

EDUCATION, BUSINESS AND THE DIGITAL FRONTIER: A COMPREHENSIVE STUDY OF MARKETING STRATEGIES

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KEYWORDS

DIGITAL
MARKETING,
DIGITAL
MARKETING
STRATEGY,
DIGITALIZATION,
ONLINE
BUSINESS,
SAFETY, TRUST

ABSTRACT

The world of commerce changed with the advent of the internet. Many businesses got the opportunity to connect with their customers all over the world. This research paper is a study to understand what digital marketing strategies are and what their benefits in business are and in education, this paper will see how, with the help of digital technology in different sectors, we can understand what tools, techniques and tactics can be used so that we can grow our business.

This paper throws light on different types of digital marketing strategies with the focus being on showing the benefits that digital marketing has brought to business and education. This paper tries to explore the different strategies and the benefits of digital marketing. It aims at exploring how an educational institute and business uses digital marketing platforms like LinkedIn twitter Instagram etc. to connect with its students, professionals or consumers.

This paper does a deep study on online business so that we can know what changes and developments have come rapidly and how much significance is digital marketing in today's competitive market. and the paper delves into the concepts of digital marketing and its supporting tools like, search engine optimization marketing, reaching awareness about products in the market through short videos, social media, search engine marketing, affiliate marketing, in which the marketer pays money to a third party to promote his product, content marketing through email through which we attract consumers by creating relevant content, pay per click advertising, by which advertisers pay the publisher for every click that a consumer makes on an ad. In conclusion, this research paper will provide an overview of the digital marketing strategies that are being used by different education and business sectors. It shows the importance of a holistic approach by using different marketing strategies. in this digital world, the results of this study will help us and our readers, business owners, marketers, educators, researchers to understand what are the new upcoming digital marketing techniques and how to use them in today's competitive time.

1. INTRODUCTION

In this dynamic and updating technological environment, significant numbers of individuals are successful in launching their own enterprises. Due to the widespread usage of digital payment systems, more and more business interactions and transactions are occurring online. In spite of the difficult circumstances, there is a rise in participation in this scenario. Their success is due to their discovery of numerous effective "online" and "digital" marketing methods. In the process of negotiation, social media and the Internet are utilized as tools. It is vital to market one's goods and services on multiple "social media" channels.

In order to attain a single marketing objective or a group of marketing objectives, a marketing strategy is a detailed plan designed that is interrelated. "Marketing objectives" is an alternative term for the phrase. Now that everything is digital, the sheer amount of ways we interact with technology every day can easily leave us feeling overwhelmed (Bersin, J. 2016). Marketing to consumers and marketing to

businesses are both beginning to feel the consequences of digitization. Practitioners and academics in the field of industrial marketing must possess this knowledge. Practice makes perfect when it comes to understanding the potential of digital marketing in the current world, and the best way to do so is to learn by doing (Herhausen et. al. 2020). In such circumstances, digital marketing can assist internet businesses expand their customers to include people from all over the world. Digital marketing and marketing handled via various social media platforms are rapidly becoming the most essential kind of marketing in the modern day. Digital marketing is being increasingly recognised as the most essential aspect of any marketing strategy (Mandal, P., & Joshi, N. 2017). By establishing a close relationship with their customers, online merchants may be able to increase customer loyalty, save money, and reach a greater number of clients at a lower cost. A further advantage of internet retailers is that they are not limited by physical storefronts.

As a result of all the changes that have occurred and the fact that many people rely on internet enterprises for economic assistance, it is currently more necessary than ever to have an online business. Moreover, a pandemic is currently threatening our nation. Online shopping has rapidly surpassed all other forms of trade as one of the world's most popular pastimes. You encourage customers in their 20s and 30s to shop at your online store by targeting them especially. It is possible to make money from the comfort of your own home by selling things online. In the context of digital branding and marketing, the term "digital marketing" may be used to describe a strategy, a method, or an action. This is evident from the term's basic designation. The process of promoting a business, product, or service using digital marketing, also known as internet marketing. As a result of this evolution, inbound marketing has become an essential part of digital marketing (Rohit Kumar, 2020). This is the immediate consequence of the aforementioned alteration. For sharing and generating information about the brand or organization, it generally motivates or encourages consumers. Understanding the customer's motivations can aid in this endeavor. Not only is digital marketing cost-effective, but it also makes a substantial impact on the financial health of the company. Inbound marketing is essential to digital marketing because it promotes consumer relationships and generates trust (Baltes, L. 2016)

It is currently nearly impossible to ignore how digital technology is being utilized. A business must have planning and strategy to have an online presence because almost every person uses various social media platforms and almost everything can be found easily online. By implementing a digital marketing strategy, a business is able to better know its customers' needs and address them more effectively (Lockett, A. 2018). Conversely, typical advertising strategies, such as enormous billboards and

print ads, do not always yield the desired results (Noromor, R. 2020). Flood predicts that by 2020, the amount spent on retail will have increased by 4.4% to reach \$26.460 trillion (2019). Consequently, predictions for offline retail sales and online commerce are reduced by 10 percent and 2 percent, respectively. This year, it is projected that e-commerce-based sales in the Philippines, Malaysia, and Spain will climb by 20%. The coronavirus caused the widespread destruction that occurred in 2019 across all three locales. Beyond the year 2020, digital marketing will be impossible for anyone to comprehend. Collaboration over competition is an absolute necessity for digital marketing enterprises and organizations. Spending on digital ads is rising (Jazbec, A. 2020) because a considerable proportion of young people in the Philippines shop online, there is a vast untapped opportunity for internet-based businesses there. By 2025, it is anticipated that the amount of money spent online will have climbed by a factor of three. In 2019, advertising spending in the Philippines increased by 9.7% over the previous year, and by the end of 2020, it is predicted that spending would reach \$662 million. The present market value of digital advertisements is \$342 million, with an annual growth rate of 4.4%. It is currently receiving increasing attention. One-third of Filipinos have transacted business over social media (Osorio, B.R. 2017). Consequently, it is essential to examine both the results of such an analysis and the effect digital marketing methods have on online stores and customers.

2. OBJECTIVE OF THE STUDY

Main objective of our research study is:

- To analyze the strategies used in digital marketing that are used by online businesses.
- To analyze the implication of modern digital marketing in the modern time and the difference between strategies used in traditional marketing and strategies used in digital marketing.
- To study development opportunities of the E-Commerce Sector.
- To analyze the digital marketing strategies and their effectiveness in the digital world.

3. DIGITAL MARKETING

Digital media marketing is the implementation of different plans used in marketing and various strategies that uses the Internet and other associated digital platforms widely. The definition of digital marketing captures its core. It is a marketing method that heavily utilizes the worldwide internet to communicate with the target audience

via a range of digital media channels and platforms. This is a plausible definition because it may be characterized as a marketing plan. When a business employs digital marketing strategies, it will communicate with its target market via online and mobile channels, email, social media, search engine optimization, and video streaming platforms, as well as comparable channels. On the other hand, other marketing experts argue that digital marketing should be seen as an entirely new and distinct endeavor that requires novel and distinct approaches for engaging with clients and understanding their needs and desires. In other words, they feel that digital marketing methods should be considered entirely differently from traditional marketing strategies, which should be abandoned. One of the most crucial aspects of digital marketing is targeting. This indicates that businesses and marketers are able to target a certain part of the consumer population based on a variety of qualities, as well as select the optimal medium or channel through which to communicate with that group (Mohammad Omer, 2021). In addition, this demonstrates that marketers and brands can target a certain part of the consumer population based on a variety of characteristics. Digital marketing tactics are intrinsically capable of engagement, in contrast to more conventional marketing efforts. Due to the proliferation of various social interaction media platforms such as X, FB, and Instagram and also artificial intelligence (AI)-based technologies such as Chatbots, businesses may now engage in two-way contact with their customers. These platforms allow businesses to collect client feedback and incorporate it into their marketing. Digital platform advertising is, by its very nature, highly versatile; it can be easily modified to match the demands and expectations of varied client bases. It may also be optimized for various display sizes, which overcomes one of the flaws of conventional advertising methods.

4. TOOLS FOR DIGITAL MARKETING

Despite a reduction in customer responses to traditional marketing strategies, the count of customer connections with the firms and marketing initiatives via digital mediums has risen dramatically over the past few years. As a direct result of this increase in communication, numerous innovative marketing tools have been developed and made available online.

- **Search Engine Optimization (SEO):** It is the method of optimizing a particular search engine to enhance the webpage or website visibility as well as the quantity and quality of real traffic (traffic that does not originate from paid advertisements) to that website or webpage (SEO). For example, if the same search query is entered again, the website link appears first in the area of the results devoted to organic results due to search engine optimization of Google. This method is known as "search engine optimization".

- **Search Engine Marketing (SEM):** Contrary to SEO, search engine marketing (SEM) is a paid service used on various search engines. When someone searches for the paid term, the search engine will place a link to the marketer's website at the top of the search results page (or group of keywords). Included in search engine marketing is this.
- **Social Media Marketing:** It is a part of digital marketing, the SMM involves advertising on several social networking sites like Instagram, Twitter, Facebook, and Snapchat, among others. This type of digital marketing is referred to as SMM (Social Media Marketing). This tactic is sometimes referred to as social media marketing (SMM). S.M.M. is capable of simultaneously working on organic and inorganic projects.
- **Video Marketing and Micro Video Marketing:** The level of customer engagement with these methods has increased significantly over the past several years. Using video streaming online platforms such as YouTube and micro video streaming sites like TikTok etc., for instance, to offer their goods and services to consumers is an illustration of this method.
- **E-Mail Marketing:** Utilizing electronic mail, marketers can communicate directly with clients using this strategy. Email marketing is the phrase used to characterize this method of communication. To generate demand for the product or service being advertised, promotional emails and other sorts of communications are sent to potential customers. The purpose of this action is to increase demand for the product or service being advertised in this manner.
- **Affiliate Marketing:** Affiliate marketing and commission-based sales share comparable characteristics. It is a process whereby the business provides affiliates with unique referral links (U.R.L.s) and pays them a commission whenever a consumer visits the business' website and/or makes a purchase through the affiliate's link. This closely parallels the operation of commission-based sales.
- **Mobile Marketing:** As the number of global smartphone users rises, businesses are beginning to engage with the prospect customers using apps, emails, mobile-optimized websites and social media through mobile. This is a response to the fact that more and more people are using cellphones around the world, with the intention of capitalizing on this potential.
- **Influencer Marketing:** This is one of the most latest developments in strategy of digital marketing, and it involves businesses using social media influencers to promote their products on the respective platforms used by many influencers of social media on platform like YouTube, tiktok etc. It is common knowledge that this is one of the most efficient web marketing

methods. For instance, Mivi engaged YouTuber Bhuvan Bam to market their headphones and speakers in videos he published on YouTube. These films were featured on the Mivi channel.

5. DIGITAL AND TRADITIONAL MODES OF MARKETING

Globally, digital marketing and its useful features have replaced traditional communication and marketing platforms in our day to day lives. Mobile technologies, various social media platforms, and electronic publicity through WOM (word of mouth) makes it possible. This is true because mobile technologies, social media networks, and electronic word-of-mouth enable digital marketing. In recent years, the marketing discipline has become more complex as an outcome of the impact that severe global rivalry has had on a variety of industries as a direct result of new technological developments. This is a direct result of the impact of recent technological breakthroughs on a number of companies. In contrast to conventional marketing and promotion tactics, these characteristics influence both the perceptions and actions of tourists. Customers have access to a lot of information as well as a variety of tourism-related services because of the new, expansive templates made available by digital technology. Due to the millennial generation, it is apparent that firms must adopt a new approach to client involvement. This is more specifically true in the tourism industry, where the count of accessible places has diminished. As a result of technology improvements and changes in consumer behavior, it is mandatory for every business to adopt modern strategies for communicating with their consumers.

As per the research study of (Finotto, V. et. al. 2020), modern tactics of digital marketing are highly regarded in wine business, particularly by smaller wineries. This is because internet marketing tactics enable greater product and terroir communication, appear more cost-effective than traditional marketing techniques, and provide access to global markets. In addition, standard marketing strategies cannot provide access to overseas markets. Even while the benefits of digital marketing are widely recognised, the unpleasant reality is that some wineries are lagging far behind when it comes to their usage of digital technologies. Despite the widespread acceptance of digital marketing, this is the case.

The advent of the digital era has brought significant improvements in marketing & communications, most notably in the form of new communication channels. The emergence of the digital age has enabled these advances. Modern businesses are seeking to utilise digital marketing channels in order to give clients with the most relevant services available, hence increasing customer satisfaction. The findings

reveal that, among the four identified characteristics, several of their constituent parts, such as strategy of operational variables and environmental factors, had a direct and indirect impact on the formation of a digital marketing skill gap. Several of the other components were discovered to also match this description. Numerous contextual elements, including social and cultural conventions, religious practices, technological breakthroughs, and economic conditions, have a direct influence on the dearth of digital marketing expertise. As a result of this effect, the gap is narrowing more rapidly (Ghotbifar, F.et. al. 2017).

6. SOCIAL MEDIA AS A DIGITAL MARKETING STRATEGY

As per the research study of (Dewi, N. P. R. C. 2020), social media can be understood as a form of digital media that enables individuals to improve the quality of their interpersonal connections. Wonderful the success of Bali's digital marketing strategy has been credited to the company's capacity for successful consumer communication, which can be traced to the company's use of public relations. Credit for the company's success should go to its capacity for good consumer communication. The majority of business owners have at some point used digital media to advertise their products.

Analysts projected that before the turn of the century, consumers will wield greater influence in the digital age.

The rise of the Internet and the proliferation of social media gave these forecasts a boost, and the latter gave them an additional boost. Due to alterations in customer behavior, businesses are pushed to modify their digital marketing strategy. Currently, the great bulk of research undertaken in this industry focuses on the client as opposed to the company itself.

Thanks to the second generation of Internet applications, businesses may try with modern strategies and ways of communication and collaboration with their customers to develop content, both of which increase the success of their marketing campaigns. According to the benefits and functions that businesses attach to the medium, it is possible to classify each company's level of involvement in digital marketing.

Examining the extent to which businesses utilize traditional marketing is one method for achieving this goal. To enhance consumer commitment with the help of digital marketing, marketers must place a greater emphasis on customer interactions aimed at establishing long-term connections (Bizhanova et.al. 2019).

7. INFORMATION TECHNOLOGIES AS A TOOL OF MARKETING STRATEGY

One of the largest developments in the corporate sector over the past 10 years has also been influenced by the development of IT (Information Technology) and the internet. In response to the growth of a digital world, which is defined by online business models & approaches to digital marketing, organizations have undergone internal structural changes & organizational changes. The expansion of the digital economy is probably to blame for this most recent turn of events (Saura et.al., 2019).

(Cammayo, E. U., 2021) Researcher claims that the studies of MSMEs use digital marketing techniques, albeit to a "low" degree, yielding a total mean of 1.1879 for the group. For the objective of attracting new clients and keeping their current ones, they continue to employ traditional approaches. They fail in the skills required to utilize technologies, such as a Google's "my business" account, email marketing, or other forms of information interchange, effectively (ICT). The success of Micro Small and Medium Enterprises (MSMEs) can be significantly and directly impacted by marketing tactics that leverage information and communications technology (ICT). According to this, the financial performance of the MSME sector will improve as the rate of adoption of marketing strategies related to information and communications technology (ICT) increases. Her research led to the discovery of a substantial relationship between e-commerce and the overall effectiveness of organizations in banking sector. They assert that the usage of e-commerce can enhance an organization's commercial operations, the productivity of its staff, and the level of client pleasure. Micro Small and Medium Enterprise (MSMEs) in the Philippine province of Isabela can be described as having "poor" financial performance. They struggle to obtain credit where they need it. As a result, the company's revenue generation limits the quantity of readily available working capital that they have. The profitability and growth of these companies are thought to be enhanced and sustained by increasing the overall amount of finance that is publicly available to micro, small, and medium-sized businesses (MSME).

8. E-COMMERCE DURING THE COVID-19 PANDEMIC

Despite the limits imposed by the pandemic, brick-and-mortar business owners have become progressively more accommodating of the phenomenon of internet shopping as more people purchase online. It is projected that e-commerce platforms would dominate these online purchasing marketplaces, and that their sales income will increase by millions of pesos in the future years. Already, technological advances have made it feasible to execute business transactions in an unlimited market online.

This has made creating a business far simpler and more successful for both buyers and sellers. According to (Arreola, R. S. 2020), the COVID-19 pandemic has emphasized the importance of conducting businesses online.

The ability to promote to a large audience/viewer at a low cost and in an effective manner twenty four hours a day, seven days a week is one of the numerous advantages of conducting business online as opposed to in a traditional brick-and-mortar setting. Online marketing is the practice of promoting and generating sales of products and services via the utilization of virtual environments. Online marketing is also known as e-marketing and internet marketing. Due to the rapid development of electronic media, new channels for advertising and promotion dissemination have evolved. These channels can be used to convey information about products and services. This has resulted in the fast expansion of computer based advertising and marketing as well as the emergence of new technologies that facilitate access to enhanced media. Frequently, "advanced marketing" is mostly used for "web-based advertising," "online showcasing," and "web marketing." Over time, especially in certain nations, the term "computerized advertising" has gained widespread acceptance. This is especially true in America. Audience can read promotional website pages on their mobile phones, which is excellent for businesses employing flexible online marketing strategies. Clients must be primarily connected to their PCs in order to attend meetings, workshops, and other key events; nevertheless, site pages can be used to gather portable communications sources, such as updates for these events (Catral, M. K. D., 2015).

9. UNDERSTANDING DIFFERENT ONLINE, MOBILE & DIGITAL MARKETING

As per the study (Kotler, P., & Keller, K.J. 2013), marketing is the process of satisfying the needs of the target market in a profitable manner. This concept has the direct impact of allowing marketing to be explained as the process of discovering and satisfying human and social needs. This is the primary objective of marketing. Online marketing is the process of achieving marketing objectives through the use of the internet, and the term "online marketing" refers solely to this strategy. Although e-marketing and internet marketing are frequently used interchangeably, the latter is a more general phrase that also includes mobile marketing. The method of achieving marketing objectives with the help of the Internet and several other ICT (Information and Communication Technologies) is referred to as "digital marketing" (Sedlacek, J., 2006). The use of digital technologies to create marketing channels and the achievement of corporate goals by exceeding customer expectations can be referred to as digital marketing. The application of digital technologies to the creation

of marketing channels is another way to define digital marketing. Another phrase that can be used to refer to "digital marketing" is "online marketing."

According to the research conducted, (Durai, T., & King, R., 2019) in order to comprehend what digital marketing methods are, one must first categorize those that do not fit under the category of digital marketing. Advertisements on print, radio, television, and billboards are not always considered digital marketing. As a result of technical advancements, these practices, which once generated enormous profits, are no longer as effective as they once were. When marketers utilize the channels and tactics made available to them by digital marketing, they are able to discover which components of their campaigns are successful and which are not in real time. Even if the Internet is one of the most important aspects of this sector, other channels play a key part in digital marketing. Due to the enormous development in popularity of mobile devices like smartphones and tablets over the past several years, mobile is now a commonly acknowledged channel for digital marketing. In recent years, social media's capacity to serve as a persuasive advocate for digital marketing has expanded substantially. The original purpose of social networks was to facilitate face-to-face communication between users by streamlining the process. This has contributed to the growth of social media sites like Facebook and Twitter, which were previously poor digital marketing tools. A business must have a strong "digital footprint" online in order to succeed in the current business environment. This can be accomplished by utilizing social media and other internet venues. To attain this objective, a company must incorporate the development of a dependable digital strategy into their overall marketing plan. If a digital marketing strategy is not implemented, it is likely that new client interactions, brand awareness, and the quantity of prospects with the potential to become paying customers would all suffer.

10. DIGITAL MARKETING TECHNIQUES USED BY ONLINE BUSINESSES

According to (Lockett, A., 2018), in order to maximize sales through digital marketing, small retail store owners must hire the correct workers, implement effective advertising strategies, and choose explicit site content with care. In addition, small retail business owners must apply effective advertising strategies to increase sales generated by digital marketing. In addition, small retail shop owners who want to enhance the sales through the digital marketing method must recruit the correct employees. In order to boost customer awareness of the brand, accelerate the rate of expansion, and ensure the company's long-term viability, the company's management interacted directly with community members. To encourage the creation and marketing of new items & services for the retail sector and also the

overall performance of their organizations, business executives utilize a wide range of communication techniques. These communication channels include both digital and analogue media.

Facebook and Twitter are only 2 major examples of social media websites that can serve as communication channels. Due to the phenomenon of digital marketing, which can be traced back to the birth of the Internet, small-company owners can now incorporate Internet communication into their whole business strategy. This is directly caused by the Internet. Furthermore, digital marketing has evolved into a sort of advertising due to its widespread use (M. C., & Wiid, J. A., 2016). Occasionally, small retail store owners lack the funds necessary to enhance their organization's technological skills in order to capitalize on the rising opportunities offered by the internet. This may be a challenge for businesses that seek to compete. Due to a lack of access to the necessary technology, small retailers who are unable to engage in digital marketing must overcome challenges that restrict their ability to do so. The level of success achieved by an organization is typically highly associated with the capabilities it possesses (Ragab, S. E., 2016).

Digital marketers' interest in social media advertising is increasing, according to a study (Ibrahim, S.S., & Ganeshbabu, P. 2018), as a result of a shift in how customers make purchases. As a result of the shift in how consumers make purchases, this has occurred. This shift is related to the expansion of online shopping. As per the reports and surveys, a user spends an average 37 minutes of each day on several social media sites like Facebook, Twitter etc. These gains in market share are realizable. By the end of 2013, more than fifty three percent of digital marketing users had developed and used a social media technique for their firms, and it was projected that spending on social advertising would continue to climb at a higher rate than the previous year.

11. CONCLUSION

Traditional forms of advertising and communication have been now modified and replaced by digital marketing and are now considered obsolete. The digital marketing skills gap is driven by numerous things, including the economy, politics, religion, and technology. Online advertisements are becoming increasingly prevalent each day. It is possible to categorize both the aims firms have for their digital marketing efforts and the anticipated benefits of achieving those objectives. Online medium of marketing is the business practice of doing transactions via the Internet. Digital marketing is the method of using the digital technologies to establish effective marketing channels. Maintaining a solid Internet presence is essential for the continued success of a firm. An integrated strategy is required to fulfill the needs of

the target audience when utilizing the different digital marketing platforms. To successfully penetrate this new market, businesses must first gain knowledge about the habits of the target group. To preserve their market supremacy and remain competitive, cut flower companies must use digital marketing strategies. Thanks to an advertising platform, digital marketing now has evolved into a technique of online internet based communication for small businesses. Small businesses sometimes have the lack of capital required in order to modernize their operations & capitalize on the opportunities afforded by the Internet's expansion. Assume that utilizing social media marketing to promote and sell your products and services online will improve your market share. Even today, some buyers are obsessive about inspecting a product or service before making a purchase. In other words, effective use of digital marketing and sustained economic expansion go hand in hand. Despite the fact that MSMEs engage in some digital marketing, it is considered to be "low intensity." SMEs as a result, SMEs with an emphasis on information and communication technologies must increase their marketing activities. As a result, both producers and consumers profit from increased production levels. E-commerce companies such as Lazada are anticipated to produce millions of pesos in revenue.

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