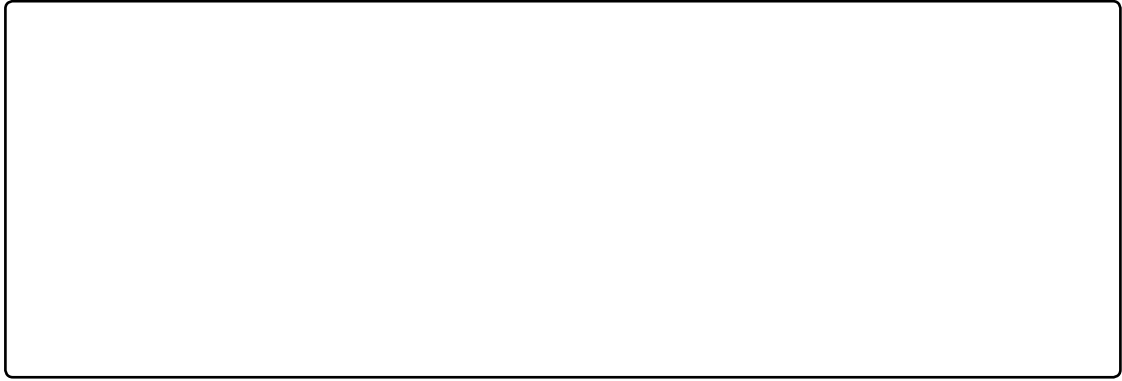


Abstract: This study aims to investigate the impact of digital marketing strategies on the performance of small and medium-sized enterprises (SMEs) in the current market environment. The research focuses on the adoption of various digital marketing channels and their effectiveness in reaching target audiences, increasing sales, and improving customer loyalty. The study also explores the challenges faced by SMEs in implementing digital marketing and the role of government support in facilitating their digital transformation.



Keywords: Digital marketing; SMEs; Performance; Customer loyalty; Sales; Government support.

Introduction

The rapid advancement of digital technology has revolutionized the way businesses operate and interact with their customers. For small and medium-sized enterprises (SMEs), digital marketing offers a cost-effective and targeted approach to reach their audience and drive growth. However, the implementation of digital marketing strategies can be challenging for SMEs due to limited resources and expertise. This study aims to explore the impact of digital marketing on the performance of SMEs and identify the factors that influence their success in the digital era. The research also examines the role of government support in facilitating the digital transformation of SMEs and the challenges they face in this process.

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2020 the next revolution

Mack S, Hofmann D, Otte J (2005)