtained from print, electronic device and digital marketing literature about the growth of digital marketing mechanism and sustainable development globally with a particular reference to Nigeria. The study sources of data were also from various sectors of Nigerian economy which include: oil / gas, political, healthcare and tertiary institutions sectors.

### **Discussions of findings**

In recent years, digital marketing has occupied midpoint phase in the marketing approaches of the massive mainstream of businesses due to the inimitable projections it offers. Internet existence as a strategic advocate of digital marketing, has increased enormous attractiveness in the contemporary spherical economy applying accessible developing implements, basically

the internet. Specifically, the differences in the consequence of issues amongst developed and developing countries, it is understandable that the latter absence much gratitude of digital marketing for the sustainable development. Consequently, this study examined that digital marketing mechanism and sustainable development with a particular reference to Nigerian economy. The study established that Search Engine Optimization Marketing Mechanism, email marketing mechanism, content marketing mechanism, and social media marketing mechanism enhances, and sustained the following sectors in Nigeria: oil / gas, political, healthcare and tertiary institutions.

### **Conclusion and Recommendation**

The study objectives was to discuss a conceptual framework on the relevance of digital marketing mechanism and sustainable development: A particular reference to Nigerian Economy. The study concluded that, digital marketing mechanism that mostly practice by many sectors include: social media channels such as Facebook and Twitter, Search Engine Optimization (SEO), e-mail marketing, blogs, content marketing channel and websites ,and these digital marketing mechanism assist in promoting products and services through online dispositions personalities and social influencers. Consequently, organizations used other digital marketing devices such as video advertisements, sponsoring content on more popular websites in performing organizational business activities. The study conclusion was supported by the study of Lee and Kim (2009),that the use of digital marketing mechanisms as a tactical instrument help to link businesses to customers and business to business by informing and creating awareness of their businesses. Based on the findings and conclusion of the study, the study recommended that, every sectors of an economy should implement and adopt digital marketing mechanism as contemporary devices for business performance of any reputable organization.

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