

Positioning of SMEs and entrepreneurial businesses through Digital marketing and Social networks

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Abstract

This scientific article is developed with the objective of analyzing the importance of the use of digital marketing and social networks as a strategy for the positioning of SMEs and obtaining success in business entrepreneurship, for which a documentary methodology is used of the descriptive type with non-experimental design and inductive method. One of the primary conclusions drawn is that corporations are now using technology as a tool to respond to customer wants, strengthening their brands and market positions as a result of the social distance used to limit the epidemic brought on by COVID-19.

Subject Classification: M31.

Keywords: SMEs, Digital marketing, Social networks, Entrepreneurship.

1. Introduction

In India, more than 90% of existing companies are located in the small and medium-sized business sector (SMEs). They face a world of entrepreneurs where they must prove their abilities to design strategies

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that generate a change and allow a sustainable positioning in the market, one of the most important strategies to develop. In this sense, they are the digital marketing tools, among which are which the most used are social networks, since most of the clients and citizens use this means of communication (Encalada et. al. 2019).

1.1 *Theoretical aspects that support digital marketing and social networks in the positioning of SMEs and business entrepreneurship*

Zikmund and Babin (2018) point out that marketing is a tool used by companies worldwide to promote a product or service, strengthen its position in the market and generate a cost effectiveness. The internet and digital media have transformed the reality of marketing, this is because the Technological progress produced in recent years has generated changes in the market and in consumers (Pereira, 2019).

- Among the elements that interact within digital marketing, Arizabaleta (2019) highlights the following:
- The market environment: are the circumstances that influence externally between the connections of companies with customers.
- The digital offer of the competition: it is the study of the offer developed by the competition of the same business sector in the products and services offered to consumers.
- The budget: it is the availability of economic resources for the production operations of the organization.
- The objectives of a company: indicate what you want to get or where you want to get, which serves guide for the execution of activities in order to achieve what is proposed in the objectives.
- The client: is the one who acquires the products or services of a business. Therefore, it is a consumer, since company perspective. You may be a recurring customer when you make regular purchases, or a one-time client (Rodríguez, 2019).

Among the advantages of the efficient implementation of digital marketing as a positioning strategy in the market and business entrepreneurship, Miguens (2016) highlights the following:

- Promotion of products in a wide geographical area.
- Store open 24 hours and 365 days a year. It is important since the times of greatest data flow in which people connect occurs outside of business hours.

- Promotion of the business brand
- Offer of products and services to consumers.
- Sending personalized information to potential customers.
- Personalization of offers and services.
- Search for new customers.

In this sense, digital marketing plays an important role in the commercial dynamics of a business since the customer can find out about offers, promotions and new products, without having to do physical presence in an establishment or the help of sales personnel (Encalada et. al., 2019).

Social networks are web pages in which people exchange personal information and content. multimedia, enabling virtual and interactive communities of friends, and is the largest marketing channel impact (Miguens, 2016). Social networks within digital marketing allow to improve the interaction between companies with customers making it easier for users to access products or services that are closer to them its geographical area through market segmentation (Olguin et. al., 2019).

Regarding the most used social networks, Maciá and Gosende (2018), point out the following:

Facebook: it is the largest social network in the world with more than 2.9 billion users, being an element of digital marketing of utmost importance due to the various resources it offers since it allows the interaction of its users through images, audios, or videos, and with the efficient use of strategies (refer table 1).

Instagram: it has more than 1.47 billion active users worldwide, therefore, it is essential to formulate strategies that make it possible to boost marketing within the social network, so that to take advantage of the large number of people who use them.

Twitter: It is a fundamental tool for digital marketing (Maciá & Gosende, 2018). It currently has more than 436 million active users worldwide.

LinkedIn: It is frequently used by business clients and has more than 663 million followers. And 310 million active users in the world

YouTube: It is a social network with audiovisual purposes and currently has more than 2.6 billion of active users in the world

India is on second slot as per the social network users in the world, only next to China. Social network user penetration in India from 2015

to 2020 has already increased from 19.13% to 58.31%, with estimates to increase to 67.4% population by 2025.

The majority of India's internet users are mobile phone internet users, who take advantage of cheap alternatives to expensive broadband/ Wi-Fi connections that require PC, laptop, and other equipment. Indian mobile data users consume 11 gigabits (GB) of data each month on average, India is the highest globally, ahead of markets like China, the US, France, South Korea, Japan, Germany, and Spain.

Among the advantages of using social networks for companies, Petit (2018) highlights the following:

- Improve sales and business opportunities
- Helps build and reinforce the brand
- Strengthens the bond of clients
- Increases website traffic
- Allows to establish a better dialogue with customers

In the case of India, Table 1 is described

Social networks with more users in India (December,2021)

Ranking	Social networks	No. of active accounts (In Millions)
1	Facebook	329.65
2	Instagram	230.2
3	LinkedIn	96.7
4	YouTube	46.7
5	Twitter	24.45

Small & Medium Enterprises:

SMEs are known as the group of small and medium-sized companies that, according to their sales volume, social capital, number of workers and their level of production or assets, present characteristics of this type of economic entities (Vera, 2015). These are forms of business organization that respond for the production of a good part of the goods and services in contemporary society (Carrión, Zula & Castillo 2016, as cited in González, Alaña, & Gonzaga, 2017). Companies position their brand according to the interaction with potential consumers, listening to them and creating a

relationship of greater loyalty and reliability that generates credibility and brand positioning (Saavedra et. al., 2013).

Methodology

The methodology used in the development of the investigation is documentary, of a descriptive type with a method inductive. The work is based on the documentation and study of research carried out by authors and experts in digital marketing and social networks as tools for the positioning of SMEs, and the strengthening business entrepreneurship. That is why with the methodology used in the present investigation it will be possible to answer the objective raised that is to analyze the importance of the use of digital marketing, and social networks as a strategy for the positioning of SMEs and obtaining success in business entrepreneurship through the theoretical support of authors found in the research process. Because it is a documentary study, it does not present a finite number of the studied population or sample.

Results and discussion

Currently, digital marketing is a very useful tool to achieve business success. It is for this reason, for the purposes of the present investigation, different points of view of authors with regarding digital marketing and social networks for the positioning of SMEs and entrepreneurship business.

Author / Year	
Lee et. al., (2011)	The turn of the century experienced lots of business brands ditch the Analog medium of conducting business and embrace diverse digital tools, to solidify their presence in the business environment and project their brands with a view of increasing their customer base, making a significant impact on small and medium-sized companies and large companies.
Claver et. al., (2006)	It is crucial for organizations to position their brand in a manner that ensures continued growth and maintain competitive advantage in the market, thus not creating an avenue for its competitors to grow more to gain a massive edge in the market. SMEs must increase or maintain a healthy sales and profit level to ensure their survival.

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Zikmund y Babin (2008)	Marketing is a tool used by companies to promote a product or service and to boost your brand and market positioning. For both established companies and new entrepreneurs business it is very important to know the concept of marketing, and the importance of designing and implementing marketing strategies for the success of organizations.
Iryna Pentina*, Anthony C. Koh and Thuong T. Le(2018)	With the social media penetrating the business world at an increasing pace, it is important to understand the underlying reasons for companies to adopt SNM technology and to develop strategies and guidelines for using it productively. Adoption of SNM is strongly influenced by social influences from experts, competitors, and customers. These social influences affect intention to adopt this new technology both directly, and by affecting the perceptions of the technology usefulness.
Casani, J. Rodriguez & F. Sanchez (2012).	In recent years, social networks have become not only a space for making personal publications, but also in a work tool for boost a number of businesses. In reference to what was described by the aforementioned authors, it is highlighted that currently the use of social networks in business entrepreneurship. It is widely used since it emerges as a work tool that serves to boost business.
Pereira (2019).	The internet and digital media have transformed the reality of marketing, this is since the technological advance produced in recent years has generated changes in the market and consumers. The advancement of technology has changed business marketing strategies and This is because companies have understood the advantages of using efficient use of digital tools for organizational benefits.
Miguens (2016)	Among the advantages of the efficient implementation of digital marketing as market positioning strategy and business venture the following stand out: product promotion, store open, show a good image, visual means of access to the offer, sending personalized information. Social networks are web pages in which users exchange personal information and multimedia content which allows companies know aspects and needs of customers.

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Olguin et al (2019).	Digital marketing, unlike traditional marketing, facilitates the contact of the business with customers for the purpose of enabling customers to access products or services that are closer to your geographic area through segmentation From the market. Social networks emerge as a marketing tool that facilitates the communication of companies with customers through the web, which demonstrates a big difference between digital marketing and the traditional.
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Thanks to these contributions from different authors, it is possible to demonstrate the importance of the digital marketing and social networks for SMEs and business entrepreneurship today, highlighting that in the virtual era it is important to make a matrix to generate income and reduce unemployment, contributing to the social and economic development of the country. In times when COVID-19 has brought serious economic consequences, causing a negative impact on the economy, including the closure of many companies, digital technology is giving the stature in the economic field, generating jobs and working hand in hand with small and medium-sized companies.

Conclusions

Social networks are the most used tools as a channel or channel in digital marketing. The small and medium-sized companies and business entrepreneurs must adapt to the technologies that are present. At present and social networks are the channel with the greatest influence from which you can take advantage to study the profiles and needs of customers, so it is important to promote the efficient use of digital marketing and social networks in order to obtain business success and promote development economic in our country.

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