

## **Research Proposal**

### **Introduction :**

Digital marketing is a powerful way for small and medium businesses to reach and engage their potential customers online. Digital marketing can help you increase your brand awareness, generate more leads and sales, and compete with larger competitors. Here are some steps you can take to implement digital marketing for your business:

Define your goals and target audience. Before you start any digital marketing campaign, you need to have a clear idea of what you want to achieve and who you want to reach. In today's rapidly evolving business landscape, the utilization of digital marketing has become imperative for businesses of all sizes, Small and medium-scale enterprises (SMEs), in particular, can greatly benefit from the strategic implementation of digital marketing techniques. This introduction provides an overview of the significance of digital marketing for SMEs, the challenges they face, and the potential advantages they can gain through effective digital marketing strategies. The study investigates awareness levels and factors influencing adoption, utilizing an exploratory research design with a positivist approach. Statistical tools such as SPSS and Smart PLS are employed for analysis, and the study involves owners and managers of manufacturing and service-based start-ups and SMEs. Smart PLS - Structural Equational Modelling (SEM) is used for hypothesis validation.

Keywords: Digital Marketing, Trends, Advantages, Disadvantages, .

### **Literature Review:**

The study's premise is based on the IAMAI Kantar ICUBE 2020 Report, which predicts that India will have 900 million active Internet users by 2025, up from roughly 622 million in 2020, or a 45 percent increase in the next five years. This paper focuses on the concept of digital marketing based on reviews of research papers. The paper also describes the advantages and disadvantages of digital marketing and also suggests strategies to overcome the challenges in adopting digital marketing.

The scope of digital marketing in India is also increasing rapidly because majority of the people nowadays are using the web or spending time on the internet.

Because of recent digital marketing developments, everyone wants to sell their products and services via the internet, which makes marketing methods more successful and affordable.

## **Objectives of the proposal**

Based on the literatures, some objectives inside the implementation of digital marketing in small and medium businesses are:

- Using digital marketing for SMEs to communicate and influence consumer needs, preferences, and behavior in the market.
- Enabling Digital marketing for SMEs to disseminate information, connect with customers, and compete with larger firms by using various digital channels and technologies.
- To enhance the performance, productivity, and profitability of SMEs by improving their brand awareness, customer satisfaction, and market share.
- To adopt innovative strategies, methods, and solutions that suit their specific needs, goals, and capabilities.
- To address the challenges and risks for SMEs, such as lack of skills, resources, and expertise, cyber security issues, and ethical dilemmas.

## **25 References**

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## **Problem of Statement**

In the realm of construction management, the imperative need for an unfettered and dependable work plan has long been acknowledged. However, despite this recognition, a persistent issue persists in the form of delays and budget overruns that afflict numerous construction projects. These setbacks can often be pinpointed to the inadequate identification and remediation of constraints within the project's lifecycle. Firstly, the failure to correctly pinpoint constraints during the scheduling phase invariably leads to conflicts and complications in the field, causing further disruptions. In today's construction landscape, projects are increasingly characterized by technical intricacies and logistical challenges, thereby exposing construction ...