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Digital marketing modelling: a sustainable competitive advantage for SMEs

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Abstract

The central aim of this study is to identify forms of digital marketing enhancing SMEs productivity, along with to recommend an action to optimise the productivity of SMEs. This study was centrally steered using a survey questionnaire and complemented with a relevant literature review. The proposed hypothesised model recommends that four forms of digital marketing viz social media marketing, search engine marketing, content marketing, and e-mail marketing positively affect SMEs productivity. SMEs can grow their productivity with the strategy that finds digital marketing. Digital marketing inculcating cost-effectiveness, acceptability, and availability enable SMEs to enhance their performance. The research methodology adopted, and strategies derived in this study may give direction to social scientists to conduct a comparative study in other nations.

Keywords

digital marketing, e-mail marketing, SMEs, search engine marketing, social media marketing, entrepreneurship, content marketing

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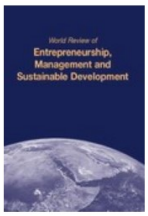

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