

The Impact of Digital Marketing On Small Medium Enterprises Performance in Mogadishu

Background

Social media are computer-based technologies that enable the creation and sharing of concepts, interests in particular fields of work, and other kinds of expression via virtual communities and networks. Since social media has become so popular, businesses are gradually changing their advertising priorities to better suit today's buyers, who are primarily digital (Franca, 2020).

Objectives

1. To investigate the role of social media marketing on small medium enterprise performance in Mogadishu.
2. To identify the importance of Content marketing and E-mail marketing on small medium enterprise performance in Mogadishu

Results

The findings of the study have fully supported that the digital marketing has positive impact on small medium enterprises. They strongly agreed that digital marketing has its importance in terms of marketing, brand awareness, engagement, sales and profitability on small medium enterprises.

Conclusion

The study concludes that small medium enterprises should use digital marketing to offer their products to users directly by starting marketing campaigns that are targeted at particular social groups.

Prepared by:

1. Abdirahman Mohamed Ahmed
2. Zaima Abdibasiid Mohamed
3. Ahmed Abdinasir Osman
4. Rayan Hussein Omar
5. Kafia Abdi Daud