

INFLUENCE OF DIGITAL MARKETING ON THE POSITIONING AND SALES OF MEDIUM-SIZED COMPANIES IN CIUDAD SERDÁN, PUEBLA

INFLUENCE OF DIGITAL MARKETING ON THE POSITIONING AND SALES OF MEDIUM-SIZED COMPANIES IN CIUDAD SERDÁN, PUEBLA

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Abstract -- In this research work the objective is to show the influence of Digital Marketing to increase brand positioning and increase sales to customers and in the market with use of digital platforms in medium-sized companies engaged in the commerce sector in the town of Cd. Serdán Puebla.

The methodology was qualitative and quantitative with a non-experimental, descriptive approach. The population of medium-sized companies engaged in commerce was 45 and, being a relatively small population, it was determined that the entire population would be taken as a sample. For this sample, a survey containing 18 items was designed using the Likert scale.

The data obtained were analyzed through graphs with their respective interpretation, obtaining the following results that demonstrate the influence that digital marketing has on medium-sized companies in the town of Ciudad Serdán, therefore of a total of 45 companies engaged in the commerce sector representing 100%, 55% of them by implementing digital marketing strategies increase their sales by 40% and 44.4% consider that the brand positioning increases more 70% when using digital marketing and in contrast we have that 37.9% of the companies surveyed are in total agreement that not applying digital marketing does not increase positioning or sales in the market, in addition 40.9% of them, do not use digital marketing due to lack of time.

In short, the application of Digital Marketing with its tools and strategies significantly influences the positioning and sales of medium-sized companies engaged in trade in the town of Ciudad Serdán Puebla, even becomes a strategy for differentiation and increased customer acquisition.

Keywords: Digital marketing, Market positioning, Increased sales, Medium-sized companies, Sales growth.

Abstract -- In this research work, the objective is to show the influence that Digital Marketing has to increase brand positioning and increase sales to clients and in the market with the use of digital platforms in medium-sized companies dedicated to the retail sector. town of Cd. Serdán Puebla.

The methodology was with a qualitative and quantitative approach and of a non-experimental, descriptive type. The population of Medium Enterprises dedicated to commerce was 45 and since it was a relatively small population, it was determined that its entirety would be taken as a sample. For this sample, a survey was designed that contained 18 items using the Likert scale.

The data obtained was analyzed through graphs with their respective interpretation, obtaining the following results that demonstrate the influence that digital Marketing has on the Medium-sized companies of the town of Ciudad Serdán, therefore of a total of 45 companies dedicated to the commerce sector that represent 100%, 55% of them when implementing digital marketing strategies increase their sales by 40% and 44.4% consider that the positioning of the brand increases more than 70% when using digital marketing and in contrast we have that 37.9% of the companies surveyed completely agree that not applying digital marketing does not increase positioning or sales in the market, and 40.9% of them do not use Digital marketing due to lack of time.

In short, the application of Digital Marketing with its tools and strategies significantly influences the positioning and sales of medium-sized companies dedicated to commerce in the town of Ciudad Serdán Puebla, it even becomes a differentiation strategy and greater customer acquisition.

Key words -- Digital marketing, Market positioning, Increase in sales, Medium-sized companies

INTRODUCTION

Currently, digital marketing has become a tool of great value, as it is a fundamental strategy for commercial companies, with the help these digital tools companies perform the dissemination of material designed to provide informative content and promote a product or service that is being offered.

Companies are always looking for tools to support their growth, increase customer loyalty and even increase profits. The digital marketing tools that can be employed to seek your growth and customer loyalty are the following according to (Social Media Tracker, n.d.) Thinking of a single platform that offers different and multiple tools to analyze various aspects of a website sounds attractive, it is then that you should visit SEMrush. This platform has approximately eleven analysis options, and to learn more about what this website offers you should explore some of its services. Online presence is of utmost importance, on websites, local directories and social networks; regarding this last and popular way to make your business known SEMrush has a tool called Social Media Tracker and its objectives are: to develop social network strategies, analyze data and generate reports. The idea is not only to analyze your social network, but also that of your competitors to know what content has more likes, comments, how is the level of audience, know who mentions you (or your competition) and once these and many other data is extracted, a PDF report is generated, easy to download and with relevant graphs to improve strategies in social networks.

According to the (CRM365 2024 Blog) the main problems of companies that do not use digital marketing and its relationship with their positioning and sales are the following: **Little or no follow-up in sales.** There are several reasons why customers often stop buying, one of them is the lack of effective follow-up, **lack of correct and reliable information.** Another of the most common problems in sales and marketing is the lack of accurate and reliable information that can be used in both areas. When there is no synchronization, the problems in sales and marketing come to the surface, when there is no accurate mapping of the activities of the areas involved there is a loss of business opportunities, **Lead capture is failing.** Keeping customers provides a good

profit level, but a company cannot grow if it does not obtain new customers.

In the context of medium-sized commercial companies in the town of Ciudad Serdán, this research was carried out due to the problem that is based on the fact that currently, there are no previous documentary and field studies that measure the relationship / influence of digital marketing in companies with respect to positioning and therefore the increase in sales in medium-sized companies in the town of Ciudad Serdán, therefore lack of information regarding improvement tactics for business, The answer is to determine the influence or relationship for its application, increasing sales and improving the positioning of medium-sized companies in the town, providing information that allows them to generate and have at their disposal plans and budgets for digital marketing required by each of the companies.

For which a survey was designed to obtain information from the subjects of study (business owners), then these data were analyzed to show the influence of digital marketing in small and medium-sized commercial enterprises in the town of Ciudad Serdán, in the same way to know the most used and effective tools that increase the positioning and sales in these companies.

The objective of this research is to show the influence that Digital Marketing has to increase brand positioning and increase sales to customers and in the market with the use of digital platforms in medium-sized companies engaged in the commerce sector in the town of Cd.

Justification This research seeks to support medium-sized companies to face the changes that technology, markets and the world in general pose, using the Digital Marketing tool. This through generating information that serves as a reference to know how the use of digital marketing the positioning and sales and allows them to remain in the market and be more competitive by generating strategies that impact positively and that gives the company a differentiating advantage over other companies in the same industry.

Companies that use digital marketing denote many benefits as it says (Occam Digital Agency, 2022) **It is very profitable.** By using digital marketing techniques to promote your company, the investment costs are significantly minimized, **It converts.** One of the purposes of digital marketing is to increase the chances of converting visitors into leads, subscriptions or even sales, it **creates direct contact with the audience.** The technological era

allows a personalized experience, the direct and effective treatment, **allows to position the brand**. The interest you show with respect to the opinions and evaluations of your company will make a difference, it **builds customer loyalty**. Interacting with your customers on a regular basis is a sign of good faith for other customers. Educating over selling sets the tone and generates a positive experience that attracts the attention your customers, **Progressive earnings**. While in traditional marketing you invest in campaigns that promote your brand for a certain period of time, in digital marketing strategies are focused on long-term results, looking for a staggered result, **Segmentation capacity**. The information given by users on the Internet (such as social networks and forms) allows digital campaigns to be much more accurate, **It is measurable**. There are many data that we can obtain and measure in real time, since digital marketing measurement tools offer simple and complex statistics that allow us to know the evolution of the strategy.

DEVELOPMENT

Methodology

The methodology was qualitative-quantitative and non-experimental, descriptive.

Company database

In the first instance, the medium-sized companies were identified to generate a database, as well as the sector to which they belonged in order to determine the sample and carry out the application of the surveys, whose questions were aimed at obtaining information to show the influence of digital marketing in the positioning and sales of medium-sized companies in Ciudad Serdán.

Table 1. Database of companies.

Number	Company name	Sector to which it belongs
1	Mega Cd Serdán	Of services
2	Oyo Casa Vieja	Of services
3	Banco Azteca	Independent Sectors
4	Elektra Ciudad Serdán	Of services
5	Protech	Of services
6	Electronic service Hec. Mat	Of services
7	The bramble	Retail trade
8	Three B stores	Retail trade
9	Ferreteria la estrella	Retail trade

10	Casa bello	Retail trade
11	Shefa Supplying	Retail trade

Determination of the Population and Sample

As for the population of medium-sized companies engaged in commerce, 45 companies were identified, according to the database generated for their purification and identification.

Therefore, being a relatively small population, it was decided that the sample should be the entire population of medium-sized companies, so that it would be a representative sample and reliable, relevant and timely information would be obtained.

Design of the instrument to collect information

The instrument designed to collect the information was a survey with 18 items, using the Likert scale as the basis for the answers to the questions, which was then applied to a sample of 45 medium-sized companies using google forms.



Figure 1. Survey design in Google Forms

Survey Application

The surveys were administered and the information was entered into Excel for analysis.

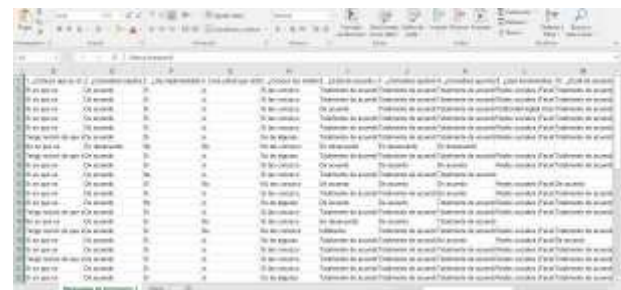


Figure 2. Pouring the data into Excel for analysis

Charting and interpretation

As a subsequent step, the corresponding graphs were elaborated question by question, and the corresponding interpretation, in order to highlight the information that answered the research objective.



Figure 3. Graphing and interpretation of graphs

Discussion and analysis of results

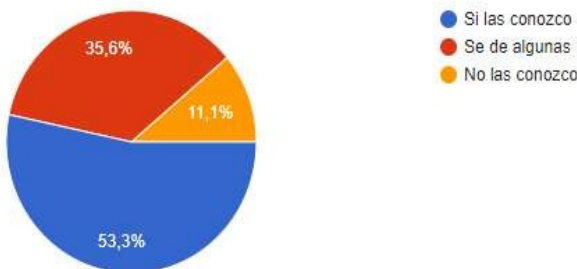
Finally, a discussion and analysis of the results was carried out to quantitatively determine and show the influence that digital marketing has on brand positioning and increased sales of medium-sized companies engaged in the commerce sector in the town of Ciudad Serdán Puebla.

DISCUSSION AND ANALYSIS OF RESULTS

The most relevant results are presented based on the answers to the most significant questions, which oriented to **increase the brand's positioning** and, in the same way, respond to the general objective, as follows.

Question:

Do you know the digital media and tools through which digital marketing is implemented?

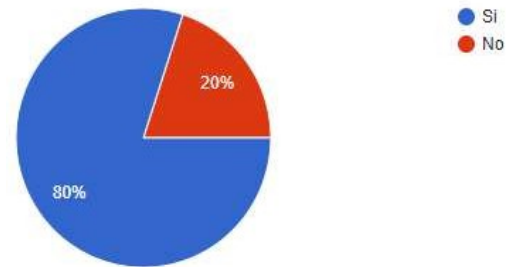


Graph 1. Digital media and tools

Interpretation: 53.3% of respondents mention that they do know the digital media and tools implemented by digital marketing, 35.6% only know some of these tools, while the remaining 11.1% do not know any tool. This gives the guideline for its application as strategies to increase the positioning and sales of medium-sized companies.

Question:

Have you implemented digital marketing to raise awareness of your company?

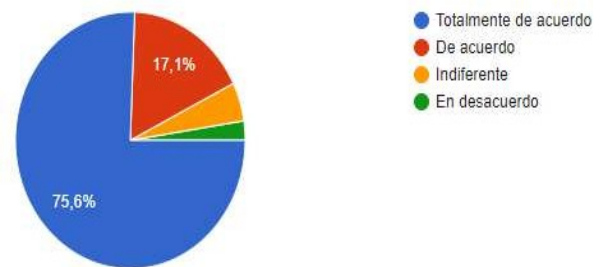


Graph 2. Implementation of digital marketing in the companies.

Interpretation: 80% of the companies responded that they implement or have implemented digital marketing strategies in their companies, while 20% indicate that they have not implemented any

Question:

Do you agree that having a presence on social networks allows your company to be better known?

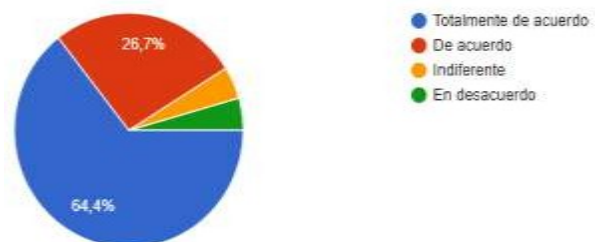


Presence in social networks

Interpretation: 75.6% of the respondents mention that having a presence in social networks allowed their company to be better known, likewise 17.1% respond that they agree since they are in the process of using them.

Question:

Do you consider using free or paid advertising to reach more customers?



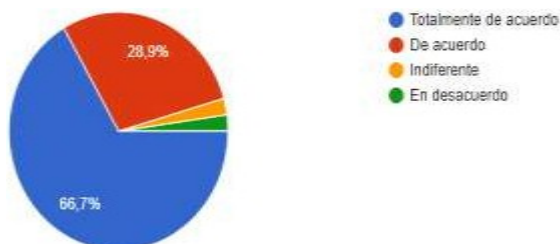
Graph 4. Use of free advertising

Interpretation: 64.4% of the respondents answered that they strongly agree and consider timely

In the case of the implementation of free advertising, 26.7% agree, as it is a way of attracting more customers.

Question:

Do you consider that advertising campaigns about your products should be carried out frequently?

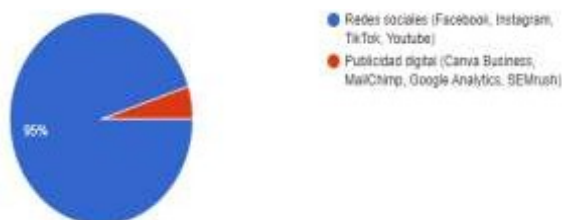


Graph 5. Advertising campaigns.

Interpretation: 66.7% of the respondents answered that they totally agree with carrying out advertising campaigns about their products and/or services, 28.9% only, 2.2% are indifferent and other 2.2% disagree, since in that way a temporality is addressed, an event or celebration in which the media, social networks, as well as the advertising message are programmed to increase the presence of the brand and consequently sales.

Question:

What digital marketing tools have you applied for your company?



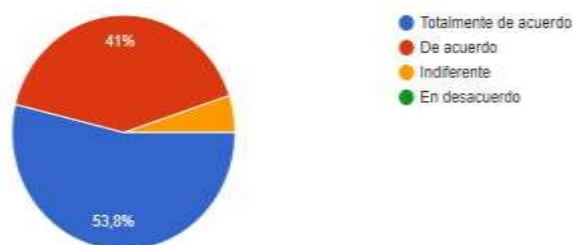
Graph 6. Application of Digital Marketing Tools

Interpretation: 95% of the surveyed companies mention the implementation of social networks, after the COVID-2019 pandemic, as they had to venture into using digital media and an easy alternative was the use of social networks such as Facebook and Instagram as the main networks, which currently most of them are in force.

In the same way of the most significant questions and that is oriented to **increase sales** according to strategies and actions that can be implemented within digital marketing and answer the general objective we have the following

Question:

Do you think that with better promotion of your products using digital strategies your sales would grow?

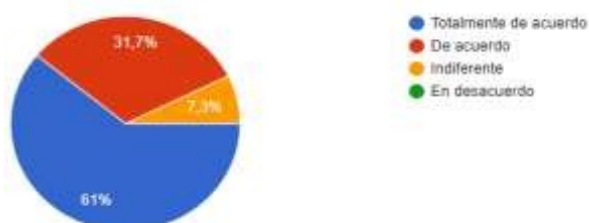


Graph 7. Application of promotions through digital marketing.

Interpretation: 53.8% of respondents strongly agree that implementing better promotion on their products established in digital strategies brought them sales benefits, 41% only agree and 5.1% are indifferent.

Question:

Do you think that these types of digital tools and actions helped you to gain more customers, open up new markets and increase sales?

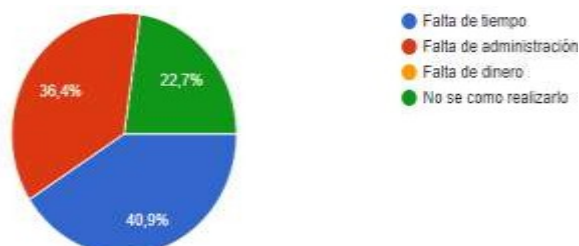


Graph 8. Market and sales growth

Interpretation: 61% of respondents mention strongly agree that employing these tools help to reach a larger number of market, 31.7% only agree and 7.3% are indifferent to it

Digital Marketing application counterpoint

Why haven't you implemented digital marketing tools?



Graph 9. Reasons for not implementing digital marketing

Interpretation: 40.9% of respondents mention that the cause of not implementing digital marketing is due to lack of time, 36.4% due to lack of administration and 22.7% do not know how to do it.

Question:

Do you consider that not using digital marketing results in not having an increase in your sales and positioning in the market?

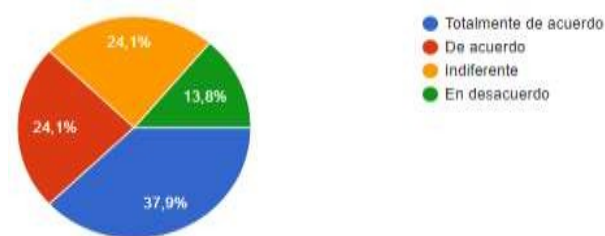


Figure 10. Not using digital marketing is a consequence of not increasing sales and positioning.

Interpretation: 37.9% of respondents strongly agree that not using digital marketing, gives as a consequence, no increase in their sales, and market positioning, 24.1% agree, another 24.1 % are indifferent and only 13.8% disagree.

In the same way we can find previous research such as that of (Atrip Káram Laila Guadalupe, 2022) where he mentions that "the reasons that drive to take the decision to investigate the importance and benefits of the use of digital marketing in small businesses, currently derive from the pandemic crisis, which has increased the use of the Internet to satisfy the need to exchange goods and services, being this a great opportunity for those micro-enterprises that do not know the use of social networks, since according to several digital marketing specialists, the good use of these platforms can lead to increase between 30 and 60 percent of the sales of the companies".

Another international research in the country of Ecuador in the article: Digital marketing and its influence on the positioning of service SMEs in the Canton of Milagro, by the author (A. Carolina 2020) mentions that "It was identified that 94% representing most of the SMEs surveyed implemented some type of digital marketing. Similarly, it was identified that despite being in a globalized era of high technological advancement, not all companies venture into the implementation of digital media, this is reflected in 6% (14 SMEs)."

And finally, according to the research carried out in the article: Perceptual factors in marketing use

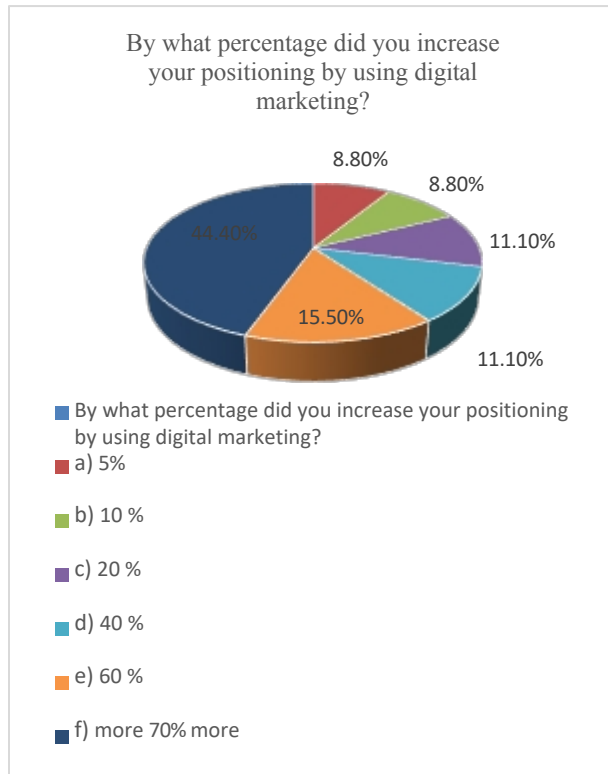
The author (L. Marcela Rendon 2022) mentions that "The findings indicate that these companies have been using the Internet as the main communication tool, generating advantages for the consumer when accessing products and making purchases. It was concluded that the most influential factors in the use of digital marketing by these companies are: factors of use, motivation, strategies and means; and advantages of the use of these tools."

CONCLUSIONS

In short, the influence of Digital Marketing that has on brand positioning and increased sales, is of utmost importance today due to the demand for the use of technological tools to stay longer in the market to build customer loyalty, and even and can be shown quantitatively and thus respond to the overall objective which seeks to show the influence of Digital Marketing to increase brand positioning and increased sales to customers and in the market with the use of digital platforms in medium-sized companies engaged in the commerce sector in the town of Cd. Serdán, with the following graphs:

Regarding the influence of digital marketing in **increasing brand positioning** by using digital platforms in medium-sized companies engaged in the commerce sector in the town of Ciudad Serdán, the results are as follows:

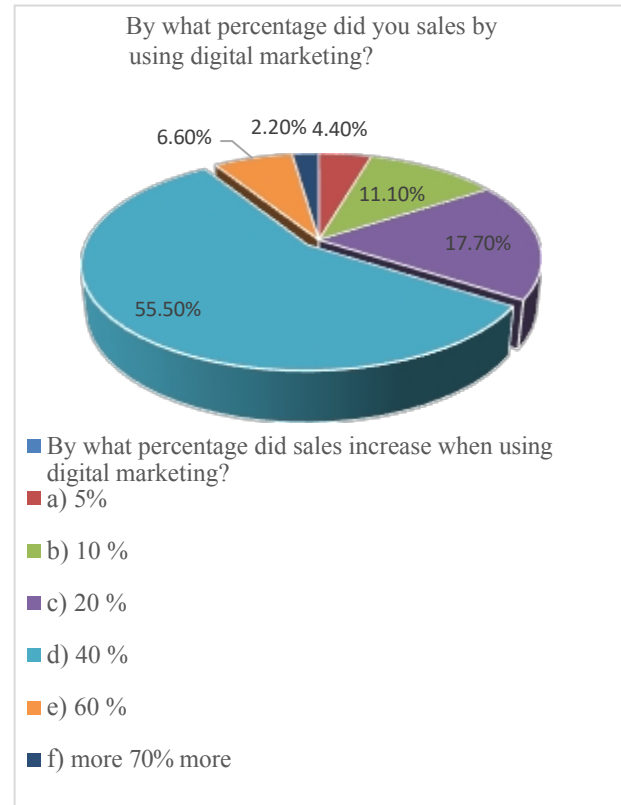
Out of a total of 45 companies representing 100%, 44.4% indicate that their positioning in the eyes of customers and in the market increased by 70% by using Digital Marketing strategies and actions.



Graph 11. Increased positioning by using the digital marketing.

Regarding the influence of digital marketing in **increasing sales** by using digital platforms in medium-sized companies engaged in the commerce sector in the town of Ciudad Serdán, the results are as follows:

Out of a total of 45 companies representing 100%, 55% indicate that the increase in sales to is 40% when using Digital Marketing strategies and actions.



Graph 12. Increased sales by using digital marketing.

Finally, it is important to continue strengthening the knowledge on the use of digital marketing in small and medium-sized companies as a growth factor, for which the following lines of research are recommended:

Digital Marketing and consumer behavior: whose purpose is to analyze effective digital marketing strategies and their interrelationship between consumers' surrounding experiences and loyalty in the consumption of products or services.

Digital Marketing and people management: analyzes how digitalization impacts on the reaction of workers in the development of their activities.

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Supervision	Pascual Cortés Rodríguez
Validation	Maria Fernanda Perez Garcia(same), Pamela Campos Rivera(same)
Visualization	Stacey Daniela Perez Fuentes
Drafting - Preparation of the original draft	Pascual Cortés Rodríguez



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