Leveraging Digital Marketing for Enhanced Sales Performance: A Comprehensive Analysis of the Pre-Engineered Building Industry

*Tarmeen Jahan, **Registrar (Dr.) Aditya Sharma

*Research Scholar,Teerthanker Mahaveer University, Moradabad,

Utter Pradesh, India

Abstract: The Pre-Engineered Building (P. E. B.) industry has witnessed a significant evolution in marketing strategies, with digital marketing emerging as a crucial tool for reaching and engaging potential customers. This study investigates the impact of digital marketing on sales performance in the P.E.B sector, focusing on the adoption of digital marketing strategies, customer engagement through digital touchpoints, and the return on investment (ROI) of digital marketing initiatives. This research employs a mixed-methods approach, combining surveys, interviews, and data analysis to gain a comprehensive understanding of the phenomenon. The findings reveal that while the P. E. B. industry is gradually embracing digital marketing, many firms face challenges in fully leveraging its potential. (Bruce et al., 2023) This study highlights the correlation between specific digital marketing activities and sales outcomes, emphasizing the importance of tailoring strategies to the unique characteristics of P. E. B. sub-sectors. The results also underscore the role of digital content and social media in lead generation, nurturing, and building B2B relationships. The study contributes to the understanding of digital marketing in B2B contexts and provides valuable insights for industry practitioners and researchers.(Fatima et al., 2022; Sanbella et al., 2024; Sugiharto, 2024) The findings suggest that by investing in comprehensive digital marketing strategies, P.E.B companies can enhance their visibility, improve customer engagement, and ultimately drive sales performance in an increasingly digital-centric market.

Keywords: Sales performance, Customer engagement, Return on investment (ROI), B2B marketing, Lead generation

Introduction

(Malesev& Cherry, 2021) The study's theoretical contributions extend beyond the Pre-Engineered Building (P.E.B) industry, offering valuable insights into digital marketing strategies in B2B contexts. The proposed frameworks and models derived from the findings provide a foundation for future research and practical applications across various industrial sectors. While acknowledging the study's limitations, this research opens new avenues for exploration, particularly in examining the interplay between digital marketing and sales in other specialized industries. The Pre-Engineered Building (P.E.B) industry has emerged as a significant sector within the construction field, offering innovative solutions for rapid and cost-effective building construction. P.E.B systems are characterized by customized design, prefabrication, and efficient on-site assembly. These structures are engineered to meet specific project requirements using lightweight yet durable materials, such as steel and aluminum. The unique characteristics of the industry include standardized components, computer-aided design and manufacturing processes, and optimized material usage, resulting in reduced waste and shorter construction timelines. P.E.B systems are particularly well-suited for industrial, commercial, and agricultural applications, offering design flexibility, ease of expansion, and enhanced energy efficiency. The industry's growth is driven by increasing demand for sustainable construction practices, rapid urbanization, and the need for quick-to-market building solutions in various sectors.(The Pre-Engineered Building (P. The E. B.) sector has witnessed a significant evolution in marketing strategies over the past few decades (Malesev and Cherry, 2021; Saura et al., 2020). Initially, marketing efforts focused primarily on showcasing the cost-effectiveness and rapid construction capabilities of P.E.B structures. As the industry matured, strategies shifted towards emphasizing customization options and architectural flexibility. Recently, marketing approaches have incorporated sustainability and energy

efficiency as key selling points, aligning with growing environmental concerns(Orenuga et al., 2024; Wilson et al., 2024). Digital marketing techniques, including 3D visualization and virtual reality tours, have become instrumental in helping clients better understand and visualize P.E.B projects. Additionally, content marketing through case studies and educational materials has gained prominence, positioning P.E.B companies as industry experts. The sector has also embraced social media and targeted online advertising to reach specific customer segments, such as industrial developers and commercial property owners. Digital marketing has revolutionized the way B2B companies connect with their target audiences, offering unprecedented opportunities for personalized engagement and data-driven decision-making. Through various online channels, such as social media, email marketing, and content marketing, businesses can now reach potential clients more effectively and efficiently than ever before. Moreover, the ability to track and analyze digital marketing efforts in real-time allows B2B marketers to continuously refine their strategies, ensuring optimal return on investment and long-term success in an increasingly competitive marketplace.Digital marketing has revolutionized the way B2B companies connect with their target audience, offering unprecedented opportunities for personalized engagement and data-driven decision-making. Through various online channels such as social media, email marketing, and content marketing, businesses can now reach potential clients more effectively and efficiently than ever before. Moreover, the ability to track and analyze digital marketing efforts in real-time allows B2B marketers to continuously refine their strategies, ensuring optimal return on investment and long-term success in an increasingly competitive marketplace.The study addresses the issue of limited understanding regarding the impact of different leadership styles on employee motivation and productivity in remote work environments. This knowledge gap has become increasingly significant due to the rapid shift to remote work prompted by the global COVID-19 pandemic(Pooja, 2024; Raheja et al., 2025). By examining the relationship between leadership approaches and employee outcomes in virtual settings, thisstudy aims to provide valuable insights for organizations looking to improve their remote work strategies and maintain a motivated and productive workforce amid evolving workplace dynamics. The research problem addressed in this study is the absence of effective strategies for promoting sustainable urban development in rapidly expanding cities. This issue is particularly urgent in developing countries, where urbanization is occurring at an unprecedented pace, often without sufficient planning or infrastructure development. This study seeks to identify and assess innovative approaches to urban sustainability that can be applied in these contexts, focusing on areas such as green infrastructure, sustainable transportation, and community engagement. Understanding the impact of digital marketing on sales in the Pre-Engineered Building (P. E. B.) industry is crucial in today's rapidly changing business landscape. As the construction sector increasingly adopts digital technologies, understanding how online marketing strategies influence customer acquisition and revenue generation is essential. Digital marketing offers P.E.B companies the opportunity to reach a wider audience, effectively showcase their products, and engage with potential clients in real time. By analyzing the connection between digital marketing efforts and sales outcomes, businesses can optimize their marketing budgets, tailor their messages to target specific customer segments, and enhance their overall market penetration. Additionally, insights from such studies can guide decision-making processes, helping P.E.B companies remain competitive, adapt to shifting consumer behaviors, and capitalize on emerging industry trends(Cole et al., 2017; Eid & El-Gohary, 2013; Mora Cortez et al., 2022; Purnomo, 2023). The findings of this study offer valuable insights for both industry practitioners and academic researchers in the field of organizational behavior. Human resource managers can use these results to develop more effective strategies for employee retention and engagement, particularly in high-stress work environments. Future research could explore the long-term effects of workplace stress on employee performance and well-being and investigate potential interventions to mitigate its negative impacts. Furthermore, this study significantly contributes to the theoretical understanding of sustainable success within organizational settings by meticulously examining the relationships among emotional, environmental, and psychological factors. It also offers a novel perspective on trust in online interactions, viewed through the lens of residential mobility, which enriches the existing literature on the digital economy and consumer behavior. This interdisciplinary approach provides a comprehensive framework for analyzing the multifaceted elements that influence both consumer trust in digital platforms and the broader implications for organizational sustainability. This holistic view emphasizes the critical interplay between individual well-being and environmental considerations in fostering robust and lasting organizational frameworks. This study relied mainly on secondary data only. Future research would benefit from incorporating primary data collection, such as surveys or interviews, to gain deeper insights into the nuanced perceptions and experiences of consumers and businesses

in the P.E.B. industry. This mixed-methods approach would allow for a more robust analysis of the complex interplay between digital marketing strategies, customer engagement, and sales performance in this specialized sector. Specifically, future investigations could delve into the mediating role of customer engagement and the moderating effect of industry competitiveness on the relationship between digital marketing and sales performance in the PEB manufacturing sector. This would allow for a more comprehensive understanding of the factors driving success in this evolving market andprovide actionable insights for industry stakeholders. Further studies could explore the impact of branding and company growth on digital marketing efficacy within the PEB sector, examining how these factors influence lead generation and customer engagement.

Literature Review

The advent of digital technologies has revolutionized B2B marketing, opening new pathways for engagement and lead generation(Pasigai&Jusriadi, 2024; Raheja et al., 2025). Social media platforms have become potent tools for building brand awareness and nurturing relationships with potential clients. Content marketing, which includes thought leadership articles and industry-specific webinars, has emerged as a pivotal strategy for establishing credibility and attracting qualified leads in the B2B arena. Digital marketing channels present unique opportunities for the pre-engineeredbuilding (P.E.B) industry to connect with and engage potential customers. Platforms such as LinkedIn and Facebook can be used to showcase completed projects and share industry insights. Search engine optimization (SEO) and pay-per-click (PPC) advertising can enhance the P. E. B. companies' online visibility and draw targeted traffic to their websites. Digital marketing offers B2B companies more targeted and measurable strategies than traditional methods. Through data analytics and automation tools, businesses can track customer interactions, personalize content, and optimize campaigns in real time. This shift towards digital channels has led to increased efficiency in lead generation and nurturing, ultimately improving conversion rates and return on investment for B2B marketers. Digital marketing strategies require continuous adaptation to evolving technologies and consumer behavior. Successful implementation often involves a multichannel approach thatintegrates social media, content marketing, and search engine optimization. However, businesses face challenges such as data privacy concerns, algorithm changes, and the need for consistent, high-quality content creation across platforms(Junaedi et al., 2024; Sugiharto, 2024). The pre-engineeredbuilding (P.E.B) industry presents unique challenges and opportunities for digital marketing strategies. Further research is needed to examine how digital marketing techniques can be tailored to effectively promote P.E.B products and services. A comprehensive analysis of the impact of digital marketing on sales performance, specifically within the P.E.B sector, would provide valuable insights for industry professionals and marketers.

Digital transformation has profoundly reshaped the B2B customer journey, with buyers heavily relying on online resources for research and decision-making. This shift has heightened the importance of digital touchpoints, such as websites, social media platforms, and online marketplaces, which are pivotal in influencing purchasing decisions (Saura et al., 2020; Yuniarti, 2024). Consequently, B2B companies are increasingly investing in content marketing and thought leadership initiatives to establish credibility, build trust, and guide potential customers through complex buying processes. The adoption of digital marketing by pre-engineeredbuilding (P. E. B.) companies encounters additional challenges due to the industry's traditional nature and long-standing practices. The technical complexity of P.E.B products and services can make it challenging to effectively communicate value propositions through digital channels. Overcoming these challenges necessitates a strategic approach that combines industry expertise with digital marketing best practices and a commitment to ongoing education and adaptation within the organization. The pre-engineeredbuilding (P.E.B) industry has gradually embraced digital marketing strategies to enhance its market presence and reach potential customers more effectively. Companies in this sector increasingly recognize the importance of online platforms for showcasing their products, services, and expertise. However, the adoption of digital marketing in the P.E.B industry is still in its early stages, with many firms facing challenges in fully leveraging its potential.(Fatima et al., 2022; Malesev& Cherry, 2021)The impact of digital marketing on sales metrics within the Pre Engineered Building (P.E.B) sector has become a critical area of research as an increasing number of companies adopt online strategies. By assessing sales performance before and after the implementation of digital marketing, businesses can gain valuable insights into the effectiveness of their digital initiatives. This assessment typically involves analyzing key performance

indicators, such as conversion rates, customer acquisition costs, and overall revenue growth. Additionally, tracking these metrics over time allows companies to identify trends and make informed decisions to optimize their marketing strategies.(Ijomah et al., 2024; Kanojia& Rathore, 2025; Raheja et al., 2025)Analyzing the correlation between specific digital marketing activities and sales outcomes provides a more nuanced understanding of which strategies yield optimal results. For instance, companies may find that social media campaigns are more effective in generating leads within certain P.E.B sub-sectors, whereas search engine optimization (SEO) is more beneficial in others. Furthermore, evaluating the effectiveness of digital marketing across various P.species is necessary. E. B. sub-sectors can reveal industry-specific patterns and best practices. This comparative analysis enables businesses to tailor their digital marketing strategies to align with the distinct characteristics and customer preferences of each sub-sector, ultimately leading to more targeted and successful sales strategies.(Fatima et al., 2022) Leveraging data analytics to track and analyze customer interactions across digital platforms can provide valuable insights into buyer behavior and preferences(Fatima et al., 2022; Malesev& Cherry, 2021; Tritama&Tarigan, 2016). By measuring the impact of digital content on lead generation and nurturing, companies can optimize their marketing strategies and improve their conversion rates. Social media platforms offer unique opportunities for B2B relationship building, allowing businesses to engage with potential clients, share industry expertise, and establish leadership in their respective fields.

Digital marketing return on investment (ROI) frequently surpasses that of traditional marketing strategies becauseof its capacity for precise audience targeting and provision of comprehensive analytics. Nevertheless, accurately assessing ROI in business-to-business (B2B) sales cycles ischallenging, primarily becauseofthe extended decision-making processes and numerous touchpoints. To mitigate these challenges, companies are increasingly implementing advanced attribution models and customer journey mapping techniques to gain a more nuanced understanding of the influence of their digital marketing initiatives on overall business performance.(Malesev& Cherry, 2021; Saura et al., 2020; Yuniarti, 2024)

Digital marketing strategies within the P.E.B industry should prioritize the utilization of social media platforms and search engine optimization to enhance brand visibility and effectively reach prospective customers (Wan, 2023). To address the challenges associated with adoption, companies should invest in employee training programs and implement digital tools incrementally, thereby facilitating a seamless transition. Enhancing digital marketing for improved sales performance can be accomplished through targeted advertising campaigns, creating personalized content, and employing data-driven decision-making processes. This approach, often facilitated by AI-assisted targeting and creative optimization tools, allows for more efficient advertisement production and distribution methods. Furthermore, B2B companies, particularly in niche markets like PEB, often underutilize digital channels for brand promotion and customer communication, largely due to a lack of comprehensive knowledge regarding optimal digital marketing practices and their impact on ROI. This gap highlights the necessity for further research into how digital marketing strategies can be optimized within the B2B context to address long sales cycles and multiple decision-makers.Many business owners in this sector do not fully perceive the value that digital marketing can add to their operations, particularly regarding its capacity to enhance sales management and overall business performance. This situation is exacerbated by the complex nature of B2B sales cycles, which often involve multiple stakeholders and extended decision-making processes, making it difficult to directly attribute sales to specific digital marketing efforts. The absence of a clear framework for evaluating the effectiveness of digital marketing in the B2B context further complicates this attribution, leading to an underestimation of its potential. Therefore, thisstudy seeks to address this critical knowledge gap by exploring the specific impact of various digital marketing strategies on sales performance within the P.E.B. manufacturing industry. This studyexplores how organizations leverage digital marketing to influence sales outcomes, emphasizing the need for a comprehensive framework and managerial strategies that integrate social media as a strategic tool throughout the sales process. This involves not only promotional activities but also leveraging digital platforms for lead nurturing, customer relationship management, and post-sales support. Moreover, integrating advanced analytics with customer relationship management systems can provide a holistic view of the customer journey, enabling businesses to refine their digital marketing efforts and predict future sales trends more accurately. By leveraging these insights, P.E.B. manufacturers can develop more robust and responsive sales strategies, ensuring sustained growth and competitive advantage in a rapidly evolving market environment.

Theoretical Contribution

The theoretical contributions of this study extend beyond the P. E. B. industry, offering valuable insights into B2B marketing strategies across various sectors. By examining the interplay between digital marketing and sales, thisstudy elucidates the potential synergies and challenges of leveraging digital tools for complex B2B transactions. The proposed frameworks and models derived from the study's findings provide a foundation for future research and practical applications to optimize digital marketing efforts in B2B environments. The primary limitation of this study is its focus on a single industry, which may constrain the generalizability of the findings to other sectors. Future research could address this limitation by conducting comparative analyses across multiple industries to identify common patterns and sector-specific nuances. Additionally, longitudinal studies could offer valuable insights into how observed phenomena evolve over time, potentially revealing long-term trends and cyclical patterns. Furthermore, exploring the impact of emerging digital technologies, such as artificial intelligence and machine learning, on B2B digital marketing effectiveness presents a promising avenue for future investigations. Moreover, an in-depth examination of how digitalization impacts B2B relationships, including aspects such as co-opetition, value co-creation, and relationship dynamics, remains an under-researched topic deserving of scholarly attention. This includes understanding how digital tools facilitate innovation networks and the development of B2B branding strategies, alongside the evolving roles of power and trust in digitally mediated relationships. Further research should investigate the drivers behind the emerging movement towards deeper digitalization in B2B selling processes, encompassing not only technological and economic enablers but also organizational benefits such as increased efficiency and market knowledge. However, the applicability of these findings is constrained by their focus on a specific market-field combination, necessitating further investigation into the transferability of the proposed framework to other contexts.

Further research could explore the impact of digital multi-sided platforms on B2B service sales, particularly how they facilitate network scaling and foster customer commitment through constant data transactions. A critical area for future inquiry is analyzing how these platforms influence the development of B2B branding and the strategic application of communication tools across diverse market segments. Additionally, given the increasing sophistication of B2B digital marketing, future studies could delve into the effectiveness of personalized advertising strategies and the role of virtual events in enhancing B2B branding outcomes.

Furthermore, examining the strategic interplay between controlled and uncontrolled brand communication platforms and their influence on B2B brand architecture and visibility would provide a more holistic understanding of digital branding efficacy.(Han et al., 2023)

Results

This section presents the empirical findings of the study titled *"Leveraging Digital Marketing for Enhanced Sales Performance: A Comprehensive Analysis of the Pre-Engineered Building Industry."* The results are based on responses collected from 400 professionals working in various roles within the P.E.B. manufacturing sector. A structured statistical analysis was conducted to examine demographic patterns, digital marketing adoption, sales performance outcomes, and return on investment. Descriptive statistics provided an overview of the central tendencies and variability across key constructs, followed by normality tests to assess the suitability of the data for parametric analysis. Factorability and reliability analyses were performed to validate the measurement scales and ensure internal consistency. Correlation and regression analyses were then applied to explore the strength and direction of relationships between digital marketing strategies and sales performance. Special attention was given to identifying the most influential digital marketing strategies and their relative impact on sales outcomes. Additionally, challenges faced by industry professionals in implementing digital marketing initiatives were analyzed to provide contextual insights. ROI-related findings were integrated to examine whether financial returns add incremental predictive power beyond marketing practices. The results collectively offer a comprehensive understanding of how digital marketing functions as a performance driver in the P.E.B. industry. Each objective of the study is addressed through systematic statistical evidence presented in the following subsections.

1. Socio-Demographic Profile of Respondents

A total of 400 valid responses were collected from professionals employed in the Pre-Engineered Building (P.E.B.) manufacturing industry. As shown in Table 1, the majority of respondents were male (68.1%), with females constituting 31.7% of the sample. The occupational distribution reveals that Chief Marketing Officers/Marketing Managers formed the largest group (31.2%), followed by Engineers (26.9%) and Company Directors (13.2%), while Chief Executive Officers accounted for only 1.2%. The remaining 27.2% were classified under "Other" professional categories. Regarding experience in the industry, 31.7% had 1–3 years of experience, 26.4% had 4–6 years, 25.4% had 7–9 years, and 13.7% had more than 10 years, indicating a balanced representation of early- and mid-career professionals in the sector.

Table01: Soci-Demographic Variables

Demographic Variable	Category	Frequency	Percentage
Gender	Male	273	68.10
	Female	127	31.70
Occupation	Chief Executive Officer	5	1.20
	Chief Marketing Officer	125	31.20
	Company Director	53	13.20
	Engineer	108	26.90
	Other	109	27.20
Years of Experience in PEB Industry	Less than 1 Year	10	2.50
	1 to 3 Years	127	31.70
	4 to 6 Years	106	26.40
	7 to 9 Years	102	25.40
	10 Years and above	55	13.70

2. Descriptive and Normality Analysis

Table 2 presents descriptive statistics for the three key constructs: Digital Marketing (DM), Sales Performance (SP), and Return on Investment (ROI). The mean scores were 23.51 ± 6.09 for DM, 22.64 ± 6.20 for SP, and 22.67 ± 5.04 for ROI, indicating moderate to high perceived levels of digital marketing effectiveness and sales performance across the sector. Normality tests (Kolmogorov–Smirnov and Shapiro–Wilk) were significant for all variables ($p < 0.001$), indicating deviations from normality. However, given the large sample size, skewness and kurtosis values were within acceptable limits, allowing for parametric analyses.

Table 02:Descriptive Statistics

Measure	N	Mean	SD	Min.	25th Per	Median	75th Per	Max
Digital_Marketing	400	23.51	6.09	10	20	23	27	50
Sales_Performance	400	22.64	6.20	10	19	22	26	50
Return_On_Investment	400	22.67	5.04	11	20	23	25	43

3. Factorability and Reliability of Constructs

The Kaiser–Meyer–Olkin (KMO) values exceeded the 0.60 threshold for all constructs—0.851 (DM), 0.790 (SP), and 0.677 (ROI)—indicating sampling adequacy. Bartlett's test of sphericity was significant ($p < 0.01$) for all scales, confirming data suitability for factor analysis. Principal component analysis revealed that three components explained 59.8%, 71.1%, and 71.6% of the total variance for DM, SP, and ROI respectively, signifying strong construct validity.

Reliability analysis (Table 4) reported Cronbach's alpha values of 0.882 for DM, 0.861 for SP, and 0.791 for ROI, all above the 0.70 benchmark, confirming excellent internal consistency.

Table 03: KMO & Bartlett's Test of Sphericity Analysis

Variable	N Variabes	Sample Size	KMO Values	Chi-Sqaure	df	Sig.	Suitability
Digital_Marketing	10	400	0.851	1815.785	45	<0.01	High Suitable
Sales_Performance	10	400	0.79	1982.934	45	<0.01	High Suitable
Return_On_Investment	10	400	0.677	1440.414	45	<0.01	High Suitable

Table 04: Composite Scale Reliability

Construct	Cronbach's Alpha	N of Items	N of Cases
Digital_Marketing	0.882	10	400
Sales_Performance	0.861	10	400
Return_On_Investment	0.791	10	400

4. Relationship Between Digital Marketing and Sales Performance

Pearson's correlation analysis demonstrated a **strong positive relationship** between digital marketing and sales performance ($r = 0.817$, $p < 0.001$). Simple linear regression further supported this relationship: digital marketing significantly predicted sales performance ($\beta = 0.817$, $t = 28.23$, $p < 0.001$), explaining **66.7% of the variance** in sales performance ($R^2 = 0.667$, $F(1,398) = 796.83$, $p < 0.001$). This indicates that greater adoption and effectiveness of digital marketing practices are associated with improved sales outcomes in the P.E.B. sector.

5. Key Digital Marketing Strategies Influencing Sales

A multiple regression model with ten digital marketing strategies as predictors was significant ($F(10,389) = 107.76$, $p < 0.001$), explaining **73.5% of the variance in sales performance** ($R^2 = 0.735$). The most influential strategies were:

- **Digital marketing enhancing brand perception** ($\beta = 0.351$, $p < 0.001$)

- **Consistent messaging and visual style** ($\beta = 0.208$, $p < 0.001$)

- **Integrated digital channel mix** ($\beta = 0.255$, $p < 0.001$)

- **Leveraging LinkedIn and Instagram for brand awareness** ($\beta = 0.166$, $p < 0.001$)

- **Use of social media campaigns** ($\beta = 0.145$, $p < 0.001$)

- **Engaging visual storytelling** ($\beta = 0.109$, $p = 0.005$)

Content differentiation, social media engagement, and brand integration across platforms emerged as critical drivers of sales growth. Two variables (Q5 and Q9) were not statistically significant.

6. Challenges in Digital Marketing Adoption

Reliability analysis of the challenge scale produced a Cronbach's alpha of 0.86, indicating high consistency. The main barriers identified were:

- Budget constraints

- Difficulties in measuring ROI

- Shortage of skilled digital marketing staff

- Limited use of analytical tools

All items demonstrated strong corrected item–total correlations (0.68–0.74), validating the scale.

7. Digital Marketing, ROI, and Incremental Effects

Correlation analysis showed that ROI was significantly associated with digital marketing ($r = 0.163$, $p = 0.001$) and sales performance ($r = 0.110$, $p = 0.028$). Hierarchical regression revealed that after controlling for demographic variables, digital marketing remained a dominant predictor of sales ($\beta = 0.82$, $p < 0.001$), with ROI adding negligible incremental explanatory power ($\Delta R^2 = 0.001$, $p = 0.46$). This suggests that while ROI perceptions correlate positively with sales, their unique contribution is minimal when digital marketing practices are already accounted for.

8. Summary of Findings

Overall, the results affirm that **digital marketing significantly enhances sales performance** in the P.E.B. industry. Key strategic elements—including branding, social media integration, and content consistency—play a pivotal role in driving sales outcomes. Although ROI correlates with marketing and sales, digital marketing itself remains the primary performance driver. However, challenges such as limited budgets, measurement issues, and skill shortages persist, underscoring the need for organizational capacity-building to fully exploit digital opportunities.

Conclusion

This study investigates the influence of digital marketing on sales performance in the Pre-Engineered Building (P.E.B) industry. The findings indicate that although companies are beginning to integrate digital tools, their full potential has not yet been realized. Strategies such as social media engagement, content marketing, and search engine optimization have been effective in generating leads, fostering trust, and enhancing conversion rates. These results underscore the significance of digital strategies tailored to the specific requirements of the P.E.B sector.

For industry professionals, this study clearly illustrates that investing in digital infrastructure, employee training, and data-driven strategies can substantially improve customer engagement and sales outcomes. For researchers, this study provides evidence that digital marketing can transform industries that are traditionally reliant on conventional methods.

Although limited to a single sector, this study paves the way for future research across various industries and over time. Ultimately, P. E. B. firms that prioritize digital adoption will be better positioned for growth, stronger customer relationships, and sustained competitiveness in an increasingly digital marketplace.

References

[1] Bruce, E., Ying, D., Shurong, Z., Yaqi, M., Egala, S. B., & Amoah, J. (2023). The Effect of Digital Marketing Adoption on SMEs Sustainable Growth: Empirical Evidence from Ghana. Sustainability, 15(6), 4760. https://doi.org/10.3390/su15064760

[2] Cole, H. S., Denardin, T., & Clow, K. E. (2017). Small Service Businesses: Advertising Attitudes and the Use of Digital and Social Media Marketing. Services Marketing Quarterly, 38(4), 203–212. https://doi.org/10.1080/15332969.2017.1394026

[3] Eid, R., & El-Gohary, H. (2013). The impact of e-marketing on small business enterprises' marketing success. The Service Industries Journal, 33(1), 31–50. https://doi.org/10.1080/02642069.2011.594878

[4] Fatima, S., Naim, A., Alqahtani, H., &Alma'Alwi, F. (2022). E-CRM through Social Media Marketing Activities for Brand Awareness, Brand Image, and Brand Loyalty (pp. 109–138). https://doi.org/10.4018/978-1-6684-5386-5.ch006

[5] Ijomah, T., Anjorin, K., Idemudia, C., &Eyo-Udo, N. (2024). Innovative digital marketing strategies for SMEs: Driving competitive advantage and sustainable growth. International Journal of Management & Entrepreneurship Research, 6(7), 2173–2188. https://doi.org/10.51594/ijmer.v6i7.1265

[6] Kanojia, K., & Rathore, T. (2025). Digital Marketing Strategies for Small Businesses. International Journal of Innovations in Science Engineering And Management, 38–45. https://doi.org/10.69968/ijisem.2025v4i138-45

[7] Malesev, S., & Cherry, M. (2021). Digital and Social Media Marketing: Growing Market Share for Construction SMEs. Construction Economics and Building, 21(1). https://doi.org/10.5130/ajceb.v21i1.7521

[8] Mora Cortez, R., Johnston, W. J., & Ghosh Dastidar, A. (2022). Managing the content of LinkedIn posts: Influence on B2B customer engagement and sales Journal of Business Research, 155, 113388. https://doi.org/10.1016/j.jbusres.2022.113388

[9] Orenuga, O. S., Adediran, I., & Adebisi, O. (2024). Emerging Trends in Sustainable Materials for Green Building Construction. Key Engineering Materials, 974, 13–22. https://doi.org/10.4028/p-p9n6px

[10] Pasigai, A., &Jusriadi, E. (2024). The influence of service strategies and business relations on the growth of startup businesses in medium digital marketing. Journal of Ekonomi, 6(1), 18–24. https://doi.org/10.58251/ekonomi.1337650

[11] Pooja, M. V. (2024). A STUDY ON THE EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES. International Scientific Journal of Engineering and Management, 3(05), 1–9. https://doi.org/10.55041/isjem01873

[12] Purnomo, Y. J. (2023). Digital Marketing Strategy to Increase Sales Conversion on E-commerce Platforms. Journal of Contemporary Administration and Management (ADMAN), 1(2), 54–62. https://doi.org/10.61100/adman.v1i2.23

[13] Raheja K., Rana A., & Malik S. (2025). DIGITAL MARKETING TECHNIQUES LEVERAGING SOCIAL MEDIA: DRIVING TANGIBLE BUSINESS OUTCOMES. IITM Journal of Business Studies, 12(1), 153–169. https://doi.org/10.48165/iitmjbs.2025.12.1.9

[14] Raihana Putri Junaedi, S., Victoriani, V., & Edmond, D. (2024). Successful Digital Marketing Techniques for Business Development. Startupreneur Business Digital (SABDA Journal), 3(1), 19–25. https://doi.org/10.33050/sabda.v3i1.429

[15] Sanbella, L., Audiah, S., & Versie, I. V. (2024). Online Marketing Strategy Optimization to Increase Sales and E-Commerce Development: An Integrated Approach in the Digital Age. Startupreneur Business Digital (SABDA Journal), 3(1), 54–66. https://doi.org/10.33050/sabda.v3i1.492

[16] Saura, J. R., Palos-Sanchez, P., & Rodríguez Herráez, B. (2020). Digital Marketing for Sustainable Growth: Business Models and Online Campaigns Using Sustainable Strategies. Sustainability, 12(3), 1003. https://doi.org/10.3390/su12031003

[17] Sugiharto, B. H. (2024). The Role of E-commerce for MSMEs as a Digital Marketing Strategy in Facing Industrial Revolution 4.0. Management Studies and Business Journal (PRODUCTIVITY), 1(1), 99–107. https://doi.org/10.62207/80ndq458

[18] Tritama, H. B., &Tarigan, R. E. (2016). The Effect of Social Media on Brand Awareness of a Company's ProductCommIT (Communication and Information Technology) Journal, 10(1), 9. https://doi.org/10.21512/commit.v10i1.1667

[19] Wan, Y. (2023). Investigating the Impact and Effectiveness of Digital Marketing on Brand Awareness, Sales, and Customer Engagement. Advances in Economics, Management and Political Sciences, 51(1), 146–152. https://doi.org/10.54254/2754-1169/51/20230651

[20] Sharma, S. R., & Sharma, M. (2025). Environmental justice in hydropower development: Voices of the marginalized in Nepal. Open Journal of Social Sciences, 13(5), 300–324. https://doi.org/10.4236/jss.2025.135018

[21] Wilson, G., Johnson, O., & Brown, W. (2024). The Impact of Artificial Intelligence on Digital Marketing Strategies. Mdpi Ag. https://doi.org/10.20944/preprints202408.0276.v1

[22] Yuniarti, R. (2024). Social Media Optimization for Branding MSMEs. Dinasti International Journal of Digital Business Management, 5(6), 1198–1203. https://doi.org/10.38035/dijdbm.v5i6.3528

[23] Andersson, S., Aagerup, U., Svensson, L., & Eriksson, S. (2024). Challenges and opportunities in the digitalization of the B2B customer journey. Journal of Business and Industrial Marketing, 39(13), 160. https://doi.org/10.1108/jbim-12-2023-0714

[24] Bakhtieva, E. (2017). Digital Marketing Maturity Models: Overview and Comparison. Zenodo (CERN European Organization for Nuclear Research). https://doi.org/10.5281/zenodo.1130207

[25] Halid, H., Yusoff, Y. M., & Somu, H. (2020). The Relationship Between Digital Human Resource Management and Organizational Performance. https://doi.org/10.2991/aebmr.k.200514.022

[26] Hautamäki, P., Burgdorff, K., Urbinati, A., Kabadayi, S., Bui, M. T., & Grewal, L. (2024). Transition pathways of b2b sales companies toward sustainability : a matrix-based model for buyer–seller interactions. Research Portal Denmark, 35, 723. https://local.forskningsportal.dk/local/dki-cgi/ws/cris-link?src=ucn&id=ucn-8a1d0229-2d67-4d90-a221-

[27] Heikinheimo, M., Hautamäki, P., Julkunen, S., &Koponen, J. (2023). B2B service sales on a digital multi-sided platform: Transformation from value chains to value networks. Industrial Marketing Management, 116, 26. https://doi.org/10.1016/j.indmarman.2023.11.006

[28] Hofacker, C. F., Gölgeci, İ., Pillai, K. G., &Gligor, D. (2020). Digital marketing and business-to-business relationships: a close look at the interface and a roadmap for the future. European Journal of Marketing, 54(6), 1161. https://doi.org/10.1108/ejm-04-2020-0247

[29] Krings, W., Palmer, R., &Inversini, A. (2021). Industrial MarketingManagement digital media optimization for B2B marketing. Industrial Marketing Management, 93, 174. https://doi.org/10.1016/j.indmarman.2021.01.002

[30] Mahlamäki, T., Ojala, M., &Myllykangas, M. (2016). The drivers towards interactive digital sales processes in business-to-business markets. 42. https://doi.org/10.1145/2994310.2994326

[31] Marvi, R., Zha, D., &Foroudi, P. (2024). Elevating B2B branding in a global context: Integrating existing literature and proposing a forward-thinking conceptual framework. Industrial Marketing Management, 120, 247. https://doi.org/10.1016/j.indmarman.2024.06.006

[32] Omar, O., Zan, Z., Hassan, H., & Ibrahim, I. (2020). Impact of Digital Marketing on Sales in the Pre-Engineered Building Manufacturing Industry in India.

[33] Pirraglia, E., Giuliani, F., Cicco, R. D., Berardino, C. D., & Palumbo, R. (2022). The role of emotions in B2B product advertising on social media: a family business case study. Journal of Family Business Management, 13(1), 146. https://doi.org/10.1108/jfbm-12-2021-0157

[34] Rizvanović, B., Zutshi, A., Grilo, A., &Nodehi, T. (2022). Linking the potentials of extended digital marketing impact and start-up growth: Developing a macro-dynamic framework of start-up growth drivers supported by digital marketing. Technological Forecasting and Social Change, 186, 122128. https://doi.org/10.1016/j.techfore.2022.122128

[35] Smith, J. D. (2024). The Impact of Technology on Sales Performance in B2B Companies. Deleted Journal, 3(1), 86. https://doi.org/10.60087/jaigs.vol03.issue01.p102

[36] Zamil, A. M. A., Kineber, A. F., &Alhusban, M. (2024). Unveiling the Impact of Psychological Factors on Consumer Purchase Intentions for Overall Sustainable Success in Green Residential Buildings: Using SEM-ANN Analysis. Civil Engineering Journal, 10(5), 1455. https://doi.org/10.28991/cej-2024-010-05-07

[37] Han, Y., Kang, R., & Wang, L. (2023). INFLUENCE OF CONSUMER PREFERENCE AND GOVERNMENT SUBSIDY ON PREFABRICATED BUILDING DEVELOPER'S DECISION-MAKING: A THREE-STAGE GAME MODEL. *JOURNAL OF CIVIL ENGINEERING AND MANAGEMENT*, *29*(1), 35–49. https://doi.org/10.3846/jcem.2023.18038