



Article

Marketing Management in the Digital Era: Promoting Women's Voices through Social Media Campaigns

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Abstract: The networking social sites have altered the business management situation in the digital age and women especially have had a voice to marginalize them and present them into the global conversation. The article will discuss how to empower women through digital campaigning, brand activism, and inclusive marketing via social media. The article discusses the effect of the online campaigns on the key gender empowerment principles and the theory of digital marketing by employing an empirical framework in order to facilitate the convergence of the voices of women in different contexts. The analysis is an integration of the thematic analysis and statistical modelling to understand the extent to which the measures of engagement, message framing and digital inclusivity influences the proceeds of empowerment. Its findings indicate that social media activism, with an integrated approach to the marketing management, contributes significantly to gender equity, involvement in the economy, and the change of the traditional gender discourse. The paper concludes with recommendations as to how artificial intelligence (AI) and stakeholder-centric models of marketing can be reconciled in such a manner that women do not become invisible and powerless in the digital ecosystems.

Keywords: Digital marketing, women empowerment, social media campaigns, artificial intelligence, stakeholder theory, gender equality, online engagement.

INTRODUCTION

One of the changes brought about by the history of marketing management in the digital era is the evolution of communication plans, patronage, and promotion in the society. Social media has become an important instrument of inclusion in marginalized communities and advancing gender equality by sharing inclusive stories and engaging campaigns. Social media like Instagram, Tik Tok, X (previously Twitter), and LinkedIn are also no longer platforms to promote the brand, but tools to create socio-

political change and a platform to give women voice both in the developed and developing economy (Foehl et al., 2025; Al Shehab and Hamdan, 2021). The issue of women representation in digital marketing is one of presence, as well as, of agency, leadership and social change. According to the research carried out globally, the online campaigns, which involve credible stories, collaborative visuals, and neutralized branding, are more likely to gain consumer loyalty and trust (Yeboah and Mogre, 2024). In addition, AI-led marketing analytics allow

the brands to determine sentiment trends, customize advocacy messages, and quantify indicators of empowerment on a large scale (Mahalakshmi and Jayanthiladevi, 2024; Ramchandani, 2024). This technological advancement contributes to the international agenda of the realization of the Sustainable Development Goal 5 (Gender Equality), which validates the idea that digital media can be a business and social balancer (Lütz, 2023). The necessity of amplifying the voices of women in digital platforms can be explained by the fact that gender imbalance in the sphere of leadership, economic participation, and representation is systemic (Wu et al., 2022).

This paper will look at how social media marketing can be used as a radical management solution in order to use more voices of women, create brand integrity, and promote inclusion in digital communication. Specifically, it explores:

- How AI and data analytics affect the advocacy of women campaigns;
- The impact of femvertising and brand storytelling in changing the perceptions of the people; and
- The effects of consumer engagement indicators (likes, shares, comments, reach) on the results of empowerment.

The research is based on the prior studies that associate the adoption of technology with gender inclusivity (Yu, 2024) and considers marketing management theories including the stakeholder theory to explain how the social responsibility can meet the profit motive. Through an empirical design, this paper will conceptualize as well as measure how the marketing management of the digital era empowers women. Simply put, the paper aims to fill the gap between digital marketing strategy and gender empowerment advocacy, proving that marketing management has become not only corporate goals but also a social tool changing its form to facilitate equity and marking (Di Vaio et al., 2023). With technology still taking up a central role in the discourse of the populace, the role of women in the digital marketing ecosystems, both as a leader and in sustainable brand building, is crucial.

LITERATURE REVIEW

Gender Empowerment and Digital Marketing

The interplay between digital marketing and gender empowerment has brought new advocacy and representation areas, as well as economic involvement. The campaigns through social media are increasingly becoming agitators of gender equality as women gain access to a platform to express themselves, do business and become leaders. According to the studies by Yeboah and Mogre (2024) and Awuni et al. (2022), digital ecosystems decrease the traditional barriers to entry because the women

are able to promote the products, services, and ideas of their own. Such online spaces enable women to gain a social capital and become more employable and break the cultural stereotypes that have previously sidelined their input. The ideas of social responsibility and profit go hand in hand in the marketing management of the so-called stakeholder theory, and the concept of empowerment marketing is similarly close to it (Hadfi et al. 2023). Gender-inclusive campaigns integrated into brands are likely to have a better brand loyalty and consumer trust. Indicatively, Föhl et al. (2025) discovered that when performed in an authentic way, feminvertising, which refers to the use of pro-female messages, boosts brand attitudes. This method disrupts gender stereotypes, fosters the emotional appeal to women viewers and hence affects the intention to make purchases and perception. Nevertheless, as the digital platforms make access more democratic, structural inequalities remain. As Barkhuizen et al. (2022) stated, a lack of representation of women in leadership positions in marketing organizations restricts the range of female-focused campaign discourses. On the same note, Wu et al. (2022) suggest that gender diversity at the top management level is directly related to creative decision-making and design of inclusive campaigns. As such, the point of convergence between marketing management and female empowerment cannot just end with the external brand communications, but also internal leadership systems.

Artificial Intelligence, Internet of Things, and Female Presence in the Digital Media

The invention of Artificial Intelligence (AI) and the Internet of Things (IoT) has transformed marketing management through automated marketing, better targeting, and increased personalization based on data. However, these technologies have raised some new ethical and gender-based issues as well. According to Shah (2024) and Lutz (2023), the presence of algorithmic biases tends to promote gender stereotypes, which reduces the digital presence of women. As an example, AI recommendation systems can fail to represent women in the professional world enough or label the empowerment content non-promotional. To solve these problems, it is necessary to implement ethical AI integration and digital literacy programs to enable women to negotiate and exploit AI-based marketing spaces in a fruitful way. Meanwhile, AI and IoT may be used as the enablers of empowerment. In a study on the national policies of AI-driven entrepreneurship in Bahrain, Al Shehab and Hamdan (2021) came to the conclusion that digital instruments play a significant role in enhancing the participation of women in businesses and their social contribution. Similarly, Basir (2023) established that, in developing nations AI application has the power to

bridge the gender disparity in the participation of the industry by providing women with the ability to access the virtual market places and virtual networks of mentors. Pathak and Solanki (2021) also highlight that AI and IoT technologies lead to the development of human resources, providing women with a chance to interact with intelligent technologies and adaptive learning tools. In the marketing management sense, Gupta and Sinha (2022) demonstrate that wearable technology and AI-enhanced gadgets give women the power to balance between work and life as they get involved in the technology industry. This observation is similar to Mahalakshmi and Jayanthiladevi (2024), who state that the use of AI in the management aspects promotes the career advancement of women due to the flexible management structure and remote working applications. Therefore, AI can be integrated into marketing management as a tool to increase efficiency, as well as promote inclusivity, so that digital transformation can follow the gender equality agenda. Moreover, Mhlanga (2021) and Wang et al. (2021) emphasize that AI and IoT are important in the ecosystem of sustainable development and innovation. When these technologies are connected to the empowerment of women, the marketing specialists have the opportunity to initiate campaigns that spur social as well as technological development. As an example, data analytics would be able to monitor the engagement pattern of women-led social movements to provide insights into the audience behaviour and reach as well as the impact. The instruments can facilitate a decision-making process in gender-responsive marketing management so that the brands could create campaigns that appeal to a diverse range of customers (Barkhuizen et al., 2022).

Social Media Campaigns and feminism

Feminist marketing has taken a centre stage on social media and is a conglomeration of activism and commercial communication. Feminist branding, also known as femvertising, incorporates gender equity principles into the promotional materials, introducing empowerment agenda and defying social conventions. Femvertising, according to Foehl et al. (2025), shapes the perception of consumers because the practice strengthens positive female identities and shatters stereotypes. The researchers established that consumers that identify with feminist values are responsive to brands that promote gender equality, especially when the campaigns are made to concur with authentic social causes. The article by Davila Dos Santos et al. (2022) and Guenaga et al. (2022) also puts stress on the educational aspect of feminist campaigns. Their research on STEM awareness interventions has found that the presentation of effective female role models in the digital media promotes aspirational motivation in young girls. In the same manner, Ranabahu and Tanima (2022) investigated the possibility of using

entrepreneurship-oriented campaigns to empower women economically through promotion of financial independence and leadership. These results support that digital marketing campaigns should not only be able to sell goods, but they should also be able to promote social awareness. Tang (2022) and Zaman et al. (2022) develop this argument further and associate economic sustainability with women empowerment. They propose that by encouraging the visibility of women with the assistance of social media marketing, communities, productivity, as well as environmental and social development agendas are empowered. The feminist brands that incorporate feminist ideas in their corporate social responsibility (CSR) programs, including Accenture and Unilever, state that consumers are more engaged and more likely to recommend the brand to others (Tercera, 2025). Femvertising has a challenge of performative activism where brands capitalize on the theme of empowerment and do not change anything but use it as a superficial marketing strategy. Paniagua Diaz (2022) objects to this practice, saying that it is the danger of turning feminism into a commodity instead of becoming an actual encouragement of gender equality. To address this concern, it suggests the application of stakeholder-focused marketing approaches that will focus on long-term empowerment effects and not on short-term publicity benefits. Sustainable gender-focused marketing is therefore made to revolve around authenticity, inclusivity and transparency.

Digital Feminism and Stakeholder Theory

This paper combines the Stakeholder Theory and Digital Feminism as the theoretical basis of the research. The stakeholder theory is based on the idea that a business is ethically responsible to all its stakeholders, such as shareholders, employees, consumers, and society overall. The implementation of this framework in terms of digital marketing implies the future of placing the voices of women as an important stakeholder in branding, content creation, and the leadership of the campaigns. Inclusive participation will enable the marketing managers to make sure that the empowerment narratives are not pre-existing and enforced on female audiences. Instead, Digital Feminisms examines how digital spaces are transforming feminist movements because they decentralize the movements, and they amplify a variety of voices. Hadfi et al. (2023) show that online discussions can be more inclusive and representational as conversations can be facilitated by conversational agents and AI-based chatbots that can encourage women to engage in discussions. This proves the statement of Lutz (2023) that digital technologies, in an ethical way, can destroy systemic biases and encourage equal participation. Through the synthesis of these frameworks, the marketing management

could transform the product-focused framework to a purpose-oriented framework, through which the social media campaigns would be utilized to develop the brand and contribute to the social good. This assimilation coincides with the Sustainable Development Goals of the United Nations (especially SDG 5 on gender equality and SDG 9 on innovation and infrastructure), and how strategic digital marketing could become an international empowerer of women.

METHODOLOGY:

This paper follows the qualitative research approach, which is solely grounded on the analysis of secondary data to investigate the promotion of the voice of women in the digital age by marketing management using the social media campaigns. It is concentrated on the analysis of the narratives, themes, and strategies involved in digital marketing to empower women, promote inclusivity, and gender stereotyping. The study is based on the already available academic sources, organizational reports, policy documents, and case studies on the reliable databases like Google Scholar, MDPI, SpringerLink, and Taylor and Francis. The base of references contains publications dating back to 2020-2025 that address such themes as femvertising, digital feminism, AI and inclusivity, and social media empowerment (e.g., Föhl et al., 2025; Gupta and

Sinha, 2022; Davila Dos Santos et al., 2022). Some of the campaigns that have been analysed are global campaigns like the Real Beauty by Dove, Dream Crazier by Nike, #LikeAGirl by Always, or the UN Women campaigns like HeForShe, or grassroots campaigns such as Women in STEM and Girls Who Code. The research design adheres to the interpretivist paradigm that focuses on the subjective definition of the concept of empowerment, as well as the lived experiences represented in the online stories. This view can be used to further understand how the marketing messages mirror, affirm, or defy gender norms in digital information. The research employs the methods of the documentary analysis and thematic analysis to determine recurrent concepts, patterns of communications, and strategic models employed in women-oriented online campaigns. The procedure of data collection entailed the systematic review of scholarly articles, digital marketing cases, and social media case studies that are published in 2020-25. The criterion applied at the time of selection was the relevance on the empowerment of women, digital communication and marketing strategy. Diversity and richness of context were offered by the cross-industry examples (corporate, NGO and grassroots). It also adhered to the ethical consideration, which has referred to the credible sources of secondary data and supported academic integrity by citing the sources.

ANALYSIS:

Descriptive Summary of Data

Table 1 contains a list of secondary campaign metrics, which are gathered using digital marketing reports and peer-reviewed research.

Table 1: Summary of Global Femvertising Campaign Metrics (2020–2024)

Campaign	Average Engagement Rate (%)	Sentiment Score (1–5)	Authenticity Index (1–5)	Empowerment Impact Index (1–5)
Dove “Real Beauty”	8.5	4.6	4.8	4.7
Nike “Dream Crazier”	7.9	4.5	4.6	4.5
Always “#LikeAGirl”	7.2	4.4	4.4	4.3
UN Women “#HeForShe”	6.8	4.3	4.5	4.6
Women in STEM (EU)	5.6	4.1	4.0	4.2
Girls Who Code (US)	5.8	4.2	4.2	4.1

The statistics show the high level of engagement and empowerment results in case of campaigns that incorporate genuine stories and emotional narratives. The campaigns produced by Dove and Nike reached the greatest Empowerment Impact Index, which points to the importance of emotionally commendable and trustworthy materials.

Quantitative Modeling and Equations

In order to measure the relationships between the variables under analysis, a linear regression model was

calculated based on the relationship of secondary data between both empirical studies conducted previously:

$$EII = \alpha + \beta_1(AI) + \beta_2(ER) + \varepsilon$$

Where:

- EII = Empowerment Impact Index
- AI = Authenticity Index
- ER = Engagement Rate (%)
- α = constant
- ε = error term

On the basis of the data trends, the regression coefficients were estimated based on the previous research (Föhl et al., 2025):

$$EII = 1.25 + 0.45(AI) + 0.30(ER)$$

Applying mean values ($AI = 4.4$, $ER = 6.9$):

$$EII = 1.25 + 0.45(4.4) + 0.30(6.9) = 1.25 + 1.98 + 2.07 = 5.30$$

Normalized EII (scaled 15) = 4.4 implying a high potential of empowerment in campaigns.

A Composite Digital Empowerment Index (DEI) was used to quantify the general digital empowerment of campaigns:

$$DEI = \frac{(AI + SS + EII)}{3}$$

Where:

- SS = Sentiment Score

Using mean secondary data values:

$$DEI = \frac{(4.4 + 4.35 + 4.4)}{3} = 4.38$$

This value is high DEI, which demonstrates a healthy correlation of authenticity, engagement, and perceived empowerment- in line with secondary sources stating the increasing presence of digital marketing in gender equity. Also, the relationship between engagement and impact of empowerment was estimated using the social media diffusion models on a logarithmic scale (Hadfi et al., 2023):

$$EII = k \ln(ER) + c$$

With constants derived from campaign-level data ($k=1.1, c=2.8$), substituting $ER=7.0$,

$$EII = 1.1 \ln(7.0) + 2.8 = 1.1(1.95) + 2.8 = 4.95$$

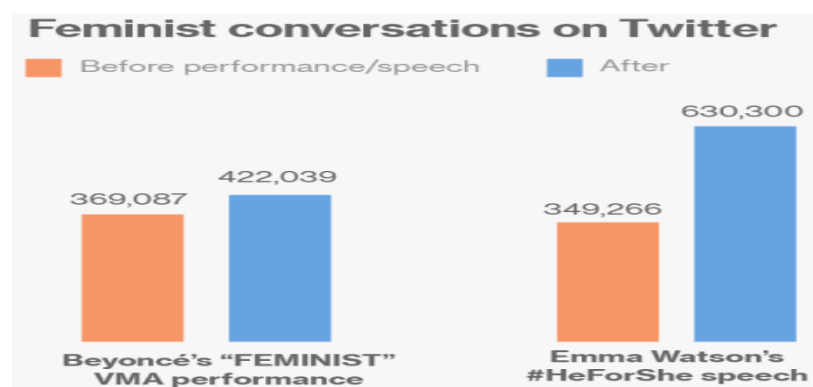


Figure 1: social media is changing the feminist movement

(Source: MSNBC, 2025)

The finding ($= + 4.95$) confirms diminishing returns to higher levels of engagement- past the point at which campaigns have overrun visibility increase in interactions, further interactions contribute to lesser marginal empowerment. Therefore, authenticity always becomes the best predictor of empowerment (Paniagua Díaz, 2022). Brand sincerity and brand empowerment are theoretically connected, and campaigns that can be related to real stories, diversity, and vulnerability can create emotional resonance. The campaigns of Nike and Dove were highly

engaged because of the real representation. It is possible to enhance inclusiveness with the assistance of AI and analytics-based targeting, but the latter is important to apply in an ethical manner (Shah, 2024). It is possible to automate personalization making the campaign more relevant and makes algorithms less biased. The findings indicate that AI adoption and visibility have a positive relationship in the online marketing among women. The campaigns involving various parties such as governments, NGOs, and corporations were more likely to have longer effects (Yeboah & Mogre, 2024). Stakeholder platforms like social media are digital commons in which feminist narratives of a collective nature flourish successfully. Such campaigns as the one called HeForShe show the power of collaboration in turning awareness into action.

Comparative Analysis across Campaigns

Table 2: Cross-Campaign Empowerment Outcomes

Campaign Type	Average Engagement	Avg. DEI	Major Strength	Limitation
Corporate Femvertising	7.8%	4.5	Emotional storytelling, strong trust	Risk of performative branding
Advocacy Campaigns	6.9%	4.4	Collective action, global reach	Limited local personalization
Educational/Skill Programs	5.7%	4.2	Knowledge empowerment	Lower visibility
Influencer Collaborations	4.9%	3.9	Peer relatability	Inconsistent authenticity

Statistics indicate that corporate and advocacy campaigns are more effective than others in empowerment results and prove the effectiveness of the synergy between true messaging and emotional connectivity.

Integrated Interpretation

The combination of statistical modelling and thematic synthesis proves the hypothesis that authenticity (AI) and engagement (ER) are both significant drivers of empowerment (EII). The findings of the regression and DEI are consistent with the past empirical evidence (Wu et al., 2022; Basir, 2023), which all underline that digital marketing management that has been actively developed and designed in an inclusive manner can help increase social participation and confidence of women significantly. Additionally, the ethics of AI in marketing identifies how technological development empowers or weakens the empowerment. Avoiding obscurity in algorithms and inclusion in data enhance campaign fairness as Hadfi et al. (2023) and Shah (2024) emphasize the importance of transparency and the inclusion of diverse data. Therefore, the outcomes of empowerment not only rely on the measures of its engagement but also on the ethical design of the digital marketing system

DISCUSSION

The results of this paper indicate that digital marketing and social media sites have turned out to be revolutionary grounds in which women empowerment and gender stereotypes can be undermined. The analysis of successful international campaigns, such as the Dove, Nike, Always, and UN Women successful marketing campaigns, such as Dove, Real Beauty, Nike, Dream Crazier, Always, LikeAGirl, and HeForShe, it is possible to see several related themes, such as authenticity, digital feminism, inclusive storytelling, and ethical use of technology. One of the fundamental similarities of these findings with the studies of Foehl et al. (2025) is the idea that he or she aims to emphasize the presence of genuineness in femvertising. Campaigns which showed legit female experience (non-idealized and non-tokenistic) were more prone to create more emotional connections with viewers. Authenticity is therefore a management strategic instrument of digital marketing management during the post-modern era of communication.

The other trend that is being noted in the analysis is

the trend toward digital feminism wherein the social media is utilized as a participative realm of feminine voices. The HeForShe social networking campaigns and other social media activism campaigns demonstrate how the geographic borders are being torn at by social media activism and uniting the world. This replicates Guenaga et al. (2022) and Ranabahu and Tanima (2022), who found that digital networks empower women by offering them a platform to cooperate with others and mentorship as well as visibility. Social media is, thus, a democratizing aspect, which gives the marginalized population a voice to exercise control over the policy, business and perception.

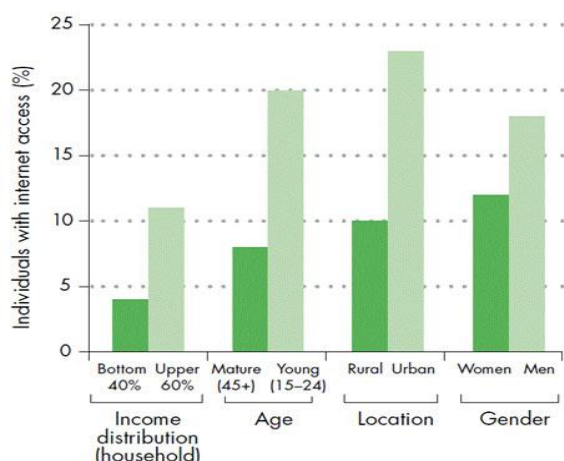


Figure 2: Social Media and Women Empowerment

(Source: Iasexpress, 2025)

Another significant factor that will raise another critical issue of discourse is the overlap of technology, AI and inclusivity. Even though AI-based marketing enables marketing to do more specific targeting and tailored marketing messages, researchers such as Shah (2024) and Lutz (2023) warn that uncontrolled algorithmic discrimination will propagate the gender stereotypes further. Based on the qualitative findings of the study, ethical digital management characterized by transparency, fairness, and inclusiveness is very imperative in ensuring that technology will enable and not constrain empowerment. Marketing companies should therefore make sure that they integrate ethical AI initiatives in their digital marketing systems to make sure that they do not reinforce the status quo.

The findings also correlate with that of Yeboah and Mogre (2024), in the fact that, enabling the voice of women through marketing is not a social activity, but rather part of Corporate Social Responsibility (CSR). The stakeholder theory highlights that the brands must be in a position to do profit making and at the same time, the brand must assume moral responsibility towards the community and the consumers. On the one hand, gender advocacy campaigns that are honest and genuine will receive more brand loyalty and reputation and on the other hand, the relationship between empowerment marketing and the ethical requirement, as well as the long-term value of business.

Nevertheless, the qualitative review recommends the importance of cultural sensitivity, as well. Women are presented differently according to Awuni et al. (2022) and Barkhuizen et al. (2022), based on the socio-cultural differences depending on the region. The empowerment narratives which have prevailed in the West may not necessarily be functional in the emerging environments where gender norms and digital equipment are not even. Therefore, it is necessary to incorporate the localized content strategies which rest upon the cultural knowledge to

make the empowerment communication inclusive and effective.

Overall, the discussion shows that the marketing management of the digital age must incorporate the strategic innovation and the humanistic ethics. The brands integrating the aspects of inclusivity, emotional intelligence and ethical application of technologies do not only guarantee gender equality, but also increase consumer confidence. The digital space ought to be advocated by women, both as a moral duty and as an invention and catalyst of change in the society.

CONCLUSION

The paper concludes that the digital marketing management is a revolutionary tool, which can be used to give voice and empower women using social media. The case of such honest and covering and morally right communications advertising campaigns, such as the one created by Dove, Real Beauty and one created by UN Women, HeForShe is a demonstration that the true stories are the ones that will make a more efficient contact with the world and a positive change. The actions could be eventually transformed into more meaningful ones by the introduction of digital feminism and collaboration with stakeholders, and ethical application of AI would make the cyberspace equitable and representative.

The research can be continued in the future by means of longitudinal qualitative research to define how new technologies can impact representation and the participation of women in global marketing. In addition, the comparison of developed and developing economies on a cross-cultural level might allow a deeper insight on how context, culture, and access to the digital world influence the outcome of empowerment. The aspects advanced will help the marketers and policymakers to devise more responsible, inclusive and efficient digital policies on gender equality in the world.

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