

# DIGITAL MARKETING FOR STARTUPS: DIGITAL MARKETING FOR MICRO-BUSINESSMEN, A REVOLUTIONARY IDEA TO ACHIEVE SUCCESS

William Pacheco Machado<sup>47</sup>  
Hugo Silva Ferreira

## SUMMARY

Who has never had to wait in line to make a payment or even to buy a certain product? Some time ago, we used to do this, wasting hours in lines at supermarkets, banks, bookstores and airports. Nowadays, we can do all of this without having to wait in line, without leaving home or watching a movie; reducing waiting time and being able to have our products delivered to our homes. All of this is available to consumers through their smartphones. This increases the importance of developing and implementing an action plan with digital marketing, because every person who has a smartphone has their company there too. It is possible to scientifically ask how digital marketing is an influencing factor in consumer behavior in the Brazilian economic sector, and how often consumers buy online. What companies are facing today is not a lack of inputs (raw materials and components) or service companies. But rather a lack of loyal customers (followers). Contemporary companies can manufacture products beyond what customers can consume. This increases the level of competition in the competitive market, and the consumers are the ones who win. The success of an e-business depends on many factors. It is not enough for a company to have a well-structured website, with an attractive design and the best technologies. Companies and startups must go beyond customer perception; they must engender a profitable reciprocal familiarity. The company needs to define its positioning in the market and envision possible future scenarios. Digital Marketing is an undeniable reality that has been joining forces with traditional commerce, a versatile means of communication that integrates sales opportunities, customer relations and positive word-of-mouth advertising.

**Keywords:**Digital Marketing; Internet; Social Networks; Marketing Mix.

## ABSTRACT

Who never faced lines to make a payment or even to buy a certain product. Some time ago we did this, wasting hours in market lines, banks, bookstores and airports. Nowadays we can do all of this, without having to queue, without leaving home or watching a movie; reducing waiting time, being able to receive at home. All of this is in the consumer's possession, through his Smartphone device. As a result, the importance of developing and working on an action plan with digital marketing grows; because every person who has a device your company will be there too. It is possible to ask scientifically how Digital Marketing is a factor influencing consumer behavior in the Brazilian economic sector, how often consumers buy over the internet. What companies face today is not a lack of inputs (raw materials and components), or service companies. And, yes, the lack of loyal customers (followers). Contemporary companies can manufacture products beyond what customers can consume. This increases the level of competition in the competitive market, and consumers are the winners. The success of an electronic business depends on many factors. It is not enough for the company to have a good

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<sup>47</sup>Graduated in Business Administration from Castelo Branco University (UCB). Specialized in Business Logistics from Signorelli International College. Master's degree in Business Administration from Miami University of Science and Technology (MUST UNIVERSITY). E-mail: < willianpmachado@gmail.com >.

structured website, with an attractive design and the best technologies. Companies and startups must go beyond the perception of customers, they must engender a profitable reciprocal familiarity. The company needs to define its position in the market, and envision possible future scenarios. Digital Marketing is an undeniable reality that has been joining forces with traditional commerce, a versatile means of communication that integrates sales opportunities, customer relations and positive word of mouth advertising.

**Keywords:**Digital Marketing; Internet; Social Networks; Marketing Mix.

## 1 INTRODUCTION

Internet commerce is an undeniable reality that has been joining forces with traditional commerce, a versatile means of communication that integrates opportunities: sales, customer relations and positive word-of-mouth advertising. The revolution brought about by the digital economy, which attracts large investments and introduces new values into the increasingly globalized economic, political and social scenario and with the emergence of Digital Marketing and changes in consumer profiles.

Who has never had to wait in line to make a payment or even to buy a certain product? Some time ago, we used to do this, wasting hours in lines at supermarkets, banks, bookstores and airports. Nowadays, we can do all of this without having to wait in line, without leaving home or watching a movie; reducing waiting time and being able to have it delivered to our homes. All of this is available to the consumer, through their Smartphone device. With this, the importance of developing and implementing an action plan with digital marketing grows; because every person who has a device, your company will be there too.

It is the revolution caused by the digital economy, which attracts large investments and introduces new values into the increasingly globalized economic, political and social scenario. With the emergence of the Internet and changes in consumer purchasing profiles, many companies have realized opportunities to expand their businesses. And it is through Digital Marketing that they develop and develop a strong influence on consumer opinion regarding products or services. A silent revolution that is changing the way business is done.

Based on the above, it is possible to scientifically ask how Digital Marketing is an influencing factor in consumer behavior in the Brazilian economic sector, how often consumers buy online and their social class? What benefits can companies obtain with Digital Marketing on social networks? Is it possible to measure these benefits? Is Digital Marketing efficient and effective, and does it bring the organization closer to the customer? Based on the problems raised, it is possible

establish the following hypotheses: With the growth in internet use and the dynamism of social networks, companies see a new niche market that is decisive for boosting their sales, a competitive advantage; a company that knows how to use Digital Marketing in its business is more efficient and, therefore, more profitable, able to capture more buyers and retain customers, maximizing profit and minimizing losses; Social Networks favor the efficiency of the flow of information and business processes, integrating strategic Digital Marketing links; Monitoring websites, social networks and blogs allows adding value to a post-sales activity that is linked to generating loyalty and winning customers and sales.

The theme will be developed focusing on companies in the Brazilian economic sector. The object of study will be the advantage that can be obtained through the use of Digital Marketing, as a way to improve sales and after-sales management through integration with the 4Ps of marketing or marketing mix on social networks and their influences on the electronic consumer.

For the problem raised in this article, supported by Gil's classification (2002 apud MATIAS and ALEXANDRE FILHO, 2008), and observing the objectives explained, the appropriate model for investigation is exploratory research, as the aim is to deepen knowledge about a given topic.

As for the general objective of the research, the procedures indicated to achieve it are bibliographic research, as the necessary data will be found in scientific works related to the topic and case study on digital marketing for startups - digital marketing for microentrepreneurs, a revolutionary idea to achieve the competitive success of the organization.

## **2 TRADITIONAL MARKETINGS**

Administrators and CEOs of large corporations in the past would be surprised if they could glimpse our present. In ancient times, companies imposed their products/services on customers. And customers could only buy (without much information about the product purchased). For Kotler and Keller (2006, p.4), "marketing is a social process by which individuals and groups obtain what they need and want through the creation of supply and the free exchange of valuable products and services with others." With less competition compared to today, their problems were different, such as input, energy, machinery, labor and a lot of rework, generating financial losses and time to

to make a product. According to Cobra (2005), marketing is divided into parts that have marked history such as: the production era, the sales era and the marketing era.

What companies are facing today is not a lack of inputs (raw materials and components) or service companies. Rather, it is a lack of loyal customers (followers). Contemporary companies can manufacture products beyond what customers can consume. This increases the level of competition in the competitive market, and the consumers are the ones who benefit.

Marketing can be defined according to the vision of the American Marketing Association (apud LAS CASAS, 2009), marketing is an organizational function and a set of processes that involve the creation, communication and delivery of values to the consumer. According to Limeira (2007), marketing is the business function that creates value for the customer and generates lasting competitive advantage for the company through the strategic management of marketing controllables, namely: **product; price; promotion and distribution point.**

And how a company should behave in a fierce and arduous market. Understanding the Marketing excellence and its variables are the solution to fierce competition between companies; it is the key to success. In addition to quality and good prices, its differentials lie in digital marketing and fast delivery, which are good customer service with potential products or services.

According to Limeira (2007), with the influence of digital marketing and the Internet, customers have increased their bargaining power, obtaining specialized information, what they want at any time and through various communication channels. For Costa (2007), a Digital Marketing strategy is composed of a set of pieces, each with a different objective, but with one element in common: the company's brand. If there is no such direction in all marketing pieces, the customer will not be able to understand what the corporate identity is and will not create a lasting relationship with customers. Vaz (2008) states that traditional marketing as we know it is changing radically, and that this is due to the emergence of information technology, bringing new consumers, challenges and opportunities.

### 2.1.1 Positionings

The success of an e-business depends on many factors. It is not enough for a company to have a well-structured website, with an attractive design and the best technologies. A consistent marketing strategy can be a key factor for the business to prosper (COSTA 2007,

p.41). The digital marketing revolution caused by social networks has led to marketing evolving in such a way that it attracts investment and introduces new values to the market. If your company is not developing digital marketing on the internet and is not present on one of these social networks, it practically does not exist; not having followers can be a problem. As shown in table 1 below:

Table 1. Ranking of social networks: the most used in Brazil.

Rede social	Usuários ativos em milhões	Rede social	Usuários ativos em milhões
1. Facebook	2,271	11. Reddit	330
2. YouTube	1,9	12. Twitter	326
3. WhatsApp	1,5	13. Douban	320
4. Facebook Messenger	1,3	14. LinkedIn	303
5. WBXIN/WeChat	1,083	15. Baidu Tieba	300
6. Instagram	1	16. Skype	300
7. QQ	803	17. Snapchat	287
8. QZone	531	18. Viber	260
9. DOUYIN/TikTok	500	19. Pinterest	250
10. Sina Weibo	446	20. Line	194

Source: Social media ranking: the most used in Brazil<sup>48</sup>...

Companies and startups must go beyond customer perception and create a profitable reciprocal relationship. The company needs to define its positioning in the market and envision possible future scenarios.

According to Torres (2009), when a person hears about Digital Marketing, online advertising, web marketing, Internet advertising or any other creative combinations that can be made of these words, we are talking about effectively using the Internet as a marketing tool involving communication, advertising, propaganda and the entire strategic arsenal and critical factors for the success of Digital Marketing. As the table below shows the strategies of digital marketing in social media:

Table 2. Digital Marketing Strategies

STRATEGY OF MARKETING	STRATEGY OF E-MARKETING	TACTICAL ACTIONS AND OPERATIONAL	TECHNOLOGY AND PLATFORMS EMPLOYEES AT THE MOMENT
Corporate communication Public relations	Marketing of content	Content generation Search Marketing	<i>SEO/SEM Blogs</i>
Marketing of Relationship	Media Marketing Social	Actions on Social Networks Actions with Bloggers	Orkut, Twitter, Facebook, YouTube, LinkedIn, etc.

<sup>48</sup>Source: Ranking of social networks: the most used in Brazil ... <<https://resultadosdigitais.com.br/blog/redessociais-mais-usadas-no-brasil/>>.

Direct Marketing	Email Marketing	<i>Newsletter</i> <sup>49</sup> Promotions Releases	E-mail SMS WhatsApp
Advertising and Propaganda Guerrilla Marketing	Viral Marketing	Video Posting Animations and Music Publications by <i>Widgets</i> <sup>50</sup>	Social media YouTube <i>Widgets</i> <sup>Viral</sup>
Advertising and Propaganda Branding	Online Advertising	<i>Podcast Banners</i> <sup>51</sup> and <i>vedocast</i> <i>Widgets</i> <sup>52</sup> Online Games	Websites and Blogs Social Media <i>Google AdWords</i>
Market research <i>Branding</i> <sup>53</sup>	Footline research	Search and <i>clipping</i> <sup>54</sup> Brand Monitoring Media Monitoring	Google Social media <i>Clipping</i>

Source: Adapted from Torres (2009, p.69).

According to Drucker (1999), one of the greatest challenges faced by today's organizations is the need to be prepared to act in an environment of constant change. Companies need to be receptive to innovations in all aspects, viewing these new segmentations as opportunities, in order to make them effective inside and outside the organization. Only then will they be able to guarantee their survival in a highly competitive market.

#### 2.1.1.1 Target Audience Determinations

The so-called digital company, as pointed out by Laudon and Laudon (apud COSTA 2007, p.20), the Internet is serving as the basis for new business models and knowledge distribution. The so-called digital company is one in which all business relationships between customers, suppliers, partners and employees are enabled and mediated digitally using digital marketing as a basis. In this new business concept, essential business processes are carried out through digital networks that span the entire organization or that interconnect multiple organizations. To determine your target audience, you must first segment to find potential consumers. See the image below for an example of marketing segmentation to determine your target audience accurately.

<sup>49</sup>Newsletter - News bulletin provides a direct channel of communication with customers, is agile, cheap and effective.

<sup>50</sup>Widgets - These are icons containing information and shortcuts on the screen and refer to lightweight programs.

<sup>51</sup>Podcast banners - broadcasting of audio multimedia files on the Internet, created by the users themselves.

<sup>52</sup>Vedocast - transmission of multimedia video files on the Internet, created by the users themselves.

<sup>53</sup>Branding - is the grouping of solutions that a brand needs to survive in the market.

<sup>54</sup>Clipping is the monitoring of the image of a company or personality through the media.

Image 1. Marketing segmentation:



Source: Blog Marketing Unid55

According to Costa (2007), he highlights that the Internet, together with digital marketing It has the ability to eliminate technical, temporal, geographical and cost barriers and thus allow new uses of information systems and the creation of new business models. Thus, the possibilities offered by the Internet and electronic business are considered the largest and most widely used network in the world; the Internet is, in fact, an international network of networks. According to Laudon and Laudon (apud COSTA, 2007), the Internet connects hundreds of thousands of different networks in more than 200 countries around the world. There are more than 500 million people working in science, education, government and business who use the Internet to exchange information or carry out financial transactions with other organizations around the world.

### 3 CASE STUDY REPORTS: SUBMARINO STORE PURELY VIRTUAL

Submarino is a purely virtual retail company, offering around 700 thousand items in 20 product categories and having more than a thousand suppliers. It also provides e-commerce services for some companies in the consumer goods sector, including Natura, Nokia and Motorola. The company was founded in June 1999, with the acquisition of the virtual bookstore Booknet, which belonged to Jack London, one of the pioneers of

Brazilian Internet. The GP Investimentos group made an initial investment of US\$2.5 million. In addition, a capitalization of US\$14.3 million was made by partners and other investors.

According to studies by the International Telecommunication Union (ITU), 4.1 billion people use the internet worldwide, and your company or startup can be seen by all of these people, with a connected smartphone or computer in every pocket/purse. Your company can intelligently direct its marketing to its target audience. In March 2005, Submarino made a public offering of shares on the São Paulo and New York Stock Exchanges. The GP Investimentos, TH Lee Putnam and Janus Capital groups are some of Submarino's partners, which include investment funds and other investors. The Ingresso.com website, which sells concert tickets, and the travel and airline ticket sales portal are part of the same group of companies. *TravelWeb*, since 2005. In June 2006, Submarino began registering the Terra Ofertas website for a period of 30 months, being responsible for the entire business process, including storage and entry of products.

In November 2006, Submarino and America.com announced the merger of their operations. The resulting company achieved revenues of R\$1.6 billion in the first nine months of 2006. The company made large investments in digital marketing, directly impacting its profits and gaining a share of the online sales market.

### 3.1 DIGITAL MARKETING - MEDIA USED

The website's strategic positioning is to be the preferred store for customers due to its differentiated service, convenience, variety and security, offering the best digital marketing solution on the market, providing an unparalleled experience for consumers. The company believes it has five competitive advantages, namely:

- **Pioneering:** It was one of the first e-commerce companies in Brazil, which allowed building a recognized brand, a broad customer base and a leading position in online retail.

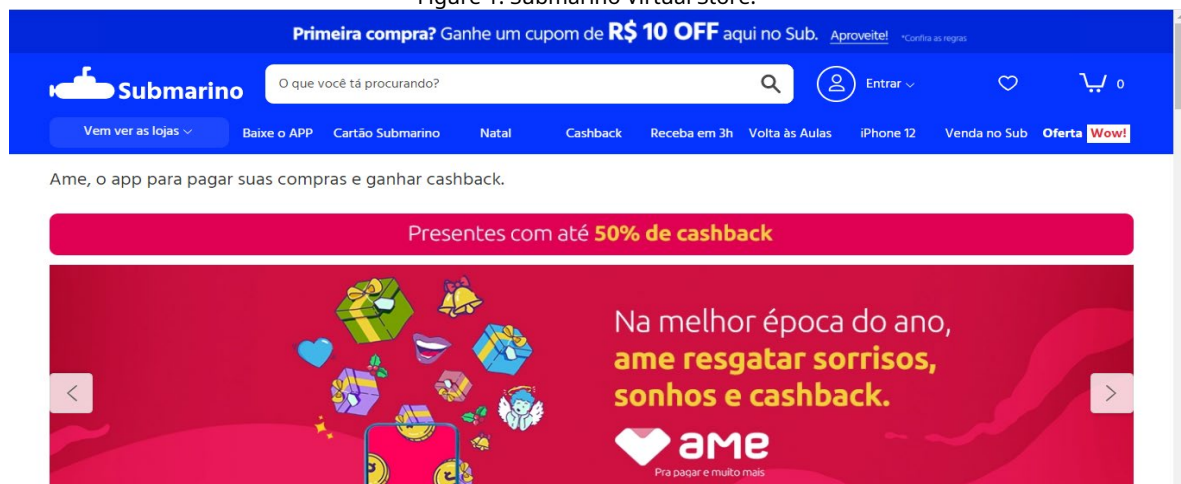
- **Product assortment:** diverse selection of products in 24 categories, such as books, clothing, music CDs, DVDs, electronics, computers, hardware, digital cameras and camcorders, cell phones, and more. To capitalize on sales opportunities for your customer base, offer additional online services, including travel, concert tickets, and digital photo printing.

● **Quality of service:** offers a simple and agile purchasing process, with delivery fast, supporting its customers throughout the online shopping experience. Customers are encouraged to send suggestions in order to continually improve services. It has also implemented fraud detection processes, which allows it to keep losses due to fraud to less than 0.1% of sales.

● **Local solutions:** adaptation of the e-commerce model to meet the needs of local conditions. For example, in most product categories, there are no large distributors, so the company needs to buy products directly from manufacturers and keep them in its own inventory.

● **Low operating cost:** the company operates from a single location and uses technology, intensively to manage its operations. It uses low-cost technology to minimize sales expenses, such as chat and email, to serve customers. Sales expenses fell from 21.5% of net revenue in 2002 to 14.7% in 2014.

Figure 1. Submarino Virtual Store.



Source: Adapted and updated from the Submarino website (apud LIMEIRA 2007, p.287).

Submarino's overall objective is to increase sales and its leadership position in electronic retail in Brazil. In the first nine months of 2006, the company achieved revenues of R\$555.7 million, a 45% increase over the previous year. To achieve its business goals in the current scenario, it has defined the marketing strategies listed in Table 5 below:

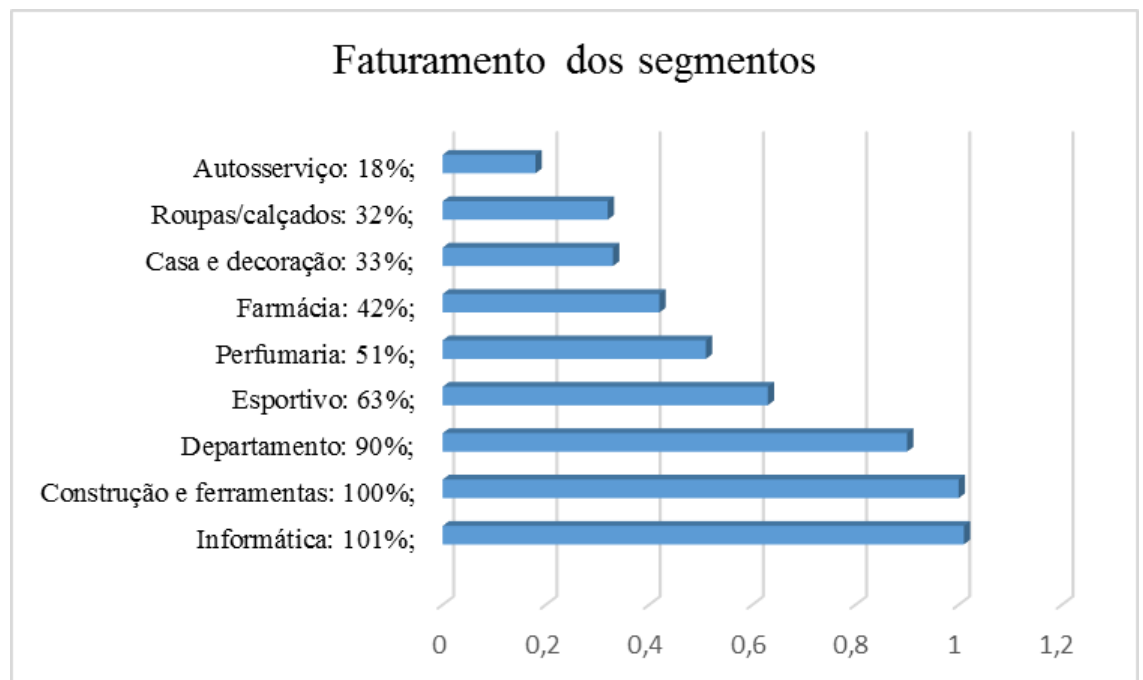
Table 3. Submarino's Marketing Goals and Strategies.

GOALS	STRATEGIES
Attract and retain customers	Strengthen your brand and increase its visibility through ongoing promotional activities, including advertising on leading audience websites and other innovative offline media. Develop alliances and business partnerships.
Increase the frequency and average purchase value	Use data mining and personalization technology to identify products of greater interest to customers. Send personalized emails to customers with product offers.

Increase the assortment of products and services	Launch three new product categories per year. Continue to add partners to “Stores” and “Portals” programs, to expand the possibilities of choice and customer satisfaction. Carry out pilot projects for sales of travel services and digital photo printing service.
Continue reducing costs operational	Increase revenue to achieve economies of scale, while maintaining tight control over fixed costs and reducing variable costs through the use of technology whenever possible. Move to a new warehouse and distribution center to meet long-term demand and further automate operations.
Seek alliances and acquisitions strategic	Develop new revenue opportunities by establishing long-term relationships with companies with well-known brands but limited e-commerce experience. Develop alternative sales formats and acquisitions of complementary businesses, products and technologies.

Source: Submarino Website (*apud*LIMEIRA 2007, p.288).

According to Ebit/Nielsen (2020), online stores grew 47% in the first half of 2020, compared to the previous year. And, around 72% of consumers interviewed (2,140 between June 1 and 13), who purchased for the first time using apps, saw the highest increase in online revenue.



Source: Oglbo.com – Economy<sup>56</sup>

## FINAL CONSIDERATIONS

Digital Marketing is an undeniable reality that has been joining forces with traditional commerce, a versatile means of communication that integrates sales opportunities, customer relationships and positive word-of-mouth advertising. Through the tools

<sup>56</sup>Source: Oblobo.com <<https://g1.globo.com/economia/tecnologia/noticia/2020/08/28/faturamento-de-lojasonline-no-brasil-cresce-47-por-cento-no-1o-semester-de-2020-maior-alta-em-20-anos.ghtml>>.

With digital marketing, today we can buy and research everything online and have the product or service ready for delivery. This is the revolution caused by the digital economy, which attracts large investments and introduces new values into the increasingly globalized economic, political and social scenario. With the emergence of the Internet and changes in the profile of consumers across social classes, many companies have realized the opportunity to expand their businesses. Through Digital Marketing, organizations have a strong influence on consumers' opinions about products or services. A silent revolution that is changing the way business is done.

Digital marketing goes beyond running promotions or promoting products to customers. It also establishes strategies for content, digital media, email marketing, online advertising, online research and monitoring. Digital Marketing provides advantages and the possibility of greater and direct access to consumers who have common interests, sharing experiences, group purchases or giving opinions about products or services.

The work can help Brazilian companies identify a new market niche and develop and promote companies and their products through digital marketing, making them more competitive, efficient and effective. With a combination of an efficient information system shared through social networks, in addition to crossing organizational boundaries with an electronic network to support the dissemination of this information.

Your company needs to be engaged in this digital marketing action, which will develop your brand and bring you closer to your customers. Digital marketing is a reality, start investing today, look for a specialized professional and guarantee your business opportunity.

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