



جامعة ميدأوشن

كلية الإدارة

قسم / ماجستير إدارة الأعمال

عنوان البحث

The Impact of Digital Marketing Strategy on Small Business Owners and Their Benefits in the Kingdom
of Saudi Arabia

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Introduction

In all markets, Small businesses are the base for the economy of the country, during the support of the competitive services that provide to the other businesses, help and increase the wheel of employments, also generate a variety of extensive services that help all business levels, these small businesses may open as family business or an idea of new service that the market needs, or legal entity for serving and providing the service and products in legal way, in globalization today competition has no limit and businesses can compete in different markets specially with digital marketing tools and platforms, most of these small businesses come from minimum background of marketing and its impact on their businesses , and can lead to keep them with low number of clients, services and products, helping these businesses to understand the digital marketing impact on their businesses and what is the benefit behind learning the know how to build the digital marketing strategy can make a difference to their business in return .

Problem Definition :

Most of small business owners come from a craft background or have ideas that suit the needs of the market without the knowledge and awareness of the requirements of advertising and obtaining customers for their small businesses. This part is often a dilemma for most owners of this category of businesses, in addition to the lack of marketing budgets and fear of spending in a sector that many of them consider to be just spending money and nothing more. This is due to their lack of experience in digital marketing or from previous failed experiences due to their lack of familiarity with how to build and implement these strategies.

The importance of the study:

Illustrate the needs for small business owners to understand the basis of the digital marketing impact on their business and to understand the needs of the tools and platforms that can match the requirements to start with, also down break the strategy into simple components to easily understand and implement at the same time

The Objectives of the study

- Understand more about the importance of digital marketing in helping small businesses
- And clarify the benefits and risks of not adopting a digital marketing strategy for small business owners
- Identify the most important appropriate digital marketing channels
- Build a strategy that can be modified and improved to suit the needs of small business owners

Study quistions:

- What is the impact of digital marketing strategy to small businesses?
- What is the right way to build a digital marketing strategy?
- What is the digital platforms and channels needed for implementing the digital marketing strategy?