

Impact of Digital Marketing on Small Business

Dr. Pradip Kumar Das

J. K. College, Purulia, India (Ex.), S. K. B. University, Purulia, India

Abstract: With mounting blossoming in technology, use of digital marketing is also flowering. Marketers are weathering added dilemma each day with opposing breeds of hopes in this digital epoch. Digital marketing actuates electronic media to cultivate products or services into market. It also induces customers and permits them to collaborate with brand through digital media. Small businesses are crucial in modern world and are recognized as one of the clue givers to economic development. The paper studies impact of digital marketing on performance of small business and assays current social media methods, environment, and essentially clinches the approach to address the potential audience. The paper also strives to savvy the tenets topical small businesses adopt and to assay their are progress or otherwise practicing web-marketing. On grasping that the target audience is budding with avant-garde swings, the paper makes an attempt about whether or not current e-marketing impresses as many customers as feasible. The paper also endeavors to fathom the goldenest and appealing approach for the target market.

Keywords: Customers, Small business, Digital marketing, Impact, Social media.

INTRODUCTION

Liberalism with societal leap has swapped marketing practices from traditional practices to digital marketing. Mushrooming of Web-based platforms has profoundly altered the nature of humanity, environments and reciprocity. People have become social butterfly and also the exercise of digital marketing has become bull's eye of typical chores of generality. Digital marketing backs a marketer to stretch their products for customers via different perceptions like E-Mail Marketing, Social Media, Websites, E-Commerce, blog, Face book, shopping cart, etc. Organizational cause has refreshed social cause as businesses delve for engaging with their audience via online platforms. Consequently, adoption of digitalization has fervent connotation for mechanisms of markets to advocate the reformation of business model and the grit of operating results. Thus, marketing executives are focusing more in their strategic decision in collecting genuine information about customers, products, marketplace and overall environment. Exodus of the corporeality to the virtual world consorts people together from far and near. Small businesses (SB) are recognized as one of the key contributors to economic development. In the current digital era of 21st century, SB must realize the notoriety of digital marketing to breathe in the cut-throat star and to abut their patrons. Most of micro and SB experience that social media is an august marketing techniques. They are rat on the efficacy of forum for alluring mod customers and deploying current workplan. Because of the importance of SB in the economy as observed by Wolf, (2001) and Matthews, (2007) and the fact that SB have lately launched maneuvering digital device in their marketing operations (Tarute &

Gatautis, 2014), this study explores the impact of honoring digital marketing on SB accomplishment by viewing rationales to associate in the pursuit.

REVIEW OF LITERATURE

Digital marketing achieves marketing objectives through executing digital technologies (Chaffey. *et al.*, 2009). Digital marketing helps marketing activities to brighten customers knowledge by equating their necessities (Chaffey, 2013). Managers should be absolutely conscious of employing the outreach strategies to absorb the customers and enhancing their experience (Mangold, 2009). Blogs as a tool for digital marketing have impressive impact for augmenting turnover unwontedly where customers can criticize about exclusive observations. For businesses, online reviews have performed appropriately as segment of their broad marketing strategy (Zhang and Dhaliwal, 2013). Web experiences affect temperament of consumers and enhance their online shopping determination (Cetină, Cristiana, Rădulescu, 2012). Internet is the most persuasive device for businesses (Yannopoulos, 2011). Mulhern, (2015) proclaimed that digitalization transforms marketing communication into extensive diverse set of tactics for associating consumers and brands. Digitalization incorporates digital technologies into daily life indicating computerized systems and jobs for further access (Mahaldar & Bhadra, 2015). Quigley and Burke, (2013) depicted how small and medium-sized enterprises (SMEs) embellish its modi operandi by utilizing new technology for broadcasting to target audience without exceptionally price increase. Tiago and Verissimo, (2014) observed that augmentation of online social networks is one of

the biggest evolutions in humankind. Tiago and Verissimo, (2014) delineated that digitalization proffers firms numerous benefits including efficiency, convenience, participative information, wide spectrum of products, sport-tiedje, cost-saving and product heterogeneity. They too accentuated that firms need readdress their marketing strategies entering digitalization era following behavioral changes. Marimuthu. *et al.*, (2012) probed that the application of internet varying across marketing are prone to impact the business performance of Malaysian SMEs. Steinfield, LaRose Chew and Tong, (2012) suggested in their study that ICT acceptances have advantages for the region's social capital and prosperity of business; available resources except unawareness and training do not prevent technology acceptance. Tarutė and Gatautis (2014)'s analysis concerning literature on potential effects of ICT on SMEs performance substantiated that ICT impacts on further dissemination and it is important to accommodate ICT investments with self-confidence and organizational modalities for the exemplary yields. Budden. *et al.*, (2011) and Kumar. *et al.*, (2010) asserted that individuals could share knowledge, entertain one another and advance conversation from exotic cultures for digital dimensions. A prosperous entrepreneur should afford to triumph of SB and other employees applying digital marketing (Nair and Rao, 2016). Information technology, (IT) acceptance employing identical SB contexts (i.e.<50 employees) found that skimpy IT acceptance rate and high tempo of business setbacks for SB can be imputed to frailty in organization, internal resources, external consultants, supplier-customer relations (Nguyen. *et al.*, 2015). Marketers accessibility to consumers interaction makes communication better to them in co-developing communication procedures (Bacile. *et al.*, 2014). High-tech is not fundamentally disincentive to digital marketing in knowing to use locale and to exploit them (Lacka and Chong, 2016; Michaelidou. *et al.*, 2011). As the amount spent on digital marketing accelerates and is beseeemed to outstrip traditional communication mediums (eMarketer, 2016), it becomes bitterly critical to explore post-adoption disposition towards digital technologies. Technology receptivity affects individual's propensity to use new technologies through impetus and deterrence (Parasuraman and Colby, 2015). Digital marketing is a novel vision to marketing, comprehensively traditional marketing fostered by digital elements (Järvinen, 2012). Yasmin, Tasneem and Fatema,

(2015) opined that digital marketing is one type of marketing broadly used to cultivate products and services and to grasp consumers. Patrutiu-Baltes (2016) validated that digitization brings modified marketing devices like social network, Blogs, Webinars, web challenges, etc. Marketers conforming digitalization in their marketing exercise online paths to absorb users on third-party sites to view business locale or to purchase through traditional channels (Chaffey. *et al.*, 2009; 675). Digital marketing embraces sms, mobile apps, audiocasts, web board, digital television, radio channels, etc. (SAS, 2016).

Objective of the Study

Materiality of digital marketing in supporting business pertinence and landing cutthroats is asserted. However, many SB are deliberate in adopting digitalization and though accepting are partially inactive to encourage their marketing prosecutions. The reason behind this scenario is flawed understanding about digital marketing or paucity of financial estimate. Thus, the study aims at achieving the following objectives:

- i) to study impact of digital marketing on SB.
- ii) to study whether digital marketing really helps SB achieve their target customers.
- iii) to understand how effectively digital marketing tool can be applied to succeed SB.
- iv) to discern disparate types of social media espoused by SB for marketing.

RESEARCH QUESTIONS

Considering the changes and developments originating in market conforming to the digitalization era, this paper addresses the following research questions:

1. What are the chief digital marketing tools SB reshape in their marketing process? And what are the motives behind their relevancy?
2. What are the impacts of adopting digital marketing on SB performance?
3. What are the factors behind preferring digital marketing by SB?

MATERIALS AND METHODS

The study is descriptive in nature and conducted by variety literatures apropos of digitalization and SB. Descriptive research has been preferred for developing better profundity of knowledge. Thus, this study purely adopts secondary data collection strategy, and considers variety of secondary sources accessed through internet and academic databases viz. literature reviews, empirical studies, website, books, journals, reports, periodicals, conference papers, working paper, CSR activity

reports, internal newsletters, etc. Secondary data have been analyzed for preparing this extensive paper. The work is designed for a cross-section of those for making the issue easily understandable and organized into several sections. The inherent limitation of the study is that as the study is based on published data and information, and this secondary sources may be lacking in authenticity, the result inferred there from may not be completely reliable.

RESULTS AND DISCUSSIONS

Importance of Digital Marketing on SB

Digital marketing plays a leading role in the flowering of SB. Digital marketing swings audience into consumers and draws in money by selling their products or services. Consequently, impact of digital marketing on startup and SB success is indubitable. By deploying assorted customers through discrete approaches, SB conveying eloquent intelligence may encounter in social web.

Early Recognition: Recognition is the most important factor for a business to run. WhatsApp is marketed as the first ever application without username and password keeping only mobile number as priority. Every business has the capability to gain audience and it depends on approaching.

Affordable Digital Marketing: Initially a business requires investment and risk. Marketing is crucial for achieving ROI (Return of Investment). Traditional marketing requires much money and fails to assure purchasing products. With digital marketing, pricing is an advantage. Depending on demand, marketing can be done against target audience.

Expedient Interoperability: Observing products in website, customers desire to grasp more about products. There are many peripherals available for connecting customers with owners. Customers directly discuss about their doubts and seek clarification.

Healthy Competition: Marketing must be held to hold top in competition. People prefer quality to price. If SB prove their stature with quality products at low prices, people buy products. For outperforming, only low pricing is not always helpful and may result in losses. Delivering products with high quality and quick response for customer's problems nurture a business in contest.

Added Transformation Rate: Marketing requires elegant. Initial phase increases leads and gains popularity among audience. The next phase is cogent where leads are reformed to clients. Creative ads attract audience. Compared to traditional marketing, transformation rate to customers is high in digital marketing.

Developing Business Shortly: In-time delivery of products and services help business develop shortly. Analyzing the headway, one can remodel strategies for worth yield. These ventures further develop customers and thus hike revenue. With less investment in digital marketing, it is easy to establish to continue or discontinue business to prevent loss.

Immense Revenue: Traditional marketing targets less audience with defined profits. But with digital marketing, people everywhere are customers. A dexterous idea breeds more money. For shipping to other countries too, consumers compensate only shipping charges.

Establishing digital marketing budget is difficult because most companies do not set budget until they are broad enough to afford. Truth is that most customers make their budgets built on their subjective assessments of marketing value with little confidence.

Approach

Sprouting a business in booming competition is not a cinch. Therefore, one needs to optimize market, create e-business, perpetuate brand perception and communicate with customers. These are possible by employing novel digital marketing mechanisms.

Equitabilities: Digital marketing offer equal treatments to everyone. Any startup with minimal funds can employ digital marketing tactics and explore new realms of growth. SB can compete with stable businesses by designing effective marketing strategies and absorbing potential clients to enlighten customers.

Cost-Efficient Contract: Digital marketing is less capital-intensive. In this digital world, digital solution is enormously productive for startup business. Digital marketing tools like Google Ad Sense demand less advertising cost as against traditional newspapers and television ads. It is pivotal for every SB owner to prefer digital advertising for cost-reduction.

Heavy but Economical Transition: Digital marketing for SB asserts higher conversion rate

without investing big capital. Techniques like SEO, social media advertising, etc. assist connecting the absolute potential of business. SB should endeavor to appear with futuristic marketing strategies to strengthen conversion and optimize profits.

Contemplating Mobile Devices: Digital marketing helps SB create mobile-friendly websites and mark their prospective audience. Upswing of business needs fabricating mobile reactive website and social media existence.

Favorable SB Kits: Sales force SB growth kit. There might be many twists and turns against growth. SB buoyant growth is imperative for a thriving economy. Community also proliferates from robust SB. This strong impact of digital marketing keeps rising in future.

Escalated Revenue: Higher conversion rates begets increased revenue. Rush traffic on website and valued customer intensify revenues. Revenue thus generated can be swelled by executing right strategies. Digital marketing dexterity needs be modernized.

Strategies

Affiliate Marketing: Affiliate marketing assists a company or an individual promote products and services of other company. Certain spirits of affiliate marketing involve freelancers producing their own SEO operations for more sales of products. Affiliate marketing having own sales team, typically small commissions one pays seem tiny against the revenue these extra conversions produce.

Upswing Hacking: Upswing hacking method involves traditional digital marketing like SEO, pay-per-click, WWW marketing and implementing them creatively. This invites new customers. Although there is much coincidental between digital marketing and growth hacking, the latter utilizes numerous probing methodology to discern the best approach to bizdev.

Social Media Marketing: Social media marketing is a technique applied to market products and services. This is beneficial when target audiences are plentiful. Conveying consumers via social forum like Face book, Instagram, LinkedIn, TikTok, etc. attracts them to visit website and makes verily impressive strategy. With social media marketing, one can boost brand awareness, improve fidelity and build confidence.

SEO: Search engine optimization (SEO) is much efficacious because it helps business identify customers, procreate pilots and develops supreme pragmatic website. Permission to optimize website's landing pages boosts perceptibility in searching outcome. SEO also helps shape happy planning and broaden brand visibility.

Lead Generation: Lead generation is a successful strategy to capture potential customers. Hewing a precise answer highlighting store's willingness attracts more visitors. Lead generation develops customers by enhancing web page optimization, customer experience, search refresh and mobile-chum.

Content Marketing: Content marketing is a functional practice for creating apposite information about business. This method includes email marketing, blogging, etc. Across microblog, YouTube videos, sketch, audiocasts, etc., the channels help establishment as the best in industry.

Google Ad words: Google Ad words is one type of digital marketing road. Google provides ad quality score i.e. CTR (Click through Rate), relevancy and traffic on the webpage of Ad. These quality score factors reduce bid costs by better scores. Ad words as a palpably synergic mode is blent with yield maximum strategy. However, reality is that companies hardly use optimal operation. Backed by research-driven methods generating campaign with a supreme ROI has explicit opportunity.

Google My Business: Google My Business (GMB) is the most macho technique to manage local firm. All GMB forums on Google are merged in one place including page Google+ profile for Google Maps, Google reviews, data access from Google Analytics, Google Insights, etc.

Factors behind Preferring Digital Marketing

Most customers applying digital marketing augment brand identity in spreading awareness. With an approach that outstrips competition, achieving a flourishing small business is neighboring.

Boost Transformation: Every business promises covets to escalate its conversion rates at minimum. A carefully digital marketing strategy for particular product and customer generates top-notch ROI. Besides, long-term digital marketing strategies help business climb ranking page and overtake competition.

Soar Revenue: Contriving to augment revenue is crowning glory for every SB. This becomes challenging without digital marketing. High-tech marketing like micro-expert marketing, visual drives and sufficient mobile-responsive factors convince customers to heed to SB.

Economical Marketing: Many SB having no large amount of disposable cash to permeate a marketing campaign typically obviate large-scale advertising via traditional routes like television, newspapers, radio, etc. However, digital marketing provides cost-effective substitute that brings superior outcomes sine die.

Ideal Customers: Digital marketing services help SB reform ideal customers with optimal strategy. This relegates from a bird's-eye perspective of their main ethnicity like age, sex, locale, conducts, etc. while demonstrating euphoria approach captures them. Judicious connotation ensures customers cream business. Email marketing strategies mark customers individually. This creates personal interactions which are more objective-driven.

Equity: Digital marketing is one of the best means to promote SB because it contemplates sly management can convince its target market with proper fusion of strategies. These strategies are significant for inflating where it is salient.

Consumer Trends: With evolving global, consumer attitude is dynamic. Keeping upright with modern digital marketing tactics elicits shadowing behavioral changes. A transparent message explaining usage of customer data to market products and services helps alleviate any concerns.

Big Involvement: With digital marketing, consumers are more involved in various activities. They visit website, collect information and then purchase products or services online.

Extant Purchase: With traditional marketing, customers first observe advertisement and then visit store to purchase items. But with digital marketing, customers purchase these immediately.

Brand Awareness: Digital marketing is the most reliable method to magnify brand awareness. Using digital marketing, one affirms customers unearth the causes of brand difference. SB should address bringing the maximum beats on all marketing podiums. More people start connecting

with brand. Digital marketing is a maiden for SB with wider replication of internet.

Light Symbolism: Since many organizations attempt to progress their products or services employing digital marketing, it becomes more worthwhile to customers to compare these informally. Customers need not visit numerous retailers to acquire knowledge about their products or services.

Explicit Data: Through digital marketing, consumers receive explicit information about products or services. There is poor possibility of distortion. However, digital supplies authentic exhaustive information to customers.

Ostensive Rate: Business displays prices of products or services through digital marketing platforms and thus makes prices transparent to customers.

Interaction: Digital marketing offers opportunities to interact with others about product or services. Thus, customers easily exchange and collect information about them.

24/7 Shopping: Since internet is available around the clock, customers can buy products online always.

Negative Impact

Few old entrepreneurs trust on traditional customs. Less man power in digital marketing affects unemployment.

All online marketing have impact on workers on shop/showroom.

Few businesses making finsta do not render specific customer-service.

Most of the shopkeepers having insufficient knowledge for particular service never exercise digital marketing.

Research Gap

Social media site is a key factor in affirming fruition of digital marketing. Potency of digital marketing allying multiple businesses can be analyzed. Further study can be undertaken to collate digital marketing techniques as to several businesses.

CONCLUSION

Digital marketing has freed door of prosperity to **SB**. Consumers are searching more on technology to find the plethora from sellers as against traditional methods. More perceiving social networking sites, more likely are willing to shop on social networks (Cha, 2009). Wide range of

consumers utilizing social networks intimates connecting the most target markets. Shankar. *et al.*, (2011) also evidenced in their study more reliance of shoppers on social media for marketing decisions. Digital marketing really benefits SB having awareness of hi-tech. Mangold and Faulds, (2009) recommended social media as a module of an organization's marketing strategy. Awareness provides consumers in-depth knowledge to the factors to create pleasure about brand. Chu, (2011) opined that Facebook group members maintain favorable attitude towards social media. SB can compete with big businesses equally at minimized cost (F. Palumbo and P. Herbig, 1998).

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