

MAXIMIZING WEBSITE AND SEARCH ENGINE MARKETING USAGE IN SUPPLY CHAIN PERFORMANCE OF LOGISTICS FIRMS IN NIGERIA

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Abstract

The study examined digital marketing and supply chain performance of logistics firms in Calabar, Cross River State. Its specific purpose was to examine the effects of website marketing and search engine marketing on supply chain performance. The study adopted cross-sectional survey research design. A structured questionnaire was used to obtain primary data from 357 customers of logistics firms in Calabar. Descriptive statistics were applied for data analysis and interpretation, while the hypotheses developed for the study were tested using multiple linear regression in the Statistical Package for the Social Sciences (SPSS 26). Findings of the study revealed that website marketing contributed the most, followed by search engine marketing. Hence, the study concluded that digital marketing strategies play a critical role in improving the supply chain performance of logistics firms in Calabar, Cross River State. It then recommended that logistics firms should step up their use of digital marketing by increasing visibility, running more targeted advertising, allowing customers to book services, engaging actively with customers, and using reviews to build trust and improve services. It was also recommended that logistics firms should intensify the use of website and search engine optimization to maintain consistent engagement and trust with customers

Keywords: Digital marketing, supply chain, website marketing, search engine optimization, and logistics firms

Introduction

In today's fast-paced corporate world, supply chain performance is an important factor in determining organizational efficiency, competitiveness, and customer satisfaction. It refers to the efficacy and efficiency with which supply chain activities are planned, implemented, and monitored to provide value to customers while minimizing costs (Olusegun et al. 2021). Effective supply chain performance allows logistics companies to improve delivery deadlines, optimize inventory management, shorten lead times, and improve service reliability (Okoro, 2020). Given the importance of supply chain performance in logistics operations, several ways have been developed to improve it. These include digitalization of supply chain processes, workforce optimization, improved fleet management, and more

recently, the integration of digital marketing tools (Al-Farsi et al. 2022). Among these, digital marketing has emerged as a novel and potentially transformative strategy for improving supply chain outcomes (Wijaya et al. 2021). According to Lin and Tseng (2020), digital marketing refers to the use of digital channels and technologies to promote goods or services and interact with customers in real-time. It leverages internet-based platforms such as websites, social media, email, and search engines to reach target audiences and influence consumer behavior (Chaffey et al. 2019).

Within the logistics industry in Nigeria, various components of digital marketing are being employed to streamline operations, improve communication with customers, and achieve marketing goals. This study focuses on two components of digital marketing, including website and search engine marketing. Website marketing includes the use of optimized, interactive websites to display services, receive orders, track shipments, and respond to customer queries, thereby improving responsiveness and accessibility (Njoroge et al. 2022). Search engine marketing, on the other hand, focuses on increasing the online visibility of logistics firms through paid advertisements and search engine optimization (SEO), helping them reach broader markets and attract new customers. Thus, website and search engine marketing expand market reach and visibility, attracting new customers (Khan et al. 2025).

These digital marketing strategies have been applied by logistics firms in Nigeria primarily to enhance operational efficiency, improve customer engagement, and gain a competitive edge in a rapidly evolving market (Adebisi et al. 2020). Moreover, the rise of e-commerce and increasing internet penetration have heightened customer expectations for real-time updates, seamless communication, and convenient service access, pushing logistics companies to leverage digital tools (Nwankwo & Ifeoma, 2019). Social media and email marketing enable direct, cost-effective interactions with customers fostering loyalty trust and the general organizational visibility (Khan et al. 2025). Additionally, these digital marketing methods help logistics firms streamline processes, boost brand awareness, and drive business growth in a digitally competitive landscape (Mwakapugi et al. 2023). However, despite the increased adoption of these tools, empirical evidence on their actual effect on supply chain performance of logistics firms in Nigeria remains limited. This is critical because understanding their influence can help logistics providers make informed strategic decisions, adopt the most effective digital tools, and improve their overall service delivery and operational efficiency. This study was therefore conducted to determine the capabilities of website and search engine marketing on supply chain performance of logistics firms in Cross River State.

Statement of the problem

The usage of digital marketing methods has expanded dramatically in recent years among logistics enterprises operating in Calabar, Nigeria, owing to the rapid use of mobile technology and the necessity for marketing efficiency. Big logistics companies like God is Good Logistics, DHL International, and Delkings Express have taken full advantage of this transformation, using advanced marketing methods like website optimization and search engine marketing to increase consumer interaction and supply chain efficiency. With their large scale of operations and customer base, these firms seem to possess the financial and technical capacity to sustain large-scale digital marketing campaigns. However, small-scale logistics firms in Calabar face a different reality. Due to limited capital and digital skills, they mainly rely on low-cost platforms like Facebook, WhatsApp, Instagram, and Google Search for visibility. Moreover, while digital marketing utilization by logistics firms in Calabar seems to be growing, it is not yet clear whether these strategies have any real or measurable

effect on supply chain performance metrics of these firms, such as delivery speed, order accuracy, customer engagement, real-time tracking, and seamless order return.

This is due to the acute shortage of empirical research that examines the effectiveness of digital marketing in improving supply chain performance among logistics firms in Calabar, Nigeria. Rather, most existing studies have focused on the effects of digital marketing on the performance of banks, SMEs, fast-food restaurants, retail telecommunications sectors and so on (Oluwafemi et al. 2021; Adebisi et al. 2020; Nwankwo et al. 2019; Ilesanmi et al. 2023; Olusegun et al., 2020; Etuk et al, 2023; Ibitomi et al., 2023), with no direct focus on the supply chain performance of logistics firms. This gap in literature limits understanding of what works and what does not for logistics firms in a competitive, fast-paced, and increasingly digital marketplace. Without this knowledge, managers of logistics firms may adopt digital strategies without knowing their value or return on investment, and may also misallocate resources to ineffective campaigns. This weakens supply chain coordination, increases operating costs, and limits the effectiveness of digital marketing campaigns to result in consistent improvement in performance. If this problem is not urgently addressed, the logistics sector may continue to face supply chain performance challenges despite rising digital investments. Operational inefficiencies may persist, leading to customer dissatisfaction, delivery delays, and supply chain breakdowns. This study was therefore carried out to determine the capabilities of digital marketing tools such as website and search engine marketing and the supply chain performance of logistics firms in Cross River State.

Objectives of the Study

The broad objective of this study was to examine the capabilities of digital marketing tools and supply chain performance of logistics firms in Calabar. The specific objectives were to:

1. determine the effect of website marketing on supply chain performance of logistics firms in Calabar;
2. ascertain the effect of search engine marketing on supply chain performance of logistics firms in Calabar.

Literature review and theoretical framework

Theoretical framework

This study is underpinned by the dynamic capabilities theory, developed by Teece (1997). This theoretical framework underscores the importance of a firm's ability to integrate, build, and reconfigure internal and external competences to address rapidly changing environments. It emphasizes the strategic management processes by which firms renew their resource base and adapt their capabilities to achieve sustainable competitive advantage (El-Sayed et al. 2018). According to Teece (1997), the central premise of the dynamic capabilities theory is that competitive advantage in volatile and unpredictable environments does not solely depend on static resource possession, but on a firm's capacity to sense opportunities and threats, seize opportunities, and maintain competitiveness through strategic transformation. This involves three core dimensions: (1) sensing – the ability to identify and assess opportunities in the external environment, (2) seizing – the capacity to mobilize resources to capture value from those opportunities, and (3) transforming – the capability to continuously renew and realign the firm's resource base to meet emerging challenges.

This study examined the effect of digital marketing strategies on the supply chain performance of logistics firms in Calabar. The purpose was to understand how specific dimensions of digital marketing, namely website marketing, and search engine marketing affects supply chain performance of logistics firms. In this context, digital marketing served as the independent variable (IV), encompassing the two strategic components, while supply

chain performance functioned as the dependent variable (DV), reflecting the overall efficiency and responsiveness of logistics operations. The conceptual model developed (see FIG. 1) for this study proposed a direct relationship between each digital marketing strategy and supply chain performance. Social media marketing was operationalized as the strategic use of platforms like Facebook, Instagram, and Twitter to enhance brand visibility, promote services, and engage customers. Email marketing was operationally defined as the use of targeted messages, seasonal greetings, promotional updates, and transactional communication to attract and retain customers of logistics firms.

The hypothetical model illustrated in FIG. 1 represented these relationships: each of the two independent variables exerted a direct influence on the dependent variable. Arrows indicated the assumed direction of influence from each digital marketing dimension toward supply chain performance. This model captured the central assumption of the study, which stated that the strategic deployment of digital marketing tools in logistics firms could improve the supply chain performance dimensions (delivery speed, real-time tracking, order delivery accuracy, customer engagement, and order return) of logistics firms. The study was therefore designed to test the veracity of this model in the context of logistics firms operating in Calabar, using empirical data to validate the strength and significance of each proposed relationship.

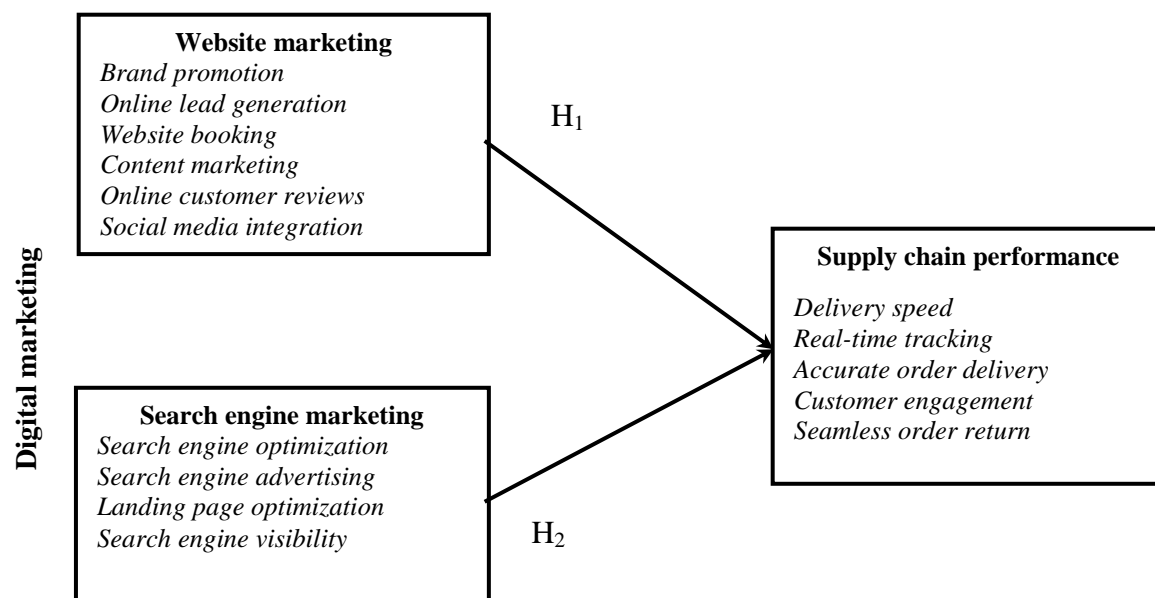


FIG. 1: Conceptual model of the study

Source: Parameters of independent variable adapted from Al-Farsi and Al-Balushi (2022); Dubois and Moreau (2019); Zhang and Liu (2021). Dependent variable parameters adapted from Khan and Emon (2025)

Digital marketing

Digital marketing refers to the use of digital channels, technologies, and platforms to promote and sell products or services. It encompasses a broad range of online marketing activities, including search engine optimization (SEO), social media marketing, email marketing, content marketing, pay-per-click (PPC) advertising, and affiliate marketing (Katunku et al., 2025). Unlike traditional marketing, digital marketing leverages the internet and electronic devices to reach targeted audiences in real-time, allowing for a more data-driven, personalized, and cost-effective marketing approach (Kadri & Balogun, 2022). The ultimate

goal is to connect with customers where they spend much of their time, online and convert them into loyal customers through engaging and interactive content (Jidda, 2025).

Website marketing and supply chain performance

Website marketing is the strategic use of a company's online platform to attract, engage, and retain customers by promoting logistics services, facilitating communication, and enhancing brand visibility. According to Chaffey and Ellis-Chadwick (2019), website marketing encompasses all marketing activities that are executed via the organization's website, aiming to influence customer behavior and support business objectives. Tiago et al. (2018) define it as the integration of online tools and content through a company's website to create a digital presence that engages users and drives conversion. Similarly, Kotler et al. (2021) describe website marketing as the use of websites to position brands, offer service details, and provide a customer interface that facilitates transaction processes. In logistics, this involves showcasing the firm's transportation capabilities, tracking services, warehousing solutions, and client service portals, making the website a core operational and promotional asset. The importance of website marketing for logistics firms lies in its ability to bridge physical service operations with digital customer engagement, enabling firms to remain competitive in an increasingly digital economy (Njoroge et al. 2022).

This is critical because logistics firms operate in a service-driven market where real-time communication, trust, and efficiency are paramount. Through website marketing, companies can provide 24/7 access to information such as shipment tracking, delivery schedules, and service pricing (Fernie et al. 2019). This transparency not only builds customer confidence but also fosters long-term relationships. Moreover, websites serve as a hub for content marketing, hosting blogs, industry news, or case studies, which educates clients and establishes thought leadership (Kumar et al. 2022). As logistics services are often complex and intangible, an informative and user-friendly website becomes a crucial medium to differentiate offerings and generate leads, particularly in global or B2B contexts. As such, logistics firms implement website marketing by optimizing websites for search engines (SEO), enabling potential customers to find their services easily online (Nguyen et al., 2020). Content marketing is often employed to highlight value-added services or technological innovations in logistics, which helps in nurturing customer trust. Companies also integrate customer relationship management (CRM) tools into their websites to personalize communications and collect data for continuous service improvement. Features like live chatbots, online quote generators, and tracking dashboards not only enhance user experience but also streamline operational processes (Gonzalez-Feliu et al. 2019).

By applying these measures, website marketing significantly enhances supply chain performance by promoting seamless information flow, improving visibility, and reducing inefficiencies (Zhang et al 2021). A well-designed logistics website facilitates real-time communication between clients, suppliers, and third-party service providers, reducing lead times and minimizing disruptions (Zhu et al. 2021). For instance, website analytics provide firms with insights into customer behaviour and demand patterns, allowing them to forecast needs more accurately and optimize resource allocation. Such digital integration supports agile supply chain models, particularly in volatile environments (Mwakapugi et al. 2023). Furthermore, by offering detailed service descriptions, pricing models, and digital customer support, website marketing enhances transparency and trust, which are essential in building resilient logistics networks (Wang et al., 2023). The foregoing viewpoint suggests that website marketing, as a component of digital marketing, can substantially enhance the supply chain performance of logistics firms, if properly managed. This viewpoint is backed by the study of Dubois and Moreau (2019), which revealed that website marketing had a significant positive correlation with firm performance metrics such as customer retention, service

delivery consistency, and market share growth of logistics firms in France. This viewpoint is also backed by the study of Zhang et al.(2021), which revealed that website marketing had a significant and positive influence on various performance measures, including customer satisfaction, delivery precision, and brand awareness among logistics enterprises in China.

Search engine marketing and supply chain performance

Search engine marketing (SEM) refers to the strategic use of paid advertising and search engine optimization to increase a logistics firm's visibility in search engine results pages (SERPs), particularly on platforms like Google and Bing. According to Chaffey et al. (2019), SEM is defined as a form of internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising. Another definition by Ryan (2020) highlights SEM as a digital marketing strategy used to enhance website traffic and brand exposure through paid placements and keyword bidding in search engines. Moreover, SEM is also described by Kritzinger and Weideman (2022) as a practice of increasing web presence through a combination of sponsored listings, ad targeting, and SEO practices tailored to reach online users searching for logistics-related services. In the logistics context, SEM plays a crucial role in helping firms target clients who are actively seeking transportation, warehousing, or supply chain solutions, thereby aligning marketing efforts with real-time demand generation.

The importance of SEM for logistics firms is increasingly evident in the digital transformation era, where customer acquisition and market competition are intensifying online (Zhang et al. 2021). Logistics companies rely heavily on visibility and timely information to attract shippers, manufacturers, and e-commerce businesses. SEM helps logistics providers enhance brand awareness, reach new markets, and improve lead generation by positioning their services in front of the right audience at the right time (Nguyen et al., 2021). With consumers and business clients increasingly searching online for freight solutions, warehousing capacity, and delivery tracking services, logistics firms that leverage SEM can tap into this demand more efficiently than those relying solely on traditional marketing methods. Also, SEM enables precise tracking of campaign performance through analytics, helping logistics companies optimize their marketing spend and understand customer behavior patterns (Dwivedi et al., 2021). To implement SEM effectively, logistics firms adopt a multi-layered strategy that typically involves keyword research, pay-per-click (PPC) advertising campaigns, and landing page optimization (Dubois et al. 2019). They begin by identifying logistics-specific keywords such as "freight forwarding services," "cold chain logistics," or "last-mile delivery Nigeria," which are then bid upon using platforms like Google Ads (Shaikh et al., 2022). They also integrate geographic targeting to ensure their ads appear to potential clients within operational regions, maximizing return on investment.

As such, Lin et al. (2020) maintained that search engine marketing significantly enhances supply chain performance by facilitating digital touchpoints that improve customer acquisition, real-time communication, and service personalization. This is because when logistics firms effectively use SEM, they reduce information asymmetry between supply chain partners and customers, leading to faster decision-making and streamlined service delivery (Zhang et al. 2023). It also empowers firms to scale their operations more efficiently, as increased visibility leads to higher demand predictability, enabling better inventory planning, fleet management, and route optimization. Moreover, SEM data provides critical insights into customer preferences and emerging market trends, helping logistics companies adapt quickly and enhance resilience within the supply chain network (Ali et al., 2020). The foregoing viewpoint suggests that search engine marketing, as a component of digital marketing, can substantially enhance the supply chain performance of logistics firms, if properly managed. This viewpoint is backed by the study of Ogbuleka and Omonzejele

(2023), which revealed that search engine marketing had a significant positive relationship with bank performance in the South-South region of Nigeria. The viewpoint is also backed by the study of Nwoko et al. (2025), which revealed that search engine marketing had a significant positive effect on SME performance of SMEs in Anambra State, Nigeria.

Supply chain performance

Supply chain performance refers to the efficiency, effectiveness, and responsiveness with which a supply chain operates to deliver goods and services from suppliers to end customers. It encompasses how well a supply chain fulfills its objectives, such as minimizing costs, maximizing customer satisfaction, ensuring timely delivery, maintaining quality, and adapting to changing market demands (Njoroge & Otieno, 2022). In essence, it is a measure of how well all the interconnected functions, procurement, manufacturing, warehousing, transportation, and distribution, work together to achieve business goals. Good supply chain performance is vital in a competitive business environment where customer expectations are high, and operational efficiency directly impacts profitability. According to Zhang and Liu (2021), the key components of supply chain performance include cost efficiency, responsiveness, agility, quality, and asset utilization. Cost efficiency refers to minimizing operational expenses across the supply chain. Responsiveness is the speed at which a supply chain can react to customer demands or disruptions. Agility refers to the ability to adapt quickly to market or environmental changes, while quality ensures that products and services meet the expected standards throughout the supply chain. Asset utilization focuses on optimizing the use of resources such as warehouses, vehicles, and human capital. These components are interdependent; a deficiency in one can compromise the entire chain's performance.

For logistics firms, supply chain performance is imperative because it directly affects customer satisfaction, operational costs, and overall competitiveness (Mwakapugi & Msuya, 2023). In logistics, where the core function is to transport and deliver goods efficiently, poor performance can result in late deliveries, increased costs, inventory mismanagement, and lost business opportunities. In an era of global trade, e-commerce, and just-in-time inventory models, customers demand real-time visibility, faster delivery times, and high service reliability. Therefore, logistics firms must continually evaluate and improve their supply chain operations to remain competitive, meet regulatory compliance, and respond to dynamic customer needs (Dubois & Moreau, 2019). To enhance supply chain performance, logistics firms implement various strategic and operational measures. These include adopting advanced technologies like transportation management systems (TMS), warehouse management systems (WMS), and real-time tracking tools to improve visibility and coordination (Lin & Tseng, 2020). These firms invest in data analytics and predictive modeling to forecast demand, manage risks, and make informed decisions (Wijaya & Santoso, 2021). Additionally, logistics companies often collaborate closely with suppliers, customers, and third-party service providers to streamline operations, optimize routes, and enhance delivery performance. These measures, collectively, help logistics firms reduce lead times, lower costs, improve customer satisfaction, and build resilient and agile supply chains (Khan & Emon, 2025).

Research Methodology

The study adopted a cross-sectional survey research design to actualize this investigation. A structured questionnaire was administered on a one-time basis to customers of logistics firms in Calabar, allowing for a snapshot of customer perceptions of digital marketing campaigns of logistics firms in Calabar. The logistic firms studied were; DHL, GIG Logistics, Delkings,

Nsik Express Delivery (NED), FedEx Courier Service, and UPS. Since the population is unknown the Topman sample size determination technique was used to statistically determine a total of 379 sample. To ensure credibility of the data obtained the Purposive sampling technique was applied to select customers of logistics firms. This approach was essential because the study aimed to engage only respondents with adequate and relevant experience of logistics firms. Descriptive statistics were applied for data analysis and interpretation, while the Multiple Linear Regression analytical technique was used to test the null hypotheses.

Data Presentation and Analysis

The null hypotheses developed for this study are tested using multiple linear regression method thus:

Hypothesis one

Ho: Website marketing has no significant effect and supply chain performance of logistics firms in Calabar.

Hypothesis two

Ho: Search engine marketing has no significant effect and supply chain performance of logistics firms in Calabar.

Table 1: Model summary of the effect of digital marketing on supply chain performance of logistics firms in Calabar

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622 ^a	.386	.378	.45801

a. Predictors: (Constant), Social media marketing and email marketing

Table 2: ANOVA^a of the effect of digital marketing on supply chain performance of logistics firms in Calabar

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	46.341	2	11.585	55.431	.000 ^b
	Residual	73.632	352	.209		
	Total	119.973	356			

a. Dependent Variable: Supply chain performance

b. Predictors: (Constant), Social media marketing and email marketing

Table 3: Coefficients^a of the effect of website and search engine marketing on supply chain performance of logistics firms in Calabar

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	1.485	.110		13.480	.000
	Website marketing	.163	.032	.309	5.021	.000
	Search engine marketing	.185	.043	.229	4.286	.000

a. Dependent Variable: Supply chain performance

Interpretation

The results in Tables 1, 2, and 3 show the regression results on the effect of digital marketing strategies on the supply chain performance of logistics firms in Calabar. Table 1 reveals a 62.2 percent correlation ($R = 0.622$) between digital marketing strategies and supply chain performance, indicating a strong relationship. The coefficient of determination ($R^2 = 0.386$) shows that digital marketing strategies account for 38.6 percent of the variation in the supply chain performance of logistics firms in Calabar. Also, the F statistic = 55.431 and $p = 0.000$ in Table 2 indicate a statistically significant effect of digital marketing strategies on supply chain performance.

Similarly, the result in Table 3 shows the standardized coefficients of the contributions of each digital marketing strategy to the supply chain performance of logistics firms in Calabar. Website marketing has the highest contribution ($\beta = 30.9$ percent), and Search Engine marketing ($\beta = 22.9$ percent). Furthermore, the result in Table 3 shows that digital marketing strategies tested had p -values < 0.05 with positive t -test values, indicating significant positive effects on supply chain performance. Hence, the null hypotheses were rejected for the alternative hypotheses, which leads to the conclusion that both website and search engine marketing had significant positive effects on the supply chain performance of logistics firms in Calabar.

Discussion of findings

The test of hypothesis one revealed that website marketing had a significant positive effect on supply chain performance of logistics firms in Calabar. This finding is backed by the study of Dubois and Moreau (2019), which revealed that website marketing had a significant positive correlation with firm performance metrics such as customer retention, service delivery consistency, and market share growth of logistics firms in France. This finding is also backed by the study of Zhang et al. (2021), which revealed that website marketing had a significant and positive influence on various performance measures, including customer satisfaction, delivery precision, and brand awareness among logistics enterprises in China. This finding underscores that website marketing significantly enhances the supply chain performance of logistics firms in Calabar by providing a centralised platform for real-time information sharing, service visibility, and customer interaction. It indicates that having an active and functional website improves operational coordination, order tracking, and customer communication, which are essential for supply chain efficiency. The positive effect established by the study affirms that a firm's digital presence through its website directly supports responsiveness, transparency, and reliability across supply chain activities.

The test of hypothesis two revealed that search engine marketing has a significant positive effect on supply chain performance of logistics firms in Calabar. This finding is backed by the study of Ogbuleka et al. (2023), which revealed that search engine marketing had a significant positive relationship with bank performance in the South-South region of Nigeria. The finding is also backed by the study of Nwoko et al. (2025), which revealed that search engine marketing had a significant positive effect on SME performance of SMEs in Anambra State, Nigeria. This finding underscores that search engine marketing plays a significant role in improving the supply chain performance of logistics firms in Calabar by enhancing their online discoverability and enabling them to reach potential customers actively searching for logistics solutions. By appearing prominently in search results, these firms attract more targeted traffic to their digital platforms, which facilitates faster customer onboarding, more efficient service requests, and improved communication flow. This increased digital visibility contributes to smoother coordination across the supply chain, better demand forecasting, and heightened responsiveness, ultimately strengthening the overall operational efficiency of logistics processes in Calabar.

Conclusion

This study examined effect of digital marketing strategies on supply chain performance of logistics firms in Calabar, Cross River State. It was conducted in response to the limited empirical evidence on the effectiveness of digital tools in enhancing operational performance within the logistics sector. The study was motivated by the need to determine whether digital marketing strategies have measurable effects on supply chain performance. To this end, primary data were obtained from relevant respondents and analyzed using inferential and descriptive statistics. The findings revealed that digital marketing strategies had significant positive effect on supply chain performance, with website marketing contributing the most, followed by search engine marketing. These findings imply that digital marketing is not only a promotional tool but also a strategic capability that enhances the responsiveness, efficiency, and customer-centricity of supply chain operations. In conclusion, the study affirms that digital marketing strategies play a critical role in improving the supply chain performance of logistics firms in Calabar, Cross River State.

Recommendations

Based on the findings of this study, the following suggestions are recommended for potential implementation:

1. It is important for logistics firms to intensify their website marketing efforts by integrating brand promotion, online lead generation, website booking systems, content marketing, online customer reviews, and social media to drive greater online visibility and customer engagement. This will enhance their supply chain performance by improving demand forecasting, increasing service accessibility, and accelerating order processing through digital channels.
2. There is need for logistics firms to intensify their search engine marketing efforts by combining search engine optimization, targeted search engine advertising, and landing page optimization to boost their search engine visibility and attract more supply chain partners and customers. This will specifically enhance their supply chain performance by improving demand forecasting accuracy, expanding customer reach, and accelerating order fulfillment through increased digital engagement and streamlined online transactions.

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