The Relationship between Competitiveness and Digital Marketing Innovation for a Digital Campaign Design: First Insights Based on a Panel Study in Mexico

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ABSTRACT

The study proposes linking the national competitiveness model (NCM) with a digital marketing innovation model (DMIM) for a digital campaign design. The methodology is based on a literature review using Delphi Panel with Analytic Hierarchy Process (AHP) and a questionnaire presented to 200 (100 professors and 100 CEO) digital marketing specialists located in Guadalajara, Mexico. The results point to a construct with 8 main variables of the NCM and 10 main variables involved in a DMIM for a Digital Campaign Design.

Keywords: Digital Marketing Innovation, Model; Competitiveness, Digital Campaign Design