

The Impact of Transition of Small Medium Enterprises (SMEs) Businesses into an Online Digital Marketing System in Nigeria

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Abstract

In every customer oriented business enterprise, digital marketing is at the forefront of every inventive product campaign. Businesses have continued to place a high priority on the need to grow their customer base, product rebranding and revenue projection by implementing efficient digital marketing strategies. This approach will require technological developments such as the use of digitization and social media enablement that will promote businesses to disseminate information and connect wide spectrum of customers across divide. The purpose of this study is to examine the value and impact of digital marketing on the competitive participation of small and medium-sized businesses in the Nigeria. The study explains why adopting digital marketing is essential for small and medium businesses to take advantage of customer's digital potency and influence their needs to shape the market through digital activation. A sample of 220 respondents were taken from the total population of 250 small ,medium enterprises within the study area using random sampling method in which approximately 88% of the administered questionnaires were retrieved and found useful for the data analysis. The research finding indicated that after adopting digital marketing, the most number of SMEs (36%) earn between 1 and 3 million Naira as a turn-over higher than the previous year when there was no implementation of digital marketing mechanization.

Keywords: SMEs, Digital Marketing, ICT, Social Media Platform, Online Marketing, digital media.

1. Introduction

Businesses have continued to place a high priority on the need to grow their customer base, brand productivity, and revenue by implementing efficient digital marketing strategies. At some point in the past decade, research on small and medium enterprises (SMEs) and entrepreneurship has expanded significantly, and studies have likely placed a greater emphasis on the various economies around the world. A small business's brand can grow very well with the help of digital platforms (Jovanovic, Sjödin, & Parida, 2022). Even though SMEs' performance levels vary, they compete in many parts of the world as SMEs, and despite the difficulty of sustaining performance over the long term, they have a significant impact on the health of the entire economy. For SMEs to adhere to changing complexity in customer behavior, digital marketing plans and strategies must be in line with the target audience. In the modern era, creating a corporate identity is a crucial strategic requirement for SMEs to develop their own brand marketing strategies and procedures. Applying digital marketing strategies to SMEs' brand building and projection through digital channels ensures a shift away from conventional marketing techniques. There is a critical need for SMEs to use social media, online advertising, and other virtual strategies to accelerate the development of their businesses, which is mindful of adapting to new and innovative ways to improve and adapt to a rapid transformational growth. Business has been shown to be crucial to economic growth, and over the past 20 years, SMEs have become more significant globally. In order to have a long-term impact on the economy and to maintain a competitive advantage, it is important for governments and business players worldwide to support SME growth (Fabrizio et al., 2022).

2. Aim and the Objective of the Study

This research work analysed the impact of small medium enterprises digitalization on the development of SMEs through the use of digital marketing techniques. To gain a competitive edge in the market, building the required level of brand awareness is important for both attracting new clients and ensuring client loyalty.

3. Research Questions

- i. In terms of brand awareness, brand trust, and customer engagement, what impact does digital marketing have on small and medium-sized businesses?
- ii. What impact does digital marketing have on the expansion of small and medium-sized businesses?
- iii. What are the economic prospects of SMEs?
- iv. What are the factors affecting SMEs sustainability in Nigeria? , using a section of Kano metropolis as case study.

4. Literature Review

The foundation of a robust and prosperous economy is a vibrant SMEs sector(Turner, Sermcheep, Anantasirijkiat, & Srisangnam, 2016). The SMEs are crucial to the expansion of a nation's economy. The SMEs promote necessary sustainability and innovation, create jobs for people in urban and rural areas, and deliver goods and services to the entire economy. Small and medium-sized businesses are vital to many people's livelihoods, and the majority of today's larger businesses began as SMEs. Small and medium-sized enterprises (SMEs) exhibit several distinctions from large businesses, primarily related to their innovative, evolving, and uncertain characteristics. The small and medium entrepreneurial sector is impacted by each nation's level of development. In low-income and high-income nations, there are notable differences in the contributions made in terms of economic outcomes and the employment rate in SMEs. In high-income nations, SMEs account for more than 51% of gross domesticated product (GDP) and 57% of employment, while in low-income nations, this percentage barely exceeds 20% of GDP and employment(Mahmudova & Kovács, 2018).

An essential component of many businesses' growth, development life cycle, and viability is digital marketing. Most small businesses operate on a tight budget due to the relatively high cost of marketing activities. As a result, small firms typically make the most of their marketing challenges by choosing low-cost strategies like digital marketing. Digital marketing refers to numerous forms of advertising that use various electronic devices, including mobile, on-screen, and online(Dhivya et al., 2022). The term digital marketing is also used in the

marketing industry to describe marketing initiatives that make use of consumer interaction through computers, tablets, and smartphones. According to (Krizanova et al., 2019), 28% of marketing professionals also budget for digital marketing in addition to their typical advertising budgets. The majority of marketing methods adopted in the past 10 years, according to scholars like (Dubihlela, 2013), have concentrated more on mass marketing. Strategies of direct primary marketing or its complimentary are currently the emphasis in the field of marketing. By definition, digital marketing may be seen as a process that makes use of digital technological know-how to draw in customers, promote brands, and cultivate client preferences, all of which are supposed to lead to increased business revenue (Haneef, 2017).

4.1 Online Marketing

Online marketing, a subset of marketing, is the practice of promoting goods and services through the use of the Internet and other digital platforms, including desktop and mobile computers, as well as other digital media (Khiong, 2022). The tools and strategies utilized in online marketing are used to advertise goods and services online. Customer relationship management (CRM) systems and consumer data are both utilized by efficient online marketing campaigns. Business development is much enhanced by online marketing compared to traditional marketing since it links businesses with qualified potential clients. Additionally, establishing a presence on the internet helps a firm build its brand awareness. Design, development, sales, and advertising are just a few of the technical and creative elements that are combined in online marketing. Online marketing is able to connect with potential customers and offer individualized communication, in order to raise brand exposure and sales. Online marketing combines the creative and technological resources available on the internet, such as design, development, sales, and advertising.

4.2 Social Media Marketing

Social media marketing (SMM) is a typical digital marketing media that adopts the well-known social media platforms to meet sales projection through advertising and products branding (Mohamad, Abdullah, Akanmu, & Raji, 2022). The ability to display the brand image across a range of social media platforms is provided by using social media for marketing. The SMM offers businesses a method to interact with current clients, attract new ones and develop a genuine human connection. SMM contains data analytics features that help marketers monitor the effectiveness of their campaigns and find new opportunities for interaction. Social media

marketing is growing in popularity among both practitioners and researchers, despite the fact that electronic marketing and digital marketing are still the most used terminology in academia (Ibrahim, 2022). Due to social media's growing popularity, marketers have no choice but to include it into their overall marketing strategy. For users to communicate information, social media often employs the internet or tools and applications based on mobile phones. Social media users now outnumber the population in some countries. The impact of social media on marketing can be evaluated by contrasting marketing before and after an overview of social media, as well as the types of technology used in social media context.

4.3 Performances of Small and Medium Enterprises

Small and medium-sized firms have played a significant role in the transition to a market economy, contributing to innovation, income production, and economic and employment dynamism (Gherghina, Botezatu, Hosszu, & Simionescu, 2020). The effectiveness of small and medium-sized enterprises are demonstrated by how their results compare to their projected results (or goals and objectives) are realized. Although economic performances have traditionally been used as a gauge of a company's viability, recent researches have looked at the application of these factors to SMEs and there has been an increase in discussion about the role of sustainability in organizations in several literature. It is currently one of the most crucial factors in the management research sector. The definition of SME performance is not yet a widely accepted term, despite the fact that it is a topic that is frequently discussed in academic literature. According to (Bartolacci, Caputo, & Soverchia, 2020), the performance of small and medium-sized enterprises are comprised of three distinct areas of firm outcomes: (a) financial performance (profits, return on assets, return on investment, etc.); (b) product market performance (sales, market share, etc.); and (c) shareholder return (total shareholder return, economic value added, etc.).

According to (Yakubu & Onuoha, 2022), the success of small and medium-sized enterprises can be measured in terms of their achievement of a variety of goals, including profitability, worker satisfaction, productivity, and expansion. In order to evaluate performance more comprehensively, proponents of the balanced score card performance management system have suggested taking into account both financial and non-financial metrics such as sales, profitability, return on investments, market share, customer base, product quality, innovation, and company attractiveness. The actual output or results of a research as compared to its expected

outputs are included in SME performance base on goals and objectives. According to (Mohammadian, Shafee, Rezaeeraad, Ghobadi Lamoki, & Hamidi, 2022), digital marketing directly affects how well Iranian pistachio exporting enterprises had performed over the year. The companies increase their financial and non-financial performance by increasing asset turnover, export share, revenue, and export growth, as well as customer acquisition and retention in export markets. The internet assists the distributors and agents of the companies in improving their marketing efforts and bridging the information gap regarding their goods, promotions, prices, and competitors to their customers.

5. Research Design and Methodology

The study used a survey research approach and applied qualitative data analysis to gather and analyse data relevant to the research work. In the study, the impact of digital marketing on SMEs was examined in the Fagge, local government area of Kano State, Nigeria. In order to achieve the goal of the study, the respondents who are owners of SMEs in the locations were purposefully chosen at random. The data was gathered using the field survey of businesses as main method. . Due to time restrictions, a questionnaire instrument with a four-point Likert scale and a personal interview based on the items in the questionnaire was devised. A sample of 220 respondents were taken from the total population of 250 SME within the study area using random sampling method in which approximately 88% of the administered questionnaires were retrieved and found useful in the data analysis. Table 1 contains information on the SMEs in the study area. Among the sample SMEs, 44% operate as sole proprietorships, 36% as partnerships, and 20% as limited liability companies. The findings also reveal that 19.7% of the sampled SMEs have annual sales of less than one million naira; 52% have sales turnover between one million and three million naira; 36% have annual sales between three and five million naira; and 12% have annual sales of more than five million naira. Before adopting digital marketing, the majority of the SMEs have well over 1 million in sales.

After adopting digital marketing, the majority of SMEs (36%) earn between 1 and 3 million naira as a turn-over higher than the previous year when there was no implementation of digital marketing mechanisation. After adoption, a bigger fraction of businesses (28%) make less than N1 million in sales value annually, according to a descriptive analysis of the sales improvement. The inference is that, for transactions under NGN 1 million, digital marketing has less of an effect on sales growth; however, firms were observed to have fast rise for sales values

beyond NGN 1,000,000 but not exceeding NGN 3,000,000. On the other hand, it was found that after adopting digital marketing, the sales of businesses with a value of more than one million but not more than three million were higher (36%) than they had been previously (52%). As a result of the adoption of digital marketing, there are implied value shifts of over 20%, other sales beyond N3 million were discovered to be better off than the situation was before the use of digital marketing. According to a descriptive study of years of business experience indicated by years of business operation, 20% of respondents have less than one year of experience, 28% have between one and five years of business experience, and 36% have been in business for over five years.

Table 1. The Characterizations of the SMEs in the Study Area (Field Survey 2021)

SMEs Variable	SMEs Classification	Frequency	Percentage
Business Type	Sole Proprietorship	110	44%
	Partnership	90	36%
	Limited Liability Company	50	20%
	Total	250	100
Employees Number	Less than 6 Employees	130	52%
	Between 6 and 20 Employees	90	36%
	Between 21 and 40 Employees	30	12%
	More than 40 Employees	0	0
	Total	250	100
Yearly Sales before Digital Marketing Adoption	Below 1Million	120	48%
	Between 1 Million and 3 Million	80	32%
	Between 3 Million and 5 Million	40	16%
	Above 5 Million	10	4%
	Total	250	100

Yearly Sales After Digital Marketing Adoption	Less than 1 Million	70	28%
	Between 1 million and 3 million	90	36%
	Between 3 Million and 5 Million	60	24%
	More than 5Million	30	12%
	Total	250	100
Number of Years in Business	Below 1 Year	50	20
	Between 2year and 3years	40	16
	Between 4year and 5years	70	28
	Above 5years	90	36
	Total	250	100

5.1 Population and Sampling

The 250 SMEs in Kano, Nigeria, that had successfully implemented digital marketing systems made up the population of this study. The researcher chose SMEs with implementation plans for digital marketing systems from the general SMEs population to participate in the study. A purposeful sampling approach was used to choose the instances for this investigation. Purposeful sampling is a non-random research technique in which a researcher includes in the sample particular examples that might produce data that is relevant to the study. Sampling is a planned process for choosing specific cases from a population of a given distribution. Flexible sampling is a method used by qualitative researchers. The choice of sampling approach is influenced by factors including the nature of the case, the population, and the logistical challenges of reaching instances. For this investigation, other sample techniques like convenience sampling and snowball sampling were inadequate. With convenience sampling, a researcher chooses easily accessible study venues and subjects. Convenience sampling is less time and resource-intensive for a researcher, but lacks rigor, which could have an impact on the

validity of the study and the quality of the data collected. With the snowball sampling approach, a researcher invites past study participants to suggest more potential study participants.

There is enough information available at data saturation to guarantee the study's repetition. Information from many data sources can be brought together through the process of triangulation. By exploring and analysing several viewpoints on the phenomenon, triangulation aids in the saturation of data. For a researcher to come to any conclusions regarding a case study, additional sources of evidence beyond interviews are required. The study's credibility is improved by gathering enough data to achieve saturation. In this study, data redundancy occurred when there was no more fresh material to be discovered after conducting participant interviews and reviewing corporate records. A multi-case study of the 250 SMEs was conducted as part of the strategy to achieve data saturation, and case studies of additional businesses were then conducted as a result of the failure to reach saturation. To find participants and cases that satisfied the following eligibility requirements, the researcher employed an intentional sampling technique. Participants must be owners or managers of retail SME companies with plans for deploying e-commerce systems and the SME must be located in Kano, Nigeria in order to qualify. Purposeful sampling is a non-random research technique in which a researcher includes in the sample particular examples that might produce data that is relevant to the study.

5.2 Data Collection Instruments

Since the qualitative method was used for this study, the researcher became the main primary tool for data collection. The research instrument is the qualitative researcher. Multiple data sources, including interviews, documents, direct observation, participant observation, archival records, and physical artifacts, can be used by the case study researcher to assemble evidence. Face-to-face semi-structured interviews with study participants as well as document analysis were used to obtain the study's data. Interviews allow participants to directly respond to questions in their own words and can be structured, unstructured, or semi-structured. Information for case studies can be found from interviews, which are reliable sources. In a structured interview, participants are questioned in the same order and with the same questions; in an unstructured interview, participants are questioned first with a general inquiry and then with more specific questions based on their answers. Numerous case studies make use of semi-structured interviewing techniques. When conducting a semi-structured interview, a researcher employs a set of predefined questions but is free to add more if necessary for clarity. Through

face-to-face, semi-structured interviews with open-ended questions, the researcher gathered primary data. Document analysis served as the primary source of secondary data for this investigation. In this study, document analysis involved going over pertinent corporate studys, including those found on corporate websites.

Finding pertinent documents, both printed and electronic, and combining the data they contain are steps in the methodical process known as document analysis. The purpose of studys as a tool is to support and confirm evidence from other sources. Document analysis may involve evaluating advertisements and reviewing manuals, books, brochures, company reports, event programs, charts, diaries, and other records that may be accessible in the public domain. The researcher improved the reliability and validity of the data collection instruments and process by (a) using an interview protocol to direct the process of interviewing participants, (b) using the technique of member checking to ensure correlative data, and (c) using a questionnaire to collect data from participants. The level of consistency in the outcomes obtained after repeating the same case study with similar data gathering techniques is known as reliability. The level of accuracy of data obtained from a measuring instrument is indicated by its validity(Rabah et al., 2022).

5.3 Data Analysis

According to Ali and Bhaskar (2016), summarizing the raw data is the first step towards understanding it(Ali & Bhaskar, 2016). The information gathered from survey respondents was tallied and categorized before being put into further analysis. As a result, descriptive statistical techniques were utilized to evaluate the digital marketing services that the end-user needed. The charts were transferred to Microsoft excel and mapped to the table. To exhibit the data and interpret the tabulated results, pie charts, bar graphs, and histograms were produced. The study's findings, which were given in chapter four of this study, included the identification of the essential end-user requirements as well as the implications and difficulties that aided in the development of the digital marketing service portfolio and roadmap for e-commerce implementation for SMEs.

6. Research Analysis

The SMEs are at the central economic activities in the Nigerian economy, and their contribution to long-term economic growth in terms of job creation, wealth distribution and poverty alleviation across the country has been thoroughly researched and appraised. At the moment, there is a lack of major consensus among academics, researchers, and national economists over the mainstream definition of SMEs. Even if there are disagreements about definitions, the contribution of SMEs to the Nigerian economy is unarguable. In Nigeria, SMEs play an important role in creating employment and income generation opportunities for the country's low-income earners. A quick look at the structure of SMEs in Nigeria reveals that 40% are in distribution, 30% are in manufacturing, 20% are in agriculture, and the remaining 10% are in other services. SMEs account for more than 20% of total manufacturing output and 70% of industrial employment in Nigeria, with the SMEs sector employing 84.02% of the total labor force as of December 202. Given that Nigeria now has the largest economy in Africa and is one of the most populated nations with over 200 million people, it is anticipated that by 2025, there will be more than 140 million smartphone users in the nation which has promoted SMEs with the raise of the social media applications proliferations. According to estimates from various sources, Nigeria has roughly 40 million smartphone users at the moment, which adds to the demands of SMEs' expansion.

Table 2. Information on SMEs Mobile Devices Accessibility for Online Digital Market Implementation (Research Survey 2021)

Responses	Frequency	Percentage
Very Often	120	48
Often	75	30
Rarely	40	16
Something	10	4
Never	5	2
Total	250	100

Referring to Table 2, descriptive statistics were used to perform analysis of the important research questions identified in the current study. The study found that 48% (75 SMEs owners) agreed that mobile digital devices are very often available, 30% (75 SMEs Owners) agreed that mobile devices are often available, 16% (40 SMEs Owner) agreed that mobile smart devices are rarely available, and 4% (10 SMEs Owners) agreed that mobile devices are occasionally available to the SMEs operators to negotiate with the smart digital marketing innovation in the selected study area, while 5 SMEs Owners representing 2% of the total distribution said they had never used smart mobile devices for digital marketing engagement.

Table 3. The use of Digital Gadgets by Farmers in the Agricultural Supply Chain.(
Research Survey 2021)

Mobile Device Type	Frequency	Percentage
Non-Smart Phones	15	6
Smart Android Phones	100	40
PDA & Portables	75	30
Tablets	50	20
Laptops	10	4
Total	250	100

In Fig. 1, some of the challenges to implementing digital marketing mobile technology for SMEs in the research area were shown. In actuality, 120 rural farmers, or 48% of the distribution, cited a lack of digital literacy as a hindrance to the adoption of SMEs in their particular areas. According to 75 SMEs operator respondents, or 30% of the entire sample, the absence of government incentive is one of the issues preventing digital marketing integration. While 40 (16%) SMEs indicated a lack of infrastructure, including telecommunication infrastructure, internet systems, was a hindrance to the adoption of digital marketing, 10 (4%) SMEs cited financial hardship as such. In contrast, 5 (2%) of the SMEs stated that resistance to modern implementation was a barrier to creative digital marketing in the research area.

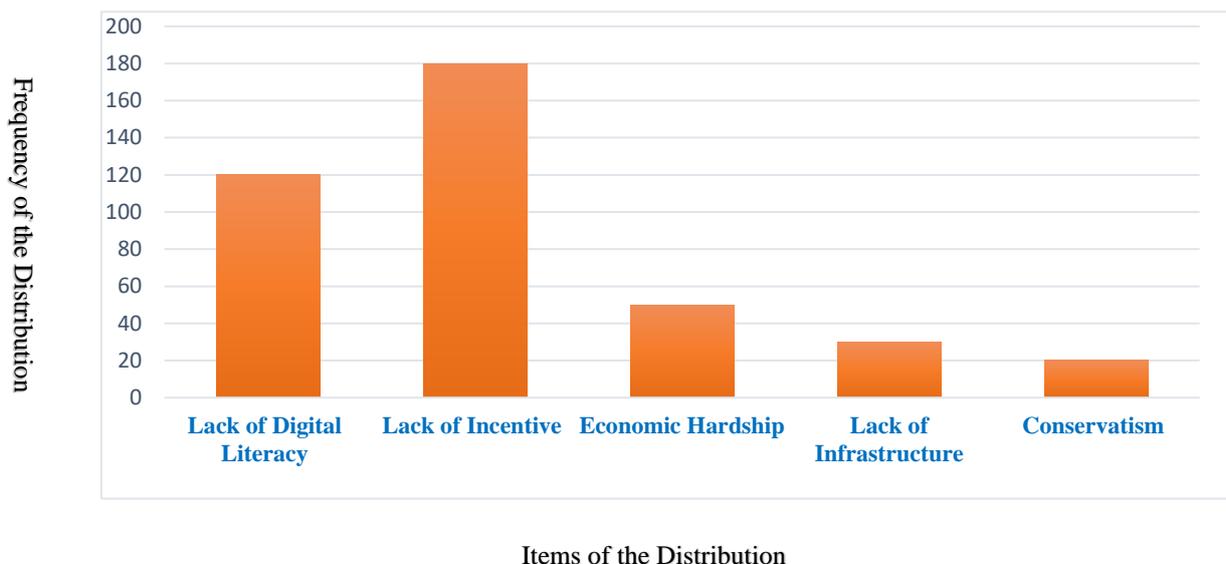


Figure 1. Factors preventing SMEs Adoption of Digital Marketing Initiatives

Table 4: Digital Marketing Platform explored by SMEs owners (Research Survey 2021)

Digital Marketing Tools	Yes	No	Total
Electronic Mail Services	200(80%)	50(20%)	250(100%)
Corporate Websites	150(60%)	100(40%)	250(100%)
Bulk SMS	220(88%)	30(12%)	250(100%)
Business WhatsApp Platform	225(90%)	25(10%)	250(100%)
Twitter Social Media Platform	196(78.4%)	54(21.6%)	250(100%)
You Tube Media handle	153(61.2%)	97(38.8%)	250(100%)
Facebook Social Media Platform	228(91.2%)	22(8.8%)	250(100%)
LinkedIn Social Media Platform	161(64.4%)	89(35.6%)	250(100%)
Blog Media Platform	128(51.2%)	122(48.8%)	250(100%)
Instagram Social Media Platform	189(75.6%)	61(24.4%)	250(100%)

According to Table 4 above, 80% of respondents use electronic mail Services in the digital marketing implementation of SMEs, 60% use corporate website, 88% use bulk SMS to research their customers, 90% use Business WhatsApp platform, 78.4 use Twitter Social Media platform, 61.2% use YouTube channels, 91.2% use Facebook Social Media platform 64.4 use LinkedIn, 51.2 utilize Blog Media platform, while 75.6% use Instagram Social Media platform to promote the idea of digital marketing. This shows that the main electronic marketing tools used by SMEs to gain a competitive advantage are business WhatsApp platform, Facebook, Electronic Mail Services, Bulk SMS and Twitter. This is consistent with (Okwudili & Kazaure, 2020) claim that the most popular electronic digital tools for customer engagement and advert are social media platform (Facebook, WhatsApp and twitter). In a different study, (Bhat & Chadha, 2022) makes the case that Twitter is a useful platform for companies who want to connect with customers right away and anticipate prompt responses. In a similar vein, (Alwan & Alshurideh, 2022) contends that social media platforms are more intriguing for service providers than for producers or retailers since it is simpler to discuss what the firm does and because it is not a very visual medium. This suggests that social media like Business WhatsApp, Facebook, and Twitter are relationship-focused platforms that demand a long-term commitment.

6.1 Discussion of Research Findings: Performances of SMEs and Online SMES

In the context of broad economic discourse, performance is one of the most important issues for SMEs because they frequently contribute significantly to the development of a nation's GDP and the global economy (Tehseen, Johara, Halbusi, Islam, & Fattah, 2023). Performance during a predetermined period of time is used to assess an organization's level of success in the SMEs sector. A company's ability to meet its operational needs usually results from the strategies it used to achieve its financial goals and achieve commercial success, which are driven by supply and demand. The performances of SMEs were assessed in this study using a mix of non-financial and financial metrics, including competitive performance, staff development, customer satisfaction and corporate sustainability. These are profitably applied to areas of considerable concern for SMEs, and they are employed by one or more users as business productivity measure.

In table 1 above, 44% operate as sole proprietorships, 36% as partnerships, and 20% as limited liability companies. The findings also reveal that 19.7% of the sampled SMEs have annual sales of less than one million naira; 52% have sales turnover between one million and three million naira; 36% have annual sales between three and five million naira; and 12% have

annual sales of more than five million naira. Before adopting digital marketing, the majority of the SMEs have well over 1 million in sales.

7. Physical and Economical Impact of Developing an Online Marketing System

Digital marketing campaign outlet procedures are important to small and medium-sized firms in order to increase their competitiveness. Increased use of information and communication technology has confirmed that these technologies have a favourable impact on economic growth (Matthew, Kazaure, John, & Haruna, 2021), raising the issues of how to manage enormous fortune made in such projects effectively, with regard to :

- i. **Economic Growth Effects on the Buyer and Seller:** Because of the advanced delivery services available directly on the Internet, customers of digital marketing do not need to travel or stand in line for purchases in order to obtain a specific product. Instead, they simply need to click on the product they want and enter their credit card information to complete the transaction.
- ii. **Satisfaction of Customers:** Businesses that engage in the electronic market can benefit from some advantages that the Internet provides, hence increasing client happiness. For example, the Internet offers a quick response time to customer inquiries, which saves time and effort and increases customer satisfaction, in addition to the security and confidentiality of financial information provided by security protocols, which helped to satisfy consumers' concerns.
- iii. **Logistics Cost Reduction:** Because digital marketing platforms can cut costs significantly, many businesses sell their goods online for less than they would in traditional markets. This is because digital marketing lowers the cost of printing and travel as well as the productivity, marketing, and transport costs that go along with selling goods online. The competition between businesses that sell the same product is one of the elements that drives down prices since it makes it simpler for customers to compare prices, which in turn drives down prices and reduces the need for as many distribution centres. Given the prevalence of digital marketing, it benefits customers to have quick access to products.

- iv. **Customer Relationship Management:** Digital marketing is based on the most frequently used internet channels, which are dynamic, can vary from year to year, and are constantly influenced by market trends. Digital marketing, in particular, regularly reviews, analyses, interprets, and promotes processes and aids in building solid consumer-brand relationships. This kind of unusual marketing has had a huge impact on sales and customer numbers, and at best, on business operations. As a result, many characteristics of digital marketing in the creation and growth of the business nomenclature can be pointed out.
- v. **Fewer Operational Staff:** Digital marketing suggests an efficient method of reaching consumers by targeting in a virtual environment, but it is a cost-effective method because the majority of the work is done directly on the Internet with the help of a limited number of staff.

8. Recommendation

A successful digital marketing strategy must therefore particularly address business issues with employee conduct related to the use of digital marketing tools to drive development in SMEs economy. The following recommendations are provided in light of the research findings.

- i. The Nigerian Small and Medium Enterprises Development Agency should inform SME owners of the benefits of using digital marketing strategies to drive the SMEs economy.
- ii. In order for Nigeria to realize the vision of the Sustainable Development Goals (SDGs) by 2030, the Nigerian government must create an environment that encourages digital marketing usage by all SMEs business operators.
- iii. To promote the acceptance and use of e-commerce in Nigeria, the Nigerian government should establish an e-commerce law. Both corporate organizations and customers will be protected by this legal framework against online transactions, fraud, currency rates, warranties, and disputes.

9. Conclusion

Digital technology can be used by small and medium-sized businesses to enhance internal processes such as product delivery, inventory control, and financial data processing. These improvements can result in an increase in the number of customers through online marketing, e-commerce, and social networking platforms. When compared to traditional organisational procedures, digital investments have the highest return on investment, according to data research. This is why a variety of events and conditions, in addition to modifications to the business's financial operations, are taken into account when determining operational success. Businesses may choose to concentrate on implementing these innovations in order to develop and prosper, given the numerous advantages that technology provides to the economy and society. On the subject of how digital marketing alternatives might help small and medium firms in Nigeria to increase sales, there are few empirical studies. The rising use of social media sites like YouTube, Facebook, Twitter, WhatsApp, LinkedIn, My Space, and Facebook has improved digital marketing's objectivity when it comes to return on investment. The most popular social networking site is Facebook, followed closely by MySpace, YouTube, WhatsApp, LinkedIn, Twitter, and Facebook. Businesses that engage with their clients directly on social media and solicit their feedback have transformed business communication strategies.

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