

## **Digital Marketing Practices and SDG Reporting by Corporations**

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### **Abstract**

In recent years, corporations have increasingly aligned their strategies with the Sustainable Development Goals (SDGs) to demonstrate commitment toward environmental protection, social responsibility, and inclusive economic growth. Alongside this shift, digital marketing has emerged as a critical medium through which corporations communicate their sustainability initiatives and SDG contributions to stakeholders. Digital marketing practices such as social media communication, corporate websites, online sustainability reports, and digital storytelling have transformed traditional sustainability reporting into a more interactive and accessible process. This study examines the relationship between digital marketing practices and SDG reporting by corporations, emphasizing how digital platforms influence transparency, stakeholder engagement, and corporate accountability.

SDG reporting traditionally relied on annual sustainability or integrated reports that were often static, lengthy, and limited in reach. The adoption of digital marketing practices has enabled corporations to present SDG-related information in real time, using visual content, videos, infographics, and interactive dashboards. These practices enhance the visibility of SDG commitments and allow corporations to reach a broader and more diverse audience. Digital marketing also enables two-way communication, allowing stakeholders to respond, question, and engage with corporate sustainability narratives.

This study adopts a conceptual and analytical approach grounded in literature on digital marketing, corporate sustainability reporting, and stakeholder theory. It highlights how digital marketing practices contribute to improved disclosure quality, enhanced stakeholder trust, and

stronger corporate reputation. By integrating SDG reporting into digital marketing strategies, corporations can align sustainability communication with brand positioning and value creation.

However, the study also recognizes challenges associated with digital SDG reporting. The risk of selective disclosure, greenwashing, and symbolic communication is heightened in digital environments where promotional content often dominates. Without standardized frameworks and credible verification, digital SDG communication may prioritize image-building over substantive impact reporting.

The study contributes to sustainability reporting literature by emphasizing digital marketing as a strategic enabler of SDG communication rather than merely a promotional tool. It offers insights for corporate managers, sustainability professionals, and policymakers on leveraging digital marketing responsibly to enhance SDG transparency and accountability. Overall, the study concludes that digital marketing practices play a significant role in shaping how corporations report and communicate their SDG performance, influencing stakeholder perception and sustainable value creation.

**Keywords:** Digital marketing practices, SDG reporting, corporate sustainability, sustainability communication, stakeholder engagement, ESG disclosure, corporate accountability.

## **Introduction**

The adoption of the Sustainable Development Goals (SDGs) by the United Nations has reshaped the global sustainability agenda and influenced corporate strategies worldwide. Corporations are increasingly expected to contribute to sustainable development by integrating social, environmental, and economic considerations into their operations and reporting practices. As a result, SDG reporting has become an important mechanism through which corporations demonstrate their commitment to sustainability and communicate progress to stakeholders.

Corporate SDG reporting traditionally took the form of annual sustainability or integrated reports, often aligned with global reporting frameworks. While these reports provide structured information, they are frequently criticized for being complex, inaccessible, and limited in stakeholder engagement. The rise of digital technologies has fundamentally transformed

corporate communication, offering new opportunities for sustainability disclosure and engagement.

Digital marketing practices have become central to corporate communication strategies. Platforms such as corporate websites, social media, digital reports, and online campaigns allow organizations to disseminate information rapidly and interactively. For SDG reporting, digital marketing enables corporations to communicate sustainability initiatives more dynamically through storytelling, visual content, and real-time updates. This shift reflects a broader transition from static reporting to continuous sustainability communication.

Digital marketing also enhances stakeholder engagement by enabling dialogue rather than one-way disclosure. Investors, consumers, employees, and civil society organizations can interact with corporate SDG content, provide feedback, and participate in sustainability discussions. This interactive dimension strengthens transparency and accountability, which are essential for credible sustainability reporting.

However, the integration of digital marketing and SDG reporting also presents challenges. Digital platforms may encourage selective reporting, where corporations highlight positive sustainability achievements while downplaying negative impacts. The promotional nature of digital marketing raises concerns about greenwashing and superficial SDG alignment.

Understanding how digital marketing practices influence SDG reporting is therefore critical. This study aims to examine the role of digital marketing in shaping corporate SDG communication, focusing on transparency, stakeholder engagement, and reporting quality. By analyzing this relationship, the study contributes to understanding how corporations can leverage digital tools to enhance responsible and credible SDG reporting.

## **Literature Review**

The literature on corporate sustainability reporting emphasizes the growing importance of transparency and accountability in addressing environmental and social challenges. SDG reporting has emerged as a framework that allows corporations to align business activities with

global development priorities. Studies highlight that SDG reporting enhances corporate legitimacy, improves stakeholder trust, and supports long-term value creation.

Research on corporate communication indicates that sustainability reporting is no longer limited to formal annual disclosures. Digital transformation has expanded the scope of sustainability communication through online platforms. Digital marketing literature emphasizes the effectiveness of digital channels in reaching diverse stakeholders and enhancing message engagement through interactive and visual content.

Several studies explore the role of digital platforms in sustainability reporting, noting that corporate websites and social media are widely used to communicate environmental and social initiatives. Digital storytelling and visual disclosures are found to increase stakeholder understanding and emotional connection with sustainability issues. Social media, in particular, allows corporations to communicate SDG initiatives in real time and engage with stakeholders directly.

However, the literature also identifies risks associated with digital SDG communication. Greenwashing and symbolic sustainability practices are recurring concerns. Scholars argue that the promotional nature of digital marketing may encourage selective disclosure, where positive achievements are emphasized over comprehensive reporting. The lack of standardized digital reporting guidelines further complicates comparability and credibility.

Stakeholder theory provides a useful lens for understanding digital SDG reporting. Transparent and interactive communication strengthens stakeholder relationships and enhances corporate accountability. Conversely, inconsistent or misleading digital disclosures can erode trust.

Despite growing research interest, limited studies integrate **digital marketing practices** with **SDG reporting quality and outcomes**. Most studies examine sustainability reporting or digital marketing independently. This study addresses this gap by synthesizing insights from corporate sustainability, digital marketing, and stakeholder engagement literature to analyze how digital marketing practices influence SDG reporting by corporations.

## Research Gap

Corporate sustainability reporting and Sustainable Development Goal (SDG) disclosure have become integral components of responsible business practices. Existing literature extensively examines traditional sustainability reporting frameworks, environmental, social, and governance (ESG) disclosures, and integrated reporting mechanisms. At the same time, digital marketing research highlights the growing role of digital platforms in corporate communication and stakeholder engagement. However, despite these parallel developments, significant research gaps remain at the intersection of digital marketing practices and SDG reporting by corporations.

First, much of the existing research treats SDG reporting as a **formal compliance-driven activity**, focusing on annual sustainability reports and regulatory disclosure requirements. Limited attention has been given to **digital marketing practices as active communication tools** that shape how SDG information is framed, disseminated, and interpreted by stakeholders. This results in an incomplete understanding of SDG reporting as a continuous and interactive communication process.

Second, studies that examine digital sustainability communication often focus on branding, reputation management, or consumer perception, without explicitly linking these practices to **SDG-specific reporting quality, transparency, and accountability**. As a result, the contribution of digital marketing to substantive SDG reporting outcomes remains underexplored.

Third, concerns related to greenwashing and symbolic sustainability communication are frequently discussed in the literature, yet empirical studies examining how digital marketing practices influence the **credibility and reliability of SDG disclosures** are limited. The promotional nature of digital marketing raises questions about whether digital SDG communication enhances transparency or merely serves image-building objectives.

Fourth, existing studies often analyze digital channels such as social media, websites, or online reports in isolation. There is a lack of **integrated research models** that examine how multiple digital marketing practices collectively influence SDG reporting effectiveness and stakeholder engagement.

Finally, limited empirical research exists in the context of emerging economies, where digital adoption is rapidly increasing and corporate SDG reporting practices are evolving. This study addresses these gaps by empirically examining how digital marketing practices influence SDG reporting visibility, stakeholder engagement, and perceived transparency, thereby contributing to sustainability reporting and digital communication literature.

## **Research Methodology**

The present study adopts a **descriptive and analytical research design** to examine the relationship between digital marketing practices and SDG reporting by corporations. A **quantitative research approach** was employed to assess stakeholder perceptions regarding digital SDG communication and reporting effectiveness.

The target population comprised corporate stakeholders who regularly interact with corporate sustainability content through digital platforms. This included students, working professionals, investors, and sustainability-aware consumers. A sample size of **300 respondents** was selected using the **convenience sampling technique**, considering accessibility and time constraints. Respondents were drawn from urban and semi-urban regions with regular exposure to digital corporate communication.

Primary data were collected through a **structured online questionnaire**. The questionnaire was divided into two sections. The first section captured demographic information such as age, education, occupation, and frequency of digital media usage. The second section measured perceptions related to digital marketing practices and SDG reporting.

Key constructs included clarity of SDG communication, transparency of disclosures, frequency of digital SDG updates, credibility of sustainability information, and stakeholder engagement. Responses were measured using a **five-point Likert scale** ranging from “Strongly Disagree” to “Strongly Agree.”

The independent variable of the study is **digital marketing practices**, measured through indicators such as social media communication, website disclosures, digital storytelling, and online sustainability campaigns. The dependent variable is **SDG reporting effectiveness**,

measured in terms of perceived transparency, understanding, and trust. Stakeholder trust was also examined as a mediating variable.

Data analysis techniques included **descriptive statistics** to summarize respondent characteristics, **correlation analysis** to examine relationships between digital marketing practices and SDG reporting, and **regression analysis** to assess the impact of digital communication on reporting effectiveness. Ethical considerations such as informed consent, anonymity, voluntary participation, and confidentiality were strictly maintained.

### **Data Analysis and Results**

The data collected from 300 respondents were analyzed using descriptive and inferential statistical techniques to evaluate the impact of digital marketing practices on SDG reporting by corporations.

Descriptive analysis revealed that a majority of respondents regularly encounter corporate SDG-related content through digital platforms, particularly corporate websites and social media. Respondents reported moderate to high awareness of SDG initiatives communicated digitally, suggesting that digital marketing enhances SDG visibility. Mean scores for digital communication clarity and accessibility were above the neutral midpoint, indicating generally positive perceptions.

Correlation analysis showed a **positive and statistically significant relationship** between digital marketing practices and perceived SDG reporting effectiveness. Respondents who reported higher exposure to digital SDG communication demonstrated greater understanding of corporate sustainability initiatives. A strong positive correlation was also observed between transparency in digital communication and stakeholder trust.

Regression analysis was conducted to assess the predictive impact of digital marketing practices on SDG reporting effectiveness. The results indicated that digital marketing practices significantly predict reporting transparency and stakeholder engagement. Among the digital practices, **clarity of online disclosures** and **consistency of SDG messaging** emerged as the strongest predictors.

When trust was included as a mediating variable, the explanatory power of the regression model increased, confirming that trust plays a key role in translating digital communication into effective SDG reporting. Respondents expressed skepticism toward corporations that relied heavily on promotional content without providing measurable SDG outcomes.

Overall, the results confirm that digital marketing practices positively influence SDG reporting effectiveness when communication is transparent, consistent, and evidence-based

### **Findings and Discussion**

The findings of the study highlight the growing importance of digital marketing practices in shaping corporate SDG reporting. One of the key findings is that digital platforms significantly enhance the visibility and accessibility of SDG-related information. Compared to traditional reports, digital communication allows corporations to reach wider audiences and provide real-time sustainability updates.

The study also finds that **transparency and credibility** are critical determinants of effective digital SDG reporting. Stakeholders demonstrate higher trust and engagement when corporations provide clear explanations, measurable outcomes, and consistent messaging across digital channels. This supports stakeholder theory, which emphasizes transparency as essential for legitimacy and trust.

Another important finding is that digital marketing enables interactive stakeholder engagement. Social media and online platforms allow stakeholders to comment, question, and share SDG-related content, transforming reporting from a one-way disclosure to a two-way communication process. This interactive dimension enhances accountability and stakeholder involvement.

However, the discussion also highlights challenges related to greenwashing. Overly promotional digital SDG communication without substantive evidence leads to skepticism and reduced trust. This underscores the need for ethical and responsible digital marketing practices.

From a managerial perspective, the findings suggest that corporations should integrate digital marketing into their SDG reporting strategy rather than treating it as a supplementary activity.

Aligning digital communication with standardized reporting frameworks can enhance credibility and comparability.

Overall, the discussion confirms that digital marketing practices play a strategic role in improving SDG reporting effectiveness by enhancing transparency, trust, and stakeholder engagement when implemented responsibly.

## **Conclusion**

The present study examined the role of digital marketing practices in shaping Sustainable Development Goal (SDG) reporting by corporations, focusing on how digital platforms influence transparency, stakeholder engagement, and the overall effectiveness of sustainability communication. As corporations increasingly align their strategies with global sustainability agendas, SDG reporting has evolved from a compliance-oriented activity to a strategic communication process. This study confirms that digital marketing practices play a critical role in this transformation.

One of the key conclusions of the study is that digital marketing significantly enhances the **visibility and accessibility** of SDG reporting. Corporate websites, social media platforms, and digital campaigns enable organizations to disseminate SDG-related information beyond traditional annual reports, reaching a wider and more diverse group of stakeholders. Digital tools allow sustainability information to be presented in simplified, visual, and interactive formats, improving stakeholder understanding of complex sustainability issues.

The study also concludes that **transparency and credibility** are central to effective digital SDG reporting. Stakeholders respond positively when digital communication provides clear explanations of SDG priorities, measurable outcomes, and consistent messaging across platforms. Digital marketing practices that emphasize evidence-based disclosures and impact data strengthen trust and corporate legitimacy. Conversely, overly promotional or selective digital SDG communication increases skepticism and reinforces concerns related to greenwashing.

Another important conclusion is that digital marketing facilitates **two-way stakeholder engagement**, transforming SDG reporting from static disclosure into interactive dialogue. Social media and digital platforms allow stakeholders to comment, question, and share SDG-related content, increasing accountability and encouraging stakeholder participation in sustainability initiatives. This interactive dimension enhances corporate responsiveness and strengthens long-term stakeholder relationships.

The study further highlights that digital marketing practices must be strategically aligned with standardized sustainability reporting frameworks. While digital tools offer flexibility and creativity, the absence of structure may reduce comparability and reliability. Integrating digital marketing with established reporting principles can balance engagement with accountability.

Despite its contributions, the study acknowledges limitations such as reliance on perceptual data and a cross-sectional research design. Future research could adopt longitudinal approaches, explore sector-specific differences, and examine the role of emerging technologies such as artificial intelligence in digital SDG reporting.

Overall, the study concludes that digital marketing practices are powerful enablers of effective SDG reporting when used responsibly. By enhancing transparency, trust, and engagement, digital marketing supports corporations in communicating their sustainability commitments credibly and contributes meaningfully to sustainable development objectives aligned with the United Nations SDGs

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