

Report on
How Small Businesses are changing their Traditional Marketing Strategy with Digital marketing provided by TEN's 360?

By
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An internship report submitted to the Brac Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

Brac Business School
Brac University
October 2022

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Declaration

1. It is hereby declared that
2. The internship report submitted is my/our own original work while completing degree at Brac University.
3. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
4. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
5. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Riaz Uddin Ove
Student ID: 18204075

Supervisor's Full Name & Signature:

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Senior Lecturer, Brac Business School
Brac University

Transmittal Letter

25th August, 2022

Ms. Raisa Tasneem Zaman

Senior Lecturer, Brac Business School

Brac University

66 Mohakhali, Dhaka-1212

Subject: Internship report submission on “How Small Businesses are changing their Traditional Marketing Strategy with Digital marketing provided by TEN’s 360?”

Dear ma’am,

I, Riaz Uddin Ove, an undergrad student of Brac Business School, am herewith dutifully submitting my internship report on “How Small Businesses are changing their Traditional Marketing Strategy with Digital marketing provided by TEN’s 360?”.

To fulfill the condition of my internship, I have worked at TEN’s 360 as a client service intern for three months from 15th May to 15th August. TEN’s 360 is a one-stop digital and analog marketing solutions provider for all the lawful businesses.

To conclude, I would like to express my highest gratitude to you for your continuous supports and guidelines which helped me to finish this report flawlessly. I trust that you will accept this report.

Yours sincerely,

Riaz Uddin Ove

ID: 18204075

Brac Business School

Brac University

Date: August, 2022

Non-Disclosure Agreement

This agreement is made between TEN's 360 and undersigned student of Brac Business School, at Brac University.

As you have been hired at this organization, you will have access to the inside and private information of the company. You hereby accept that this information will remain unclosed by you won't be public anyhow.

Riaz Uddin Ove

ID: 18204075

Brac Business School, Brac University

Acknowledgement

Throughout the semester I was fortunate enough to work with few great individuals who helped me learn at my best and mentored me whenever I needed.

Firstly, I want to express my highest gratitude to the internship advisor Ms. Raisa Tasneem Zaman for giving me the opportunity to have her guidance and allowing me to submit my official internship report on **“How Small Businesses are changing their Traditional Marketing Strategy with Digital marketing provided by TEN’s 360?”**.

Then, I am grateful to my internship supervisor Rafee Mizan Khan Niloy (CEO and Co-founder of TEN’s 360) for providing me time to time information and all the needed guidance about my works. After that, I am also very much grateful to all my team members who helped me in every task I was assigned in my internship period. In this three month I have learned lots of things about Digital Marketing and how digital marketing is playing a vital role in this modern marketing world.

Moreover, I am thankful to Brac University for allowing lots of opportunities in my whole university life, which made a better person and helped me to be a better version of myself.

Lastly, I hope this report will be beneficial for those people who have interest in digital marketing industry. Also, how, and where a marketer can use digital marketing tools for the best ROI.

Executive Summary

This report is written with the intention to find out the reasons why small businesses are replacing their traditional marketing strategy with digital marketing provided by TEN's 360. I have done an online survey on different small business owners for this report. I have found the major reasons for choosing digital marketing over traditional marketing. This report will show the benefits and uses of digital marketing, lacking's of traditional marketing, and experience of 20 small business owners about traditional and digital marketing.

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Chapter 1

Overview of the organization, operation, and strategy

1.1 Introduction and Overview of the Company

TEN's 360 is a one-stop digital and analog marketing solution company. TEN's 360 was established with the vision of making a difference for the clients to flourish in today's exceedingly competitive tech and marketing environment.

TEN's 360 teams rely on three core values to drive success: integrity, innovation, and dedication. These values aid TEN's 360 teams for everything they do on behalf of their clients. When a client begins collaborating with TEN's 360, they are choosing a one-stop digital and analog marketing solutions provider which is committed to secure and develop their business/brand/services. It is located at 43 Mohakhali, C/A Dhaka-1212. TEN's 360 guarantees to be one of the foremost creative marketing companies within Bangladesh.

They have begun the company with diverse merchandise items posters, stickers, badges, mugs, etc. by opening a Facebook page. After getting promising criticism from their merchandising business, they have extended their business. As of now, they have three distinct teams such as the marketing group, merchandising group, and web development group. The marketing team looks after all the online/digital necessities of the clients, and the merchandising team sees after all the offline necessities. At last, the web development team looks after all the IT and web solutions such as the development and support of the site and apps. Among the digital area, arranging long-term and short-term marketing campaigns for clients, Facebook, and LinkedIn page administration, planning client engagement reviews, arrangements on different diverse digital deals, client servicing/community administration, and media buying are exceptionally noticeable. In terms of offline marketing TEN's poster and merchandise come into play. They have a wide extend of offline marketing items such as banners, posters, visiting cards, badges, wristbands, and so on. With all these above-mentioned offline and online marketing fortifications, TEN's 360 is giving 360-degree marketing arrangements for companies like RANGS, BRAC College, Oneplus Bangladesh, Anker Bangladesh, Amazfit Bangladesh, and a few eateries, and so on.

1.2 Services Provided by TEN's 360

TEN's 360 provides a wide-ranging portfolio of traditional and digital marketing services, along with IT and web development services.



Picture 1: Services Provided by TEN's 360

1.3 Offline Marketing Services

TEN's 360 offline services allow clients to reach a broad market or very specific audience. TEN's 360 can design offline marketing strategies that delivers results.

- Custom Merchandise: Posters, mugs, wristbands, key rings, badges, wood engraved frames, caps, pens, stickers, etc.
- Print Advertising: Banners, Backdrops, X-banners, Company folders, Calendars, Note pads, Letter heads, Visiting / Business Cards, etc.
- Printed collaterals.



Picture 2: Offline Marketing Products by TEN's 360

1.4 Online Marketing Services

TEN's 360 online marketing services include planning marketing contents and campaigns for clients, social media account management, community management, and media buying. Moreover, web and apps development are also included in these services. There are two parts in online marketing services such as social media marketing and IT support.

1.4.1 Social Media Marketing

- Campaign Management
- Graphic Design
- Event Shoot
- Product Photo Shoot
- Explainers
- Info-graphics
- Animation Videos
- Audio Visuals
- Logo Designs
- Advertisement Design
- Media Buying
- Online Community Management
- Marketing Strategy Support and Consultancy
- Creating Engaging Social Contents
- Promo Videos

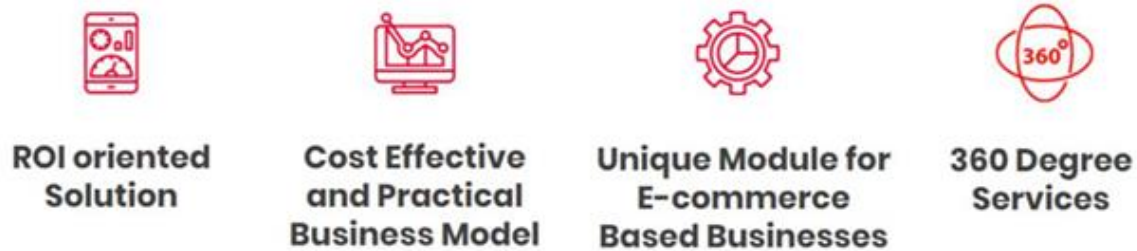


Picture 3: YouTube channel of TEN's 360

1.4.2 IT Support

- Website, apps design and development
- Cross platforms applications (iOS and android) to reach loyal customers of clients
- Search Engine Optimization (SEO)
- Cost per click (CPC)
- Use Facebook, LinkedIn to tactically funnel customers towards client's website to acquire new customers.

Unique Selling Point



Picture 4: Unique Selling Points of TEN's 360

1.5 History of TEN's 360

TEN's 360 began in 2013 as the first online poster and merchandise shop in Dhaka named 'TEN's Posters and Merchandises' with various merchandise products such as stickers, badges, mugs, posters, etc. In 2014-2015 they affiliated with leading bands in Bangladesh such as Artcell, Nemesis. After getting good feedback from merchandising business, they decided to expand their business in 2015. In 2016 they became the champion in Business Plan Competition organized by CED, BRAC University and now they are here.

1.6 Clients of TEN's 360

From 2016 to till now, TEN's 360 has worked with more than 500 clients such as with Walton, BRAC University, RANGS, Oneplus Bangladesh, Anker Bangladesh, Amazfit Bangladesh, Super Board, Xiami Bangladesh, ACI, and so on.



Picture 5: Clients of TEN's 360



| | | |
|--|---|---|
| <p>500</p> <p>SATISFIED CLIENTS</p> | <p>53</p> <p>FINISHED PROJECTS</p> | <p>We convert your idea Into a reality.</p> <p>We offer a broad portfolio of traditional and digital marketing services. Our ability to design and deploy integrated marketing campaigns utilizing a variety of assets and channels sets us apart from other marketing services providers.</p> <p>SEE PROJECTS</p> |
| <p>20</p> <p>TEAM MEMBERS</p> | <p>22</p> <p>WEB SUPPORT</p> | |
| <p>30</p> <p>ONLINE CAMPAIGNS</p> | <p>353</p> <p>DESIGN WORKS</p> | |

Picture 6: Experience of TEN's 360

1.7 Accomplishments of TEN's 360

In 2015 TEN's 360 submitted their business plan to Centre for Entrepreneurship Development (CED) for their business plan competition 2015. After passing through different steps, TEN's 360 became champion of that competition and received seed fund, office space, mentorship till 2022 from CED.

The screenshot shows the profile page for TEN's 360 on the CED website. At the top, there are logos for the Centre for Entrepreneurship Development (CED) and BRAC University. Contact information for CED is provided: "Contact CED at 0961744 Ext. 5205, (+8801921-804211) | Email: ced@brau.ac.bd". A navigation menu includes links for Home, About, Activity, Business Incubation, Executive Courses, and Publications. The main heading is "TEN's 360".

The profile text describes TEN's 360 as a one-stop marketing solution. It mentions that in 2013, they started with merchandise products like posters, stickers, and badges, and expanded their business through a Facebook page. They participated in the CED Entrepreneurs' Den (Business Plan Competition program, round 2) and became a winner. The text also states that they provide various marketing services under one roof, including website building, mobile application development, and digital marketing solutions.

Contact details for TEN's 360 are listed as follows:

- Website: www.tens360.com
- Facebook Page: [www.fb.com/Tens360](https://www.facebook.com/Tens360)
- E-mail: tens360.info@gmail.com
- Promo Video: <https://youtu.be/yjf1A5tzFIQM>

A photograph of two men in blue shirts is shown at the bottom of the profile section.

Picture 7: TEN's 360 Profile in CED website

1.8 SWOT Analysis of TEN's 360

SWOT means for Strengths, Weaknesses, Opportunities, and Threats. Here, we use SWOT analysis as a method for evaluating these above-mentioned four aspects of TEN's 360. Here is the SWOT analysis of TEN's 360.

Strengths:

- The market is International for TEN's 360. Digital marketing industry is like tech industry. There is no limitations and boundary for TEN's 360 to do business.
- The operational cost is very low compared to other competitors as TEN's 360 received funded office space from CED, BRAC University.
- The founders and team members are young and very adaptive to changes, so it would be easier for the company to sustain in avert situations.
- TEN's 360 provides Return on Investment (ROI) focused services like PPC marketing which is a new service in digital marketing industry. Versatile services are a core strength of the start-up companies like TEN's 360.

Weaknesses:

- TEN's 360 does not have high capital which is a weakness if the business declines it would be tough to sustain with that low capital.
- The digital marketing is very competitive and new marketing agencies are disrupting market which is a weakness.

Opportunities:

- The digital marketing business model is scalable which creates new opportunities for the start-ups.
- Diversified services like chatbots for community management and data centric marketing can create new opportunities for TEN's 360.
- Along with seed funding, TEN's 360 can look for additional capital injection from investors for a rapid growth.
- As this industry is global, so TEN's can go for developing market like Myanmar and Singapore to open offices and to expand business.

Threats:

- Traditional marketing agencies are opening their digital wings and entering this new industry. They are taking up most of the clients with their links and lobbying, as they are already in the market.
- Voracious pricing can be harmful for the business.
- The number of the competitors are rising daily, which will make this industry saturated and once the market is saturated it would be very tough to sustain for TEN's.

Chapter 2

Overview of Internship

2.1 Internship Information

It was a great pleasure to work with TEN's 360. The main concern of TEN's 360 is to serve the clients with upmost overall digital marketing solutions and provide clients new marketing ideas. I have got my experience of working in diverse teams under their supervision. Most of my works was in client servicing team, whereas I worked with business development team, and the content writing team as well. Moreover, I have worked with designing team as well. I was responsible to take the client's brief and requirements, then forward it to content writing team and designing team. Along with all these tasks, I was also assigned to do community management for all the client's social media accounts. I have worked at TEN's 360 for three months as my internship period was three months. I started there from 15th May, 2022 to 15th August, 2022. The office of TEN's 360 was situated in 43, Mohakhali C/A, Dhaka-1212, Bangladesh.

2.2 Duties and Job Responsibilities

As a Client Service Intern, my job was to work as a link between outside customers and internal teams of TEN's 360. I job was to communicate with clients through e-mail, phone, and face to face meetings, as well as interacted with other team members to resolve customer problems. I had to make monthly reports, competitors' analysis for the clients, had to make bill and content planning as well.

2.3 Notable Contributions

I have managed all the social media accounts of some big brands such as Oneplus Bangladesh, Anker Bangladesh, Amazfit Bangladesh, Wow Momo Foods, and so on. I have created and managed the Facebook Page of a Canadian client 'The Mapplepeople'-education and career consulting firm. I have managed Alice ChatBot for Anker Bangladesh and as result I got the chance to attend few trainings about chatbot. I have onboarded 1 restaurant client named "Jolly Rogers Café" and for that I had to give a presentation and do several meetings with that client.

2.4 Learning Experiences

When, I started my internship, I began to gain real-world experience. I learned about the corporate culture, how to behave and communicate with colleagues and different corporate persons. I have learned that a good boss/supervisor is important wherever I do job in future. Because a good supervisor can be a good mentor and he/she will teach me how to do my properly, how to choose my career, which is very important in the long run of my career. Moreover, I learned about teamwork importance. Without a good teamwork no organization can sustain, no organization can achieve its goal, if its employees are not working as a team. So, I learned how to do teamwork, and respecting each member's opinion in a team is a must. Furthermore, I came to know that I very good at negotiations and communications, when I negotiated with clients regarding their content planning or campaign planning. My confidence was boosted after this internship, as I learned so many real-life skills. Also, I have learned and practiced Microsoft excel, PowerPoint, word throughout my whole internship period. Before the internship I was in the basic level of using these tools, but after internship I am in intermediate level.

Chapter 3

Report Part

3.1 Topic

How Small Businesses are changing their Traditional Marketing Strategy with Digital marketing provided by TEN's 360?

3.2 Broad Objective

To find out the reasons why small businesses are replacing their Traditional Marketing Strategy with Digital Marketing.

3.3 Specific Objectives

1. To find out the lacking of Traditional Marketing Strategy.
2. To find out the benefits of Digital Marketing.
3. To find out how small businesses are using Digital Marketing.

3.4 Key Terms

Traditional Marketing, Digital Marketing.

3.5 Literature Review

3.5.1 Traditional Marketing

The components of traditional marketing are business/visitng cards, print ads in newspapers or magazines, posters, commercial advertise on media, billboards, and brochures. Moreover, traditional marketing includes expect digital tools to brand products, services, or logos. Quantifying the result of traditional marketing is too difficult and it's like trouging things against the wall and hoping to stick. Moreover, buying advertisements for media can be very costly and unaffordable to most small companies. Additionally, printing and buying advertisements in media required hiring outside aid, which also increase the marketing expenses (Taherdoost, & Jalaliyoon, 2014). Furthermore, consumers purchase online than going to a retail shop as it's more convenient for them. Also, consumers prefer to share their user experience and review any product or service through social media platforms as traditional media don't have those facilities and present days, consumers watch most of the ads from social media platforms instead of traditional media such as TV and Newspaper (Nazimsha, & Rajeswari, 2017). According to all the above-mentioned information, I can state that as consumers behavior is changing and nowadays consumers are more likely to spend most of the time on the internet and social media platforms rather than on traditional media, at this point traditional marketing won't be a good option to reach and influence these consumers about any brand's product or services. Moreover, traditional media are expensive for small businesses, so that's why small businesses are looking for new options, which is digital marketing.

3.5.2 Digital Marketing

The Institute of Digital Marketing states digital marketing as utilizing digital technology to form integrated, focused on, and quantifiable communication that secures, and holds clients by building more profound connections with them (Wymbs, 2011). Furthermore, Kent Wertime and Jan Frenwick stated in their book “Digital Marketing: The Essential Guide to New Media and Digital marketing” that advertising must be put where consumers' attention is centered. In addition, within the age of the internet and digital gadgets, individuals are investing more and more time in virtual spaces, which all marketers must consider (Bizhanova, Mamyrbekov, Umarov, Orazymbetova, & Khairullaeva, 2019). Additionally, social media is allowing opportunities for marketing experts to reach customers in their social groups and construct more individual networks with them (Kelly, Kerr, & Drennan, 2010). Also, the internet has become one of the most important markets for goods and services transactions. The online demand is growing at a rate of 25% to 50% for information foodstuffs such as magazines, books, and software (Albuquerque, Pavlidis, Chatow, Chen, & Jamal, 2012). Besides, Digital Marketing allows better evaluation of Return on Investment compared to Traditional Marketing, the customer acquisition is much cheaper than traditional marketing, through digital marketing it's easy to change or pause the marketing efforts, digital marketing is accessible to any size of business, and helps to build a direct relationship with the consumers. Examples of Digital Marketing are Email Marketing, websites, banner ads, social media mentions, YouTube videos, content marketing, SEO, SEM, Google AdWords, Article marketing, etc (Taherdoost, & Jalaliyoon, 2014). According to all these above-mentioned statements, I can state that Digital Marketing is the revolution in the marketing arena and through this, marketers can reach their targeted group of consumers in the most convenient way. Lastly, in present days, consumers are spending most of their time on the internet such as on social media platforms, so traditional marketing can't reach the targeted group of consumers as the habit and behavior of current consumers are changing with the digitalization in every sphere of the world.

3.5.3 Comparative Analysis of Digital Marketing and Traditional Marketing

| Digital Marketing | Traditional Marketing |
|---|---|
| <p>Pros.:</p> <ul style="list-style-type: none"> • Accessible to any size of business. (Bailey, 2020) • Available options for engagement. (Simplilearn, 2020) • Easy to measure campaign's ROI. (Bhayani & Vachhani, 2014) • Can reach the targeted customers easily. (Simplilearn, 2020) • Can directly interact with customers. (Bhayani & Vachhani, 2014) • Easy to track customers activity and can change strategy based on that. (Simplilearn, 2020) • Easy to customize marketing strategy. (Bailey, 2020) • Customers can share their user experience and review. (Bhayani & Vachhani, 2014) • Cost efficient. (Bailey, 2020) | <p>Pros.:</p> <ul style="list-style-type: none"> • Impactful and easy to understand. (Bailey, 2020) • Promotional materials are more permanent and memorable. (Bailey, 2020) • Good for mass communication. (Simplilearn, 2020) • Traditional marketing tools stay constant. (Simplilearn, 2020) • Materials are easy to process. (Bhayani & Vachhani, 2014) • Traditional marketing materials establishes credibility. (Bailey, 2020) |
| <p>Cons.:</p> <ul style="list-style-type: none"> • Digital ads can be annoying. (Bhayani & Vachhani, 2014) • Digital ads are less permanent. (Bailey, 2020) • Digital marketing tools constantly evolves. (Simplilearn, 2020) • Time consuming. (Bailey, 2020) • Dependency on technology. (Bhayani & Vachhani, 2014) • Security and privacy issues because of hackers. (Bailey, 2020) | <p>Cons.:</p> <ul style="list-style-type: none"> • Difficult to measure campaign's ROI. (Taherdoost, & Jalaliyoon, 2014). • Expenses are high. (Taherdoost, & Jalaliyoon, 2014). • No direct interaction with customers. Bhayani & Vachhani, 2014) • Hard to reach the targeted customers. (Taherdoost, & Jalaliyoon, 2014). • Can't customize marketing strategy. (Nazimsha, & Rajeswari, 2017). • Can't track customers activity. Bhayani & Vachhani, 2014) • Customers can't share their user experience and review. (Nazimsha, & Rajeswari, 2017) |

3.6 Data Collection and Analysis

I have done a survey through google form and collected data from 20 small business owners.

3.6.1 Questionnaires

1. What kind of small business are you doing?

- Restaurant business
- Start-up business
- Organic Foods business
- Lifestyle business
- Accessories business
- Electronic device business
- Others. Please mention _____

2. Why are you choosing digital marketing over traditional marketing?

| Reasons | 1 | 2 | 3 | 4 | 5 |
|--|----------------|-------|---------|----------|-------------------|
| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
| Less expensive | | | | | |
| Easy to track customers activities and reviews | | | | | |
| Easy to reach target customers | | | | | |
| Accessible to any size of business | | | | | |
| Easy to measure ROI | | | | | |

3. What are the problems you have faced with traditional marketing?

- Difficult to measure campaign's ROI
- Can't track customers activity
- Can't get the chance to get engaged with customers
- Can't interact with customers
- Can't customize marketing campaigns
- Expenses are high
- Others. Please mention _____

4. How digital marketing can help small business?

- Through cost cutting for marketing campaigns
- Reaching the niche market easily
- Get engaged with the right customers
- Customize/change marketing campaign anytime

- Track target customers and learn about their activities
- Others. Please mention _____

5. Which digital marketing platforms are you using for your business?

- SEO
- CPC
- Social Media
- Google ads
- Google/Facebook/YouTube Analytics
- Email
- Google tag manager
- Google my business
- Others. Please mention _____

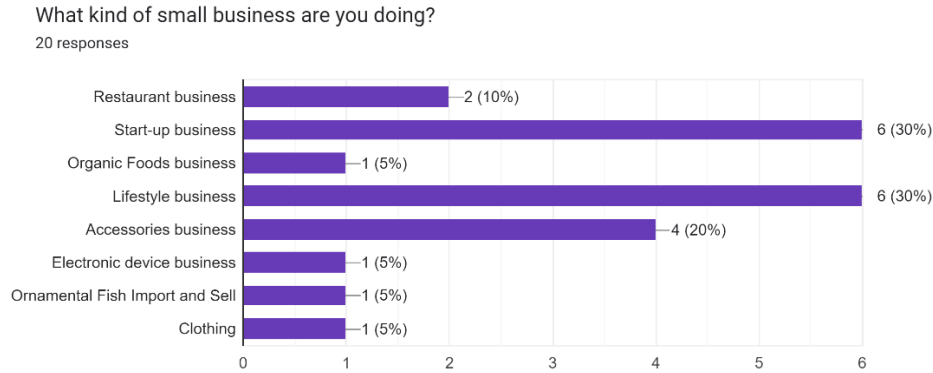
6. What are the benefits of digital marketing?

| Reasons | 1 | 2 | 3 | 4 | 5 |
|--|----------------|-------|---------|----------|-------------------|
| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
| Cost efficient | | | | | |
| Accessible to any size of business | | | | | |
| Interact and get engaged with customers | | | | | |
| Track customers activity | | | | | |
| Customize marketing campaign | | | | | |
| Reach target customers easily | | | | | |
| Can learn about customers experience about the product | | | | | |

3.6.2 Findings and Analysis

Respondents are doing these small businesses:

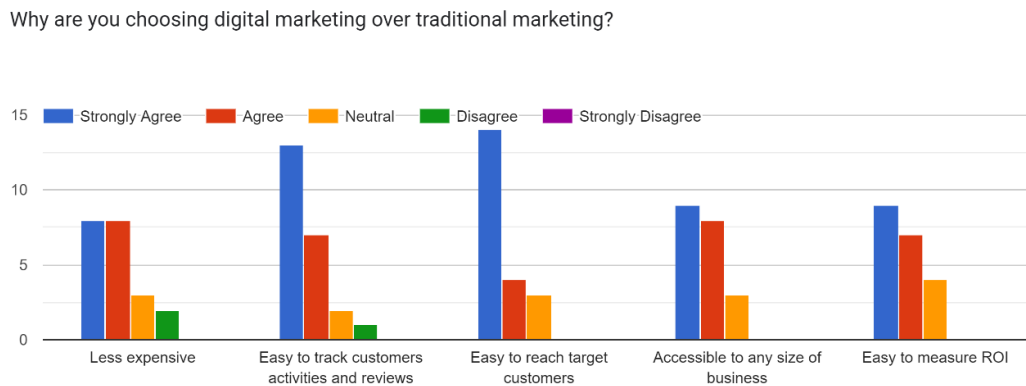
Among 20 respondents, 30% doing start-up business, 30% doing lifestyle business, 20% doing accessories business, 10% doing restaurant business and rest of the 20% doing organic food business, electronic device business, ornamental fish business, clothing business.



Picture 8: What kind of small business are you doing?

The reasons behind choosing digital marketing over traditional marketing:

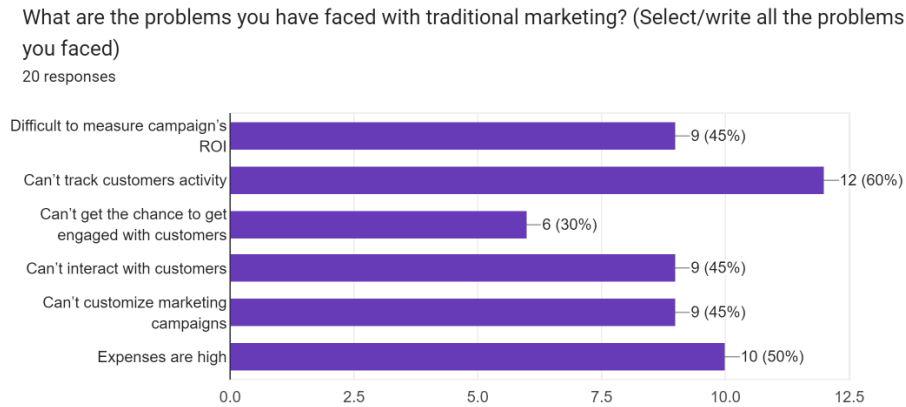
The respondents are choosing digital marketing over traditional marketing because most of them found out digital marketing as less expensive, easy to track their customers activities and reviews, easy to reach target customers, accessible to any size of business and easy to measure ROI. Here, among 20 respondents 15+ respondents agreed that digital marketing is less expensive, easy to track their customers activities and reviews, easy to reach target customers, accessible to any size of business and easy to measure ROI, only 2-3 respondents was neutral and 1-2 respondents disagreed that they are not choosing digital marketing over traditional marketing not because that it is less expensive and easy to track customers activities and reviews.



Picture 9: Why are you choosing digital marketing over traditional marketing?

The problems that respondents faced with traditional marketing:

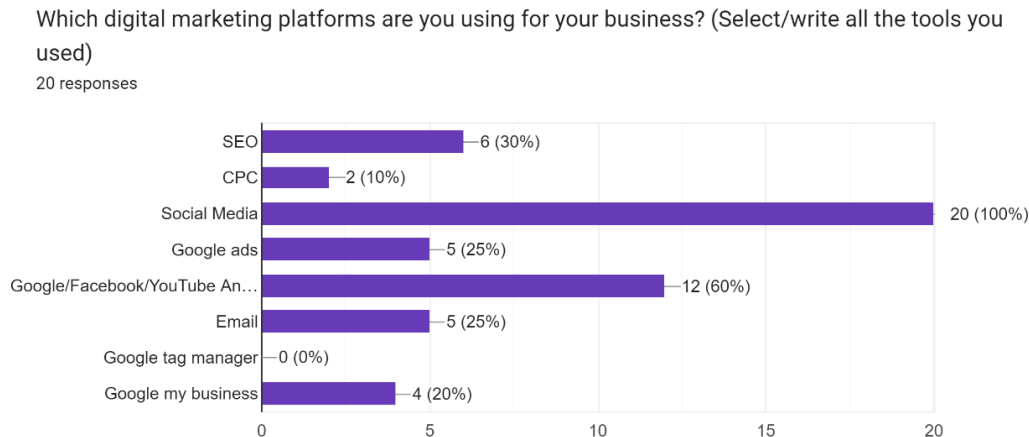
Among the 20 respondents 60% faced problem with traditional marketing because they couldn't track their customers activity, 50% found out that expenses are high with traditional marketing, 45% respondents found out that they can't properly measure their marketing campaigns ROI, can't interact with customers, can't customize marketing campaigns in traditional marketing, and 30% of the respondents found out that through traditional marketing they didn't get any chance engage with their customers.



Picture 10: What are the problems you have faced with traditional marketing?

Small businesses are using these Digital marketing platforms:

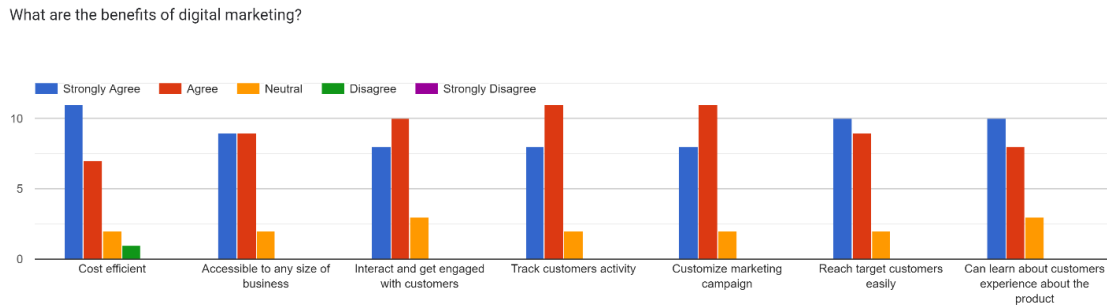
Among 20 respondents 100% of them are using social media as their digital marketing platform, 60% are using Google/Facebook/YouTube analytics, 30% are using SEO(Search Engine Optimization), 25% are using Google ads, and Email, 20% are using Google my business, and lastly 10% are using CPC (Cost Per Click).



Picture 11: Which digital marketing platforms are you using for your business?

Benefits of digital marketing:

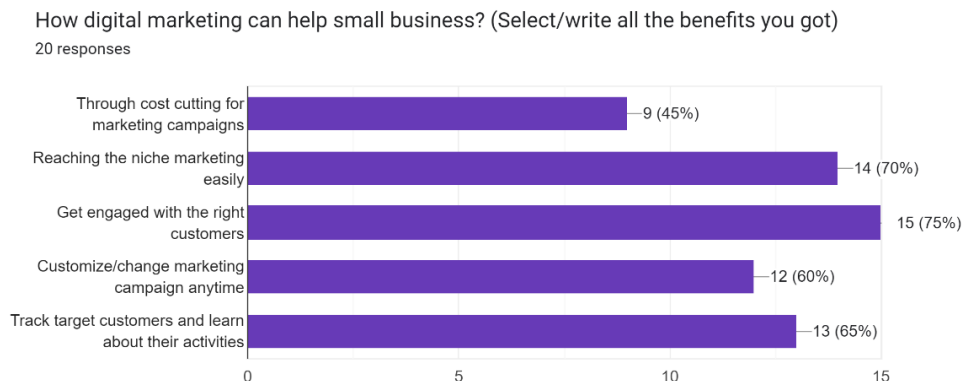
The respondents got many benefits from digital marketing such as it's cost efficient, accessible to any size of business, through it repondents can interact and get engaged with customers, track customers activity eaasily, customizing marketing campaigns, reaching target customers easily, learn about customers experience after using their products. Here, among 20 respondents 15+ respondents agreed that digital marketing is cost efficient, accessible to any size of business, through it repondents can interact and get engaged with customers, track customers activity eaasily, customizing marketing campaigns, reaching target customers easily, learn about customers experience after using their products, only 2-3 respondents was neutral and 1 respondent disagreed that digital marketing is not cost efficient.



Picture 12: What are the benefits of digital marketing?

Digital marketing helping small businesses:

Among all the 20 respondents 75% of the respondents selected that they are getting helps from digital marketing in terms of getting engaged with the right customers for their products. Then, 70% respondents getting help from digital marketing when they want to reach the niche market easily, 65% getting help when they want to track target customers and learn about their activities, 60% getting help as they can customize/change marketing campaign anytime, 45% getting help as they can do cost cutting for their marketing campaigns through digital marketing.



Picture 13: How digital marketing can help small business?

Conclusion

To conclude, this report showed the reasons behind small businesses choosing digital marketing over traditional marketing through a survey on 20 different small business owners to justify all the reasons. This report showed that digital marketing is cost efficient and through its small business owners can reach their niche market easily, also track all their customers activities to plan next marketing strategy. On the other hand, a small business can't do all of these within a reasonable budget through traditional marketing, so small businesses are replacing their traditional marketing strategy with digital marketing.

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