



DIGITAL MARKETING- SMALL SCALE BUSINESSES VS LARGE SCALE BUSINESSES IN FOOD AND HEALTH

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Abstract

The way of marketing products or services, for now, has changed. Currently, marketing does not have to be done by meeting in person. Simply by using the digital marketing application, entrepreneurs can make sales without being limited by space and time. However, the development of digital technology is not accompanied by the development of utilization by Micro, Small and Medium Enterprises. This means that not all entrepreneurs, especially micro and small entrepreneurs, utilize this technology. So small and medium entrepreneurs use the old pattern of running their business, especially in the marketing sector. Based on this, researchers conducted research using qualitative research methods to find out how these micro and small entrepreneurs run their businesses in the era of rapidly developing digital marketing technology.

Keywords: *Marketing , Consumers, Advertisements*

INTRODUCTION

Digital Marketing

Ten years ago, the concept of using social media for business was foreign. Today, however, with the rise of giants like Instagram, YouTube and Facebook, many businesses see the marketing value in these sites. The boom of the social media influencer and content creator market has opened new doors of opportunities. Social media and influencers have evolved into legitimate ways for brands to reach their customers and generate income.

However, influencer marketing is not the only perk of investing in social media marketing as a brand. For small businesses and startups, in particular, there is a world of opportunity in that realm of hashtags, comments and likes.

Theory

Digital marketing is a technique where different companies can advertise and sell their services using a digital platform. It is really essential for small businesses as it gives them more exposure and popularity. Large scale businesses like to invest more in digital marketing to make more creative advertisements and keep their consumers hooked. It is really a very important factor in business as it is one of the most efficient methods of earning a large profit.



Experimental

The best way to have a successful marketing strategy would be to add as much evidence as possible. Mention facts and public reviews to attract more profit. Small industries in healthcare and food which are not certified will lead to trust issues. They should try to get certified in order for people to trust them and their services. For large industries which are already certified should try to constantly send out new ads so that their consumers do not move to some other product. They need to be at the top of the industry. Certified industries have an advantage as they are already trusted by many people. They can add more biological factors like more nutrients or improved technology. This leads into people maintaining their relationship with the service. Both the small and large industries should have an attractive website or any such platform in that case which helps communication with the consumer easy. It should be fast and very efficient. [1]

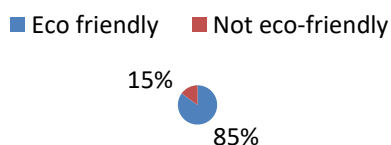
RESULT

If the steps mentioned above are followed, an increase in income will be noticeable. How? Well since you are certified, many people will trust you and try out your products. If they do so, you can expect a higher demand in your service. And now that there is an easy and efficient portal for interactions, consumers would like to solve their queries and buy your products. Also the attractive ads bring in more people if it is something interesting to them. Adding public reviews show that the product has been used and that there aren't any issues with it.

DISCUSSION

Mobile devices, excluding tablets, generated about half of all website trafficking globally.[2] This gives so much exposure to startups as it is one of the most approachable methods. It is easy to use and super user-friendly. It mostly contains most of the information needed to please a person browsing through the web. But, many people may not be recommended your site or not open you site as they may think it's a fraud. Also, consumers are around four times more loyal to eco-friendly businesses.[2] Majority of the public look for eco-friendly products to protect the environment. Adding that as a factor would be very effective as people would prefer your product above anyone else's. The global green technology and sustainability market size was valued at \$10.32 billion in 2020, and is projected to reach \$74.64 billion by 2030, growing at a CAGR of 21.9% from 2021 to 2030.[3] Globally, 85 percent of people indicate that they have shifted their purchase behavior towards being more sustainable in the past five years. [4]

Percentage of Eco-friendly consumers globally





CONCLUSION

In conclusion, I think that the main key to earn profit is to know what your customer wants and giving them exactly them. But how do they know that what they want is being offered by your company? The only way to let them know is marketing. Digital marketing is eco-friendly and influencer marketing or marketing on social media is one of the ways to grab people into the net of your services. I would recommend companies to generously invest in digital marketing and to get investors for your company who can guide you in the correct direction and use their fame to help you grow. At the end, what matters most is the satisfaction of the people. If that is fulfilled, then you know that you are on the right track.

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