

THE EFFECT OF DIGITAL MARKETING ON BUSINESS DEVELOPMENT FOR A START-UP USING SWOT ANALYSIS: A CASE STUDY**Mohammad Yaser Daoud¹****Asst. Prof. Dr Kağan Okatan²**¹. Master degree at Istanbul Aydin University² Istanbul Aydin University

ABSTRACT

The purpose of this paper is to look at and experience the benefits of online advertising on social networking sites such as Facebook and the Google Website. By collecting quality data related to employee interviews through the use of social media, this study also provides evidence of the concept of raising corporate awareness through a framework of strengths and weaknesses. The researcher used the questionnaire as a method of collecting basic data. As a result, this study used your sample in both its interviews and the "144 size sample" questionnaire, with people chosen using the basic random sampling process, some of whom are using marketing tools. This article also analyzes the impact of COVID-19 on businesses, as it has had a profound impact on all industries, and how the rapid growth of the social media platform has affected businesses.

Keywords:

COVID-19; SARS-CoV-2; social media; network analysis; computational social sciences, SWOT; social media; Small Start-Up Business; Competitive Knowledge

INTRODUCTION

The purpose of this study was to analyze the use of a small communications business with a competitive awareness concept using the well-known SWOT system model. At the end of December 2019, the first cases of coronavirus (officially named COVID-19 by the World Health Organization [WHO] on February 11, 2020) [6] were detected in Wuhan, China; the first deaths were reported in early 2020. (Taylor, 2020). [5]: While the SWOT system can provide useful information about the competitive state of the company, it has no flaws. International companies are increasingly using electronic marketing. Social media is the latest form of corporate marketing. Members responded with new marketing and collaborative sessions as a result. Even though the internet bubble exploded a few years ago, many retailers believe that e-commerce has a bright future. Face-to-face interviews with a group company and an affiliate company in another district were used to obtain data for this study; some questions were posed. Aside from the questionnaire survey, another technique to get information is to send a random questionnaire to people working in the real estate industry. Throughout this study, surveys were utilized because they are not only easy to get but also effective at gathering data. The questionnaire was self-administered and collected for reference in this study after several days. Question Survey questionnaires were used to check that the responses were appropriate. The questions were written in a way that made it apparent which dimensions the responses would be evaluated on.

It's all about networking in marketing. It is now available on the internet. Over the last few years, social networking sites such as Facebook, Instagram, Twitter, Yahoo, Google, and YouTube have exploded in popularity. It has been discovered that these social networking sites have reached new heights, with each site now attracting over a million unique visitors each month. It's all about networking in marketing. It is now available on the internet. Over the last few years, social networking sites such as Facebook, Instagram, Twitter, Yahoo, Google, and YouTube have exploded in popularity. It has been discovered that these social networking sites have reached new heights, with each site now attracting over a million unique visitors each month. It is a prevalent belief among marketing agencies

that they should reach out to all potential customers. Marketers may now deliver their message to a huge audience with less effort than in other media, thanks to this new marketing policy.

LITERATURE REVIEW

The Technological Revolution has transformed the 21st century and ushered in a period of globalization. The Internet has an impact on every aspect of business. E-business is no longer a business option in the twenty-first century; it is a necessity. (Nguyen & Barrett, 2006). [7]

Businesses can interact with customers faster, more efficiently, and more efficiently through the Internet. It also assists marketing agencies in collecting customer information, customizing production, and identifying potential customers. (Nguyen & Barrett, 2006). [7]

In recent years, social networking sites have provided an opportunity for businesses to connect with their targeted customers through advertising, in addition to providing a place for individuals to communicate. Social networking is a form of online marketing that is focused and distributed through social networking sites. This type of advertising has the potential to make services and content available to almost everyone for free or at a low cost. (Advanced Online Advertising Online Policy Report, 2009). [3], This study will provide evidence of a new approach to using the SWOT architecture tool and will look at how a small business start-up communication platform may be used to improve competitive awareness and, as a consequence, competition efficiency.

Knowledge about marketing solutions that are appealing to consumers will be beneficial to business firms. Future entrepreneurs, who are largely young people, will have the courage to use new marketing strategies to grow their sales by learning from the digital practices used by other marketers around the world. Digital marketing is the process of creating demand for a product or service by utilizing the interactive power of the Internet to share information and give value to the firm and its clients. There are services available. On the Internet, the value of something may increase over time, or the appeal of something may increase as a result of the client's interest. Customers can benefit from the added value in the form of delight, amusement, and interest. (Stokes and Blake, 2011)[8], (Cristian & Elena, 2008) [9]. He believes that trade can take place in both directions, ensuring that both parties gain at the same time and that services are pushed through channels. Martinez-Rolán and Pieiro-Otero (2016)[10.] He believes that digital marketing provides a wealth of opportunities for a company or organization, including the following:

Visual communication using a variety of presentations and tools, such as photos and videos, is a popular approach to communicating. Audiences can be reached easily, allowing for increased participation.

A relationship community is a way for businesses to engage with their customers and users to enhance their experience and strengthen their attachment to the product and brand.

Virality is because the Internet allows any material to spread with the development of the "Mouth of Word" concept. Viral communication encourages engagement and fosters the spread of information. (Martinez-Rolán and Pieiro-Otero (2016)[10]

Customers can be reached via digital distribution in a convenient, customized, efficient, and cost-effective manner.

METHODOLOGY

The topic of this study is A Group Company. They are consulting for trading and real estate in Istanbul, Turkey, and it's a relatively new company. The company also used four social media programs at the time of this research: Facebook, Instagram, LinkedIn, and Pinterest. All four applications were linked on the company's website. They also have a real estate and construction company in Alanya. They are a sister company to the one in Istanbul. They are specialized in real estate. They have their own project in Alanya.

Using an interview questionnaire We conducted comprehensive interviews with the company's owners with 14 questions (Appendix I) and numerous employees, and four categories (general data questions and six questions) (Social Media 5 Questions). (four questions about the strength, four questions about the weakness, three questions about the opportunity, and two questions about the threat).Appendix II: Because this was observational research, we adopted an open-ended questionnaire approach to gain a deeper understanding of the firm's use of social media. They employed follow-up inquiries to elicit further information where necessary.

Each interview lasted somewhere around 15 to 40 minutes. by transcribing their lengthy interview notes and combining them into a single text for review. From the collected data, basic concepts about the strengths, weaknesses, opportunities, and threats related to the use of social media were collected. In addition, the second triangulation analysis entailed looking at quantitative data from the company's analysis reports for two consecutive months. Because the company had only been in operation for a short time, there was only a small amount of data to analyze. As a result, determining the effectiveness or return on investment of the company's social media platforms is tough.

Table1 Research Process (Saunders et al., 2009,)

**“Theory → Hypothesis→ Data Collection→ Findings→
Hypothesis confirmed or rejected→ Revision of theory “**

Note: The research stage model in this study will be used to establish an adequate design to examine the validity of online advertising as established by Saunders, M., Lewis, P., and Thornhill, A. (2009). 5th edition of Research Methods for Business Students. Prentice-Hall Financial Time, Prentice-Hall Financial Time, Prentice-Hall Financial Time, Prentice-

ASSESSMENTS AND MEASURES

The dataset in this study was analyzed using both mixed approaches. To generate the summaries, the data from the questionnaire was extracted, recorded, and entered into the system. Statistics The data were collected by using interviews and an online survey and evaluated based on the input provided by the respondents.

The study was intended for 144 participants, and the response rate was computed as follows to determine the actual number of participants who actively participated in the research study by filling out and returning the questionnaire.

In this study, more tests and analyses were used to finalize the results by using the Multicollinearity test to find regression diagnostics and the Homoscedasticity and Normality tests. Sampling Adequacy, Chi-square Tests, and Linearity Tests through frequencies and percentages

Table 2 Response rate

	Frequency	Percentage
Responded	89	61.4
Not Respond	55	37.9

According to Table 2, (89) people completed and returned surveys, resulting in a response rate of 61.38 percent. A response rate of 50% or more, according to Kumar (2010) [15], is sufficient for quantitative testing.

According to the conclusions of the interview data analysis and SWOT analysis, the company has effectively utilized digital marketing in different sectors of the business, including connecting with current and past clients and posting information about upcoming events, according to the interview data analysis. Lack of resources and time are two major contributors to the error list.

Table 3: Swot Analysis of the Firm for Social media use

<p style="text-align: center;">Strengths</p> <ol style="list-style-type: none"> 1. Through social media, customers' experiences can be customized and personalized. 2. great comments and evaluations from the public at large in social media communications, testifying to the company's facilities, events, and customer service. 3. A young team that is experienced with social media allows for more natural engagement with specific groups of potential clients. 	<p style="text-align: center;">Weaknesses</p> <ol style="list-style-type: none"> 1. In the social media environment, there is limited exposure. 2. Currently, not all of the desired client segments are being reached. 3. Limited resources and time 4. There is no specific time for updating material on social media.
<p style="text-align: center;">Opportunities</p> <ol style="list-style-type: none"> 1. To stress distinct aspects of the company, utilize a focused differentiation strategy for different prospective client groups within social media platforms. (Porter, 1980). [16] 2. To gain superior decision-making information and enhance corporate operations, integrate and expand current technologies. 3. To increase awareness through cross-platforms and cross-promotion, coordinate the usage of advertising materials with social media. 4. Analyze social media content using emerging new approaches. 	<p style="text-align: center;">Threats</p> <ol style="list-style-type: none"> 1. Competitors in the region have boosted their use of social media technologies. 2. Changing social media technologies

Note: Data analysis using notes from discussions. They use the standard SWOT analysis (see Table 3) to provide a clear picture of their company's strengths, weaknesses, opportunities, and threats as they relate directly to social media after examining the answers to the questionnaire independently. created by the observation of the author of the paper.

RESULTS

According to Table 2, (89) people completed and returned surveys, resulting in a response rate of 61.38 percent. A response rate of 50% or more, according to (Kumar, 2010).[15], is sufficient for quantitative testing.

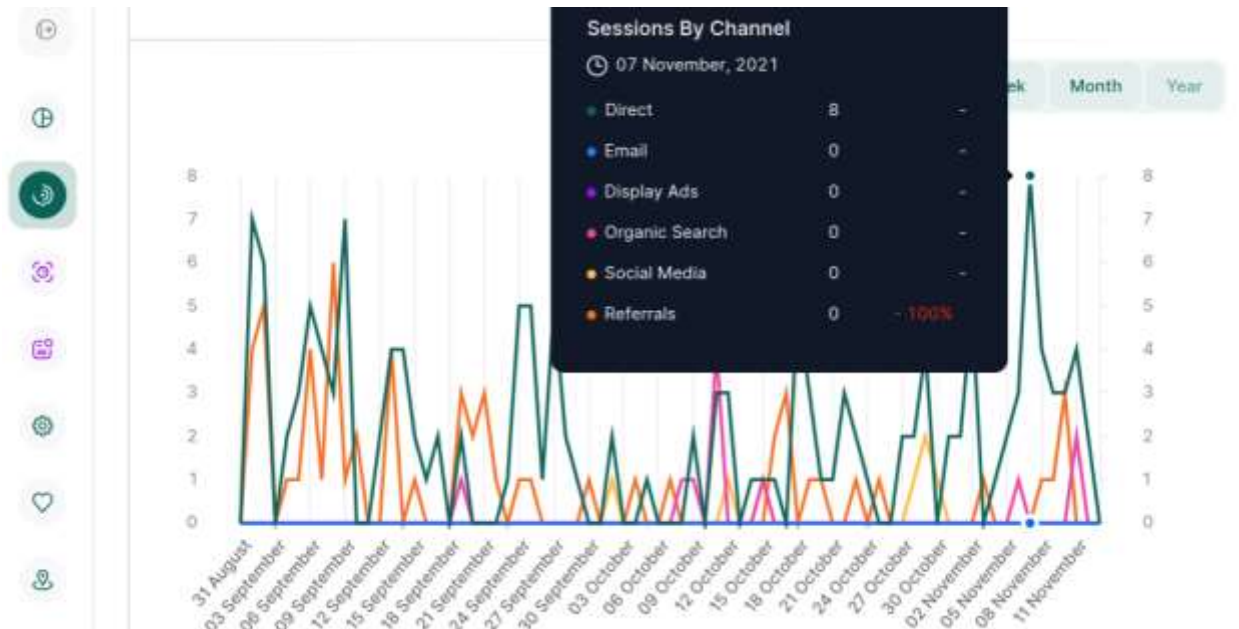


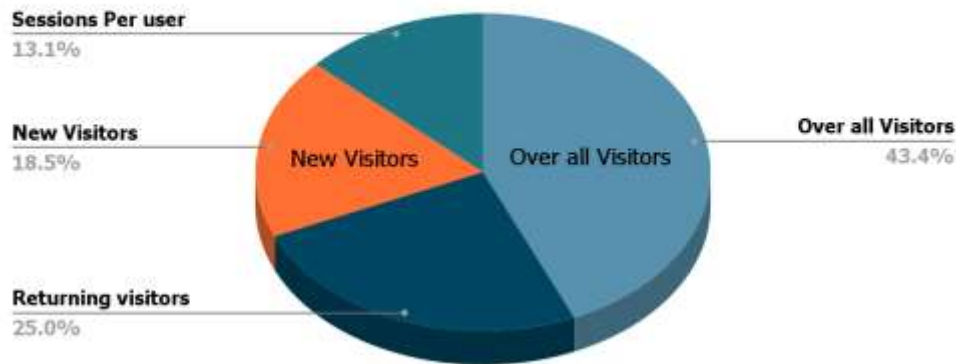
Fig.1 Sessions by channel website sample

Note the image was created from the analysis of two months of the company's website, from "Strategic Orientation of Digital Marketing For A Small Start-Up Company, Including The Use Of Swot Analysis To Develop Businesses Under COVID-19" by the author

Figure 1, shows the visitors of the website from 1st September until 13th November. Each color indicates what channel the clients came from. By taking a sample on November 7th, it's the highest session in the graph, and it is the most demonstrated line in the green color, which is related to the direct website link where the clients came from, while the other channels have zero sessions.

Web Statistics Overview In Percentage %

1st September 2021 - 13th November 2021



Web statistics Overview in percentage % Related to google sheet.

This figure describes the percentage of the web statistics overview of visitors on the website of the firm between September 1st and November 13th, approximately two months of studying and observing the visitors. According to the author of this paper, the new visitors of the website in this period are 18.5%, the sessions per user are 13.1%, and the returning visitors are 25%. This indicates that they are interested in their product and returned to decide between buying the product. This is one of the weakest points of the company. They need to make contact with them and send them some good offers.

Table 4: R Square

Model	R	R Square	Adjusted R Square	Std. An error of the Estimate
1	.944 ^a	.887	.882	.9963

(Constant), Email marketing, Web Solutions, Mobile Marketing, Social media.

Note: A model fit, as shown in Table 4, determines how well the model equation fits the data, and the result shows that R² is 0.882, meaning that changes in email marketing, web solutions, mobile marketing, and social media may explain 88.2% of that mean equation being fit to the model. The Author of this Paper

According to the table, all of the variables used have a beta coefficient greater than 0.05. As a result, all of the variables were linear and significant because their p-values were less than 0.005. As a result, all the null hypotheses were rejected.

DISCUSSION AND CONCLUSION

This research is based on a single small start-up company with a few employees. Due to the company's short history of operation and use of social media, the amount of data accessible for research was restricted. One of the most difficult aspects of this study was the limited amount of data accessible throughout a short period of time.

Through the use of a modest quantitative analysis, information acquired from the firm's website and provided by the firm, To provide additional insight into the firm's usage of social media and to support the recommendations made to the company, the quantitative data from the corporate website analysis report is triangulated with the qualitative data from the interviews.

The findings of the study indicated that social media has a major impact on business performance. According to the findings, the corporation uses blogs, forums, and other types of social media extensively. According to the research, "Facebook, content networks (such as Flickr and YouTube)", and podcasts are also used moderately by the organization." These findings support (Trusov et al, 2009). [11]" assertion that social media platforms such as chat rooms, blogs, and social networking sites like Facebook, Twitter, and LinkedIn have given marketers an effective means to reach their target consumers. Mobile applications and mobile-optimized websites can be used to access social media features on mobile devices.

CONCLUSION

This includes engaging with current and past customers and sending information about upcoming events based on the findings of the interview data analysis and SWOT analysis. Lack of resources and time are the two main contributors to the list of errors. This is expected of a small business start-up that has been in existence for a few months. The difficulty stems from the rapid growth and innovative communication platforms, as well as how these technologies affect corporate processes such as marketing and customer relationships.

As a result of website analytics data, we find that 66.2% came directly from the website link, 4.8% from natural search, 3.1% from social media, and 25.9% from referrals, so the total amount of channel traffic to the website is 2 times 228. According to these findings, the social media platform has a positive impact on business performance. Research has shown that blogs, forums, and other forms of communication are widely used in companies. Facebook and podcasts are also used moderately in the company. According to the findings, email marketing has a huge and

positive impact on performance. Exit email, affiliate arrangements, and spam email were found to be the most widely used by companies. The study also found that the login email is used in the company at a high cost. The findings suggest that the effectiveness of email newsletters and their ability to attract new customers have a profound effect on a company's performance. The study also found that increasing the ROI of email systems improves corporate performance in a limited way.

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