

# REFRAMING DIGITAL MARKETING AS A CATALYST FOR SUSTAINABLE DEVELOPMENT: A STRATEGIC FRAMEWORK FOR SDG-DRIVEN IMPACT

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## **Abstract**

Digital marketing has traditionally been examined as a profit-oriented managerial function focused on customer acquisition, engagement, and brand performance. However, the accelerating global commitment to the United Nations Sustainable Development Goals (SDGs) demands a fundamental rethinking of the role digital marketing plays in shaping consumption patterns, production systems, and societal outcomes. This chapter reframes digital marketing as a strategic catalyst for sustainable development rather than a mere promotional tool. Anchored primarily in SDG 12 (Responsible Consumption and Production) and supported by SDG 9 (Industry, Innovation and Infrastructure), the study proposes an original strategic framework that integrates digital marketing capabilities with sustainability objectives.

## **Introduction**

Digital marketing has emerged as one of the most influential forces shaping contemporary markets. With the rapid expansion of digital platforms, organizations today possess unprecedented power to influence consumer preferences, purchasing decisions, and lifestyle choices. This power can be strategically used to support sustainable development goals.

### Conceptual Foundations

Digital marketing functions as a behavioral influence system, shaping awareness and consumption patterns. SDG 12 emphasizes responsible consumption and production,

positioning marketing as a key mediator between production systems and consumer behavior.

### Digital Marketing as a Catalyst for SDGs

Through awareness creation, transparency, and data-driven insights, digital marketing can support sustainable production and responsible consumption outcomes.

### Strategic Framework for SDG-Driven Impact

The proposed framework integrates purpose alignment, digital capability integration, behavioral influence mechanisms, and impact measurement to achieve sustainability outcomes.

### Managerial and Policy Implications

Managers must shift from short-term promotional thinking to long-term value creation. Policymakers can leverage digital platforms to promote sustainable consumption behavior.

### Conclusion

Digital marketing can be repositioned as a catalyst for sustainable development when it is strategically aligned with the Sustainable Development Goals (SDGs). This framework offers organizations a structured pathway to generate measurable social impact while achieving their strategic objectives.