

Bridging Theory and Practice: Real World Insights into Digital Marketing Strategy and Brand Influence

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Abstract:

This paper presents a synthesis of academic research and real-world marketing practices, rooted in my MBA in Project Management. My thesis, "The Influence of Content Online Marketing and Brand Image on Purchase Intention in Malaysia," laid the foundation for a career in digital marketing spanning Saudi Arabia, Malaysia, and beyond.

Since 2019, I've implemented performance-based marketing strategies for diverse sectors—automotive, cleaning, food & beverage, and facility management. Brands like StarFab Group, United Technicians, Star Foam Wash, Pasta House, and Maraseel Group are among those I've supported.

Efforts included targeted SEO, Google Ads, content funneling, A/B-tested creative campaigns, and full-stack analytics using Google Tag Manager, Microsoft Clarity, and Google Analytics. I've led teams, trained new hires, and provided executive-level reports that helped companies reduce ad spend while increasing lead volume and conversion.

This presentation bridges the gap between academic models and practical digital marketing, with case studies demonstrating measurable outcomes in real markets. It invites ICSMM-25 participants to engage in applied strategy, campaign architecture, and growth methods validated through real-world experience.