

Anil Parajuli

DIGITAL MARKETING

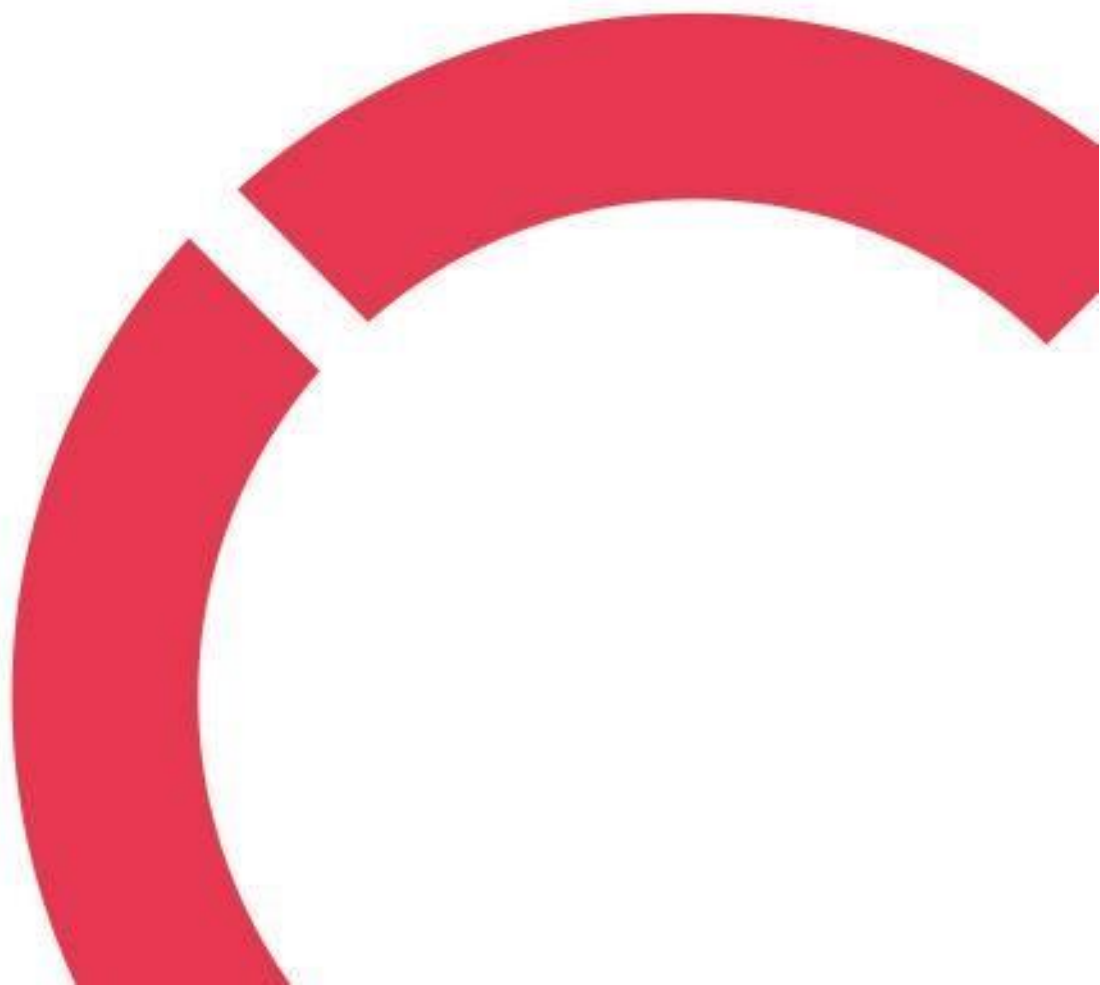
Marketing local business through online platform

Thesis

CENTRIA UNIVERSITY OF APPLIED SCIENCES

Business Management

December 2023



ABSTRACT

Centria University of Applied Sciences	Date December 2023	Author Anil Parajuli
Degree programme Bachelor of Business Administration, Business Management		
Name of thesis DIGITAL MARKETING. Marketing local business through online platform		
Centria supervisor Jari Sarja	Page 35+5	
<p>This thesis examines why digital marketing is important in this age of the internet. The study looked into the complex dynamics of digital marketing with a focus on how it affects small businesses. The study looked into the practises, problems, and wins of digital marketing, putting light on the specific factors that affect how well it works in these different business settings.</p> <p>The case then moved on to look at small companies and argue that digital marketing is very important to their success. The study not only talked about how important digital marketing is for small businesses, but it also looked into what effects it has in the real world. The marketing strategies these companies used were broken down, which showed how marketing practises are changing. It also gave a short overview of the local business and used a number of subtopics to back them up, as shown in the contents. The results of the study showed how social media marketing can help small businesses in many ways. First, business owners in the area know how important it is to have a digital profile on social networking sites to get more customers. People stress how important social media is for finding and connecting with local enterprises, and they want material that is personalised and engaging. Digital marketing experts also talked about the best strategies and techniques that local businesses can use to get the most out of their social media marketing. For this thesis, reliable online sources, articles, and marketing-related books were used as sources of information. Secondary data from a poll questionnaire was also used to back up the information. The poll was made to find out how important social media marketing is for local businesses. It had different kinds of questions that backed this theory. This thesis gives us important new ideas about how to use social media for marketing and how it can help small businesses. It has useful tips for local business owners and marketing pros who want to make their digital projects better. In the end, this study shows how marketing on social media can help small businesses grow and stay alive in a world that is becoming more and more digital.</p>		

<p>Key words Digital marketing, Local Business, Marketing, Social Media</p>
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1 INTRODUCTION

Everything about the world is changing so quickly that all we have to do is get used to the new technologies. Marketing used to be done in more standard ways, but now technology is a very important part of both marketing and our everyday lives. Marketing is simply promoting goods or services to get as many customers as possible. This can be done through advertising, deals, discounts, selling, and sending goods to customers. This is a way of doing business that takes into account all the different ways that marketing tells people about the product and gets them interested in it. This improves the customer's online experience, gives them the information they need, and encourages them to keep moving down the sales funnel. To give the customer the right information at the right time in the right manner is the most effective way to do it. Digital marketing means using new tools that are connected to the internet (Tutorialspoint, 2023). Digitized marketing is also about using what you know about your customers. It makes marketing plans for specific groups of people by using data. (Tutorialspoint, 2023) With \$4.5 trillion expected in global eCommerce sales by 2021, it's clear that there's a lot of room for online advertising. Plus, 51% of buyers look up information about what they want to buy online before they buy it. With about 4.5 billion internet users around the world, digital marketing lets companies reach people where they spend a lot of time and money. This also lets smaller businesses compete with their bigger rivals by letting them use data and information to target customers. Ten years ago, businesses advertised in traditional ways, such as by putting flyers on walls, running ads at concerts and seminars, making direct calls, using signs, and so on. But as time went on, the internet grew, and marketing methods had to change too. Through extensive study on the web, it was discovered that almost 84% of people use the internet in some form. This could be a great way to reach the most customers, and it might be easier than traditional marketing as well.

Local business promotion on the internet is becoming more and more important in today's business world. Most people now look for goods and services online, so for a small business, having a strong online presence could mean the difference between success and failure. To promote a local business online successfully, it is important to first figure out who the target audience is and what they want. Market study, analyzing how people use the internet, and getting feedback from customers can all help with this. When a business knows its target, it can create a marketing plan that will appeal to potential buyers. For selling a neighborhood business effectively, you also need to have a strong online profile. This can be done by making the website search engine-friendly, being active on social media, posting interesting and helpful content, and using paid ads to reach the right people. It is very important that all

internet information is up-to-date, correct, and the same on all devices. To be successful, you need a full marketing plan that is tailored to your business and your budget. This can be seen in paid advertising, search engine optimization, social media marketing, email marketing, and content marketing. By keeping track of how well each marketing strategy works and making changes as needed, a company can keep improving its marketing and get the most out of its money. You need to know a lot about your target group, have a strong online profile, and have a custom marketing plan. Focusing on these key areas will help a local business get new customers, keep the ones it already has, and grow its online business. In conclusion, it's hard to say enough good things about how well social media helps small businesses. This research-based thesis also talks about how planned marketing efforts and smart use of social media can help small businesses and towns get back on their feet. By using the power and reach of social media, we can connect brands with their ideal customers, encouraging brand growth and recognition. This will ultimately help small businesses succeed in the digital age.

2 **MARKETING**

People and businesses do marketing activities to get people to buy their products and services. Promotion, advertising, and selling goods and services to customers are all parts of marketing. Marketing includes things like writing product details, building website pages, improving customer service, dividing the market and business into segments, and doing market research. Effective marketing strategies can help a business grow. In 2023, (The Economic Times, 2023) said For businesses, marketing's main goal is to increase sales by giving customers what they want. Marketing is the process of finding, studying, and knowing the wants and needs of the target audience. In order to reach the target and get them to buy the product or service, marketers then come up with strategies and methods. Marketing alone isn't enough to reach the right customers.

2.1 **Digital Marketing**

It's now popular and easy to market a business's goods and names through digital channels like websites, search engines, social media, and emails. This is called digital marketing, which is also sometimes called online marketing. In this type of business, technology is the most important thing. Digital marketing has become an important part of business marketing tactics as it has become more popular over the years.

In the world of marketing, digital advertising includes all actions done on handheld devices that have some kind of computer, such as internet-based marketing. As part of online advertising, a business can get in touch with customers through websites, search engines, blogs, social media, video, email, and other similar channels. Marketing used to be done in more standard ways, like through radio, TV, print ads, signs, direct mail, and events. But now, digital marketing has taken over these old ways of doing things. When compared to the old way of marketing, digital marketing works better because it lets businesses target specific groups, keep track of how well campaigns are doing, and change their marketing strategies in real time using data and analytics. Digital marketing is an evolving method that is always changing, unlike traditional marketing, which is fixed and often called "one-way" exchange. People can't talk to a business through a sign or print ad, but digital marketing lets a business talk to its current or potential customers back and forth. A comprehensive digital marketing strategy can be very helpful for all types of businesses, from small start-ups to large corporations. Most of the time, a suc-

successful digital marketing plan uses a mix of different techniques, such as online advertising, search engine optimisation and marketing, social media promotion and administration, and content creation. (American Marketing Association, 2023)

2.2 Practices in Digital Marketing

The foundation of several successful brand efforts in the last few years has been effective digital marketing. When properly implemented, a mix of channels may provide a unified, unforgettable, and shareable user experience. Nevertheless, as technology has progressed, the idea of digital marketing has expanded to include a variety of platforms, including content marketing and social media outlets. Users are now spending over two hours daily on social networking platforms alone, and this number is only going to rise as technology continues to provide them with more comprehensive and engaging experiences. Different kinds of businesses, different kinds of audiences, and different kinds of marketing goals dictate different digital marketing strategies. During that time, digital marketing strategies such as SEO, SEM, blogging, marketing on social media, email marketing, and mobile marketing were widely used.

Website data is gathered by search engines, which are pieces of software. Included in this data set are the following pieces of information: the URL of the website, any links on the site, the programmatic layout of a page, and any pertinent phrases or keyword groups. Search engines crawl the web using specialised software known as bots or spiders, which follow the web's linking structure. (Gomez, 2022) The search tool index is a database that these programmes update at regular intervals with all the changes that have occurred since their previous voyage. The internet search engine index receives user queries and displays relevant results in a prioritised structure when users do an information search. One of the most important aspects of search engine competitiveness is this process of providing relevant results. When it comes to finding the best results for consumers, search engine algorithms are really important. Basically, when a user enters a search query, the data collected about each URL is stored in a database. Then, when the user clicks on a link, the results that are most appropriate are provided to them. (Yalcin, 2011)

Paid advertisements that increase a website's visibility on search engine results pages are known as search engine marketing (SEM). The first step is to identify relevant keyword phrases associated with the website. Then, you can create targeted ads that appear when users search for such keywords. (Nyagadza, 2020) states SEO and pay-per-click (PPC) advertising are the two main components of

search engine marketing (SEM). Paid search advertising is placing ads prominently on SERPs and paying a fee whenever a user clicks on one of those ads. Where an ad appears on a search engine results page (SERP) is dependent on a number of factors, including the amount bid, the quality of the landing page, and the ad quality score. Search engine optimisation, on the contrary hand, comprises tweaks to a site's code, structure, and content with the goal of increasing its visibility in natural search engine results. Creating high-quality content, using relevant keywords, optimising metadata and descriptions, and developing high-quality backlinks are the ways to achieve this goal.

With the goal of increasing revenue in the long run by attracting new clients through digital channels, the use of digital content has quickly become an integral and lucrative part of digital marketing agencies' operations. (Beatriz & Ana Rita, 2022) The basic tenet of content marketing is the production and dissemination of relevant, high-quality information for the purpose of increasing customer value and strengthening customer-brand loyalty to a particular, clearly-defined target population. In order to attract and acquire customers, this marketing strategy involves creating and disseminating various forms of media and content. Delivering valuable information or entertaining material to customers in a way that positively influences their perception of the firm without using direct sales proposals or urges to act is the main objective of content marketing. Storyboards, videos, digital books, diagrams, investigations, instructional manuals, photo galleries, discussions with participants, and more may all serve as delivery mechanisms for this information. (Nosrati, et al., 2013)

The term "social media marketing" describes the strategy of promoting a business's website or products using various social media platforms. (Nosrati, et al., 2013) Creating engaging content that people want to share with their friends and followers is a common goal of social media marketing strategies. Because it seems to originate from a trustworthy third party compared to the brand or business itself, a corporate message that travels from user to user is more likely to resonate. Therefore, word-of-mouth is the driving force behind this marketing strategy, leading to earned media instead of paid media. These days, anybody with an internet connection can join in on the fun on social media. Companies may boost their brand awareness and, oftentimes, customer service by enhancing internal communication. To top it all off, social media marketing doesn't break the bank for companies. Podcasts, Wikipedia, blog postings, folklore, online films, picture collaboration, sharing of news, chat rooms, and social networking site postings are all part of social media marketing's toolbox for reaching either a large or specific demographic. (Innovation Pei, 2023) Directly promoting a commercial message to a group of persons using email is known as email marketing. Any email sent to a current or future customer is considered marketing via email. Email marketing often include sending ads, requesting business, or

soliciting sales or donations to build trust, loyalty, or name recognition. One option is to use already client databases, while another is to use cold lists. Promoting a retailer's goods and services using electronic mail in an effort to strengthen ties with existing and potential customers and encourage their continued patronage. Sending out emails to promote a product or service or to encourage existing customers to make an immediate purchase. Interjecting advertisements into customer-facing email communications delivered by other businesses. Based on their findings, American businesses spent \$1.51 billion on electronic marketing in 2011, and by 2016, that number had increased to \$2.468 billion. With the right approach, you can monitor your ROI precisely ("track to basket"). (Nosrati, et al., 2013)

Using various digital channels such as web pages, e-mail, Text and multimedia messaging services, social media, and applications, mobile marketers target consumers via their tablets, phones, and other mobile devices. (Kumar & Mittal, 2020) With its many advantages, mobile marketing has become an integral part of contemporary advertising. A broad audience may be reached thanks to the versatile and widely used smart mobile devices throughout the globe. The increased contact and engagement that results from mobile marketing is a direct result of the three-way communication that it enables. On top of that, marketing information can be distributed at any time, anyplace because to the ubiquitous nature of mobile phones. Marketers are able to design and execute successful campaigns because to the proliferation of channels and technologies made possible by modern smartphones and their increased processing capacity. Ultimately, analytics enable more targeted and engaging marketing via the use of localised and highly personalised content.

2.3 Factors Affecting Digital Marketing

In the current era of digital technology, organisations are turning more and more to internet advertising as an essential tool for reaching and interacting with the audiences they are trying to reach. Therefore, it is vital for companies to have a comprehensive understanding of the different aspects that might impact the efficiency of their attempts to market themselves online. This is because there is a large variety of digital platforms and channels that are immediately available. When it comes to developing and putting into action successful digital marketing strategies, there are a multitude of aspects to take into consideration. These include the target audience, the content, the platform, the competition, the budget, the trends and technology, as well as analytics and tracking. In light of this, the purpose of this thesis is to investigate the many aspects that have an impact on digital marketing and to investigate the ways in which organisations may successfully traverse these factors in order to accomplish their marketing goals.

The simple act of broadcasting advertisements and material online to the large number of people who utilise the internet may be both expensive and inefficient. On the other hand, it is of the utmost importance to personalise the material to the particular interests and requirements of the target customers. The following issues are raised as a result of this: who will make up the audience, what are the preferences and expectations of the consumers, how can we target them, and what methods need to be implemented? (D.Rajagopal, 2022) If a company were to advertise a new grooming line, for instance, it would prefer to focus its marketing efforts on women who have an appetite in makeup instead of males who are not interested in any kind of cosmetics. When organisations have a better understanding of the demographics, interests, and behaviours of their target audience, they are better able to craft marketing strategies that are relevant and successful. The provision of information and advertisements that are in tune with the audience that is being targeted may increase the likelihood that digital marketing efforts will be effective in drawing in and retaining prospective customers.

Digital marketing is less costly than conventional marketing, but a budget is still needed. Marketers must balance organic and sponsored promotions for their brand. Blogging, videos, and social media may be cheaper. However, microsites, pay-per-click ads, and short message services need more marketing funds. Smaller companies with limited funds may benefit from outsourcing internet advertising to a specialist. They may save money and use smart digital marketing methods. (Brookins, 2023) Digital marketing works best with target-audience-friendly language and images. Relevant and interesting content marketing may help businesses convert prospects into loyal customers. Excellent content marketing boosts customer conversion and retention, according to several research. Quality images and infographics speak louder than words, and clever punchlines and descriptions attract clients. Digital marketing platforms can affect efficacy. Online communities, engines for searching, email, and mobile applications have different audiences and use habits. Social media is used for networking, whereas search engines are utilised for information. Thus, a firm advertising a new product may utilise social media to generate brand awareness and engines like Google to drive website traffic. (D.Rajagopal, 2022)

New technologies may impact digital marketing. Mobile marketing, including mobile apps, marketing via SMS, and cell-friendly websites, has increased. New platforms and services like Instagram clips and TikTok have made social media important to digital marketing. AI and machine learning are transforming digital marketing by enabling customization, robotics, and forecasting. These trends and technology may help organisations remain ahead of other businesses and improve digital marketing. (Goel,

2016) According to study, a firm that wants to perform video marketing requires a digital camera, lighting, and auditory recording technology and the expertise to utilise them, or it must hire a studio to edit and record. Analytics and monitoring are extremely important in internet marketing since they provide data on the success of marketing. By evaluating website traffic, rates of clicked, sales conversions and engagement rates, determine which methods work best and adjust their strategies. Analytics may help identify the target audience's behaviour, tastes, and interests to create better targeted and personalised marketing communications. Since most buyers now study online before buying, firms must be proactive with their digital marketing. Structured internet data is crucial there. (Das, 2023)

2.4 Digital Marketing in Finland

The digital marketing industry in Finland is rapidly increasing, with a significant focus placed on technological advancements and innovative ideas. With a high internet penetration rate, a robust information technology sector, and a population that is well-versed in technology, Finland is among the most technologically advanced nations in the world. The fact that this is the case makes it an attractive market for businesses that are working to expand their digital presence. In order to have a better understanding of the real statistics about digital marketing in Finland, the following elements have been derived from research:

Advertising expenditures in the online advertising sector are anticipated to reach \$1,080.00 million in the year 2023. In 2023, the market volume for search advertising is projected to be \$502.80 million, making it the most lucrative section of the industry. When compared to other countries, the United States will be responsible for the majority of advertising spending: \$297.40 billion in 2023. In 2023, it is anticipated that the average amount of money spent on advertisements by each user in the internet search advertising category would equal to \$96.36. In the year 2027, mobile advertising will account for forty-four percent of the overall advertising expenditure in the world of digital advertising.

By the year 2027, programmatic advertising will account for 91% of the total income earned by digital advertising in the market for digital advertising. (Jocelyn, 2022) Finland's digital advertising market is expected to spend less than the worldwide average. Search advertising dominates Finnish digital advertising. Search ad expenditure per user is also lower than the worldwide average. Mobile advertising is predicted to be responsible for 44% of digital advertising expenditure in Finland by 2027, while programmatic advertising will produce 91% of income. (Jocelyn, 2022) Search and mobile advertising provide companies in Finland several ways to contact their target audience, even if the level of digital advertising is less than in other countries. Data-driven marketing methods are very important in Finland due to the rise of programmatic advertising.

3 LOCAL BUSINESSES

A company is regarded to be a local business if it is one that offers its goods or facilities to the community in which it is located. Home-based companies, also known as local businesses, may be locally owned firms that perform from various sites within a certain geographic region. The phrase "home-based" is often used to refer to local businesses. In spite of the fact that internet shopping is becoming more popular, more than ninety percent of purchases remain performed in traditional retailers. (Yext, 2023) An online presence is crucial for small companies that want to increase visitors and compete with chains and bigger organisations. While it is possible that some local businesses lack an online sales channel, such firms must have an online existence. The evolution of the landscape for local companies is being brought about by digital media and online listings, which are providing them with the possibility to expand their online presence. Searches conducted on mobile devices often lead customers to brick-and-mortar establishments. A whopping 76% of local mobile searchers who used his service went to a shop the very next day after looking, with 28% actually buying anything, according to a new Google research. maintain contact. By establishing a solid internet presence, small businesses may expand their customer base both online and in-store. (Yext, 2023)

The best way to improve your local business's digital presence is to claim, amend and improve your online business listing. Inaccurate or outdated listings have a disproportionate impact on how local businesses appear on search results pages. Inaccurate and wrong entries can degrade users' search experience and irreparably damage a company's reputation. Example: A consumer performed an unbranded search for "pizza near me" to find information about a local pizza place, travelled to that location, and then advertised If you notice that the store is closed. Quite frankly, local businesses just lost potential customers due to poor management facts about their business.

Local company's internet visibility may be greatly enhanced if you take the time to claim, edit, and enhance your listing on the internet. Local businesses' visibility in search results is severely affected by inaccurate or out-of-date entries. The search experience for consumers and a company's reputation are both negatively impacted by inaccurate and incorrect listings. For instance, one customer looked up a pizza joint in their area by doing an anonymous search for "pizza near me." They then went there, saw some ads, and decided to buy pizza. If the store's closed sign appears to you. In all candour, local firms have simply lost prospective clients as a result of management mistakes.

3.1 Importance of Digital Marketing in Local Business

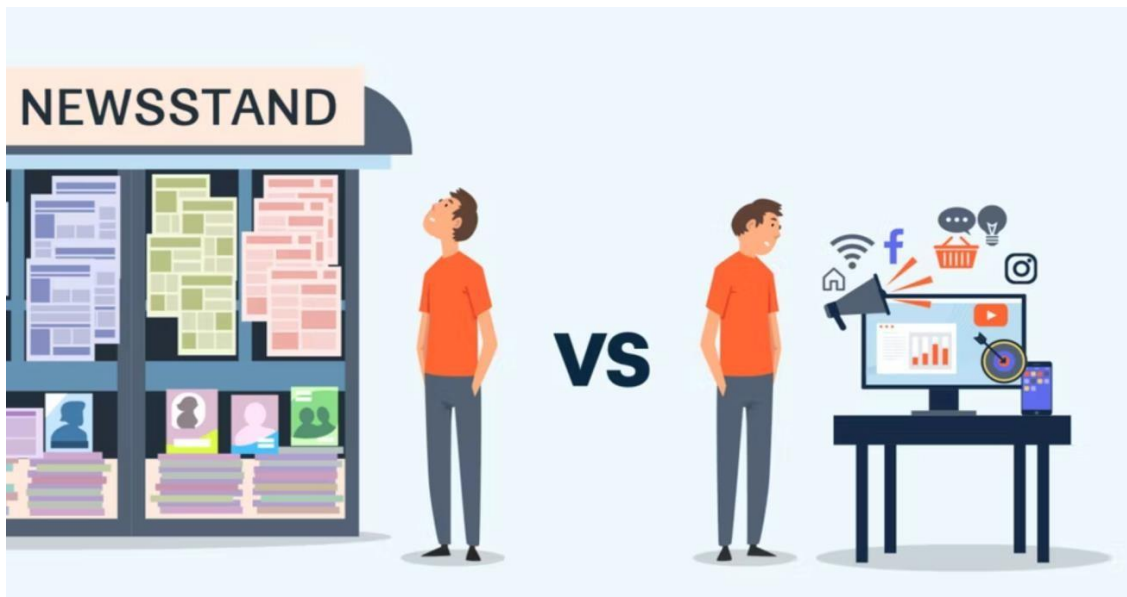
The way companies promote, connect with customers, and get new customers has changed a lot because of digital marketing. Digital marketing gives small businesses a lot of chances to grow. For a low cost and easy to track, the company can now sell to people not only in their own towns but also through the entire nation and even the world. It also gives you new ways to interact with prospects, which leads to two-way talks that build trust and brand loyalty. You can also get to know your customers better and in a new way through this conversation. In the future, this means that marketing plans can be made that are more specific and fit the needs of the business. Digital marketing lets you get in touch with people in lots of different ways. You could, for instance, live show on the Instagram page for your business and talk to customers about your goods and goals. (Rukhaiyar, 2022) These online interactions are sneaky ways to advertise and get people interested in what you have to say.

Digital marketing is essential for small companies since it has the potential to reach a greater number of people, in addition to constructing a bigger client base in a shorter amount of time and at a lower cost than conventional marketing strategies. In addition, digital marketing produces outcomes that are more specific and quantifiable, which enables firms to monitor their performance in a manner that is both more accurate and more comprehensive. A further benefit of digital marketing is that it may assist small companies in connecting with their customers in a manner that is more personal and relevant, so enhancing the quality of their relationships and fostering more customer loyalty. (Jolliffe, 2023)

Receiving clients is the primary emphasis of a firm that is just getting started. Entrepreneurs of small businesses sometimes have a tough time locating new consumers. In the process of formulating a marketing plan, many proprietors of small businesses have a sense of disorientation and an inability to successfully implement a marketing plan that is successful. The owners of small firms sometimes struggle to get positive outcomes due to the restricted marketing expenses available to them. By marketing your service or good to prospective clients, you will be able to increase the number of customers you have and increase your revenue. The most effective method for reaching prospective clients is via digital marketing. If you build an efficient marketing plan and choose the appropriate platform to offer your goods and services, marketing may assist you in attracting a greater number of clients towards your business. The digital marketing approach, in contrast to more conventional types of advertising, enables you to target a specific audience that is interested in your company. (Pant, 2020)

Research indicates that the following are some of the ways in which the significance of electronic advertising for local firms may be emphasised:

It is possible to reach a larger audience in a shorter amount of time and with less effort than conventional marketing strategies. Having the capacity to target particular clients depending on their preferences and requirements. The capability to monitor the performance of the campaign and calculate the return on investment. Capacity to generate and disseminate captivating material that succeeds in attracting attention and increases traffic. Capability to interact with clients and cultivate connections with them via the use of social media. The ability to provide clients with experiences that are more tailored to their specific needs. Having the capability to automate marketing chores, which will save both time and money. Having the ability to combine marketing via the internet with other aspects of the organisation. (Jolliffe, 2023)



PICTURE 1: Importance of digital marketing (Rukhaiyar, 2022)

3.2 Impact of Digital Marketing

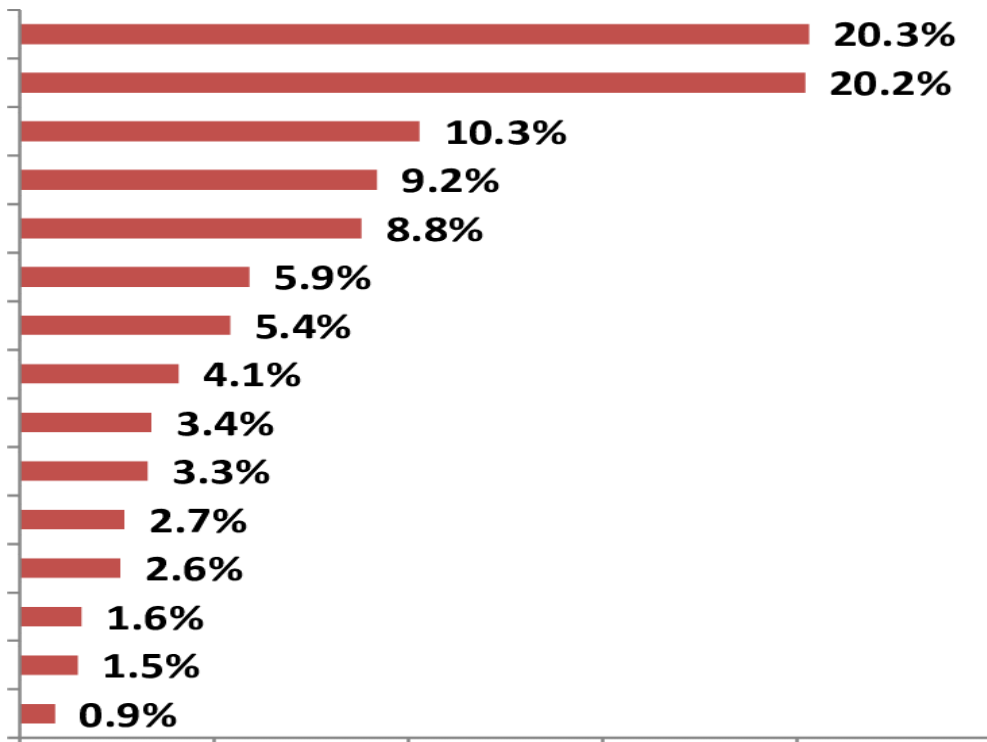
The manner in which companies engage with their consumers and the manner in which customers locate enterprises with whom to conduct business have both been dramatically transformed by digital marketing. As more companies transition to digital platforms, the influence of digital marketing on the expansion of businesses will only continue to expand.

When it comes to communicating with current customers and attracting new consumers, the lack of an effective online presence of a company has a huge influence on how the organisation conducts business. There is a correlation between a lack of online presence and a lack of confidence in products or services. It is possible for a firm to have a good influence on brand income if it executes a robust digital marketing strategy that encompasses several aspects of marketing, such as social media and content marketing. As a result of the effect of digital marketing, the method in which businesses operate and connect with their customers has been perpetually altered. Both a company's potential to develop and its profitability are being impacted by the many digital marketing methods that are now being used. It is quite difficult for a business to achieve success if it does not successfully include this kind of advertising into larger message initiatives. Lack of adoption of digital marketing tactics by businesses restricts the potential available for the expansion of their businesses. (Depino, 2023)

Significant progress has been made in digital marketing. There are hundreds of thousands of websites accessible on the internet that are attempting to connect with prospective clients. Internet connectivity has spread to every nook and cranny of the globe. A study was conducted that revealed that around 80 percent of mankind uses the internet to look for information. (Depino, 2023) This market includes a wider selection of products. The number of websites that include online commerce has expanded in a very short amount of time. The tendency nowadays is to purchase online. The use of the internet for marketing yields benefits for both customers and sellers. It is possible to evaluate the effect by observing a growing amount of tools and technology that provide assistance to consumers and quantify the outcomes. Spending billions of dollars on promotion on the internet is a global phenomenon. The positive effects that internet marketing may have on your company are made abundantly evident by this. It is clear that the influence of company marketing is evident given that millions of marketers are generating enormous profits.

One way in which digital marketing is changing the game for businesses is by encouraging a hybrid approach that combines online and offline strategies, with a focus on the former, to cut down on marketing expenses while simultaneously increasing the number of new users reached. If 13,000 euros were spent on traditional advertising, only 6,000 people would be interested in the items, while 100,000 people would show interest with exactly the same amount of money. (Noaimi, 2015) Advertising company online gives the freedom to pick the target audience, which in turn boosts product sales. No one can ever tell who may see an ad in the newspaper. You can't predict who will view your outdoor billboard on Amman's University Street. With digital marketing, it may reach more individuals and increase product profitability with 100% correct targeting.

Nowadays, brands no longer need to depend on media to convey their message; they can be retail sellers, content providers, bloggers, tweeters, and even pals. Instantly share your thoughts and purchases with your friends by searching for these products, connecting to others on social media, tweeting about them, and more. (Noaimi, 2015)



PICTURE 2. Digital marketing commercial impact (Verma,2018)

3.3 Strategies

A marketing strategy is an approach to setting and achieving measurable and precise marketing objectives. To improve your chances of achieving your objectives, think about what your company is doing today and what is lacking from your current plans. (Hudson, 2023) A strategy for online marketing is a plan to build a presence on the internet using various web-based media, including websites, social media, paid advertisements, and organic search results. Raising brand recognition and acquiring new consumers are the end objectives of every digital marketing campaign. (Hudson, 2023) In the cutthroat world of online marketing, an efficient digital marketing plan may boost client engagement and ultimately drive company success. Still, you should consider the pros, cons, and return on investment (ROI) of each approach separately. A wide variety of digital marketing approaches are available. There are some that work better than others. Marketers utilise a wide variety of strategies and tools in in-

bound marketing which includes blogging, email advertising, lead nurturing, search engine optimisation, marketing automation, website optimisation, and analytics to turn website visitors into paying customers (Adobe Experience Cloud Team, 2023). To recruit, qualify, develop, and satisfy consumers and prospects, inbound marketing takes a comprehensive strategy. Neither will this be a temporary fix nor will it be a one-time solution. Associations with customers over the long term are prioritised.

In content marketing, the goal is not to distract visitors with intrusive advertisements but to answer their queries and provide useful material. Some examples of this kind of content include case studies, white papers, infographics, videos, podcasts, landing sites, and blogs. The purpose of content marketing might vary. Use it to reach more people, make them more devoted to your business, teach them something new, and eventually turn them into paying customers. ABM is an effective business-to-business marketing method that zeroes down on selected clients. With its aid, marketing and sales teams may expedite the process of guiding leads through the sales funnel. You can zero in on the most important accounts using ABM. Increasing your website's organic traffic and search engine rankings is the goal of search engine optimisation (SEO). This encompasses a wide range of strategies, including as writing engaging content, tailoring that content to specific keywords and user intent, including meta-information into your content, and ensuring that your website is search engine optimised. Search engine optimization's end goal is to increase leads and revenue by methodically attracting targeted visitors.

In the realm of social media marketing, we make use of sites like Instagram, Facebook, Twitter, and LinkedIn to spread the word about your business, its offerings, and services. Our goal is to raise the profile of your brand, attract new clients, and strengthen relationships with existing ones. It calls for consistent advertising budgets and, often, a landing page on the website tailored to the people who budget those budgets. Website traffic, likes, and following will cease once your advertising fees are depleted. Ads under the pay-per-click (PPC) model are those that incur costs whenever a user interacts with them by clicking on them. Advertising on search engines like Google, Bing, or Yahoo! may help you reach individuals who are actively looking for products or services like yours.

Product demonstrations, interviews with influential people in the field, testimonials from satisfied customers, instructional films, and many more types of promotional videos are all part of the marketing mix. If you want more people to convert and buy from your website, PPC landing page, or social media channels, you should include videos. The goal of email marketing is to increase brand awareness,

generate leads, close sales, and foster customer loyalty via the dissemination of promotional and informative emails. Exclusive deals, online content, impending sales, and company news may all be discussed in these emails.

Growing importance of digital marketing. As people spend more time online, marketing resources are going to digital. Digital marketing offers so many options that it's simple to get into execution mode. Planning is one of the finest strategies to boost digital Return. Clear goals concentrate your efforts, eliminate waste, and expand on what works.

Start with evaluation and validation for a good plan. This allows to compare to competition and better understand the clients. Check your last year's performance. Compare your rivals. Learn your clients. The free Facebook Audience Insights tool includes audience size, demographics, activity, and interests. Have a defined goal and plan. GSOT Strategic Framework goals, strategies, objectives, and tactics help you plan. You desire to attain a goal well. Example: Event registration sales may rise 5% and 200. With a defined plan, you may concentrate on company development areas. Opportunities abound in digital marketing. Decision-making is difficult. Digital marketing enables precise targeting. Strive for precision beyond de-mographic targeting. Develop an audience persona for your target consumer to characterise them. Marketing objectives and audience should guide your content strategy. This helps you choose crucial stuff for your run. Take into account all digital channels, technologies, and strategies. Then prioritise using your step-2 tactics. Determine how each channel helps you achieve your objectives. Benchmarks are goals. For email marketing, the KPI is mail open rate and the threshold is 25% or above (American Marketing Association, 2023). Proceed slowly and follow best practises. Whatever performed last year may not work today in digital marketing. Remember, some things well are better than many poorly. Change and adaptability make digital marketing strong. It's not necessary to keep to a plan. If the commercial isn't working, pause and try something different. Run an A/B test with alternative calls to action if your website isn't converting.

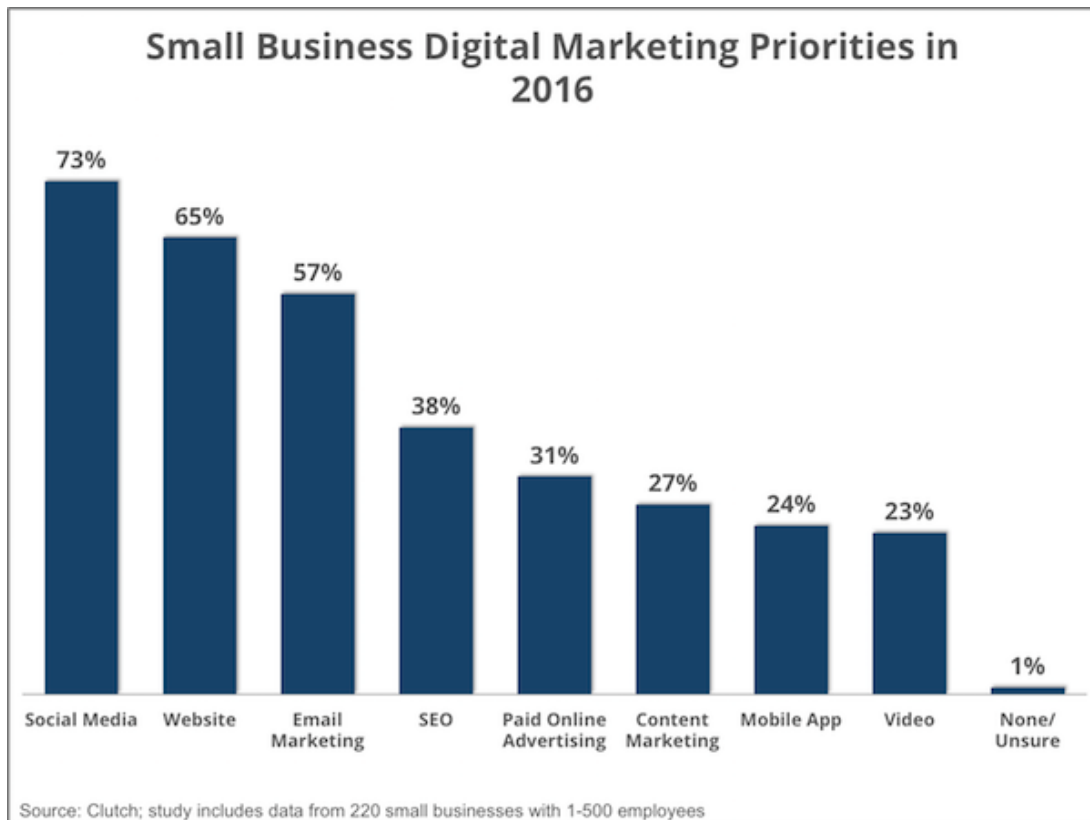
3.4 Factors Affecting the Success of Digital Marketing in Local Businesses

Digital marketing works in a world that is always shifting and moving quickly. As a result, it is very important to think about and deal with the factors that affect things. Digital marketing performance is a way to measure how well digital marketing is working. When digital marketing goals are met effectively and efficiently, as shown by higher sales, more brand recognition, and happier customers as a result of digital marketing efforts, this is called digital marketing success. (Yasmin, et al., 2015)This

research shows that internet marketing is linked to more sales. According to, brand recognition, customer happiness, user-generated content, and web data are the most important ways to measure how well digital marketing is working. Digital marketing performance is a way to measure how well digital marketing is working (Eldahamsheh, 2021). Measuring marketing success is interesting to both scientists and marketers. A literature study shows that brand value, creativity, market share, customer happiness, and customer trust are the most important markers for measuring marketing and success. There are three different kinds of marketing success metrics. (Goa, 2010)

1. Key market numbers, such as sales volume, number of previous clients, frequency of fresh clientele, price bonus and flexibility, and the quantity of new prospects and transactions.
2. Financial indicators are customer revenue, cash flow, and customer term value.
3. Customer behaviour measures, such as client retention, client loyalty, and the number of transactions, and customer opinion measures, such as brand knowledge, perceived quality, customer happiness, and customer loyalty.

According to (Goel, 2016), the following things affect how well digital marketing works for small businesses: Figure out who your internet marketing is aimed at that's the most crucial aspect from Google's point of view. You can't show ads or information to millions of Internet viewers without thinking about who they are. It makes running a business more expensive. In addition, the material should be made to fit the wants and hobbies of the audience. Businesses can target possible customers based on the choices they make about channels. There are many venues for online marketing, and more are on the way. Businesses should look at the costs and benefits of different platforms and rank them by how cost-effective they are. The words and pictures you use in your digital marketing should speak to and connect with the people you're targeting. Studies have shown that successful content marketing greatly raises the number of customers who buy and keep buying. Digital marketing costs less than old-fashioned marketing, but it's seldom free. That's why digital marketing needs to make a clear budget. Marketers need to figure out the best mix of free and paid ads.



PICTURE 3. Small Business Digital Marketing Priorities in 2016 Source : (Clutch 2016.)

3.5 Survey on Types of Digital Marketing in Finland

Over the last several years, electronic advertising in Finland has seen tremendous growth, and as a result, a number of service providers in Finland, including conventional marketing organisations, have emerged to assist businesses in the delivery of their services. In Finland, Facebook and Google have dominant positions, and together their numbers are responsible for roughly fifty percent of all digital marketing activities in the nation.

When it comes to the use of digital technology to carry out its functions, Verohallinto, the Finnish Tax Authority (FTA), is perhaps the most well-known authority in Finland. Individuals and organisations in the Finnish state have already achieved a computerised level of over eighty percent for all their processes, and the FTA is presently undertaking its third wave of digitization, which builds on over 20 years of digitalization (Vero Skatt, 2023). It is the goal of the FTA to guarantee that states get all legally mandated tax revenues, and this goal underpins all digital development efforts. Automating the

process had two advantages for FTAs: first, it boosted operational efficiency and minimised the need for human labour; second, it raised total tax income. The second one has an easy justification. It enhances the accuracy and validity of the data inside the forms by offering a user-friendly, readily accessible, and logical digital interface for filing tax returns.

Almost all shoppers nowadays use some kind of online platforms and instant messaging. The majority of the website traffic comes from search engines, e-commerce platforms, and video sharing services. At 96%, Google is by far the most popular search engine, far outpacing competitors like Bing (14% market share) and DuckDuckGo (9% market share). Whenever looking for product details, search engines are where you should focus your attention. Additionally, compared to other Europeans, Finns are more likely to browse brand and manufacturer websites. Among the many social media platforms, instant messaging apps like WhatsApp and Facebook Messenger rank first in terms of user engagement. (The United Nations Agency for International Trade, 2022)

Clothes(55%), consumer electronics(40%), cosmetics(33%), and books (30%) are the top four online sales categories in Finland. Services and travel (including hotels, plane tickets, trains, and more), games, and digital media are also doing well on the web, with the exception of 2020 and 2021 (International trade administration, 2022). Even while it has grown in popularity, buying food online still only accounts for a small fraction of his entire spending. Online grocery shopping was the norm in 2020. Compared to 36% in 2020, 47% of all purchases made by B2B will be made via e-commerce in 2021. For the 5-year prediction, this number rises to 62%. Quality is somewhat differentiated between buyers and suppliers. Both value the ability to monitor orders in real-time and make updates to previous orders. Features like integrations, personalised price lists, discounts, and variety are more valuable to sellers than to buyers. Overall, digital marketing has made great strides in the last year, and it shows no signs of slowing down anytime soon, thanks to the ever-increasing expectations of both companies and customers for online suppliers. (International trade administration, 2022)

COVID-19 has boosted internet shopping activity, particularly among the elderly. A whopping 65% of those aged 18–74 shopped online in 2019. It was 73.2% in 2020. Although e-commerce spending among those aged 65–74 and 74–89 has increased by a factor of two and three, respectively, during the last eight years, the bulk of online spending is still attributed to younger generations. Quite a little lower it stays. One area where men and women vary is in their approach to internet shopping. Men tend to like price comparison shopping over in-store browsing due to the convenience and lack of

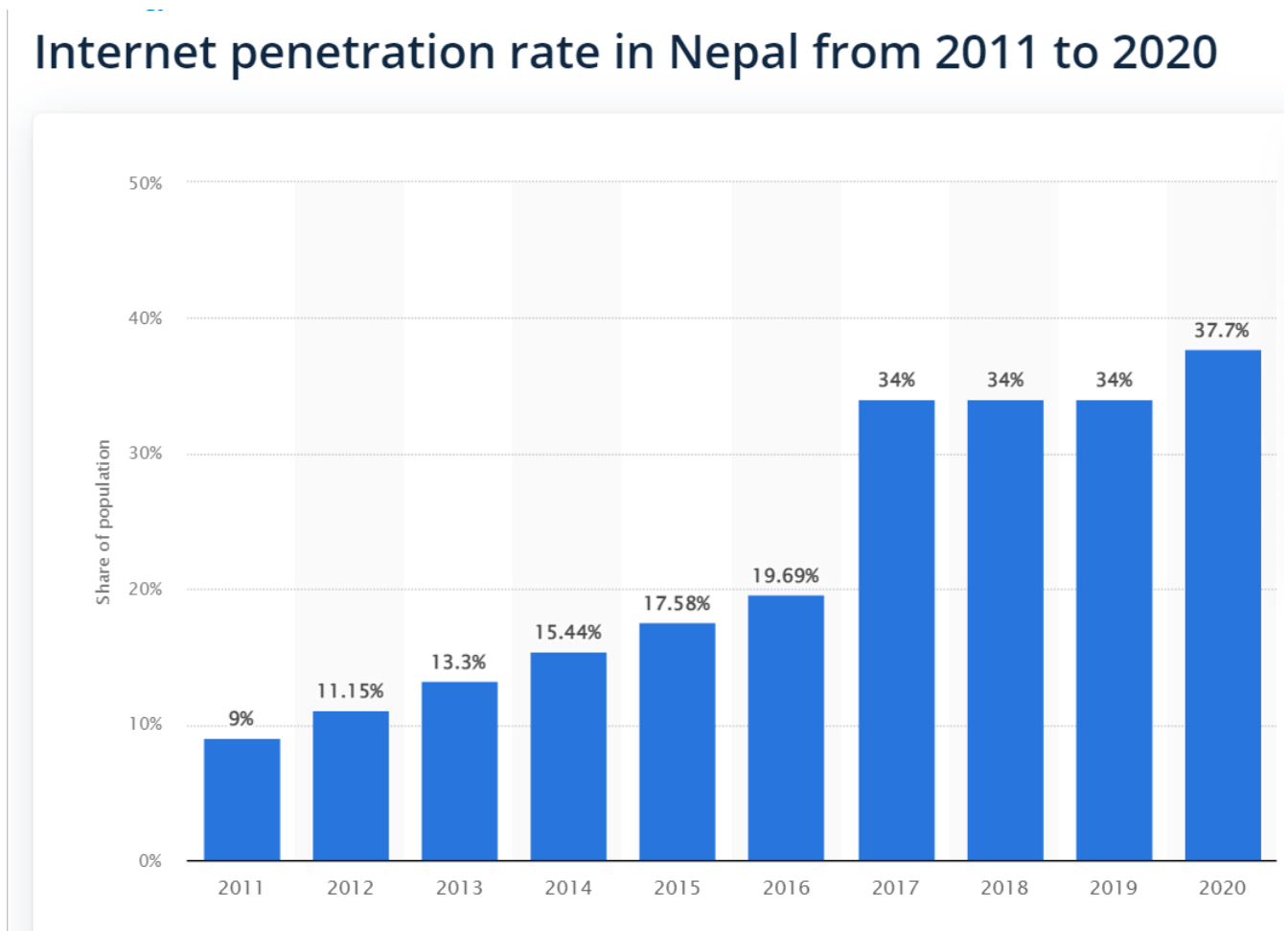
crowds it provides. Among those under the age of 35, 37% are prepared to pay more for environmentally friendly delivery services, compared to 28% of males. Thirty percent of people say they love shopping online just as much as in-store (International trade administration, 2022). As a matter of great strategic significance, digital transformation is seen by 86% of firms. 'High' or 'very high' client loyalty is a key performance indicator for 83% of companies when it comes to digitization. 12% of businesses rely heavily on client information. Over the next two years, 60% of companies will focus on digital growth rather than conventional methods. In order to maintain their present market position, 80% of companies see digitalization as crucial. Strategic communication, data utilisation, and outcome verification are the most pressing areas for improvement in the digital corporate environment.

3.6 Comparison of Digital Marketing in Finland and Nepal

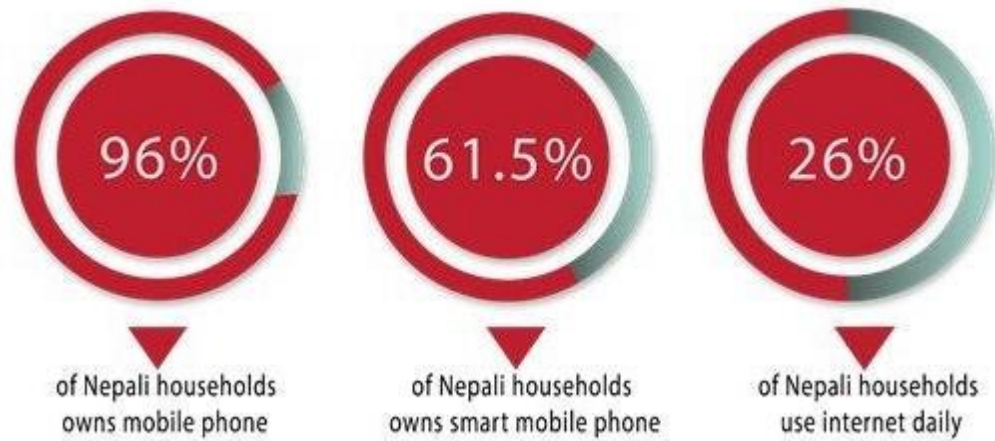
Nepal has just recently begun to explore the possibilities of digital marketing. Nepal, like many other developing and industrialised nations, is not used to conducting business or purchasing online. The incapacity of Nepalese to use digital business approaches is the most significant issue. Further expansion into the digital sector is further hindered by the absence of reliable quality control and safe payment mechanisms. Another important issue that has contributed to the decline of digital marketing companies in Nepal is the country's inadequate technological infrastructure. The aforementioned challenges have not stopped digital marketing from penetrating and even expanding its volume inside the Nepalese market. Nepalese youth, especially teenagers, seem to be enthusiastically embracing the country's current digital revolution. People rely on digital platforms for a wide range of activities, including but not limited to: communicating, gathering information, sharing personal and social data, doing business, shopping, and more.

Digital marketing has surpassed its predecessor, offline or physical marketing, because to the fast and pervasive expansion of the Internet and the introduction of new devices and technology. Sites like these: search engines, social networks, display ads, and online directories. It has completely dominated how consumers find businesses, goods, and services online. In today's tech-savvy society, consumers research products and services by reading reviews and ratings on websites like Google and Yelp. To claim that Nepal is about to undergo a digital revolution would be a huge understatement. It seems like everyone is in a mad dash to construct a mobile app to promote their services online or establish a website, whether it's for personal or business use. Sadly, Nepal's internet market is now catching up to the rest of the world. Over the previous few decades, online marketplaces have adapted. To claim that

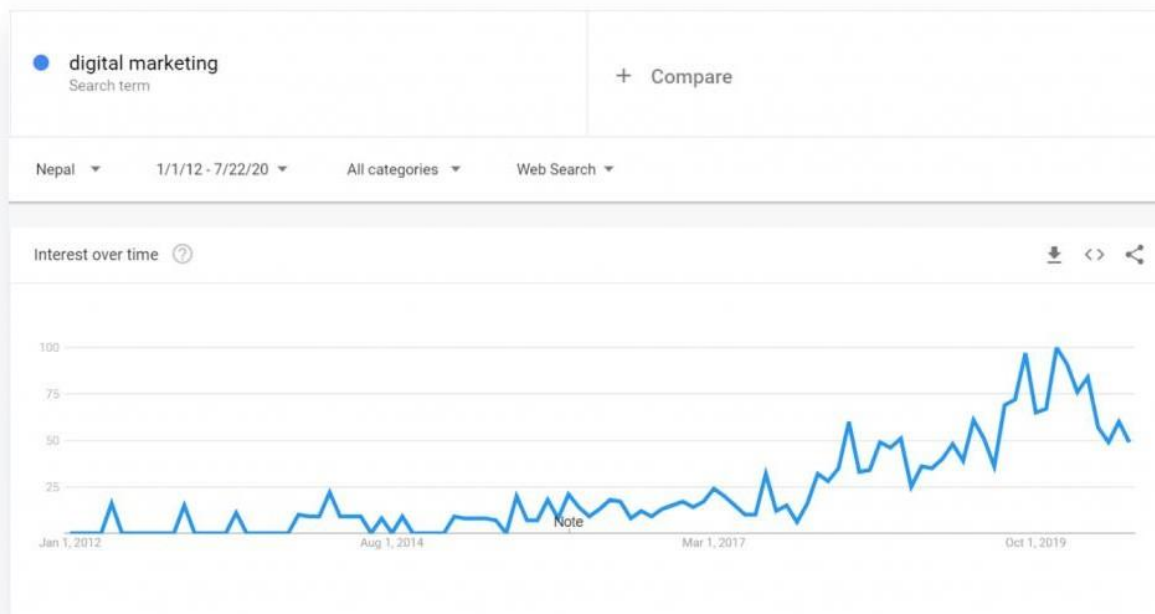
internet marketing in Nepal is cutthroat would be an understatement. Nepal is home to a profusion of digital marketing organisations and software development firms. These businesses and advertising firms are in a constant state of competition with one another to establish who is the best at digital marketing. Companies in Nepal are obtaining a good return on investment (ROI) when they switch from conventional to digital marketing. There is solid evidence that digital marketing is helping Nepalese companies save money, reach more customers, and expand their reach. There has been a recent awakening among Nepalese businesses about the power of digital marketing and the incredible results it can bring.



PICTURE 4. Internet penetration rate in Nepal from 2011 to 2020 (Source: Statista)



PICTURE 5. Scope of digital marketing in Nepal (Source: Quora)



PICTURE 6. Digital Marketing Trend in Nepal (Source : Bhandari ,2020)

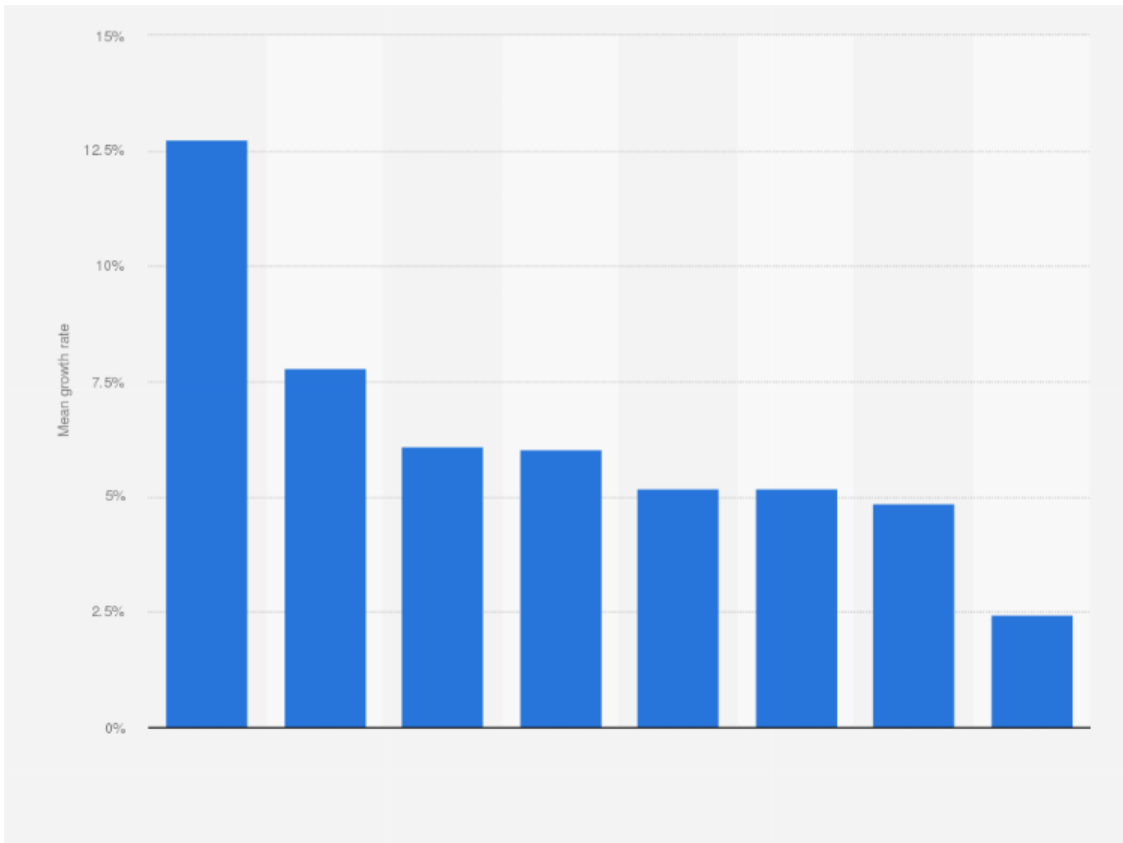
According to (Motor intelligence, 2023), 97 percent of the population in Finland has access to the internet, making it one of the countries with the highest internet penetration rate. In addition, Finland has created a robust ecosystem of service providers for e-commerce, and the country's e-commerce industry is flourishing and expanding, mostly as a result of the increasing range of products available. Additionally, they provide pricing that are lower than those given by conventional brick-and-mortar retail establishments.

Over the last several years, there has been an increase in the use of digital marketing in Finland. Other service providers in the area, such as conventional marketing organisations like Suomen Digimarkkinointi and Avidly, also have agreements with the government to assist businesses in the process of rolling out their services. Facebook and Google have already established themselves as dominant players in the Finnish digital marketing industry, accounting for around half of the total. In order to strengthen their position in the local market, participants in the e-commerce business are increasingly resorting to digital marketing.

There were indications that the internet advertising business was seeing substantial expansion prior to the pandemic. In spite of this, the pandemic has hastened the adoption of digital technology, and this effect will be long-lasting. As a result, the market for digital advertising is expected to have robust expansion in the years to come. The old marketing method has been surpassed by digital marketing. In 2018, digital advertising replaced traditional advertising as the most popular form of advertising, generating more than half of the total amount spent on advertising worldwide. As a result of people's behaviour shifting from the physical world to the internet world, the market for digital advertising is expanding. The number of people who use the internet has increased from 2.3 billion in 2012 to 5.1 billion in 2022, which is a double of the previous amount (Statista, 2023).

There are a number of significant technological businesses that are at the forefront of the digital advertising sector. Alphabet, Meta Platforms (Facebook), Microsoft, Facebook, Amazon, Tencent, Baidu, and ByteDance are among the major market participants. Many more companies are also involved. The growth of the market for video, banner, social media, and search advertising is considerably larger than the growth of the advertising market. This is primarily due to the quick rise in the consumption of social media and the increase in online purchasing. (Statista, 2023)

62% of Finnish people use WhatsApp on a daily basis, according to the findings of a poll. Facebook is the second most popular social media network in Finland, with 52% of users, followed by 33 percent of YouTube users and 34 percent of Instagram users. Compared to 13% of respondents in the previous year, 16% of respondents utilised TikTok in the year 2023. (Statista, 2023)



PICTURE 7. Digital marketing growth rate in Finland (Source : Statista)

4 RESEARCH METHODOLOGY

The goal of this study is to look into and assess the methods used to market local businesses on social media sites. This study aims to find the best ways for businesses to build real relationships with their local customers in addition to having an effective online presence by looking into the complicated world of social media promotional techniques. This inquiry aims to provide valuable insights and helpful guidance for businesses that are attempting to navigate the problems of social media marketing in the context of regional markets. This will be accomplished via a comprehensive review of research methods.

4.1 Introduction

The methodology that will be used to assess the manner in which local businesses gain exposure on the web is an essential component of this study project. This methodology provides a description of the procedures and methods that will be used in order to gather and analyse the data that is required in order to provide answers to the research questions. The purpose of this research is to get a better understanding of the effectiveness of social media marketing for local startups. This section provides a comprehensive discussion of the study design, the methods of data collecting, the analysis of the data, the ethical issues, and the possible constraints.

4.2 Research design

In this section there are two smaller parts which are the description of the method to be used and the implementation plan and the result analysis. The aim of this research is to clarify the importance of social media platform to promote the local business. Specially, the research will answer the question: how people are using local business through social media in day-to-day life basis. A questionnaire is prepared and sent via multiple channels to collect results. The respondents are mostly the students from the school because they are young and have knowledge of social media and have been using social media in daily purpose. Respondents are not only from Finland but also from Nepal and few other European countries. Since then, the results of the survey can show global trends.

4.3 Research method and plan to process

The method used in this empirical research is called quantitative research method. It refers to the systematic collection and investigation in the case in which a person doing the research collects data from different respondents that are based on numerical figures and the data obtained is then analysed for obtaining the results using different mathematical, statistical and computation tools. (Shenmare, 2023) The quantitative research design allows researcher to find averages and patterns. It is utilized to measure frames of mind, suppositions practices and other characterized factors and sum up results from a bigger example populace.

The survey took a week to collect responses from respondents. It was emailed by school account to business students from Centria UAS. In addition, I sent the questionnaire to the students of Nepal and few to European region students i.e. France, Italy and Spain. However, this survey method has some inconveniences during the process because although it is widely distributed, the answers to the questions only account for small number of people. Additionally, the answers obtained should only be considered reference because some respondents may have respond superficially.

In this research the internet has helped a lot in the process of collecting answers and spreading questions. Google Form is an excellent surveying tools by its ease of operation. When the survey was done, its interface to the respondents seems very friendly and ease to use. The answers from the respondents are recorded immediately after pressing the save button. Finally, the recorded data will be automatically analyzed on Google Form. This is really life saver for the researcher.

4.4 Research analysis

This chapter will present data collected from respondents via Google Form. The results show a clearer view of people using social media to buy or support the local products available in the market. This analysis illustrates how much people are engaged in social media platform and gives how this can be used by local entrepreneurs to sell or advertise their products accordingly. To understand the importance of social media in marketing field, the questionnaire was sent via Facebook, email, Instagram etc to the students of Centria UAS as well as students from Nepal, France, Spain, Korea, Italy from which I collected the whole international review. The questionnaire is shown in appendix 1/1, 1/2, 1/3.

From the feedback of respondents, it will be possible to assess which social media is more engaging and how people buy the products which are advertised through social media.

1. What is your age?

33 responses

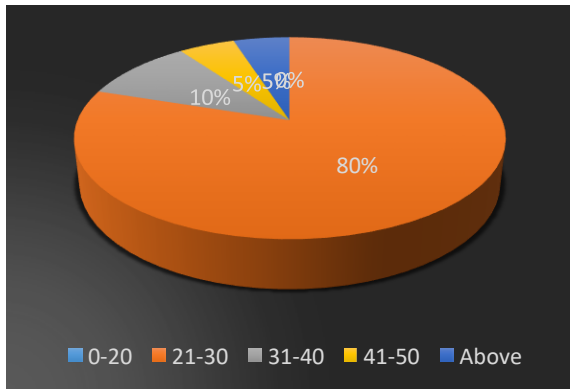


FIGURE 1. Age

The result of this survey shows that majority of the age group is from 21 to 30 which is 80 percent of the respondents. Similarly, 10 percent of people are from the age group 31 to 40 and 5 percent each from 41-50 and above 50. This shows the clear vision that the youths from the age group 21 to 30 are most engaging and they should be targeted while advertising the products.

2. What is your gender?

33 responses

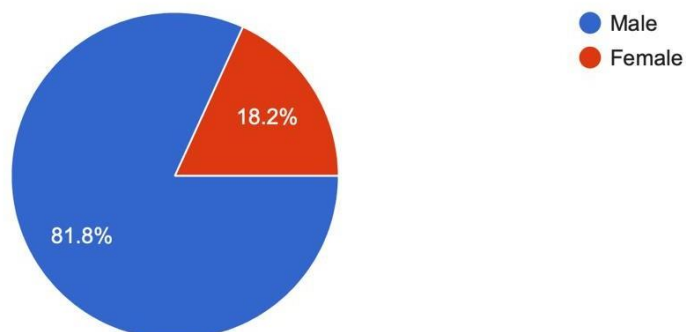


Figure 2. Gender

The survey shows that, 27 were male and 6 were female out of the 33 respondents. This corresponds to the proportion of 81.8% male and 18.2% female. From this survey we can say that still male are more engaging than female.

3. Where do you live?

33 responses

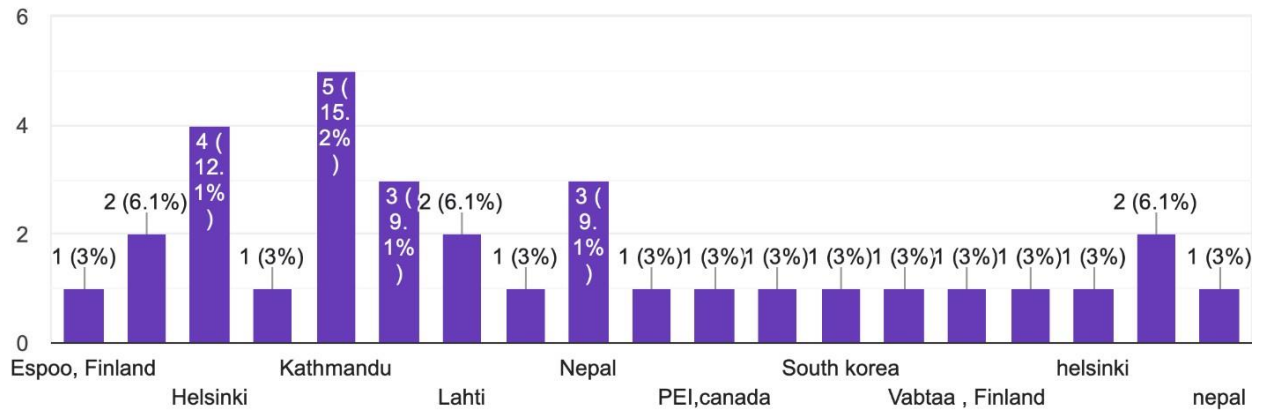


FIGURE 3. Place

This chart shows the respondent residence area. By counting it is found that 16 respondents are from Finland living in different cities. And 14 are from Nepal whereas 1 each from Canada, Korea and Spain.

4. Which social media platforms do you use regularly? (Select all that apply)

33 responses

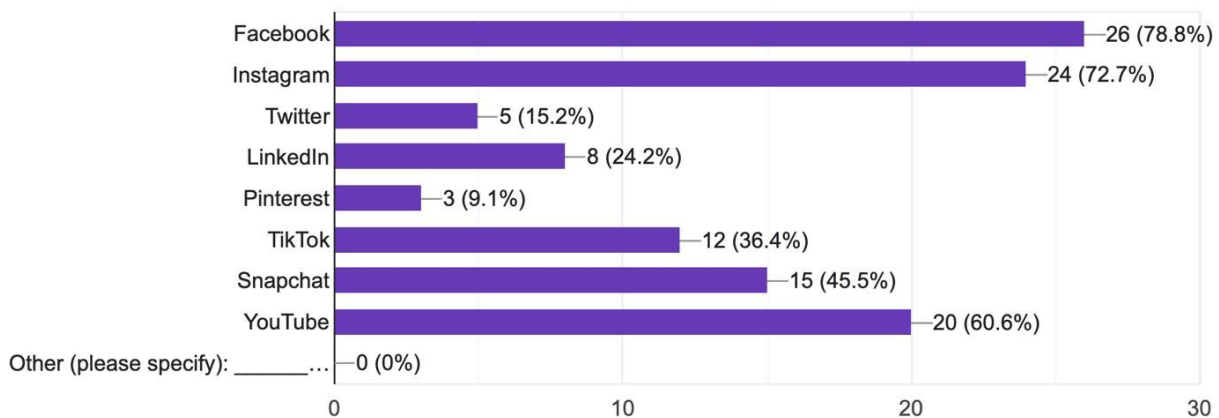


FIGURE 4: Most used social media platforms

From the statistics, we can assume that most of the people are engaged in Facebook (77.8%), Instagram (72.7%) and YouTube (60.6%). Twitter, LinkedIn, Pinterest and Snapchat are used less according to these statistics. This is important research because entrepreneur should be promoting and publishing ads on Facebook, Instagram, YouTube rather than other social media to get numerous attentions.

5. How often do you use social media platforms for personal reasons?

33 responses

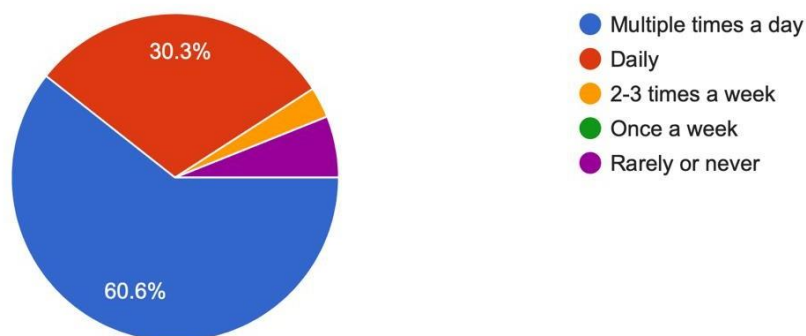


FIGURE 5. Uses of social media platform

It shows that 60.6% percent of people use social media multiple times a day and 30.3% are sure that they use daily, which gives the clearer view that engagement time with social media is so the entrepreneur can take the advantage of reaching them with the help of social media marketing. There are very few who use 2 to 3 times a week, once a week and never.

6. Do you follow any local businesses or shops on social media?

33 responses

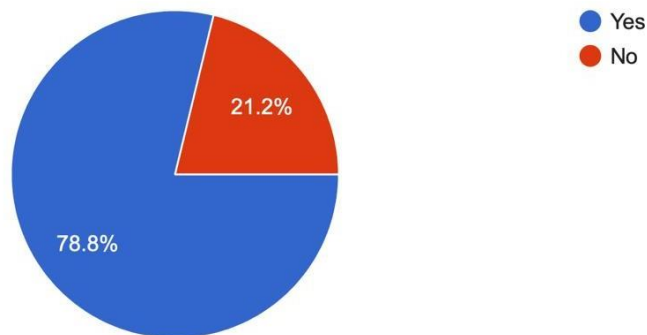


FIGURE 6. Following shops or business on social media

78.8% of the people search or seek for the local products through their social media whereas 21.2% of people don't follow much. It shows that customer itself is trying to get to the products through social media and social media play vital role by advertising through some social media, it gets connected easily.

7. Have you ever made a purchase from a local business after seeing their promotion on social media?

33 responses

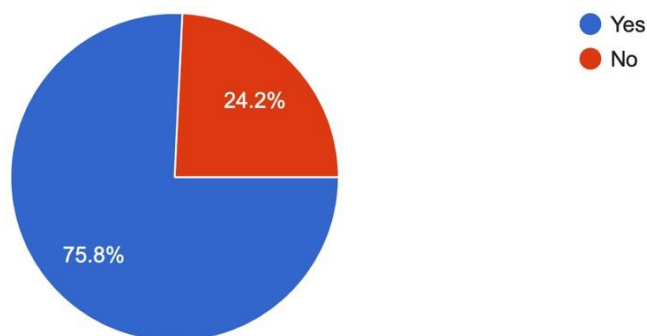


FIGURE 7. Purchases from a local business after seeing promotion on social media

This pie illustrates that more than three quarter of respondents have purchased the products after seeing the advertisement through their social media accounts. In this internet era, the entrepreneur should definitely get advantages from online advertisement reaching most peoples different social media accounts.

8. What types of content from local businesses on social media do you find most engaging? (Select all that apply)

33 responses

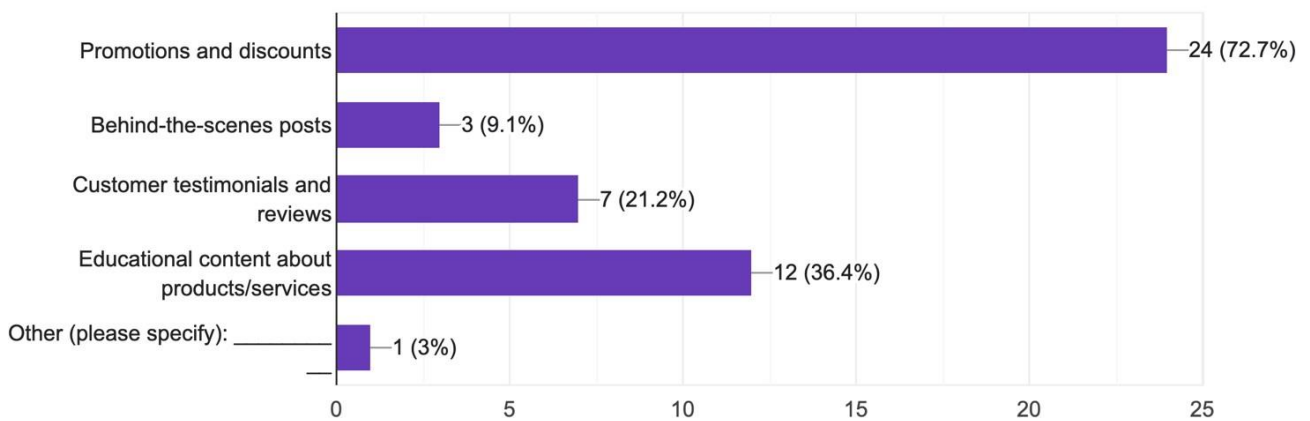


FIGURE 8. Advertisement content

From this survey, it shows that promotions and discounts heavily influence the customer mind to reach out the products. From total respondents, 24 people reach to the products after seeing the advertisement of promotions and discounts of the products. Educational contents and customer testimonial reviews are selected by 7 and 12 people respectively. This is helpful for the entrepreneur to know that which subjects of advertisement help out to reach more customers.

11. In your opinion, do local businesses effectively use social media for promotion?

33 responses

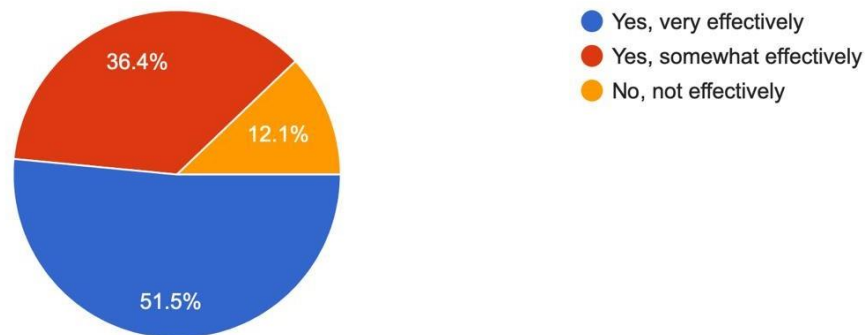


FIGURE 9. Effectiveness of social media promotion

This pie chart demonstrates 51.5 and 36.4 percent of total respondents think that social media is a great tool for marketing the local business effectively and somewhat effectively respectively. However, 21.1 percent people think it is not working effectively.

12. What improvements, if any, do you believe local businesses can make in their social media marketing strategies?

This question was asked in the survey to know the improvements needed to make in social media marketing. Various types of suggestions were mentioned by the respondents. Majority of the people refers proper video content and creative ideas related to the products should be made for the attention of the customers. Also, some said reliability, attractiveness, better discounts, customer feedback should include in marketing strategy. Similarly, some put the view of having an employee handling all social media marketing strategies and contents.

13. How influential are online reviews and ratings in your decision to visit or purchase from a local business?

32 responses

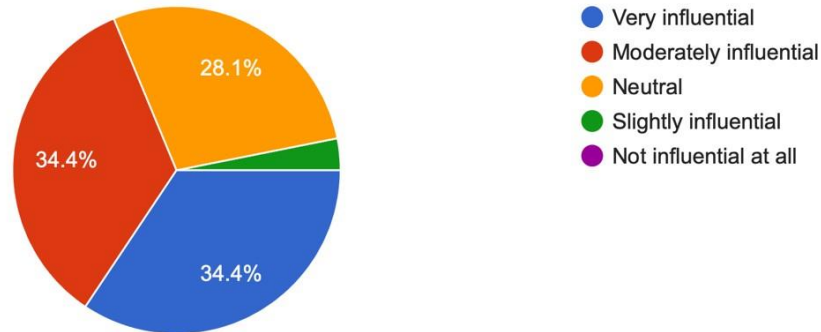


FIGURE 10. Overviews and ratings

This pie chart shows online reviews and ratings play very crucial role in customer mind. From this survey we know that every respondent is somehow influenced with the ratings on their products. 34.4% of people are very influenced with the ratings whereas again 34.4% which is 11 people are moderately influenced. 28.1% of people choose to stay neutral and 3.1% are slightly influenced but 0 people choose not influenced at all. So, every customer check ratings and reviews before consuming the products or commodities. This need to be maintained well because all people are after the reviews.

14. Do you believe that local businesses with an active social media presence have a competitive advantage over those without one?

32 responses

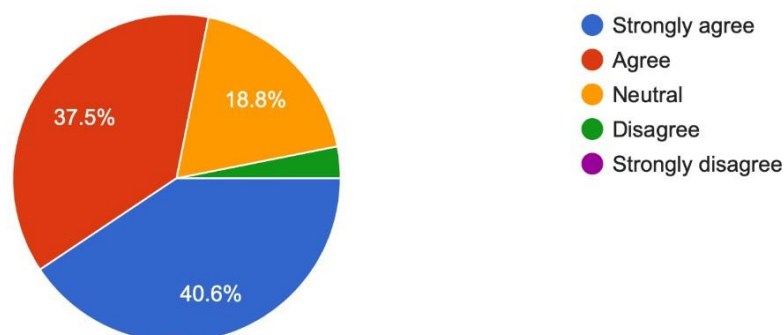


FIGURE 11. Competitive advantage in presence of social media presence

This pie chart illustrates, there is obviously competitive advantage of those businesses which have social media presence. 40.6% and 37.5% of total respondents strongly agree and agree respectively as shown in chart. 18.8% stay with neutral and 3.1% disagree with this statement.

15. Would you like to see more exclusive promotions or discounts from local businesses on their social media profiles?

33 responses

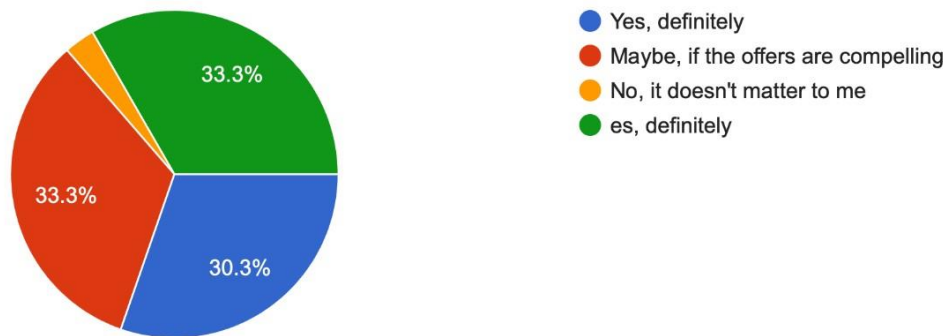


Figure 12. More exclusive discounts (Green and blue represent same mass)

This question was asked to see whether the respondents want to see more discounts and promotions from the local business or not. From the pie chart, it is assumed that 63.6% of the respondents definitely want to see discounts whereas 33.3% of the people choose maybe only if the offers are compelling to them and 3% of mass reply it doesn't matter. From this it is found that large number of mass are interested in more promotions and discounts from the local business.

16. How likely are you to continue supporting local businesses through social media in the future?

32 responses

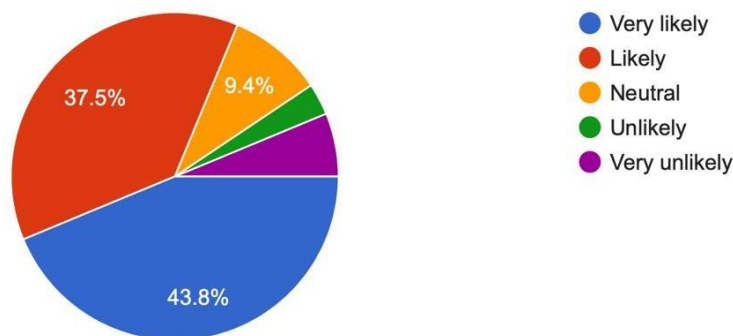


FIGURE 13. Supporting local business in future

43.8% and 37.5% of the total mass choose very likely and likely respectively. From this it is assumed that large amount of mass are supporting local business. 9.4% of the people stay neutral and 3.1% and 6.3% of the total mass are unlikely and very unlikely in supporting local business respectively.

5 CONCLUSION

According to research, a significant number of customers are actively participating in social media. In spite of the fact that there is still place for conventional marketing, online marketing is rapidly becoming the normal approach for local businesses to reach out to new clients. According to the findings of the study, the age group that is most likely to be the online consumer for local companies is the one that falls between the ages of 20 and 30. In the past, all that was required to establish a devoted client base was a storefront that was both appealing and located on a busy street. In today's world, people do not pay attention to your company since they are so preoccupied with their cellphones that they are strolling down the street. Despite the fact that there are a great number of social media sites, the findings of this study indicate that Instagram, Facebook, and YouTube are the most engaging. As a result, business owners should strongly consider using these platforms as their primary tool for marketing their services and products. Additionally, the primary material that causes the visitor to pause and visit your business is the promotional and discount content, educational information about the items, customer reviews, and other similar content. You already have the confidence of consumers who have bought with you for years, but you need to go to even greater lengths to convince those who are not customers that you will provide them with a superior experience. Online marketing might be of assistance. The majority of consumers now rely significantly on the Internet as their main source of information. There are times when you just do not have the time to go out and hunt for a nice restaurant or dry cleaner, but it is not difficult to locate one online. Customers who are considering doing business with you could have overlooked your company on their way to a competitor merely due to the fact that it is more accessible online. Because of your web presence, it's possible that this consumer was aware of your business yet chose to place their faith in your rival. Online marketing is not only vital for increasing sales, but it is also important for gaining customers' trust and making them delighted to purchase from your company. Traditional marketing is focused on increasing sales. Despite the fact that aggressive sales tactics may still be effective, customers are more inclined to seek out businesses that provide them with free advice, helpful tools, and enjoyable diversions in order to satisfy their needs. Additionally, they have a tendency to choose businesses that treat them as individuals rather than as a means of generating cash. Local companies who promote themselves online have a competitive advantage over those that do not sell themselves online since these interactions are made possible by online marketing channels such as social media, mobile, and email.

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1. What is your age?

Mark only one oval.

0-20

21-30

31-40

41-50

Above 50

2. What is your gender?

Mark only one oval.

Male

Female

Other:

3. Where do you live?

4. Which social media platforms do you use regularly? (Select all that apply)

Check all that apply.

Facebook

Instagram

Twitter

LinkedIn

Pinterest

TikTok

Snapchat

YouTube

Other (please specify): _____

5. How often do you use social media platforms for personal reasons?

Mark only one oval.

Multiple times a day

Daily

2-3 times a week

Once a week

Rarely or never

6. Do you follow any local businesses or shops on social media?

Mark only one oval.

Yes

No

7. Have you ever made a purchase from a local business after seeing their promotion on social media?

Mark only one oval.

Yes

No

8. What types of content from local businesses on social media do you find most engaging? (Select all that apply)

Check all that apply.

Promotions and discounts

Behind-the-scenes posts

Customer testimonials and reviews

Educational content about products/services

Other (please specify): _____

11. In your opinion, do local businesses effectively use social media for promotion?

Mark only one oval.

Yes, very effectively

Yes, somewhat effectively

No, not effectively

12. What improvements, if any, do you believe local businesses can make in their social media marketing strategies?

13. How influential are online reviews and ratings in your decision to visit or purchase from a local business?

Mark only one oval.

Very influential

Moderately influential

Neutral

Slightly influential

Not influential at all

14. Do you believe that local businesses with an active social media presence have a competitive advantage over those without one?

Mark only one oval.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

15. Would you like to see more exclusive promotions or discounts from local businesses on their social media profiles?

Mark only one oval.

Yes, definitely

Maybe, if the offers are compelling

No, it doesn't matter to me

16. How likely are you to continue supporting local businesses through social media in the future?

Mark only one oval.

Very likely

Likely

Neutral

Unlikely

Very unlikely