DIGITAL MARKETING STRATEGY AND MARKETING PERFORMANCE OF SMALL SCALE ENTERPRISES IN ENUGU STATE, NIGERIA

Muoegbunam, S.C.,[1]Ikpo, K. P.,[1], Okoro, D.P[1], Onah, J.I.[2]

1. Department of Marketing , University of Nigeria Enugu Campus, Enugu
2. Department of Marketing. Institute of Management and Technology, Enugu

ABSTRACT

This study investigated the effect of digital marketing strategy on marketing performance of small scale enterprises in Enugu State.The study examined the effect of digital marketing tools including social media marketing, mobile marketing, email marketing, content marketing and search engine marketing on marketing performance of small scale enterprises in Enugu State. The study adopted a descriptive survey research design. The population size was unknown while the sample size was 384 respondents.. Primary source of data was used while the instrument of data collection was a structured questionnaire. The validity of the instrument was tested using expert opinion while the reliability was tested using Cronbach Alpha coefficient. Quota sampling technique was adopted in the study.. Multiple regression method was used to test the hypotheses at 5% level of significance. The findings revealed that the digital marketing strategies have a significant and positive effect on marketing performance of small scale enterprises in Enugu State.The study recommended that owners/managers of small scale enterprises in Enugu State should adopt and implement digital marketing as a part of their operationsThe findings of the study have many implications to the policy makers, stakeholders, owners/ managers/ marketers of small scale businesses, consumersand future researchers.

KEYWORDS Digital marketing, social media marketing, mobile marketing, email marketing, content marketing, search engine marketing, marketing performance

1. INTRODUCTION

Small scale enterprises play an important role in the economies of countries around the world as they contribute to innovation, generate employment, and are key partakers in the achievement of inclusive economic growth and social integration.It is undeniable that in developing economies such as Nigeria, small scale enterprises are critical to the advancement of socio-economic development, job creation and the growth of the gross domestic product (Kweka, 2022; Waziri&Nnko, 2023).Despite the noted contributions of small scale enterprises globally and in Nigeria, the failure rates of these enterprises are very high. For instance, in Nigeria, it is estimated that 50% of the small businesses that are started eventually fail (World Bank, 2022).

In line with this development, small scale enterprises are under increasing pressure to be more agile, proactive, and innovative, and also align with changing consumer behavior and advancement in e-commerce, by adapting and implementing digital marketing in their marketing operations. Instead of the planned, linear, rational approach of conventional marketing, digital marketing which is a digitally creative response to marketing has emerged as a means of improving performance in the market (Etuk, Udoh&Udowong, 2021).

Digital marketing is a subset of e-business that utilizes digital technologies to perform marketing activities and achieve desired marketing objectives in an organization. Digital marketing tools such as web marketing, search engine marketing, social media marketing, content marketing, SMS marketing, e-mail marketing, blog marketing, and banner advertising among others are utilized as glue that keeps employees, customers and partners communicating and informed (Eida& El-Goharyb, 2013). Digital marketing strategy has been recognized as a potent instrument for improved marketing performance of large, medium, and small organizations (Etuk, Udoh&Udowong, 2021). This implies that existing and upcoming small scale enterprises can explore these digital marketing tools to enhance their marketing performance.

Homburg et al., (2017) viewed marketing performance as the effectiveness and efficiency of a business or organization's marketing activities with regard to market-related goals such as growth, revenue, market share, and sales volume. For effective turn-over, sales volume and market share in any business especially small scale enterprises, marketers can depend on well-founded and rewarding digital marketing dimensions. Gakii and Maina (2019) opine that in a competitive environment, organizations at all levels have been able to raise their performance in terms of sales turnover, sales volume, market share, and profitability using digital marketing strategies.

Statement of the problem

Studies have shown that in the increasing digital economy, digital marketing has been recognized by small scale enterprisesespecially in the developed economies of the world as a panacea for improved customer engagement, and enhanced brand visibility which transcends to improved performance (Eida&El-Goharyb, 2013). Khan and Islam (2017), for instance, empirically examined the influence of digital marketing on customer loyalty in Dhaka city in Bangladesh and found a significant and positive influence of digital marketing on customer loyalty. The study revealed that small scale enterprises that embrace digital marketing strategies record higher marketing outcomes than those that operates without digital marketing tools.

Prior studies on digital marketing and marketing performance lack adequate insights for owners and managers of small scale enterprises in the context of Enugu State on how adoption of digital

marketing affects marketing performance. This is because majority of these studies were carried out under different social, demographic and cultural perspectives using different measures of marketing performance. Also there is disparity in the results of many of these studies.

Therefore, there is need for an empirical insight on how small scale enterprises in Nigeria specifically in Enugu State can utilize digital marketing strategy as a panacea for improving marketing performance. The result of the study will fill the obvious research gap, add to marketing literature and ensure that policy interventions and capacity building initiatives are not misaligned. In line with these scenarios, this study sought to empirically investigate the effect of digital marketing on marketing performance of small scale enterprises in Enugu State.

Objectives of the Study

The main objective of this study is to determine the effect of digital marketing on marketing performance of small scale enterprises in Enugu State. The specific objectives of the study are to:

1. Determine the effect of social media marketing on marketing performance of small scale enterprises in Enugu State.
2. Examine the effect of mobile marketing on marketing performance of small scale enterprises in Enugu State.
3. Ascertain the effect of email marketing on marketing performance of small scale enterprises in Enugu State.
4. Examine the effect of content marketing on marketing performance of small scale enterprises in Enugu State.
5. Explore the effect of search engine marketing on marketing performance of small scale enterprises in Enugu State.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Concept of Digital Marketing Strategy

Fute and Lyimo, (2019) posit that digital marketing strategy entails the strategic plans and methodologies employed by organizations to leverage electronic media and digital technologies for the aim of promoting their products, services, or brands, as well as engaging with consumers in the online marketplace. The primary aim of a digital marketing strategy involves the attainment of a specific target audience, enhancement of customer engagement, and generation of lucrative transactions (Suluo, 2021). Various digital marketing strategies are available for organizations to employ (Abubakar&Chille, 2023). These range from email marketing, mobile marketing, search engine marketing, content marketing, influencer marketing, blog marketing, social media marketing and many more. All these channels facilitate organizations' efforts in efficiently showcasing and promoting their products in a digital format to a broader spectrum of potential buyers, thereby enhancing their competitive advantage. In this study, the digital

marketing strategies being studied include social media marketing, email marketing, mobile marketing and content marketing.

Concept of Marketing Performance

Marketing performance can be measured by calculating sales, market share, profits, or company growth. Marketing performance can also be defined as the end result of marketing activities which include aspects of value creation, value delivery, and measurement of the value generated by the company (Kumar, 2018). Studies concerning the marketing performance of small scale enterprises are relevant in today's digital era where business competition is getting tougher, and consumers are getting smarter in choosing the products or services they buy (Maharani et al. 2022). As an important economic sector in Nigeria, small scale enterprises need to understand the importance of marketing performance in strengthening their competitiveness and increasing their business success (Fitria, 2015).The marketing performance of a small scale enterprise is the ability of the organizations to achieve predetermined marketing objectives (Pudyastuti, &Saputra, 2021).

Small scale enterprises that can improve their marketing performance usually have greater opportunities to expand their market, increase sales, and strengthen brand awareness (Hanifawati&Listyaningrum, 2021). Therefore, these organizations need to develop appropriate marketing strategies to improve their marketing performance. This study adopted a combined approach from studies on extant literature and measured marketing performance as a cumulative aspect of three items (sales growth, increased market share and improved customer retention).

Digital Marketing Strategy and Marketing Performance

A review of extant literature has shown myriads of studies that have linked digital marketing strategy to improvement in marketing performance of organizations especially small scale enterprises. The positive impact which digital marketing strategy has on marketing performance of small scale enterprises has been supported by researchers. Mushi (2024) empirically examined the influence of digital marketing on marketing performance of small and medium scale enterprises in Tanzania. The results of the study demonstrate a notable correlation between the digital marketing strategies dimension and the performance of small and medium scale enterprises in Mbeya City, Tanzania. Likewise, Algumzi (2022) examined the impact of digital marketing on small and medium scale enterprises' performance in Saudi Arabia. The study revealed that digital marketing strategies have a significant and positive impact on the marketing performance of small and medium scale enterprises in Saudi Arabia. Thesestudies revealed that small and medium scale enterprise that embrace digital marketing strategies including social media marketing, email marketing, mobile marketing, search engine marketing, content marketing, influencer marketing, blog marketing, record higher marketing outcomes than those that operate without these digital marketing tools. In this study, the digital marketing tools under

study include social media marketing, mobile marketing, e-mail marketing, content marketing and search engine marketing.

Social Media Marketing and Marketing Performance

Social media marketing refers to the strategic use of social media platforms and websites to promote a product, service, or brand. It involves creating and sharing content that engages users, stimulates interactions, and drives traffic to a business's website or physical stores using a variety of social media channels such as Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube **(**Singh, Dadhich, &Katoch, 2025). Studies have indicated that social media marketing positively impacts marketing performance by boosting brand awareness and engagement, leading to increased sales and customer loyalty(Changalima et al., 2023, Tresnasari, 2023). Sufian, Min, Murad and Aziz (2020) assessed the impact of social media marketing on the sales performance of small online businesses. The study revealed that social media marketing is instrumental in fostering the sales performance of small online businesses in Malacca. Based on this review, it is hypothesized that:

HO_1: *Social media marketing has no significant and positive effect on marketing performance of small scale enterprises in Enugu State*

Mobile Marketing and Marketing Performance

Mobile marketing involves marketers or organizations' use of mobile devices as an additional channel to communicate a message, sell, promote, build and maintain customer relationships (Moawad, 2020). Organizations utilize mobile devices to send text messages (formally known as SMS, or short message service) to send information about their latest promotions or give opportunities to willing customers (Zheng et al., 2021). Mobile marketing can be seen as a portable billboard, magazine, TV or radio. The message is carried around. It is personal, location sensitive, potentially invasive and deliberate (Foo, 2021). Mobile marketing is significant in influencing business performance. The significance influence of mobile marketing is explained by the fact that mobile marketing offers online payment, online advertisement and online promotion which in turn increases overall performance in terms of market share, growth in sales and revenue of the business (Ndekwa, 2021). Daoud, et al (2023) studied mobile marketing: exploring the efficacy of user-centric strategies for enhanced consumer engagement and conversion rates. The study revealed that mobile marketing has the potential to enhance customer engagement and conversions leading to improved marketing performance. Following this review, it is hypothesized that:

HO_2 *Mobile marketing has no significant and positive effect on marketing performance of small scale enterprises in Enugu State.*

Email Marketing and Marketing Performance

Email marketing is the process of directly marketing a commercial message to a group of people using email (Halinen, 2010). Email marketing is used as a tool to educate customers about organizational offerings and build loyalty, trust or brand awareness. This enables the customer to understand the goods and services offered by an organization (Christopher &MClark, 2009). Hart (2012) posit that organizations send email messages with the objective of enhancing the relationship with their customers to encourage patronage, satisfaction, loyalty and repeat business. This increases chances for consistent patronage which eventually lead to customer retention and improved performance. In their study, Ranvinchandra and Kumar (2024) established that email marketing has a significant and positive effect on customer engagement leading to improved sales performance in India. In line with this review, it is hypothesized that:

HO_3 *Email marketing has no significant and positive effect on marketing performance of small scale enterprises in Enugu State.*

Content Marketing and Marketing Performance

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, ultimately aiming to drive profitable customer action (Rahman, 2024). By focusing on creating and distributing valuable and relevant information, brands may attract and hold onto a targeted audience while also driving lucrative customer behavior. The usage of high-quality, relevant content may help develop strong customer connections, which in turn lead to improved sales, market share and customer retention. Content marketing produces three times as many lead for a fraction of the cost of conventional marketing (Qiao, 2021). Google's algorithms place high importance on high-quality content to provide consumers with the most relevant and accurate results possible (Moawad, 2020). Content marketing is a great way to increase business brand recognition and reputation leading to improved performance (Foo, 2021). In a study, Kasimu, (2017) affirmed that content marketing as a digital marketing strategy has a significant and positive effect on marketing performance on micro small and medium scale enterprises in Kenya. Based on the review, it is hypothesized that:

HO_4 *Content marketing has no significant and positive effect on marketing performance of small scale enterprises in Enugu State.*

Search Engine Marketing and Marketing Performance

Search Engine Marketing refers to the process where companies pay to have their adverts on search engines and this happens when companies buy certain keywords that relate to their business and their adverts show up when users search the keywords they have paid for (Jalang'o ,2015). Search engine is a web software program or web based script available over the Internet

that searches documents and files for keywords and returns the list of results encompassing those keywords (Gurneet 2017). Google, Yahoo, Bing, AOL, Baidu are among the topmost search engines of the world and account for most of the Internet traffic. Google accounts for over 69.80% of all global desktop search traffic, followed by Bing at 13.31%, Baidu at 12.53% and Yahoo at 2.11% (Net Market Share, 2017). Search engine marketing has become an important strategic tool for online marketing. Most firms utilize an informal search engine marketing strategy, where website optimization is perceived most effective in attracting traffic (Barry&Charleton, 2009). Search engine marketing has emerged as one of the main method companies use to successfully increase the visibility of their Website leading to higher customer engagement and improved performance (Pricopoaia, Micu&Susanu(2022). Based on the review, it is hypothesized that:

Ho_5 *Search engine marketing has no significant and positive effect on marketing performance of small scale enterprises in Enugu State.*

Proposed Framework

Borrowing insights from similar studies on extant literature ((Chu & Choi, 2000; Kivuva, Kihima, &Nzioka, 2014;), below is the researcher's conceptualized framework of the effect of digital marketing strategies on marketing performance of small scale enterprises in Enugu State. In this study and as shown in the schema below, the digital marketing strategies are the independent variables with the following tools understudy- social media marketing, mobile marketing, email marketing, content marketing and search engine marketing while marketing performance is the dependent variable.

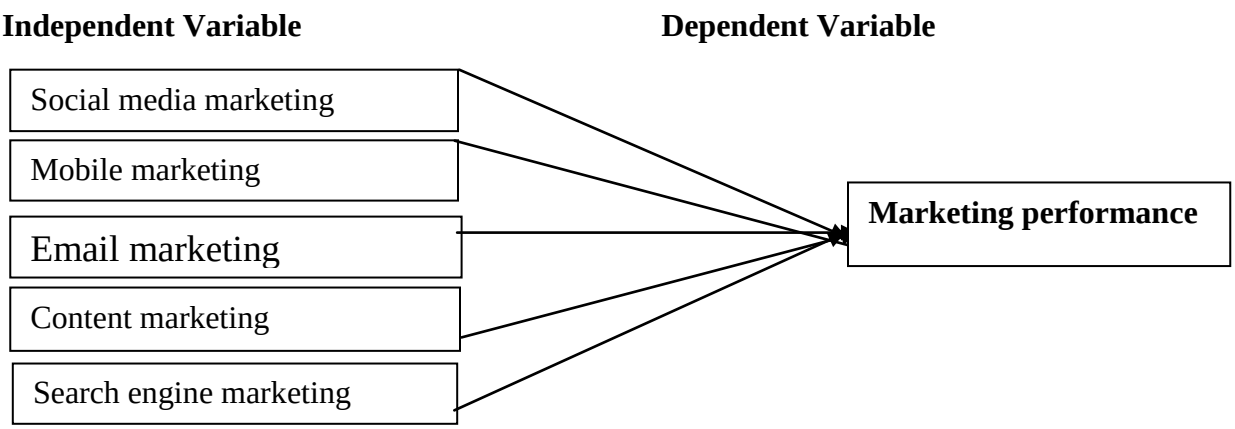

Fig 2.1: Researchers Conceptualized Framework/Schema

Theoretical Framework

The study employed the Resource Based View (RBV) framework to support the variables under investigation, RBV provides a comprehensive theoretical basis for understanding how small and

medium enterprises can gain a competitive advantage by effectively using digital marketing strategies (Changalima et al., 2023; Johnson-Deberry,2023; Saleh et al., 2023; Zahara et al., 2023). The resource-based concept suggests that digital marketing strategies, such as search engine optimization, content marketing, social media marketing, email marketing, influencer marketing, pay-per-click advertising and display advertising, serve as internal resources that can create competitive advantages for small scale enterprises (Zahara et al., 2023).

Empirical Review

Liang, Du &Hua (2025) examined the impact of digital marketing capability on firm performance: Empirical Evidence from Chinese Listed Manufacturing Firms. Grounded on resource orchestration theory, this study examines how digital marketing resources and capabilities support broader business transformation and comprehensively improve firm performance. Drawing on empirical data from Chinese A-share listed manufacturing firms from 2010 to 2023, this study demonstrates that there is a significant positive relationship between digital marketing capability and firm performance. Notably, this relationship is mediated by production capability and R&D capability. Moreover, the effect is more pronounced in firms operating in highly market-prone regions, within competitive industries, and among digitally advanced firms. This study contributes to the digital marketing literature by developing a novel framework for measuring digital marketing capability, and uncovering the mechanisms through which it influences firm performance.

Mushi (2024) studied the interconnected nature of digital marketing strategies, encompassing search engine optimization, content marketing, social media marketing, email marketing, influencer marketing, paid advertising, and data analysis and the performance of small and medium enterprises (SMEs) in Tanzania which encompasses various factors, including sales growth, market share, and market development. A total of 335 small and medium-sized enterprises (SMEs) were surveyed using a systematic random selection method for data collection. The necessary data was gathered by the researcher using a structured questionnaire. Partial least squares–structural equation modeling (PLS–SEM) was used in the data analysis process. The results of the study demonstrate a notable correlation between the digital marketing strategies dimension and the SMEs performance dimensions in Mbeya City, Tanzania. The article emphasizes the necessity for small and medium scale enterprises to properly utilize digital marketing strategies for improved marketing performance.

Sharabati et al (2024) investigated the Impact of Digital Marketing on the Performance of SMEs in Jordan: An Analytical Study in Light of Modern Digital Transformations. The study focuses on the impact of SMEs' performance through digital marketing strategies, including online advertising, social media marketing, search engine optimization (SEO), and customer engagement through digital channels. The study data were generated from a sample of 190 marketing companies, and each of the managers of these companies was surveyed for the information needed. A further analysis was performed looking at the mediating effect of digital transformation on the relationship between digital marketing and firm performance. The theoretical base of the study was the Technology Acceptance Model (TAM), which argues that technology use depends on perceived use and perceived usefulness. The results revealed that

digital marketing is essential for SME effectiveness, as a driver of digital transformation, leading to stronger economic results and an enlarged market presence.

Nwoko& Obi (2024) investigated the effect of online marketing on the performance of small and medium scale enterprises (SMES) in Anambra State Nigeria. Specifically, the objectives of the study were to determine the effect of social media marketing, content marketing, search engine marketing and email marketing on the performance of small and medium scale enterprises (SMES) in Anambra State. In line with the objectives of the study, research questions and hypotheses were formulated. Relevant conceptual, theoretical and empirical literatures were reviewed. This study was anchored on persuasion theory. Survey research design was adopted. The population of the study comprised owners of SMEs in Anambra State. Cochran formula was employed to obtain a sample size of 384. Questionnaire was employed as the instrument of data collection. The research questions were analyzed using percentages while the hypotheses were tested using multiple regression technique. The study found that social media marketing, content marketing, search engine marketing and e-mail marketing have significant effect on the performance of small and medium scale enterprises (SMES) in Anambra State.

Ilesanmi,&Oyedepo (2023) investigated the influence of digital marketing on performance of SMEs in Nigeria. The study specifically determined the combined influence of digital marketing tools (social media marketing, email marketing, search engine marketing, mobile marketing, and internet marketing) on the performance of SMEs in Nigeria. A descriptive survey research design was adopted. The sample size of 397 was derived with the use of the Taro Yamane formula and a convenient sampling technique for data collection was equally employed. The study retrieved 374 properly filled questionnaires out of 397 questionnaires distributed to selected SMEs. The data were analyzed using inferential statistics. The results revealed that Social Media Marketing, e-mail marketing, Search Engine Marketing, Mobile Marketing, and Internet Marketing have a collective significant and positive influence on SMEs' Performance. The study concluded that SMEs that effectively leverage digital marketing strategy experience improved performance. The study recommended that SMEs should consider adopting an integrated digital marketing strategy that combines various channels to create a synergistic effect on performance.

3.0 METHODOLOGY

In this study, the descriptive survey research design was utilized. The method was adopted due to the desire of the researcher to effectively observe the characteristics of the respondents in their current situation (Hair, Money & Samuel, 2007). . The population of this study was business owners /managers of small scale enterprises in Enugu state. The population is unknown (infinite) since the researcher couldn’t obtain the sample frame of the number of small scale enterprises in Enugu State.. Since the population of study is unknown (infinite), the researcher adopted a

formula that estimates the representativeness of the sample on certain critical parameters at an acceptable level of probability. Hence the researcher adopted used Cochran;s Formula in determining the sample size of the study. Based on Cochran's Formula, 384 owners /managers of small scale enterprises were adopted as the sample size for the study.

Quota sampling was adopted in this study since the population of the study is infinite and every member of the sample cannot be assigned a probability value. The research instrument for data collection was structured questionnaire. All the items were adequately assessed on five point balanced likert scale ranging from strongly agree represented by 5, to strongly disagree represented by 1.

To validate the research instrument, content validity was employed by performing a small scale pretest where selected respondents were interviewed about the structure and content of the questionnaire questions to avoid ambiguity and misconceptions. After which the questionnaire was subjected to a minor revision. Also, expert opinion was sought from few research experts and discriminant analysis to confirm the validity of the constructs was carried out using correlation.The reliability was established by assessing the internal consistency of the items representing each construct, using Cronbach alpha index. Favourable reliable scores were obtained from all the items since all co-efficient values were above 0.7; which exceeded the minimum benchmark of (0.7) as recommended by Malhotra (2004) in a Cronbach alpha test. Data collected were analyzed using descriptive and inferential statistics. Descriptive statistics was employed to explain the characteristics of the respondents with the aid of SPSS (28.0) while multiple regressions were employed to test the significance of the hypotheses.

4. RESULTS AND DISCUSSION

Questionnaire Administration and Response

The researcher administered 384 copies of questionnaire to the respondents, out of which, 277 copies were properly filled and returned, while 107 were not. Hence, the survey can be said to be 73% successful which is significant enough to draw conclusion and a valid generalization about the owners/managers of small scale enterprises surveyed in this study.

Respondents' Demographic Data

The table below represents the demographic characteristics of the respondents.

Table .1: Respondents' Demographic Data

	Frequency	Percentage		Frequency	Percentage
Gender			**Marital Status**		
Male	154	55.6	Married	122	44.0
Female	123	44.4	Single	155	56.0
Total	277	100.0	Total	277	100.0
Age			**Education**		
< 25yrs	33	11.9	WAEC/GCE	26	9.4
25 – 34yrs	99	35.7	OND/NCE	88	31.8
35 – 44yrs	82	29.6	BSc/HND	100	36.1
45 – 54yrs	46	16.6	Postgraduate	54	19.5
≥ 55yrs	17	6.1	Professionals	9	3.20
Total	277	100.0	Total	277	100.0

Source: Field Survey, 2025

Out of the 277 respondents who responded favourably in the survey, 154(55.6%) of them are males while 123(44.4%) are females. The implication of this is that, the survey was not gender biased. Among the respondents, 122(44.0%) of them are married while 155(56.0%) are still singles. The implication of this demographic data is to reflect that the survey was not on the excess on one part than the other.In other words, it captured adequately from both sides.In terms of the ages of the respondents, 33(11.9%) of them indicated that they are < 25years old, 99(35.7%) said they are 25 – 34years old, 82(29.6%) said they are 35 – 44years old, 46(16.6%) said they are 45 – 54years while 17(6.1%) others said they are ≥ 55years old. From this analysis, it would be noted that majority of the respondents are 25 – 34years old followed by those with the age bracket of 35 – 44years. It is obvious that this is the age group that contains the largest consumers of local fast food in Southeast, Nigeria. In respect to the educational qualification of the respondents, 26(9.4%) indicated that they are WAEC/GCE holders, 88(31.8%) of them indicated that they are OND/NCE holders, 100(36.1%) of them indicated that they are BSc/HND holders, 54(19.5%) indicated Postgraduate while 9(3.2%) others indicated that they are professionals.

Reliability analysis

Table2: Reliability Statistics of the constructs

ITEM	NO OF ITEMS	CRONBACH'S ALPHA
Social Media Marketing	5	.856
Mobile Marketing	5	.905
Email Marketing	5	.851
Content Marketing	5	.795
Search Engine Marketing	5	.846
Marketing performance	5	.823

Source: SPSS 28.0. Output Result

As shown in table 2 above, social media marketing has five items with a coefficient of 0.856. Mobile marketing has five items with a coefficient of 0.905. E-mail marketing has five items with a coefficient of 0.851. Content marketing has five items with a coefficient of 0.795. Search engine marketing has five items with a coefficient of 0.846; and marketing performance has five items with a coefficient of 0.823. All the variables have Cronbach Alpha Coefficients higher than the recommended benchmark of 0.7 (Hair et al, 2019).

Table3: Correlations and Test of discriminant validity

Variable	SMM	MM	EM	CM	SEM	MP
Social Media Marketing-SMM	1	.683**	.546**	.501**	.511**	597**
Mobile Marketing-MM	.683**	1	.521**	.446**	.498**	.536**
Email Marketing-EM	.546**	.521**	1	.521**	.509**	.483**
Content Marketing-CM	.501**	.446**	.521**	1	.534**	.511**
Search Engine Marketing-SEM	.511**	.498**	.509**	.534**	1	.586**
Marketing Performance-MP	.597**	.536**	.483**	.511**	.586**	1

*** Correlation is significant at the 0.01 level (2-tailed)*

As depicted in table 3 above, all items representing theoretical concepts had a sufficiently positive and significant level of correlation where social media marketing and mobile marketing held the highest correlation of 0.683. Social media marketing showed a positive and significant correlation with marketing performance (r=0.597 ** P<.01); mobile marketing, also showed a positive and significant correlation with marketing performance (r = 0.536** P<.01); email marketing showed a positive and significant correlation with marketing performance (r = 0.483** P<.01); content marketing showed a positive and significant correlation with marketing performance (r=0.511** P<.01); and finally search engine marketing showed a positive and significant correlation with marketing performance (r=0.586** P<.01).

Regression result

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	798[a]	.636	**.**610	**.**726

a. Predictors: (constant), social media marketing, mobile marketing, email marketing, content marketing and search engine marketing.

In table 4 above, the model summary shows that the multiple correlation coefficient (R), using social media marketing, mobile marketing, email marketing, content marketing and search engine marketing as predictors simultaneously, is .79 and Adjusted R2 is .61, which means that 61% of the variance in marketing performance of small scale enterprises in Enugu State can be

predicted from the combination of social media marketing, mobile marketing, email marketing, content marketing and search engine marketing.

Table 5: ANOVA[a]

Model		Sum of Squares	D.f.	Mean Square	F	Sig
1	Regression	278.885	4	69.721	132.415	.000[b]
	Residual	159.540	305	.527		
	Total	438.425	307			

a. Dependent variable: Consumer Patronage

b. Predictors: (constant), social media marketing, mobile marketing, email marketing, content marketing and search engine marketing

In table 5 above, ANOVA exhibited F=132.415 which is statistically significant. This indicates that the digital marketing strategies combine together to affect marketing performance of small scale enterprises in Enugu State. Similarly, the model is considered to be good fit if significance value falls between 0% - 5%. The table shows the sig. value of .000 which indicates that the relationship between the independent variables and the dependent variable is highly significant; hence, the model is good and fit in explaining the effect of the digital marketing strategies on marketing performance of small scale enterprises in Enugu State.

Table 6: Coefficients[a]

Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**T**	**Sig**
	B	Std. Error	Beta	-	-
Constants	8.255	1.497	-	5.515	000
Social Media Marketing	.225	.081	.348	1.546	.124
Mobile Marketing	.203	.018	.216	2.510	.013
Email Marketing	.147	.081	.180	1.809	.073
Content Marketing	.198	.087	.217	2.425	.017
Search Engine Marketing	.206	.019	.221	2.385	.018

a. Dependent variable: Marketing performance

Table 6 above shows that the multiple regression analysis recorded a positive and significant relationship between the digital marketing strategies and marketing performance. The five predictors; social media marketing (β= .348; P< 0.01), mobile marketing (β =.216; P< 0.01), email marketing (β = .180; P< 0.01), content marketing (β = .217; P< 0.01) and search engine marketing (β = .221; P< 0.01) showed statistically significant and positive effect on marketing performance. The regression equation of this model is formulated as follows: $Y = \alpha + \beta 1x1 + \beta 2x2 + \beta 3x3 + \beta 4x4 + \beta 4x5$. Thus; Y= 8.255 +.225x1 + .203x2 + .147x3 + .198x4 + .206x45. Where Y= marketing performance, X1= social media marketing, X2= mobile marketing, X3= email marketing, X4 = content marketing and; X5= search engine marketing.

Discussion of Findings

The study empirically examined the effect of digital marketing strategies on marketing performance of small scale enterprises in Enugu State. The results of Pearson Correlation Analysis involving the digital marketing strategies understudy exhibited positive correlation coefficient values among the measures. This showed that the digital marketing strategies are appropriate predictors of marketing performance of small scale enterprises in Enugu State.

The results from the multiple regression analysis exhibited a positive and significant relationship between the digital marketing strategies and marketing performance of the small scale enterprises..The five digital marketing strategies understudy including; social media marketing, (β= .348; P< 0.01), mobile marketing (β =.216; P< 0.01), email marketing (β = .180; P< 0.01) , content marketing (β = .217; P< 0.01) and search engine marketing (β = .221; P< 0.01) exhibited statistically significant and positive effect on marketing performance.

The result revealed that there is statistically significant and positive effect of social media marketing on marketing performance of small scale enterprises in Enugu State (β= .348; P< 0.01). Hence, null hypotheses one (HO1) is rejected and the alternate (HA1) accepted; indicating that there is statistically significant and positive effect of social media marketing on marketing performance of small scale enterprises in Enugu State. This is evident in the view of Algumzi, (2022) that digital marketing strategies including social media marketing has a significant effect on marketing performance of small and medium scale enterprises in Saudi Arabia.

The findings also indicated that there is a significant and positive effect of mobile marketing on marketing performance of small scale enterprises in Enugu state (β =.216; P< 0.01). Hence, null hypotheses two (HO2) is rejected and the alternate (HA2) accepted; indicating that there is statistically significant and positive effect of mobile marketing on marketing performance of small scale enterprises in Enugu State. This is in agreement with the findings of Kisanga, (2024) which affirmed that mobile marketing as an element of electronic marketing has a significant and positive effect on marketing performance of small and medium scale enterprises in Tanzania.

Similarly, the findings indicated that email marketing has a significant and positive effect on marketing performance of small scale enterprises in Enugu State (β = .180; P< 0.01). Hence, null hypotheses three (HO3) is rejected and the alternate (HA3) accepted; indicating that there is statistically significant and positive effect of email marketing on marketing performance of small scale enterprises in Enugu State. The finding corroborates the findings of Marbun, &Simanjuntak (2021) which shows that email marketing as a digital marketing strategy has significant and positive effect on marketing performance of micro small and medium scale enterprises in Indonesia.

Likewise, the result indicated that content marketing has a significant and positive effect on marketing performance of small scale enterprises in Enugu State ($\beta = .217$; $P< 0.01$). Hence, null hypothesis (H04) is rejected and the alternate (HA4) accepted which indicates that content marketing has a significant and positive effect on marketing performance of small scale enterprises in Enugu State. This is in agreement with the findings of Kasimu, (2017) which affirmed that content marketing as a digital marketing strategy has a significant and positive effect on marketing performance of micro small and medium scale enterprises in Kenya.

Also, the findings indicated that search engine marketing has a significant and positive effect on marketing performance of small scale enterprises in Enugu State ($\beta = .221$; $P< 0.01$). Hence, null hypotheses five (H05) is rejected and the alternate (HA5) accepted; indicating that there is statistically significant and positive effect of search engine marketing on marketing performance of small scale enterprises in Enugu State.. The finding corroborates Kimicho (2020) which asserts that search engine marketing as a digital marketing strategy has significant and positive effect on marketing performance of micro, small and medium scale enterprises in Tanzania.

Conclusion

This study explored the effect of digital marketing on marketingperformance of small scale enterprises in Enugu State. The data collected for the study from owners/managers of small scale enterprises in Enugu metropolis were subjected to empirical analysis. After data analysis, it was observed that all the digital marketing tools understudy including social media marketing, mobile marketing, email marketing, content marketing and search engine marketing have significant and positive effect on marketing performance of small scale enterprises in Enugu State.

The research argues that digital marketing is an essential instrument for a firm that has been strategically placed to take advantage of the opportunities presented by digitalization, increasing online traffic and increasing its competitiveness. Mobile phone users should utilize it to enhance their competitiveness in terms of market share, sales increase, customer base, customer retention, customer brand loyalty and market penetration. Therefore, the research concludes that digital marketing strategy has a significant and positive effect on marketing performance of small scale businesses in Enugu State.

This study has significant implications for business owners, digital marketing/technology space and entrepreneurial ecosystems. Also, the study has extended previous knowledge and pieces of evidence in the existing literature on business, entrepreneurship and marketing management. Finally, online marketing should be a key area of interest for emerging entrepreneurs, tech enthusiasts, startup ecosystems and established businesses. Digital skills upgrading should be adopted to update business owners' skills and digital marketing benefits awareness to facilitate business and economic growth.

Recommendations

This study explored the effect of digital marketing on marketingperformance of small scale enterprises in Enugu State. The study recommends the following:

1. Managers /owners of small scale enterprises in Enugu State should improve the extent of their usage of social media marketing in promotion of their products and services. They should consider the frequency at which a marketing or promotional advert is displayed to a viewer in the social media.

2. Managers/owners should look at more ways through which they can place promotional adverts for products that are personalized to suit the viewer's needs in the mobile marketing platform. This may involve the use of various data mining and analytical tools. Marketers should look for ways to provide information through the mobile platform such as short message services.

3. Managers/owners of small scale enterprises should consider making a transition to more dynamic promotional advertisements by adopting email marketing channels. They should also look into augmenting the promotional videos using punchy and short messages, and using email marketing channels.

4. Managers /owners of small scale enterprises in Enugu State should improve their market reach through content marketing. They should improve the extent of their usage of content marketing in promotion of their products and services to enjoy the benefits associated with the strategy.

5. Managers/owners should utilize the power of search engine optimization to generate brand visibility and awareness about their products and services. This may involve the use of various data mining and analytical tools. Marketers should look for ways to provide information through the search engine to ensure improved reach to the target market.

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