

The Role of Digital Marketing in Sustainable Marketing: Using Digital Channels to Raise Awareness and Promote Sustainable Products and Services

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Abstract

This chapter explored the role of digital marketing in sustainable marketing and examined how companies can use digital channels to reach consumers and promote sustainable products and services. Sustainability has become an increasing area of contention for academics and businesses. Digital marketing has emerged as a powerful tool for reaching consumers and raising awareness of sustainability issues. The chapter outlines a range of digital marketing techniques that businesses can use to raise awareness of sustainable products and services. The chapter also highlighted factors driving the adoption of digital marketing channels as important tools for creating awareness and promoting the adoption of sustainable products and services. Factors driving the adoption of sustainable marketing have also been discussed in the chapter. A systematic literature review was done to analyse contributions by different scholars on the subject under discussion. The findings show that digital marketing plays a critical role in enhancing awareness of sustainable products and promoting their consumption.