

## **EXPLORING THE APPLICATION OF SERVICE-DOMINANT LOGIC (S-D LOGIC) TO DIGITAL MARKETING COMMUNICATION ACTIVITIES: A POSTMODERN MARKETING PERSPECTIVE**

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The service-dominant logic (S-D logic) paradigm promotes a unified approach to market offerings by focusing on the perspective of service, common to both traditionally defined goods and services offerings. After 10 years and through an open-source approach of inviting inputs from marketing scholars S-D logic's pioneers, Vargo and Lusch, published an article in December 2015 delineating the 10 fundamental premises of S-D more crisply and adding a new fundamental premise, which focuses on co-creation. This opened the opportunity to conceptually explore the application of S-D logic to digital marketing communication within a postmodern marketing context. The increasing presence and usefulness of digital media to engage stakeholders warrants contemplations towards more effective digital media marketing communication solutions. Based on the 11 S-D logic foundational premises the proposed applications centres on the capabilities of digital media as communication enablers within an Institutional Theory paradigm. The conceptual exploration suggests that the S-D logic may offer a pertinent frame of reference to derive more value from digital marketing communication opportunities.