



UTILIZATION OF PAY-PER-CLICK AND CONTENT MARKETING CHANNELS FOR BRAND AWARENESS BY SMALL AND MEDIUM SCALE ENTERPRISE (SME) OPERATORS

¹Joshua Sule Mamman PhD, ²Emmanuel Tunde Ilori & ³Zainab Temitope Abdullateef

Department of Business and Entrepreneurship Education
Kwara State University, Malete

¹Joshua.mamman@kwasu.edu.ng

¹<https://orcid.org/0000-0003-3872-2247>

²Emmanuel.ilori@kwasu.edu.ng

³zainab.abdullateef12@kwasu.edu.ng

Abstract

This study explored how Kwara state SME operators use pay-per-click and content marketing for brand recognition. Descriptive survey research was used. The study included two objectives, two research questions, and two null hypotheses. The research sampled 339 of 1,416 registered SMEs in Kwara State using Taro Yamane's method for finite population. The research employed a 40-item Utilization of Pay-per-click and Content Marketing Channel for Brand Awareness Questionnaire (UPCMBAQ). Three specialists validated the instrument. The Cronbach Alpha reliability was used which yielded a reliability coefficient of 0.90, indicating instrument reliability. Descriptive statistics of mean and standard deviation were used to answer the study's research questions. Independent samples t-test tested was employed to test the hypotheses at a 0.05 level of significance. The survey found that SMEs operators use pay-per-click and content marketing for brand recognition at modest levels. Lack of understanding of such routes may be to blame. The survey found that SMEs were unaware of how pay-per-click and content marketing may benefit their firms, therefore many small businesses are still unaware on how to use it. There was no significant different between the mean ratings of owners and managers of SMEs on the extent of utilization of pay-per-click for brand awareness ($t_{306} = 0.151, P > 0.05$). The study concludes that SME operators do not utilize pay-per-click and content marketing in their day-to-day business activities. The data suggested that SMEs should use pay-per-click, the pay sibling of SEO. Most company websites struggle to get enough traffic, particularly organically. PPC lets companies pay search engines to drive visitors to their website and maintain first-page placement.

Keywords: Pay-per-click, content marketing, utilization, and brand awareness,

Introduction

Raising brand awareness is a pivotal step in the process of promoting a new product or rejuvenating an old brand. Ideally, customers possess knowledge of the unique characteristics of a brand, which differentiate it from competing items. Prior to the emergence of digital media, companies seeking to engage with prospective consumers would often go for traditional advertising methods such as newspaper advertisements or billboard campaigns. In contemporary times, consumers have assumed an active role in shaping brand identities via the utilization of digital media, resulting in a shift of ownership from the brand to the consumer (Alejandra & Krzysztof, 2019). According to Goward (2015), a notable aspect is the preference of about 30% of customers to engage with companies through digital channels. Additionally, consumers express a desire for enterprises to have a digital presence. Using digital marketing platforms, a firm can effectively ensure the visibility of its brand at instances when prospective buyers actively seek it out. Additionally, this approach mitigates the risk of missed chances to engage and captivate the target audience, ultimately leading to a boost in sales.

Digital marketing relies on the utilization of certain online platforms often known as "digital marketing channels" to effectively reach and engage with target audiences. According to Michelle (2020), digital marketing channels refer to platforms that organizations may use to engage with their intended audience about their brand, product, or service. The author also enumerated other digital marketing channels often used by firms, which include content marketing, email marketing, social media marketing, search engine optimizations (SEO), pay per click (PPC), mobile marketing, and display advertising. Pay-per-click (PPC) is a kind of online advertising that operates in contrast to search engine optimization (SEO), since it involves a monetary investment. The concept of a "internet-based digital marketing model"



pertains to the strategy whereby advertisers are billed for each instance of their advertisements being clicked (Larry, 2020). PPC, also known as search engine marketing, refers to the strategic utilization of search engines to efficiently advertise and promote products and services. This is achieved by showing them on web sites that appear as results for certain keyword searches (Kawalject, Yogash, & Niall, 2015). The authors proposed an alternative term for this kind of digital marketing strategy as Cost-Per-Click advertising (CPC). This suggests that the website proprietor (marketer) could engage in the sale of products and services on their webpage, with the firm compensating the publisher a predetermined amount for every instance in which a visitor (audience) interacts with the advertising by means of a click. The concept of Pay-Per-Click (PPC) revolves on the acquisition of website visitors via a monetary transaction, as opposed to relying on organic methods to attract them. Pay-per-click (PPC) advertising allows companies to engage in placement bidding for advertising on search engines, such as Google, so providing them with the opportunity to promote effectively. The phenomenon of generating links is seen when an individual does a search using a term that is associated with a commercial offering. As an example, a restaurant may engage in a bidding process to get the keyword "seventh food" on the Google search engine. Consequently, when a potential customer or client does a search for the restaurant's offerings, the associated advertisement has the potential to appear prominently at the pinnacle of the Google search results page. However, the primary objective of search engine optimization (SEO) and pay-per-click (PPC) advertising is to drive visitors to a website by strategically using appropriate keywords and delivering high-quality content. Consequently, organizations are required to generate and disseminate relevant information that effectively captures the interest of their intended audience.

Content marketing is a promotional tactic used within the realm of digital marketing. The branding strategy involves the creation and distribution of brand material that is both useful and relevant to effectively attract and engage the intended target audience (Du Plessis, 2017). Practitioners engage in the creation and dissemination of online brand narratives with the aim of acquainting the intended audience with the brand. According to Niel (2019), content marketing may be described as a strategic marketing approach that emphasizes the creation and distribution of valuable, relevant, and consistent information with the objective of attracting and retaining the interest of a well-defined audience, eventually leading to lucrative consumer behaviour. Content marketing allows organizations to provide relevant information to their target audience, so enhancing their online brand visibility. This strategy fosters consumer trust and encourages word-of-mouth recommendations.

Micro, Small, and Medium-Sized Enterprises (MSMEs) refer to enterprises that are established by one or more individuals or entrepreneurs, characterized by limited resources, and driven by the objective of generating financial gains. According to SMEDAN (2013), the Small and Medium Enterprises Development Agency of the Federal Government of Nigeria was established with the objective of facilitating the advancement and growth of the Micro, Small Enterprises, and Medium Enterprises sector. To effectively carry out its mandate, SMEDAN categorized SMEs into three distinct classifications: Micro, Small Enterprises, and Medium Enterprises. This research examines Small and Medium Enterprises (SMEs), which are classified according to their levels of employment and assets. According to the definition provided by SMEDAN (2013), small firms are characterized by having total assets (excluding land and buildings) ranging from more than five million naira to less than fifty million naira, together with a workforce consisting of more than ten but less than forty-nine workers. Medium-sized firms are defined as enterprises that own total assets (excluding land and buildings) exceeding fifty million naira but falling below five hundred million naira and employ a workforce ranging from fifty to one hundred and ninety-nine individuals. According to Nwabufu (2013), small scale businesses may be defined as enterprises that have a limited number of employees. These businesses are often privately owned and controlled by single proprietors, corporations, or partnerships. In the contemporary era of digitalization, digital marketing has emerged as a fresh and innovative commercial strategy. According to Omair (2020), the growing prevalence of online consumer engagement has led to the emergence of digital marketing as a prominent catalyst for the transition from analogue to digital eras. According to Peace and Obikeze (2017), the presence of digital media enables firms to achieve worldwide distribution within a very little period. By means of a single action, a buyer can effortlessly reach any firm inside their preferred industry, regardless of geographical location. Cesaroni and Consoli (2015) found that the utilization of digital media is providing aid and support to small and medium-sized enterprises (SMEs) in several ways. These include enhancing public awareness, introducing novel business processes and procedures, and facilitating the sharing, collaboration, and co-creation of creative ideas. These efforts ultimately contribute to improving overall performance. Consequently, small, and medium-sized enterprises (SMEs) are ubiquitously present and accessible across many locations and temporal contexts. It is evident that the use of digital marketing in the realm of



company operations may significantly contribute to the success of small and medium-sized enterprises (SMEs).

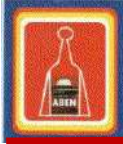
Utilization pertains to the use or application of a certain entity, notably in practical contexts. Utilization, as defined by Egberi (2015), refers to the use of a particular entity to achieve objectives, maintain principles, or cultivate engagement. The term "utilization" within the scope of this research pertains to the way operators of small and medium-sized enterprises (SMEs) use various digital marketing channels with the objective of establishing brand awareness. When small and medium-sized enterprise (SME) operators effectively use the expertise and capabilities of different digital platforms, they may effectively explore marketing opportunities and enhance their brand awareness activities. According to Peace and Obikeze (2017), the absence of digital marketing tools is a significant obstacle for small and medium-sized enterprises (SMEs) in Nigeria, impeding their ability to effectively compete within the global market economy. Digital marketing plays a crucial role in the operations of small and medium-sized enterprises (SMEs), exerting a substantial influence on their ability to thrive and grow (Berisha, 2019). The impact on the firm is influenced by several factors related to the effective utilization of digital marketing, such as the exposure to emerging trends, the expertise of small and medium-sized enterprise (SME) operators, and the cultivation of uniqueness and a creative mindset (Ramsey & Ibbotson, 2013). According to Chackro and Harris (2015), there exists a growing need for small and medium-sized enterprises (SMEs) in Nigeria to actively participate in the global supply chain. This may be achieved by adopting and using digital marketing technologies, which have the potential to enhance their productivity and efficiency. To ascertain the areas in need of development, the researcher undertook an assessment of the use of digital marketing tools among small and medium-sized enterprises (SMEs) in Kwara State, Nigeria.

Statement of the Problem

SMEs have historically used a conventional strategy to cultivate brand recognition, including many tactics such as advertising, public relations, publicity, sponsorship, and sales promotions. The implementation of these promotional techniques requires substantial financial resources, including the involvement of costly consultants and experts. Moreover, it is common for the outcomes of these methods to need a considerable amount of time to become tangible. Small and medium size enterprises (SMEs) have a significant problem due to their constrained financial resources, which restrict their ability to engage in costly promotional endeavors. Therefore, there is a need for a company marketing approach that is both cost-effective and efficient, specifically tailored for small and medium-sized enterprises (SMEs). The need for small and medium-sized enterprises (SMEs) may be effectively fulfilled via the use of digital marketing strategies. Digital marketing refers to the practice of promoting a company's products and services using online channels, such as social media platforms, websites, search engine advertising, and paid online advertisements. The use of digital marketing channels by SME operators continues to pose a challenge, despite the availability, flexibility, and affordability of these channels. The lack of ability to attract appropriate traffic to the company's website, inadequate search engine optimization, and limited lead generation on social media platforms may indicate a failure or incapacity of small and medium-sized enterprise (SME) operators to effectively use digital marketing channels for the purpose of enhancing brand recognition. According to Peace and Obikeze (2017), the underutilization of digital marketing apps has been identified as a contributing factor to the poor productivity of small and medium-sized enterprises (SMEs). This lack of utilization has resulted in limited opportunities for SMEs to participate in regional and global economic activities. The statement, "If a company cannot be found in Google, it does not exist," seems to reflect customer behaviour within the contemporary corporate environment. Therefore, it can be argued that small and medium-sized enterprises (SMEs) without a robust online presence may have significant difficulties in effectively promoting and appealing their products or services to a wide range of potential clients in the current era of digitalization. The researcher expressed scepticism on the extent to which operators of small and medium-sized enterprises (SMEs) use digital marketing into their plans for establishing brand awareness, given the vast accessibility and adaptability of this marketing approach. Hence, the researcher's motivation to do this study was driven by the uncertainty, with the aim of examining the efficacy of pay-per-click and content marketing channels in enhancing brand recognition among small and medium-sized enterprise (SME) operators.

Research Questions

1. To what extent do small and medium-scale enterprise operators utilize pay-per-click for brand awareness?



- To what extent do small and medium scale enterprise operators utilize content marketing for brand awareness?

Research Hypotheses

H₀1: Owners and Managers of SMEs do not differ significantly in their mean ratings on the extent of utilization of pay-per-click for brand awareness.

H₀2: Owners and Managers of SMEs do not differ significantly in their mean ratings on the extent of utilization of content marketing for brand awareness.

Methods

Descriptive survey research design was adopted for the study. The researcher s considered this design appropriate for this study since it collected data from managers and owners of SMEs in Kwara State. The population of the study comprised 1,416 registered SMEs in Kwara State out of which a sample of 339 was selected using Taro Yamane formula for finite population. Instrument for data collection was a structured questionnaire. The instrument was validated by three experts in business education. Their comments enhanced the content validity of the instrument. To establish the internal consistency of the research instrument, a pilot test was conducted, and Cronbach Alpha reliability method was used to test data collected using the application of Statistical Package for Social Sciences (SPSS) version 26. The analysis yielded a co-efficient score of 0.09 which was deemed reliable for the study. The questionnaire was structured on a four-point scale with response categories as “Very High Extent”; “High Extent”; “Low Extent” and Very Low 6 Extent. The administration of the instrument was carried out personally by the researchers with the aid of three research assistants. Out of the 339 copies of the questionnaire administered, 308 were filled and returned. A total number of 308 copies of the questionnaire representing 91.2 % return rate were used for data analysis. Data collected regarding the research questions were analyzed using descriptive statistics (mean and standard deviation) while the independent sample t-test were used to test the two null hypotheses. In testing the null hypotheses, where the calculated p-value is less than the stipulated level of significance (0.05), it means that there was significant difference, and the hypothesis was rejected. Conversely, where the calculated p-value is equal to or greater than the stipulated level of significance (0.05), it means that there was no significant difference, and the hypothesis was no rejected.

Results

Research Question One:

To what extent do SME operators utilize pay-per-click for brand awareness?

Table 1: SME Operators’ ratings mean ratings on the extent of utilization of Pay-Per- Click for brand awareness

		N = 308		
S/N	Items Statement	Mean	SD	Remarks
1	We pay search engines to hit the first page on search result. (Google Ad word).	2.18	0.99	Low Extent
2	we sponsor Ad on search engines for our brand.	2.05	0.91	Low Extent
3	we sponsor Ad on Facebook for our brand.	2.02	0.91	Low Extent
4	We sponsor Ad on Instagram for our brand/product.	2.03	1.01	Low Extent
5	We sponsor Ad on YouTube for our brand/products	2.98	0.01	Low Extent
6	We evolve brand perception online	1.98	0.99	Low Extent
7	To measure the effectiveness brand awareness campaign online	1.98	0.99	Low Extent
8	To manage brand reputation online	2.10	1.06	Low Extent
Grand Weighted Mean		2.17	0.85	Low Extent

Source: Field Survey 2023

Table 1 reveals that SME operators indicated that utilization of pay-per-click for brand awareness is to a low extent in the following areas: paying search engines to hit the first page on search result (Google Ad word) (Mean = 2.18), sponsoring of Ad on search engines for our brand (Mean = 2.05), sponsoring of Ad on Facebook for our brand (Mean = 2.02), sponsoring of Ad on Instagram for our brand/product (Mean = 1.98), sponsoring Ad on YouTube for our brand/products (Mean = 2.03); to evolve brand perception



online (Mean = 2.98); to measure the effectiveness brand awareness campaign online; and to manage brand reputation online (Mean = 1.98 and 2.10). The standard deviations of the items are low ranging from 0.01 to 1.01 indicating that their responses are not too widespread. More specifically, the result indicated that utilization of pay-per-click for brand awareness creation by SME operators is to a low extent with (Grand Mean =2.17; SD 0.85).

Research Question Two

To what extent do SME operators utilize content marketing for brand awareness?

Table 2: SME Operators' ratings on the extent of utilization of Content Marketing for brand awareness N = 308

S/N	Items Statement	Mean	SD	Remarks
1	We always publish educating content on Blogs	1.86	1.02	Low extent
2	We make use of Podcast in creating brand content for our customers	1.63	0.86	Low extent
3	We have our video content on YouTube	1.88	1.01	Low extent
4	We manage brand content on Facebook	2.47	1.14	Low extent
5	We always jump on trend to market brand content on Twitter.	2.15	1.05	Low extent
6	Webinars is used for sharing video content for our brand.	1.53	0.82	Low extent
7	Our brand content is on search engines.	2.01	1.00	Low extent
8	We normally upload band content on the Instagram.	2.20	1.08	Low extent
Grand Weighted Mean		1.97	1.00	Low extent

Source: Field survey 2023

Table 2 reveals that the extent of utilizing content marketing for brand awareness by SME operators is low in the following areas: writing of educating content about our Brand/Product for our customers to see and upload/published the same on;Blogs (Mean = 1.86), Podcast (Mean =1.63), YouTube (Mean =1.88), Facebook (Mean =2.47), Twitter (Mean =2.15), Webinars (Mean =1.53), Search engines and Instagram (Mean = 2.01 and 2.20). All the 8 items in the table have low standard deviation values ranging from 0.82 to 1.14 which signifies low variability of responses. In a nutshell, Table 9 shows that utilization of content marketing for brand awareness by SME operators is to a low extent with (Grand Weighted Mean = 1.97, SD = 1.00)

Test of Hypotheses

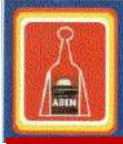
H₀₁: Owner and Manager of SMEs do not differ significantly in their mean ratings on the extent of utilization of pay-per-click for brand awareness.

Table 3: Independent Sample t-test analysis of SMEs owner and manager on the utilization of pay-per-click for brand awareness.

Group	N	Mean	SD	t-cal	Df	p-value	Decision
Owners	59	2.06	0.89	0.151	306	0.249	Not Rejected
Managers	249	2.04	0.79				

Source: Field Survey 2023

P>0.05



The data in Table 3 reveals that there are 59 owners and 249 managers of SMEs. The owners and managers' responses showed that utilization of pay-per-click for brand awareness by SME operators is to a low extent (Mean = 2.06; SD = 0.89 and Mean = 2.04; SD = 0.79). Their responses are close to the mean as the standard deviation is low. The Table reveals that there was no significant difference between the mean ratings of owners and managers of SMEs on the extent of utilization of pay-per-click for brand awareness ($t_{306} = 0.151, P > 0.05$). Therefore, the null hypothesis which states that owners and managers of SMEs do not differ significantly in their mean ratings on the extent of utilizing pay-per-click for brand awareness is not rejected. This implies that SME operators do not differ in their responses regarding the extent to which pay-per-click is utilized for brand awareness.

H₀₂: Owners and Managers of SMEs do not differ significantly in their mean ratings on the extent of utilization of content marketing for brand awareness.

Table 4: Independent Sample t-test analysis of SMEs owner and manager on the utilization of content marketing for brand awareness

Group	N	Mean	SD	t-cal	Df	p-value	Decision
Owner	59	1.6907	.58601	4.438	306	0.036	Rejected
Manager	249	2.0316	.76493				

Source: Field Survey 2023

P < 0.05

The data in table 4 reveals that there are 59 owners of SMEs and 249 managers of SMEs. The owner and managers' responses show that the extent of utilization of content marketing for brand awareness by SME operators is low (Mean = 1.69; SD = 0.59) and (Mean = 2.03; SD = 0.76). Their responses are close to the mean as the standard deviations are very low. The table revealed that there is significant difference in the mean rating of owner and manager on the extent to which e-mail marketing is utilized for brand awareness ($t_{306} = 4.438, P < 0.05$). Therefore, the null hypothesis which states that owner and manager of SMEs do not differ significantly in their mean ratings on the extent of utilizing content marketing for brand awareness is rejected. This implies that SME operators differ in their response regarding the extent to which content marketing is utilized for brand awareness. Their responses show that owners rated the extent of utilizing content marketing for brand awareness lower than the managers did (mean difference = 0.34).

Discussion of Findings

The study also discovered that SME operators use pay-per-click advertising for brand awareness to a limited level (Table 1) This indicates that pay-per-click is only sometimes used by SME operators in their brand awareness campaigns. This is despite Paul's (2019) argument that pay-per-click advertising enables companies to purchase relevant website traffic that has the potential to generate leads rather than acquiring such leads naturally. The author also emphasizes that it takes time to develop organic traffic and until a specific level is reached while establishing brand awareness utilizing conventional inbound marketing approaches. The impact of brand advertisements in internet commerce may not be widely known. Using pay-per-click (PPC) advertisements has a direct impact on attracting clients and the success of online advertisements, according to Khraim, Hamza, and Alkrableih (2015). The results support earlier research by Hamza and Ala (2015), who found that managers at some companies have cognitive impairments regarding the significance of this technology and the skills they need, including advanced knowledge, and as a result many companies do not recognize the critical importance of E-marketing and specifically the use of pay-per-click. Additionally, it was discovered from the hypothesis test in Table 2 that SMEs' owners and managers use pay-per-click at the same level. The analysis of the data for the relevant hypothesis also revealed that there is agreement among owners and managers of SMEs regarding the use of pay-per-click advertising for brand awareness. This indicates that pay-per-click usage was evaluated as being used to a limited extent by both types of SMEs. This is accurate in that both types of SME businesses use pay-per-click equally.

According to findings in Table 4, SME operators use content marketing for brand recognition to a limited extent. This indicates that SME owners only use a limited amount of the content marketing channel in their brand awareness campaigns. This result is consistent with the assertion made by Holliman and Rowley (2014) that many businesses underinvest in content marketing. Uncertainty exists around what



content marketing is and why it should be used as a marketing strategy. The results support Koob's (2021) observation that small businesses generally know very little about the efficiency of content marketing in their brand awareness campaign. The results also support Hollebeek and Macky's (2015) conclusion that little is known about the best way to implement successful content production by small-business operators, a topic that has long been a key one in marketing communications. There is a substantial difference in the mean ratings of SME owners and managers, according to the data analysis for the related hypothesis (Table 4). This suggests that SME operators in both categories do not use content marketing to the same extent. This can also be explained by the fact that owners gave content marketing a lower usage rating than managers did for brand awareness.

Conclusion

Based on the findings of this study which revealed that the two channels of digital marketing examined in this study (pay-per-click and content marketing) are utilized at a low extent. The study concludes that SME operators do not utilize pay-per-click and content marketing in their day-to-day business activities. The reason may be attributed to a deficiency of comprehensive understanding of their operational mechanisms. It may be inferred that pay-per-click and content marketing, as digital marketing channels, lack widespread popularity, resulting in limited understanding among small firms about their optimal utilization for business objectives. The study suggests that the limited use of digital marketing channels by small and medium enterprises (SMEs) for brand awareness purposes can lead to a weak online presence. Consequently, this can pose significant challenges in effectively promoting their products or services to a wide range of potential customers in the current digital economy era.

Recommendations

Based on the conclusion of the study, the following recommendations were made.

1. SME operators should be encouraged to make use of pay-per-click, which is the pay brother of the Search Engine Optimization. In most cases, business website struggles to generate adequate traffic to their business website, especially, while trying to earn such traffic organically. Pay-per-click allows businesses to pay search engines to generate traffic to their business website, thereby maintaining first-page ranking.
2. Small and Medium Enterprises Development Agency (SMEDAN) and other agencies at all levels should organize seminars and workshop for SME operators and ensure they have a full appreciation of how content marketing works, and the need for its effective utilization in their brand awareness campaign.

References

- Alejandra, A. O., & Krysztof, A. T. (2019). *Building brand awareness through social media: Case study of Juan Choconat* [Master thesis, Aalborg University]. ProQuest Dissertations and Theses Global.
- Berisha, N. M. (2019). The role of information technology in small and medium sized businesses. *Interbiz Journal*, 12(4), 304-334. <http://hdl.handle.net>
- Cesaroni, F. M., & Consoli, D. (2015). Are small businesses able to take advantage of social media? *Electronic Journal of Knowledge Management*, 13, 257-268.
- Chackro, J. G., & Harris, G. (2015). ICT and small medium and micro enterprises in Asia Pacific-size does matter. *Journal of Information Technology and Development*, 12 (2), 175-177.
- Du, P. C. (2017). The role of content marketing in social media content communities. *SA Journal of Information Management.*, 19, 10, 4102/sajim.v19i1.866.
- Egberi, J. N. (2015). *Utilization of internet resources for research by postgraduate business education students in universities in Southeast and South-south Nigeria* [Phd. Thesis, University of Nigeria]. ProQuest Thesis Department of Business Education, University of Nigeria, Nssuka.
- Goward, C. (2015, n.d.). *What is the purpose of branding?* Retrieved 5 2, 2021, from Wider Funnel: <http://www.widerfunnel.com/branding/purpose-of-branding>.
- Larry, K. (2020). *Online advertising made easy*. <https://www.wordstream.com/ppc>
- Michelle, A. (2020). 7 digital marketing channels (that actually work) <https://www.spiralytics.com/blog/digital-marketing-channels/>
- Niel, P. (2019). *Content marketing made simple: A step-by-step guide* <https://www.google.com/amp/s/neilpatel.com/what-is-content-marketing/%3famp>
- Nwabufo, B. N., (2013) The Importance of strategic management practices of enterprises. *Journal of Association of Business Education of Nigeria (ABEN), Ebonyi State Chapter*, 2 (1), 141-152
- Omar, S. (2020). In digital marketing. <https://www.cmasolutions.com/blog/5-most-effective-digital-marketing-channels-for-your-business>.
- Peace, E. A & Obikeze C. O. (2017). Extent of utilization of e-Marketing application by small and medium enterprises in South Eastern States of Nigeria. *Journal of Management Studies and Economic Systems (MSES)*, 3 (4), 215-224
- Kawaljet, A., Yogash, S., & Niall, K. (2015). Effectiveness of digital marketing in the challenging age: An empirical study. *Journal of International Business Research and Marketing*, 1(5), 69 80.
- Ramsey, E., & Ibbotson, A. (2013). E-opportunities of service sector SMEs: An Irish Cross- border study.