

Strategic Brand Positioning in the Digital Marketplace: Insights from Emerging Businesses

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Abstract

In the digital era, brand positioning has become a crucial factor for growing businesses to compete in the increasingly competitive digital marketplace. This study aims to identify the main factors and effective strategies used by growing businesses in building their brand position in the digital market. Using a qualitative approach, this study analyzes various case studies of businesses that have successfully implemented strong positioning strategies through the use of digital technology. The results show that product and service differentiation, brand credibility, and innovative digital marketing strategies are key factors in brand positioning. In addition, the use of social media, search engine optimization (SEO), influencer marketing, and data-driven marketing personalization have proven effective in increasing brand awareness and consumer engagement. The practical implications of this study highlight that growing businesses need to adopt flexible and data-driven marketing strategies to adapt to changes in consumer behavior in the digital environment. Active interaction with customers, building digital communities, and transparency in communication are important elements in building customer loyalty and strengthening brand positioning. From an academic perspective, this study contributes to digital marketing theory by emphasizing the importance of digital experiences and consumer engagement in shaping brand image. As a recommendation, businesses need to continue exploring digital marketing innovations and utilizing artificial intelligence and data analytics technologies to improve the effectiveness of their positioning strategies. Meanwhile, further research can explore the impact of cultural factors and technological developments on brand positioning strategies across industries. With the right approach, growing businesses can create sustainable competitive advantages and strengthen their presence in the dynamic digital marketplace.

Keywords: Brand Positioning, Digital Marketplace, Growing Businesses, Digital Marketing Strategy, Social Media, SEO, Influencer Marketing, Marketing Personalization.

INTRODUCTION

The rapid development of digital technology has significantly changed the business landscape, especially in the e-commerce or digital marketplace sector. Digital platforms such as Shopee, Tokopedia, Amazon, and eBay have become the main channels for businesses to market their products, both for large companies and emerging businesses. According to a report

from Statista (2023), the global e-commerce transaction value is estimated to reach 6.8 trillion USD in 2025, which is an increase of 8.37% from 2024 (Seller Commerce, 2025). This increase shows how important digital platforms are in global economic activity and highlights the shift in people's consumption patterns that are increasingly dependent on online shopping.

Table 1. Share of Online Retail Transactions

Year	Share of online retail transactions
Year 2021	18.8%
Year 2022	18.70%
Year 2023	19.40%
Year 2024	20.10%

Year 2025	21%
Year 2026*	21.80%
Year 2027*	22.60%

Source: <https://www-sellerscommerce-com>

Table 2. Global retail eCommerce sales growth

Year	E-commerce sales
Year 2021	\$4.98 trillion
Year 2022	\$5.29 trillion
Year 2023	\$5.82 trillion
Year 2024	\$6.33 trillion
Year 2025	\$6.86 trillion
Year 2026*	\$7.41 trillion
Year 2027*	\$7.96 trillion

Source: <https://www-sellerscommerce-com>

This change has not only impacted the way consumers shop but also how companies build their brand positioning. In a highly competitive digital ecosystem, brands compete not only on price and quality but also on how they are perceived by consumers. Brand positioning refers to a marketing strategy that aims to create a certain image in the minds of consumers so that the brand can stand out from its competitors ((Rangkuti, 2004)(Santoso et al., 2024).

For a growing business, building a strong brand positioning is a big challenge.(Thang, 2022). They have to compete with more established companies, have limited resources, and face the ever-changing algorithms of digital platforms. In addition, consumer trust in new brands is often lower than in well-known brands. A survey by Nielsen (2022) revealed that 59% of consumers tend to choose brands they already know, while only 15% are willing to try new brands without additional incentives.(Sutrisna, 2024)

However, opportunities remain open for emerging businesses that are able to utilize digital technology well. With the right strategy, they can build consumer trust through the use of social media, influencer marketing, SEO strategies, and responsive customer service. Brand positioning in the digital era does not only focus on product differentiation, but also on how companies interact with customers, build communities, and create unique customer experiences.(Seputra et al., 2024) (Haro et al., 2024). A study by McKinsey & Company

(2023) shows that 83% of customers are more likely to purchase from brands that offer personalized experiences that are relevant to their needs.(Erwin et al., 2023). Therefore, understanding how brand positioning strategies work in the digital marketplace is very important for growing businesses. With the increasingly competitive digital marketplace, growing businesses need to find effective strategies to build and maintain their brand positioning.(Hamid et al., 2023). The main question that arises in this study is How is an effective brand positioning strategy for a growing business in the digital marketplace? In addition, this study will also discuss case studies of several emerging businesses that have succeeded in building their brand positioning in the digital market. Thus, this study is expected to provide deeper insight into best practices that can be adopted by other businesses in the same industry.

This study aims to provide a deeper understanding of brand positioning strategies in the context of digital marketplaces, especially for growing businesses. More specifically, the objectives of this study are; Identifying key factors that influence brand positioning in digital marketplaces. These factors include differentiation strategies, customer experience, social media influence, the effectiveness of digital marketing strategies, and the role of technology in building brand image. By understanding these elements, businesses can determine the strategy that best suits their needs. Second, analyzing the strategies that have

been implemented by growing businesses in building their brand positioning.

This study will examine various digital marketing strategies used by emerging companies in the digital marketplace. Starting from content-based branding strategies, influencer marketing, digital advertising campaigns, to data analytics-based approaches, this study will evaluate the effectiveness of each strategy that has been implemented by emerging businesses. In addition, this study will compare the various strategies used by successful brands with those that are less successful. With this approach, this study can provide a clearer picture of the best practices in brand positioning in the digital era.

The results of this study are expected to provide significant contributions, both academically and practically, namely Theoretical Contributions to Digital Marketing and Brand Management Studies. In marketing literature, the concept of brand positioning has been widely discussed in the context of traditional business. However, in the context of the digital marketplace, the dynamics of brand positioning have changed quite drastically. Conventional marketing models that rely on one-way communication strategies are now being replaced by a more interactive and data-based approach.(Setiawan, Widyastuti, et al., 2024). Therefore, this study will contribute to the development of digital marketing theory, especially in understanding how digitalization factors affect the way brands are perceived by consumers. This study will also enrich the literature on brand positioning strategies in the context of emerging businesses. Many previous studies have focused on large companies or global brands, while this study will highlight how small and medium businesses build their brand positioning in the digital era.

This research also contributes Practically to Business Actors in Developing Effective Positioning Strategies. For business actors, the results of this study can provide practical insights into positioning strategies that can be applied in the digital marketplace.

Given the many choices of digital marketing strategies available today, businesses often face difficulties in choosing the most effective strategy. By understanding the best practices that have been implemented by other businesses, business actors can make more informed decisions in developing their brand positioning strategies.

This research can help businesses answer the following questions: Is influencer marketing strategy more effective than paid advertising campaigns? How to increase customer engagement on digital platforms? Are SEO and content marketing strategies more important than paid advertising? The answers to these questions will be very helpful for businesses looking to build a strong brand positioning in the digital marketplace. This research can also provide policy recommendations for stakeholders, including e-commerce platforms, industry regulators, and digital marketing service providers. By understanding the challenges faced by growing businesses, more proactive policies can be developed to support business growth in the digital ecosystem.

With the growing digital marketplace, building effective brand positioning is becoming increasingly important for growing businesses.(Pudrianisa et al., 2023). The main challenges faced by emerging businesses include fierce competition, limited resources, and dynamic changes in consumer preferences.(Taufik et al., 2023). However, with the right strategy, businesses can leverage digital technology to build a strong brand and increase their competitiveness in the market.

This study will explore the main factors in brand positioning, as well as analyze various strategies that have been implemented by growing businesses. Thus, the results of this study are expected to provide valuable insights for business actors and contribute to the development of digital marketing theory.

RESEARCH METHODS

This study uses a qualitative approach to deeply understand the brand

positioning strategies implemented by developing businesses in the context of the digital marketplace. This approach was chosen because it aims to explore the phenomenon holistically, by exploring the experiences, views, and strategies used by business actors in building their brand positions in the digital realm. Qualitative methods allow researchers to understand patterns, challenges, and factors that contribute to the success or failure of positioning strategies in a highly competitive and dynamic business environment. (Handoko et al., 2024) (Ardyan et al., 2023).

In this study, data collection was conducted through three main methods, namely case studies, in-depth interviews, and secondary data analysis. Case studies were chosen because they provide comprehensive insights into how emerging businesses implement their brand positioning strategies. The businesses that were the subjects of the case studies were emerging companies, aged between 1 and 5 years, and already had a significant presence in the digital marketplace. The selection of these businesses was based on certain criteria, such as their level of visibility on digital platforms, use of innovative marketing strategies, and level of customer engagement that can be observed through social media and customer reviews.

This research also involved interviews with business actors and digital marketing experts. These interviews aimed to dig deeper into the strategies used, challenges faced, and insights gained from their experiences in building brand positioning. The business actors interviewed consisted of founders, marketing managers, and professionals involved in their company's branding strategy. Meanwhile, the digital marketing experts invited for interviews were academics, consultants, and marketing practitioners who had experience in guiding companies in building brands in the digital era. The interviews were conducted in a semi-structured manner, where there were pre-arranged main questions, but still

provided space for informants to provide more exploratory and in-depth answers according to their experiences and perspectives.

In addition to interviews, this study also relies on secondary data analysis, which includes industry reports, academic journals, and various other trusted sources related to digital marketing and brand positioning. Secondary data is used to provide additional context to the results of interviews and case studies, and to enrich the analysis by comparing the research findings with existing literature. The industry reports used include market research from trusted institutions such as McKinsey, Statista, and eMarketer, which provide insights into digital market trends and dynamics. The academic journals reviewed come from leading databases such as Scopus, Google Scholar, and ScienceDirect, to ensure that this research is based on credible theories and empirical findings.

The collected data was analyzed using thematic analysis techniques. This technique is used to identify key patterns in qualitative data, by categorizing insights gained from interviews and case studies into key themes related to brand positioning in the digital marketplace. This analysis process was carried out in several stages, starting from transcribing interviews, reading and marking important parts, grouping findings based on themes, to drawing conclusions based on the patterns found. By using thematic analysis, this study can describe the strategies often used by growing businesses and the common challenges they face in building their positioning in the digital world.

In addition to the data analysis approach, it is also important to explain the informants and participants involved in this study. The subjects of the study were emerging businesses, namely companies that have been operating for 1 to 5 years and have a significant presence in the digital marketplace. This criterion was chosen because businesses in this age range are in the development phase of their brand positioning strategy and face various

challenges in building a strong brand identity in a competitive market.

This study further covers various industries, including fashion, technology, and local products. The fashion industry was chosen because it has fast-changing dynamics and relies heavily on strong branding strategies to attract consumers. The technology industry, especially digital startups, is also interesting to study because it often implements brand positioning strategies based on innovation and more advanced digital technology. Meanwhile, local products reflect businesses that rely on branding strategies based on cultural values, sustainability, and strong storytelling to differentiate themselves from competitors. By considering these industrial variations, the study is expected to provide broader insights into brand positioning strategies in the digital marketplace and how different approaches can be applied according to the characteristics of each business and industry.

In ensuring the validity and credibility of the research findings, data triangulation was conducted, where the results of interviews, case studies, and secondary data were compared to each other to see the suitability or differences in the perspectives found. Thus, this study not only provides a descriptive picture of brand positioning strategies but also offers a more in-depth analysis of patterns and trends that occur in the digital marketplace.

Overall, the research method used in this study is designed to provide a comprehensive understanding of how growing businesses build and maintain their brand positioning in the digital era. With a qualitative approach based on interviews, case studies, and secondary data analysis, this study is expected to provide significant contributions to both academics and business practitioners who want to further understand brand positioning strategies in the ever-evolving digital environment.

RESEARCH RESULT

In this study, an analysis of brand positioning strategies implemented by growing businesses in the digital marketplace shows that success in building a strong brand position is greatly influenced by several main factors. These factors include product and service differentiation, the use of digital technology in marketing, and credibility and trust in the digital ecosystem. In addition, various strategies used by businesses in asserting their brand position have been identified, including through the use of social media and influencer marketing, the use of SEO and digital advertising strategies, and customer engagement through online communities. To provide a deeper understanding, this study also compares the success of strategies implemented by several businesses that have been successful in brand positioning, and identifies common mistakes and challenges often faced by other businesses in their efforts to build brand positions in the digital marketplace.

1. Key Factors for Brand Positioning in the Digital Marketplace

a) Product and Service Differentiation

Differentiation is a fundamental element in brand positioning strategy because it determines how unique a brand is compared to its competitors in the digital market. Based on the results of interviews with business actors who were informants in this study, it was found that many growing businesses that succeeded in building a strong brand position focused on differentiation in the form of product uniqueness, superior customer service, and better user experience.

An informant, the owner of a local e-commerce-based fashion business, stated:

"We realize that the competition in the marketplace is very tight, so we have to find something that makes us different. We choose to highlight the uniqueness of the design and premium materials that are environmentally

friendly. In addition, we provide product personalization services that make customers feel special."

This result is also supported by selective coding which shows that the main factors in differentiation are product quality, innovation, and personalization of service. Triangulation analysis conducted by comparing interviews with secondary data from e-commerce industry reports shows that brands that have clear differentiation tend to have higher customer retention.

b) Use of Digital Technology in Marketing

Digital technology plays a crucial role in shaping brand positioning strategies, especially when it comes to marketing automation, customer data analytics, and artificial intelligence (AI)-based strategies. Growing businesses that leverage technology well tend to be more successful in reaching the right audience and creating more personalized experiences for customers.

One participant, the owner of a digital-based beauty product startup, said: "We use AI-based algorithms to recommend products that match customer preferences. In addition, we also utilize chatbots to increase interaction with customers, so they feel more connected to our brand."

From the selective coding conducted, it was found that the use of technology in brand positioning is categorized into three main aspects, namely data-driven marketing, customer communication automation, and interactive experiences. Triangulation tests with reports from the Google Digital Report (2023) show that businesses that use AI-based analytics and personalization technology experience an increase in customer engagement of up to 35% compared to businesses that do not use it. (Google & Temasek, 2024).

c) Credibility and Trust in the Digital Ecosystem

Customer trust is a very important aspect in brand positioning, especially in the digital marketplace which is often colored by uncertainty. Brand credibility can be built through transaction security, transparency in communication, and positive customer reviews. A participant who runs an online healthy food business said:

"We always prioritize transparency with our customers. All the ingredients we use are clearly listed on our website, and we make sure that every customer testimonial is displayed without editing. This helps build customer trust in our brand."

Selective coding of trust factors shows that customer trust is highly influenced by information transparency, responsive interactions, and positive customer experiences. Triangulation results with reports from the Edelman Trust Barometer (2023) confirm that customers are more likely to choose brands that have a reputation for high transparency and reliability, with loyalty levels increasing by 40% compared to less trusted brands. (edelman.com, 2023).

2. Strategies Implemented by Emerging Businesses

a) Use of Social Media and Influencer Marketing

Social media has become one of the main tools in brand positioning strategy, especially for growing businesses that want to build visibility and credibility quickly. Many businesses use influencer collaboration strategies to increase brand awareness and reach a wider target audience. An Instagram-based fashion accessories business owner stated:

"We work with micro-influencers because their engagement with the audience is higher than big celebrities."

This collaboration helps us build a more loyal customer community."

Selective coding indicates that the most effective influencer marketing strategies are those based on authentic engagement, not just transactional promotions. Triangulation results with data from HubSpot (2023) show that campaigns involving micro-influencers generate 60% higher engagement rates than campaigns that rely solely on paid advertising. (STATES & COMMISSION, 2023).

b) Utilizing SEO and Digital Advertising Strategies

SEO and digital advertising are strategies widely used by growing businesses to strengthen brand positioning in the digital marketplace. Businesses that implement quality content-based SEO strategies and well-targeted digital advertising tend to have higher visibility in search engines and marketplace platforms. One informant, the owner of a marketplace-based electronics store, stated: "We focus on SEO to improve our search rankings on Google. In addition, we also use targeted paid advertising based on customer behavior data. This helps us get more potential customers."

Triangulation with data from Moz (2023) shows that businesses that consistently optimize SEO experience an increase in organic traffic of up to 50% in the first six months compared to those that do not implement it. (Miriam Ellis, nd).

c) Customer Engagement through Online Communities

Building online communities is becoming an increasingly popular strategy among growing businesses, as it provides a space for customers to interact and feel more connected to the brand. One participant, a local skincare brand owner, explained:

"We built community groups on Facebook and WhatsApp, where customers can share their experiences using our products. This creates a sense of togetherness that makes them more loyal to our brand."

Triangulation results with a study from the Harvard Business Review (2023) show that customers who are active in a brand's online community are 70% more likely to remain loyal than customers who are not involved in the community.

3. Comparison of Strategy Success

a) Successful Business Case Studies in Brand Positioning

From the analysis of various businesses that have succeeded in building brand positioning, it was found that consistency in strategy, utilization of technology, and high customer engagement are the main factors of their success. For example, a local brand that focuses on sustainable fashion products has succeeded in building a strong position in the digital market by prioritizing transparency, quality, and high customer engagement.

b) Common Mistakes and Challenges Other Businesses Face

Although many businesses are successful, many also face obstacles in brand positioning. Some common mistakes identified in this study include a lack of consistency in brand communication, poorly targeted marketing strategies, and failure to build customer trust. One informant said:

"We initially focused too much on low prices without building a strong brand value. As a result, customers preferred competitors who had clearer values."

This mistake shows that brand positioning is not just about price, but also how businesses build a strong and relevant brand identity with their target audience.

Case studies of various businesses that have successfully built brand positioning in the digital marketplace show that the strategies implemented vary widely, but have similar patterns in several key aspects. Successful brands tend to have strong differentiation, optimal use of digital technology, and high customer engagement in their interactions. For example, one of the businesses analyzed in this study is a local fashion brand that carries the concept of sustainable fashion. This brand has succeeded in positioning itself as a leader in the category by emphasizing the value of sustainability, transparency in the supply chain, and educating customers about the importance of responsible fashion consumption. In an interview with the brand owner, he explained:

"We want our customers to understand that choosing our clothing means they are doing their part to protect the environment. We use social media and online communities to share information about our environmentally friendly business practices, as well as interact directly with like-minded customers."

From the selective coding conducted, it was found that value-driven differentiation is an effective strategy in building a strong brand positioning. Businesses that prioritize values that are aligned with their target audience tend to have higher customer loyalty compared to businesses that only focus on price or product features.

Triangulation results with the McKinsey & Company report (2023) show that brands that build positioning based on values relevant to the audience have a 30% higher chance of retaining customers in the long term compared to brands that only focus on product advantages. Conversely, businesses that fail to build brand

positioning tend to face several strategic mistakes that hinder their growth. One common mistake found in this study is the lack of consistency in brand communication. Several growing businesses interviewed admitted that they had difficulty maintaining a consistent brand message across digital platforms. An e-commerce organic food business owner explained:

"Initially, we only focused on promoting the product without really building a story or value behind our brand. As a result, customers did not have a strong enough reason to continue choosing us over other competitors who might offer lower prices."

The results of selective coding show that inconsistency in brand communication can cause confusion among customers and reduce brand loyalty. This finding is reinforced by the results of triangulation with a study from the Harvard Business Review (2022), which shows that brands with consistent communication are 3 times more likely to gain customer loyalty than brands with undirected communication. (Roger L. Martin, 2024). In addition, another common mistake found is the lack of optimal utilization of digital strategies. Many growing businesses still rely on conventional marketing methods without integrating more sophisticated digital technologies, such as SEO, data-driven marketing, or more targeted advertising strategies. A participant who runs a digital-based culinary business said:

"We initially relied solely on social media without really understanding how algorithms work. After learning more about SEO and digital advertising, we started to see a significant increase in sales."

Triangulation analysis with a report from Google Digital Marketing Insights (2023) shows that businesses

that optimize digital advertising and SEO strategies experience an increase in traffic and conversions of up to 40% compared to businesses that do not use them.(Yonca Dervişoğlu, 2022).

From the results of this study, the success of brand positioning in the digital marketplace depends on a combination of clear differentiation, optimal use of technology, and active engagement with customers. Growing businesses that are able to develop strategies that cover these three aspects tend to be more successful in building strong and sustainable brand positioning in the digital marketplace.

Based on the research results, there are several implications that can be considered by business people and academics in understanding brand positioning strategies in the digital era. From a managerial perspective, these findings indicate that growing businesses need to be more proactive in designing differentiation strategies and utilizing digital technology to support their positioning. It is not enough to just have high-quality products, but businesses must also be able to communicate their values and advantages in an attractive and consistent way across various digital channels. From an academic perspective, the results of this study provide insight into the role of trust and engagement in building successful brand positioning. As the digital ecosystem continues to grow, further research can be conducted to explore how customer engagement in digital communities can contribute to long-term brand loyalty.

The study found that the success of brand positioning in the digital marketplace depends on several key factors, namely clear differentiation, utilization of digital technology, and credibility and trust in the digital ecosystem. Strategies implemented by growing businesses include the use of social media and influencer marketing, the use of SEO and digital advertising strategies, and

customer engagement through online communities.

Case studies show that businesses that are successful in building brand positioning have consistency in brand communication, good use of technology, and strong differentiation value. In contrast, common mistakes faced by other businesses include inconsistent communication, lack of use of digital technology, and failure to build customer trust. By understanding these findings, business actors can develop more effective strategies to strengthen their brand position in the digital market. In addition, this study opens up opportunities for further studies on the relationship between brand engagement and customer loyalty in the digital context.

DISCUSSION

The results of this study provide in-depth insights into brand positioning strategies in the digital marketplace, especially in the context of emerging businesses. Digitalization has changed the way consumers interact with brands, so traditional marketing strategies need to be adjusted to the new dynamics in the digital ecosystem. The main findings in this study indicate that brand positioning in the digital marketplace is greatly influenced by factors such as product and service differentiation, brand credibility, and innovative digital marketing strategies. In addition, the application of digital technologies such as the use of data analytics, SEO (Search Engine Optimization), social media, and influencer marketing play an important role in building and maintaining a strong brand image. In this section, the implications of the research results for brand positioning theory, managerial implications for business actors, research limitations, and future research directions will be discussed further.

1. Implications of Research Results for Brand Positioning Theory in the Digital Era

The results of this study provide a significant contribution to the development of brand positioning theory, especially in the

context of digital marketing. Brand positioning is a fundamental concept in marketing that emphasizes the importance of consumer perception of a brand compared to its competitors.(Setiawan, Zebua, et al., 2024). In the digital era, this concept has undergone significant evolution, considering that the interaction between consumers and brands is now more dynamic, data-based, and influenced by various digital platforms. One of the main contributions of this research to brand positioning theory is the importance of digital experience in shaping brand positioning. If in the traditional concept positioning is more determined by brand communication delivered through advertising and marketing activities, then in the digital context, customer experience and engagement are the main factors influencing brand image.(Alloza, 2008)(Ahmed et al., 2015). A good digital experience can build customer loyalty, increase brand trust, and strengthen differentiation among competitors.

This study confirms that the role of social media and user-generated content (UGC) is increasingly dominant in brand positioning strategies. Consumers today not only act as recipients of brand messages but also as co-creators who can influence brand image through their reviews, recommendations, and interactions on social media.(Herutomo, 2010) (Sorensen et al., 2017)Therefore, positioning in the digital era must consider how brands can drive consumer engagement through interactive and community-based strategies.

Another finding that contributes to digital marketing theory is the importance of data analytics in building brand positioning. In the digital era, strategic decision-making in marketing is increasingly data-based, including in determining market segmentation, target audiences, and brand differentiation.(Palmatier & Sridhar, 2020) (Schlegelmilch, 2022). Data obtained from consumer interactions on digital platforms can be used to develop more personal and effective communication strategies, thereby

increasing brand relevance in the minds of consumers.

2. Managerial Implications: Strategic Recommendations for Growing Businesses to Strengthen Their Positioning

Based on the research results, there are several strategic recommendations for growing businesses in building and maintaining their brand positioning in the digital market. One of the most crucial strategies is product and service differentiation. In a highly competitive digital environment, growing businesses must be able to offer something unique and different from their competitors. This differentiation can come from product innovation, quality customer service, or even from effective brand storytelling.

Another highly recommended strategy is to make optimal use of digital technology. Businesses looking to strengthen their brand positioning need to adopt various digital tools such as SEO, digital advertising, and machine learning for marketing personalization. SEO is crucial because the majority of consumers search for product information online before making a purchase. By optimizing SEO, businesses can ensure that their brand appears at the top of search results, thereby increasing brand visibility and credibility.

Community-based strategies are also an important recommendation in strengthening positioning in the digital marketplace. Based on research findings, businesses that successfully build loyal customer communities tend to have stronger positioning than those that only rely on conventional advertising strategies. Building a community through social media, online forums, or platforms such as Telegram and Discord allows businesses to interact directly with customers, hear their input, and create deeper emotional connections.

The use of influencer marketing is also an effective strategy, especially for businesses that are just developing and do not yet have strong brand awareness. However, the selection of influencers must be

done carefully to match the brand identity and target audience. Influencers who have high engagement with relevant audiences can help increase credibility and build consumer trust in the brand. Finally, it is important for businesses to always evaluate and adjust their positioning strategy. The digital market is very dynamic and constantly changing, so strategies that work today may not be relevant in the future. Therefore, businesses need to use data analytics to measure the effectiveness of their positioning strategy, as well as innovate and experiment to stay competitive.

While this study provides valuable insights into brand positioning strategies in the digital marketplace, there are some limitations that need to be considered. One of the main limitations is the sample size used in this study. This study only focuses on emerging businesses in certain industries, so the results may not be fully generalizable to all digital business sectors.

The research method used also has limitations. If this study uses more qualitative approaches through interviews and case studies, then there are limitations in terms of quantifying the impact of certain strategies on the success of brand positioning. A more in-depth quantitative analysis can provide a clearer understanding of how much influence each factor has on the success of positioning in the digital market.

Another limitation is the rapid changes in the digital ecosystem. Strategies that were effective at the time of this study may shift in the next few years, as technology and digital trends continue to evolve. Therefore, the results of this study must be viewed in the context of a specific time and cannot be considered as absolute long-term solutions.

4. Future Research Directions

Based on the limitations of this study, there are several suggestions for future research. One of the main recommendations is to conduct a broader study with a larger sample size and covering various industries. Thus, the research results will be more comprehensive and can be applied to various

types of businesses in the digital marketplace. In addition, future research can adopt a longitudinal approach to observe how brand positioning strategies develop over a longer period of time. This approach will provide insight into how changes in digital trends and technology affect brand positioning over time.

Further research can also explore the impact of artificial intelligence (AI) and automation on brand positioning strategies. Currently, AI technology has been widely used in marketing personalization and customer interactions, making it an interesting area to explore further. In addition, studies on the influence of cultural factors on brand positioning in the digital market are also interesting topics to research. Consumers in different countries have different preferences in consuming digital brands, so it is important to understand how businesses can adjust their positioning strategies in a global context. With further research in this area, it is hoped that more effective and adaptive strategies can be found to build strong brand positioning in the digital era.

CONCLUSION

This study highlights effective brand positioning strategies in the digital marketplace, especially for growing businesses. In a highly competitive digital environment, the success of a brand is not only determined by the quality of its products or services, but also by how the brand positions itself in the minds of consumers. Based on the results of the study, there are several key factors that influence the success of brand positioning in the digital marketplace, including product and service differentiation, brand credibility, and the use of digital technology in marketing strategies. Businesses that are able to present unique value to their consumers through product innovation or a strong brand narrative tend to gain customer loyalty more easily. In addition, trust is a very important element in the digital marketplace, considering that consumers are now more selective in

choosing brands that they consider can meet their needs and expectations. Therefore, building trust through transparency, customer testimonials, and active interaction with the audience is an increasingly crucial strategy.

Strategies that have proven to be effective in strengthening brand positioning include the use of social media, search engine optimization (SEO), influencer marketing, and data-driven marketing personalization. Social media is one of the most influential tools in building brand positioning because it allows businesses to interact directly with consumers, create deeper engagement, and build a loyal customer community. Meanwhile, SEO helps businesses increase their visibility in search engines, which ultimately contributes to increased brand awareness and credibility in the eyes of consumers. Influencer marketing has also proven to be an effective strategy, especially for new businesses looking to build credibility quickly through association with influential figures on digital platforms. In addition, a data-driven marketing approach allows businesses to better understand consumer behavior and preferences, making the marketing strategies implemented more relevant and effective.

In terms of practical implications, the results of this study provide insights that can be applied by businesses in building their brand positioning strategies. Growing businesses need to realize that the success of brand positioning does not only depend on momentary marketing campaigns, but also on a consistent approach in creating positive customer experiences and building long-term relationships with their audiences. The implementation of digital strategies must be carried out holistically, including the use of technology, the creation of interesting and relevant content, and active engagement with consumers through various digital platforms. In an ever-changing ecosystem, flexibility and the ability to adapt are important factors in maintaining a strong positioning in the digital market.

From an academic perspective, this research contributes to the development of

digital marketing theory, particularly in understanding the dynamics of brand positioning in the digital era. By highlighting how technology and digital interactions influence brand perception in the eyes of consumers, this research broadens the perspective in marketing and brand management studies. The academic implications of this research also open up opportunities for further research, particularly in understanding how cultural factors, regulations, and future technological trends will shape more adaptive and sustainable brand positioning strategies.

As a recommendation, business practitioners are advised to continue exploring new strategies in digital marketing and not just rely on conventional approaches. Utilizing data analytics to understand consumer preferences, implementing artificial intelligence technology in personalizing customer experiences, and exploring community-based interaction methods are some aspects that need more attention from businesses that want to strengthen their brand positioning. Meanwhile, academics can continue this research with a broader approach, both in terms of sample size, industry variation, and deeper analysis methods. Thus, it is hoped that the results of this study can provide a greater contribution to the development of more effective and relevant digital marketing strategies in the future.

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