

A Research on How Digital Marketing Impact and Help for Small Businesses and Startups

Ameeth Kumar R

Student

Global Institute of Business Studies, Bengaluru, India

Abstract: *This study investigates the impact of online and digital marketing on the performance of small businesses. Utilizing the Pearson-product moment correlation coefficient, the research examines the relationship between digital marketing strategies and business outcomes. The objectives include assessing how digital marketing helps small businesses reach target customers and identifying effective tools for success. Findings reveal that a significant majority (80%) of respondents who adopted digital marketing techniques reported high satisfaction levels, indicating a positive impact on performance and customer base expansion. The study concludes that digital marketing is essential for small businesses to thrive in today's competitive landscape, emphasizing the importance of social media platforms and websites in enhancing brand presence and customer engagement.*

Keywords: online and digital marketing