

DIGITAL MARKETING IMPACT ON SMALL AND MEDIUM ENTERPRISES

THEORETICAL FRAMEWORK AND RESEARCH

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Abstract:

In this modern world marketing are playing big role of business entity. This marketing is very challenge for small and medium business concerns now a day. Small and medium-sized enterprises, characterized by fewer resources than large firms, can benefits from many advantages that social media marketing provides. Traditional marketing involves social Medias and cost wise also it become differ. So the growth of these concerns is very challengeable one. In digital marketing has provided small and medium entity a platform to create awareness to consumer on they offer given for these SMEs. This research refers to the significance of indulgent the Digital marketing put into practise of SME venture in the setting of their promoting undertakings improvement. This object survey writing, and recommends a theoretical perfect to director learning in see the sights of these actions. The suggested ideal can similarly support SMEs are rising, filtering disconnected and on-line marketing observes.

The objective of study impacts the Digital marketing on growth of SMEs. The descriptive of studying in this cross-sectional research design analysis of SMEs at the same time.

Keywords-SME marketing, Digital Marketing.

Introduction:**SMEs:**

Small and medium dimensions enterprises (SMEs) or SM-sized businesses (SMBs) are businesses whose personnel numbers fall below limits. SMEs range giant corporations by a large margin and additionally use more folks.

Small and medium sized enterprises are the most important sector of a nation's economy. They provide and make jobs, especially during times of recession; they are a source of innovation and entrepreneurial spirit; they harness individual creative effort; and they create competition and are the seed bed for businesses of the long run. In short little and medium-sized corporations a vitally vital for a healthy dynamic market economic.

Consequently SMEs in developed countries are turning increasingly to innovation as a source of competitive advantage in order to protect their home market and participate in expanding foreign markets. Innovation can lead to development of products and services that competitors cannot imitate and for which customers will pay a premium price. Firstly appraisal and close examination of the literature on SME selling.

Digital marketing:

The major components of digital marketing are: Internet Marketing – Website, SEM (search engine marketing – includes SEO and Pay per click advertising), smartphones, mobile markets (i.e. Google Play, Apple Store), email, online banner advertising and Social Media.

The best Digital marketing campaigns explore how business and agencies, large and small have harnessed social media, blogs, video, and email, mobile and search to boost their brand and attract customers.

Digital mercantilism is that the mercantilism of product or services victimization digital technologies, in the main on the net, however additionally together with mobile phones, shows advertising, and the other digital medium. Digital selling channels are systems supported the net which will produce, accelerate, and transmit product value from producer to the terminal consumer by digital networks.

Objectives of the study:

The objective of the study was to determine the impact of digital marketing on sales growth of SMEs in Chennai.

1. Assess the impact of Digital Marketing on the sales of SME's
2. A study about Digital Marketing role of SME's

Methodology:

The research methodology provides the conceptual frame work on which data analysis will be done. Based on the literature review and background understanding of this research a conceptual framework is designed. Digital marketing is used in every stage of customer building. The stages of customer building are shown in the below diagram.

Public network functions in SME businesses:

SMEs will gradually spending social media telecommunication will be the part of the commercial accomplishments:

- To improve business relationship with Customer's
- Survey and Description of customer's
- Exchange of knowledge
- Management information and monopoly studying
- Open- s o u r c e d a t a
- As well as, their DM practices have indicates control on their business

Digital marketing role in small and medium businesses:

...Folks to become awake to the services and product that you simply need to provide - and the way these offerings will facilitate them improve their life. While antique strategies of advertising on billboards, newspapers, and TV are still available.

Marshall Goldsmith says, If do not change the steps for doing something, will keep getting the same results. Although the business practices followed helped to reach the stage, if really want to grow your organisation, need to try a different approach. It is essential for to grasp that nowadays folks use services like simply Dial - or just Google - on their mobile phones heaps overthey pick up the voluminous, not-updated since ages copy of Yellow pages. Online is the best source to market the products.

Most of the little and medium-sized businesses have recently started by the young and gifted entrepreneurs World Health Organization have modified the mode of performing from the normal ways to the new trend digital techniques of advertising and promoting their businesses. SMEs that use Digital marketing to promote the products/services will have a clear advantage over their competitor's. Though it would be challenging for small and medium enterprises to implement digital marketing strategies, it's well worth the trouble and done correctly, it can bring better results.

Digital marketing brings closer to audience:

Digital Marketing is designed to draw in the attention of your target audience. The four pillars of digital selling-content marketing, SEO Marketing, Email Marketing, and Social Media Marketing are all about designing a strategy that is relevant to audience. Out of those techniques, I would really consider Email Marketing as best. However, if wish to achieve bent targeted audience, then in person would likely suggest to go with Email Marketing service from Data place and Marketing Database. On the authority ofto my perception, they offer to high-quality email lists globally. Generally, Email selling is all concerning building a listing of customers and prospective Customer's. This list of names and emails are people who are interested in business. As this list grows, it becomes more valuable. However, many marketing professions consider this to be in the long run.

Frame Work

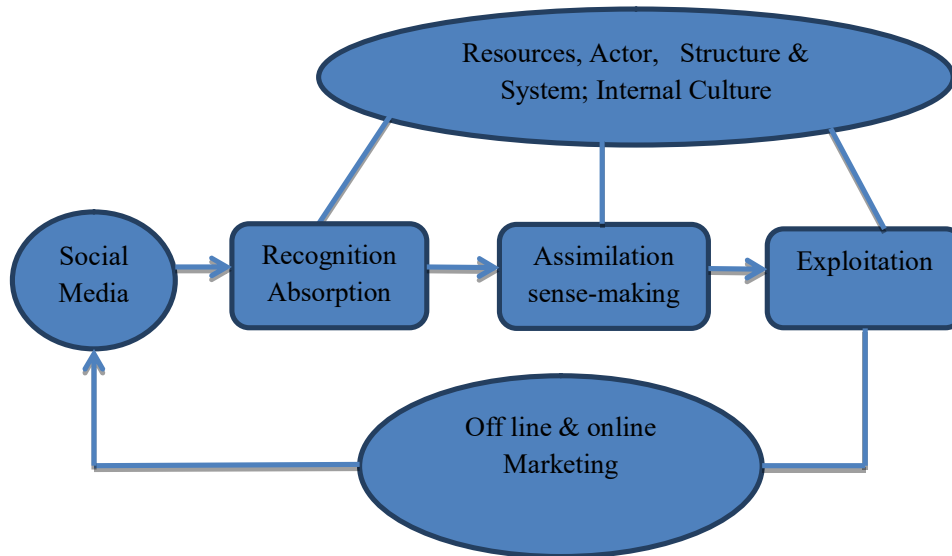


Figure1:Digital Marketing PresentationinSMESales Accomplishments

Conceptual basis:

In line for to SME variety, and their self-motivated public network carry out, it is recommended that a healthy hypothetical basic knowledge of the examination is necessary with the purpose of discover the honest and related conclusion of their Digital mass media performs in the framework of their selling events. Such a theoretic essential will assist to form a strong description and excellently improve a concept by managing the entire inquiries design progression.

TheoreticIdeallImprovement:

To discover the involvement of market information regarding collected over with the social networks in the SME scene, a good examples found on the effective ability Skills conception is offered. This copy is designed on entirely effective ability key progressions of appropriation contents formation

- ❖ The proceeding, highlights market insight from side to side social network performance
- ❖ The proceeding, succeed market in sight, or as well-known ideas
- ❖ The activity of taking advantage of that intent creating, on the whole how promoting operational abilities are improved as an out come(figure1).

Organization case study:

The administrative internal surroundings and enculturation are essential primordial and coordinator originators of the original information making and taking deep progression and so that good example generation. In addition, the administrative building is very essential in smoothing fractious-department split and information roll. A Study at the starting stage takes place on single levels and after that is moved to a group and at the end of the day goes to administrative stages. Therefore, to realize the proceeding of studding, specific focus is necessary progression of shifting individual skill to gathering points and to develop the information supply. In this regards, SMEs are esteem by quickly to reach conveying information's and shorter inside details pass around to their little scale, un ceremonious climate, even shape, and pliability. One other research study displays any how, that SMEs face it defiance information coding and retaining stage as their skill and knowledge storage is essential for workers and principals, and later absent occasion of giving up work or dissimilarity of workers. This will be one more growing application for social network expertise supporting inner skills and knowledge's tidying away.

Conclusions and Suggestions:

The frequent appraisals of marketing exercise statement of aggressive and conservational alteration will obviously related on pliability, look up on a lead organizer of value driven and aggressive advantage. This discussed about implied data assimilated thru public network can allow with the chance to obtain in and outside enterprise limitations, match consumer's requirements with source of stocks, and arrange regularly developing promotion activities.

Afterwards develop the knowledge of the effect of public net work on digital market under takes enlarge, this range will more profit since long-term research, which will allow perceiving managerial evolution, and hence speaking unique key disapproval of the figure of literature on SME selling progress in positions of the frequency of rear ward made, conclusion of research alternative to move front and built it, occasion focused studies. Also, it is standard that the proposed good examples of capabilities found the ideal practical comprehend, collected shoppe reception thru usage of network additional managerial zones. Revolution, information, manufactured merchandises expansion, customer relationship management, administrative culture. This is recommended upcoming training must reflect the structural fair coordination arranged abilities growth of common network. The renowned survey active measureable trainings might profit to the reading, particular influence specific changes, marketing actions progress are associated dimensions amid.

Study Analysis:

Preceding and afterward the deep discussions, scrutiny applicants' DM network attendance lead, so as offer extra vision research results. Records are obtained for managerial DM network outlines, since some methods of public network thus influence via contributors.

In relation to the 1st procedures the motivation will be on in what way concerns interrelate, build and identify the acquaintance DM reason of networking with their viewers, the relative progression on certain courtesy are rewarded. In what way accurately SMEs are performing their approaches/changed tactics. DM network examinations are beneficial similarly expanding to reinforce data. Thus scholar is talented of classifying splits the DM .

Anticipated revelation are main beliefs progressions, understanding administrative framework was happen will allow deep accepting influence of DM network to marketing action and growth. Even expected hypothetical recognised between administrative marketing activities and the actual conservational info is collected through the DM.

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