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APPLICATION OF DIGITAL MEDIA AS A MARKETING TOOL AMONGST NEPALESE START UPS
Case Company: Kritya Hub

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ABSTRACT

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Name of the thesis APPLICATION OF DIGITAL MEDIA AS A MARKETING TOOL AMONGST NEPALESE START UPS	
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This thesis aimed to identify the importance and key impacts of digital marketing in Nepalese startups. The changing business environment and digital innovations have changed the way of doing business and resulted in the emergence of digital marketing around the globe. The main subject of this thesis is digital marketing in the start-up businesses of Nepal, how is it being applied and how effective it is.

More specifically, we will explore why digital marketing has been so vital for businesses in Nepal and how they have capitalized on all that digital marketing has to offer. The study also aims to understand the adaptation of digital marketing, its current limitations, and prospects in the Nepalese market.

To achieve the objective of the thesis, an in-depth conversation was made with a startup working on the digital marketing domain and its clients to gain knowledge about the current market scenario. The thesis research was conducted in a quantitative method; besides, data were collected through an online questionnaire survey.

The findings confirmed that the future of marketing is in digital media because consumers are spending increasing amounts of time online. The thesis was concluded with suggestions on how businesses in Nepal can further incorporate digital marketing strategies for business growth.

Keywords

Challenges, digital marketing, effectiveness, email marketing, future opportunities, impact, importance, lead, search engine optimization, start-ups, social media

CONCEPT DEFINITIONS

CPC: Click per Cost

CTR: Click-through Rate

IP: Internet Protocol

PPC: Pay per Click

PR: Public Relations

SEM: Search Engine Marketing

SEO: Search Engine Optimization

SERP: Search Engine Result Pages

SMM: Social Media Management

SP: Sales Promotion

TA: Target audience

UGC: User Generated Content

VM: Viral Marketing

WOM: Word of Mouth

ABSTRACT
CONCEPT DEFINITIONS
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1 INTRODUCTION

Digital Marketing is an online form of marketing where brands and businesses connect with potential clients and customers using any form of digital communication over the internet. This includes social media, emailing, and web-based advertising. In Nepal, the digital marketing field is growing and advertisements and brand promotions are moving to digital platforms more and more from the traditional physical advertisement due to the convenience and the reach of digital marketing.

1.1 Background

The idea for this thesis came after our recent visit to Nepal and our conversation with Mr. Niresh Lamsal, co-founder and director of digital media Kritya Hub about the adaptation of digital media marketing within his startup and amongst their existing clients to raise brand awareness, increase sale and grow their business in the Nepalese business environment.

Digital media plays an important role in marketing and creating customer relationships. With the limited barrier to entry, startups around the globe are beginning to adapt digital media as a major tool of marketing.

Digital marketing is the whole process of pulling your customers towards your product/services using digital technologies on the internet or any digital medium. With the increase in the number of people that incorporate the digital world as an inevitable part of their real-life, digital marketing has been growing exponentially on its own.

In recent years, digital marketing has become a significant aspect of marketing strategies for startups around the globe, and Nepal is no exception. Digital marketing is most probably the most popular buzzword among businesses that are looking to expand the reach of their products and services beyond the limitation of traditional marketing methods.

1.2 Significance

The objective of this research is to examine and evaluate the influence and effectiveness of using digital media strategies that aid startups in building brand awareness, selling their services to grow their business with reference to the case company ultimately.

Startups are significant to the Nepalese economy, and it is crucial to understand how startups are taking advantage of marketing techniques and best practices of digital media to help promote a business to consumer relationships. Social media provides startups the opportunity to engage and interact with consumers to create long-term relationships, which helps the business grow. Startups should embrace such opportunities since they often face resource constraints in terms of time and money. The results gained from this study provide an initial understanding of how a startup business uses digital media to engage customers and build long-term relationships, which help the business grow.

1.3 The case company

Kritya Hub is a business consulting and advertising agency based in Kathmandu, Nepal. It provides digital media marketing, strategic brand ideas, integrated communications, TVC, print media, event management, and business research services to clients.

The history of Kritya Hub can be traced back to 2017 when three friends Niresh Lamsal, Janak Singh Dhami, and Manoj Panjiyar came up with an idea to establish a company that will provide 360° business and marketing solution to businesses in Nepal. Previously, there were very few advertising and business consulting agencies that provided both traditional and digital marketing solutions to clients. Hence, Kritya Hub was started with a mission to provide innovative and effective value-based integrated marketing solutions to our clients, which will help grow their business.

1.4 Thesis objectives

The thesis is conducted to address the following concern: "How effectively startups in Nepal have been applying digital marketing in their business operations on today's market?". The objective of the thesis is first to find what are the most used channels of digital marketing amongst startups in Nepal. Secondly,

the objective is to understand how the case company Kritya Hub uses digital marketing channels to reach a maximum number of potential clients in Nepal.

In this thesis, the author Hasan Mainali researched the adaptation and effectiveness of digital marketing tools among Nepalese startups. Whereas the author Uddhav Dhakal researched the adaptation of digital marketing tools focused on the case company.

1.5 Limitations of the project

The purpose of this thesis is to gain complete knowledge regarding the current status, effectiveness, and prospects of digital marketing in Nepal. From the very beginning, efforts were made to make the study fact-based; however, some problems appeared in the way of conducting the study.

Since the study is conducted by undergraduate students with basic theoretical knowledge and insufficient experience in the area of digital marketing, there are many limitations concerning the study that is carried out. The study considers some limitations.

A lack of proper data and information to complete the project is a major limiting factor. Then, there is the matter of startups being unwilling to share the data and insights they have on digital marketing campaigns. Even when these conditions are met, usually the participants of the study are found to be hesitant to fill in the questionnaire. There is also a lack in the accuracy of data about a number of social media users and startups that are operating in the same domain to measure the effectiveness of digital marketing strategies.

2 STARTUP ECO-SYSTEM IN NEPAL: CURRENT SCENARIO

A 'start-up' has not been clearly defined, as the academics have different explanations of the concept (Mazzarol & Volery, 2015). According to Investopedia (2020), a startup refers to a company in the first stage of its operations. Startups are founded by one or more entrepreneurs who want to develop a product or service for which they believe there is a demand. These companies generally start with high costs and limited revenue, which is why they look for capital from a variety of sources such as venture capitalists.

Startups are becoming increasingly important in today's economy: fast responsiveness, growth-oriented strategy, and high flexibility help these companies overcome financial crises better than bigger firms with slower response times (Romanelli, 1989; Marques & Ferreira, 2009).

As the prolonged political instability in the country begun to clear, the word 'entrepreneurship' has become a catchphrase over the last couple of years in Nepal. Many young people today are finding themselves in a position where they can enter into the world of business. Fascinated by the growth of some of the world's most influential companies like Google, Facebook, Airbnb, and Uber. Nepalese youth have become attracted towards realizing their idea of bringing products and services that are innovative and disruptive (Sharma, 2017).

A startup may be a small business or any other organization that is supposed to develop an economic model. Many startups use e-commerce, the internet, telecommunications, or say robotics as a niche. These startups work hard in research for design and implementing the latest innovation, the out-of-the-box process of development, target market, and audiences. The exact definition of the startup is widely discussed. In short, we can say that "any company that is technologically driven and has high growth potential". Here growth potential is termed as growth in the staff, revenue, market, and all other related aspects. (Proshore, 2020)

The last decade has played a vital role in the development of technology in Nepal. With the growing technology, the number of startups in Nepal has increased during the last decade. According to Startups Nepal, there are currently more than 300 startups in Nepal. Startups are working on different domains like recycling, online food delivery, ride-sharing, and fintech which shows that there are lots of opportunities once you identify the problem. (Proshore, 2020).

Though the number of startup ventures seems to be growing dramatically, the official data of startups in Nepal is not available. It is also believed that 90 percent of startups fail in Nepal and the success rate is

somewhere between 5-10 percent at present. The reasons behind the failures are understood to be: lack of knowledge on associated risks, market research, lack of financial assistance, and inability to adapt to the changing business environment (Sharma, 2017).

A startup can also fail when there is only one individual as the company's founder with expertise in a particular sector. For example, if the founder is an engineer, then there is a very minimal chance for the company to grow. It is because he/she might not have proper business ideas. On the other hand, the startup is also likely to fail if innovative engineering minds are absent in the company (Neupane, 2019).

Startups in Nepal are currently facing the challenges of lack of proper mentorship, proper working culture, and awareness, inadequate IT infrastructure, lack of flexibility in startup funding, and migration of young talent outside the country. Despite the challenges, here are a lot of opportunities if you have a clear idea of your product (mostly digital products in the context of Nepal). To know your potential market, you should first know your product, you should identify the correct target audience, a clear business model, and mostly the correct technology to solve the problem (Proshore, 2020).

2 MARKETING IN NEPAL: TRADITIONAL VS DIGITAL

Traditional marketing is a physical means of advertisement that consist of anything from physical pamphlets and hoarding board advertisements to TV broadcast and word of mouth promotion. It is a prevalent source of marketing and has been in use in one form or another since ancient times. Digital marketing on the other hand includes all marketing efforts that use the internet. Digital marketing channels include social media, email, search engines, and websites.

3.1 Introduction to marketing

Marketing is a crucial activity for the survival and success of a business. Businesses today have more marketing opportunities than ever (Bresciani & Eppler, 2010). The fundamental objective of marketing is to establish and manage customer relationships. According to American Marketing Association, "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

Every business works to sell its product and services to the public, and marketing is the process by which companies create customer interest in products and services they are offering. It is an integrated process through which companies build strong customer relationships and create value for their customers and themselves.

Marketing includes the activities like identification of demand, research, market segmentation, product development, branding, packaging, labeling, the launching of products, pricing strategy, promotion of products and services, sales promotion, personal selling, publicity, public and press relations, distribution of products and services, market feedback and many other activities.

In 2012, Dr. Philip Kotler defined marketing as "the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential" (Kotler, 2012). Marketing enables businesses to find out what the customer needs and it also helps to decide on a product to make, which will deliver both value and satisfaction to the market.

Marketing strategies can be divided into Push and Pull marketing, as seen in figure 1 below, where the fundamental difference lies in how the consumer is approached by business as shown in the figure below. Simply put, a 'push' marketing strategy seeks to build awareness of your brand whilst also taking products and services directly to customers whereas a 'pull' marketing strategy relies heavily on the existence of customers who will actively seek out your products or services as they're already familiar with the brand (Inman, 2019).
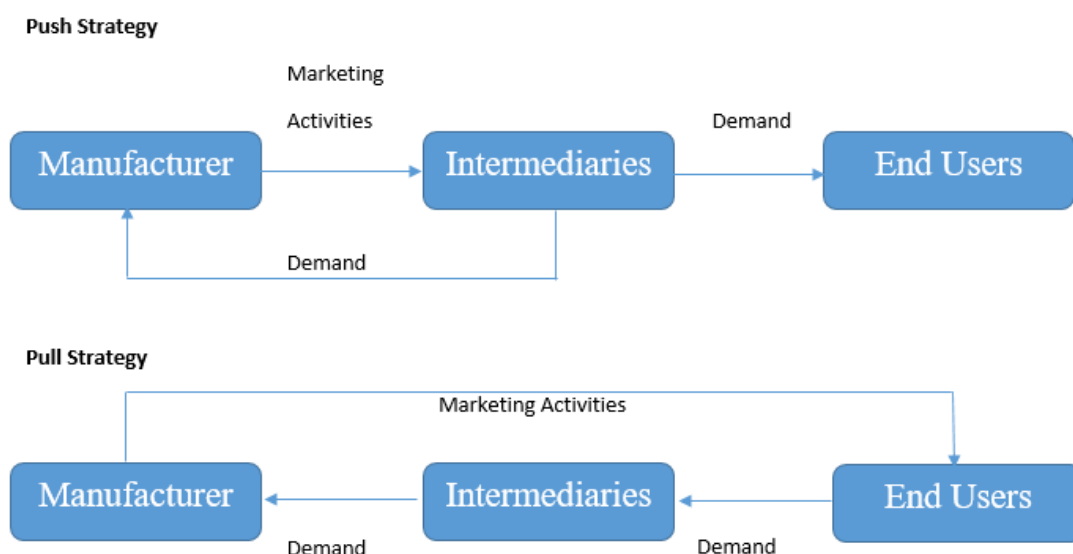
FIGURE 1: Push and Pull Marketing Strategy (Adapted from Marketing Strom and drawn by authors)

Likewise, startups in Nepal are following both push and pull marketing strategies which are very effective in their respective ways. For example, radio and television advertisements, exhibitions and fairs, print and display advertisements act as push marketing which makes audiences aware of the business and its services. Acts of pull marketing are also followed alongside the help of social media presence, websites, search engine optimization, and word of mouth. All these marketing tools have the qualities to draw potential customers towards companies' products and services.

Traditional marketing

Nepal, being an agriculture-based underdeveloped country for a very long period of marketing and advertising practices came late to the nation. With the increasing exposure to the western world and growth in the business sector, Nepal had the first printed form of an advertisement in the year 1919 B.S.

on the cover page of the book Mokshashidhhi. The first commercial advertisement came into practice in the year 1984 B.S. in Nepal, which was published by Gorkhapatra; a weekly newspaper started in 1958 B.S. Before that, government notices and announcements appeared as an advertisement on the newspaper. It was during the 1990s and 2000s after the government launched an open market that rapid changes in advertising and marketing business through print media, FM, radio, Television channels, outdoor campaigns, wall posters, and painting in Nepal were observed (Sharma, 2016).

Traditional marketing is a conventional method that helps to reach out to an audience with various offline advertising and promotional methods, which includes: print advertisement, TV broadcast, radio, catalogs, postcards, telemarketing, flyers, billboards, exhibitions, and many more. In Nepal, the print media are still the biggest media sector in generating advertisement revenue, covering up to 47 percent of shares (Acharya, 2014).

While traditional marketing is still effective, for startups with a limited marketing budget, the cost associated with it makes it challenging to implement. Costs for traditional marketing methods like print, TV, and billboards are costly for small startups to afford. However, they do adopt strategies like flyers, catalogs, local radio, and newspapers as a part of their marketing strategy. Another major disadvantage with traditional marketing is that it is very time-consuming as a lot of time is required for planning and execution. Furthermore, it is complicated to get feedback from users in real time; communication with consumers is one way, which means there are no accurate ways to learn about the effectiveness of the marketing strategy executed (Sharma, 2016).

3.2 Digital marketing

Today's marketing environment is characterized by globalization, technological change, and intense competition. We are all in this era when using intent and going online is now a part of everyday life. Most of the information consumption happens online. For this reason, digital marketing is considered as the new world marketing as it is faster, and businesses can get more data and insights about consumers in real-time. Hence, it is easier to get feedback from the market and adapt accordingly.

Digital marketing offers opportunities for frequent, cost-effective, personalized, and interactive communication between the company and its customers to cultivate customer relationships, which can lead to increased loyalty (Merisavo, 2008). Other scholars have stated that digital marketing is a big part

of the future, for sure. Still, it's important to remember that it's not the only game in town, i.e., thinking of media in terms of digital and traditional is becoming an increasingly invalid position (Ryan, & Jones, 2009).

Digital marketing is becoming an effective marketing hub for every kind of business in Nepal. Businesses can quickly reach a large group of audiences through the internet at a much lower cost. Hence, with the advantages like lower cost of advertisement, instant communication, better consumer insights, and its vast reach, both startups and big companies in Nepal have been trying to maximize the utilization of digital marketing platforms.

According to the Advertising Association of Nepal, the share of digital advertising out of the overall advertising market comprising print, TV, radio, and other media has swelled to 10 percent in 2018 AD from 5 percent two years ago. This ratio is expected to further grow in exponential number as the number of internet users, and smartphone holders are increasing every day. As per the data released by Dataportal, it is estimated that there were 10.21 million internet users in Nepal as of January 2020, an increase of 3.2 percent during the same period last year. Nepal has an internet penetration of 35% as of January 2020.

3.2.1 Digital marketing phases

The digital marketing process for any business includes four phases as every inbound marketing process: Attract, Engage, Convert, and Delight, as presented in figure 2. (Rhoades, 2017). The digital marketing process starts with the idea of attracting potential customers towards the online presence of the business, which includes a website, e-mail, social media, and creatives used on the existing digital media platforms. The very first step is to raise brand awareness and make our targeted customers familiar with our products and services using the digital platform (Rhoades, 2017).

Once the brand has created awareness, the next step is followed by brand positioning and engaging with the audience. Engagement with the audience is the most crucial step of digital marketing, which is done with structural content planning and digital media campaigning around our product and services (Rhoades, 2017).

When enough visitors are on the social media and website, now the visitors will turn into leads and leads to conversions. Increasing the conversion rate is fundamental to increase the return on investment and make the most of the digital marketing budget. Once the audience has started to engage/ enquire with the business by filling a sign-up form or just chat with our representative online about the products and services and then submit their details. After the detail has been received, the company can easily communicate with the interested audience and convert them into a real customer (Rhoades, 2017).

The goal of any business is not just to sell only once but to delight the customer so that they will return to them for future purchases as well. Hence, the business needs to have continuous communication and feedback with the customer in the coming days on after-sales services, loyalty programs, discounts on the next purchases (Rhoades, 2017).

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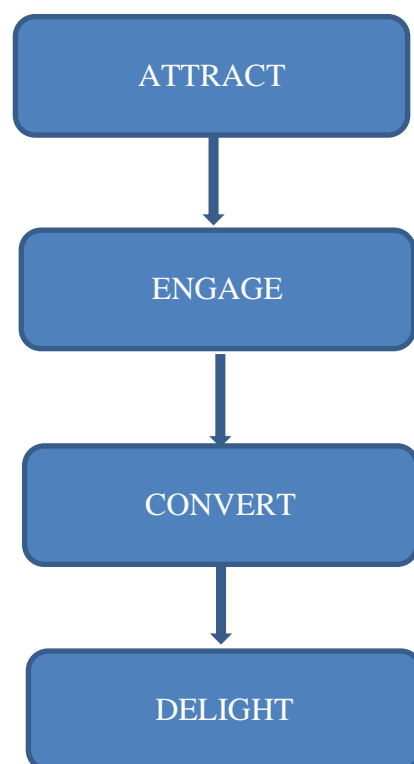
FIGURE 2: Digital Marketing Phases (Adapted from Social Media Today and drawn by authors)

3.2.2 Benefits of digital marketing

Digital marketing has several advantages over traditional marketing, which makes running any business, big or small, simple, cost-effective, and convenient (Sherman, 2019)

Digital marketing helps businesses to communicate with their customers from the very first stage of the buying process. It creates an instant two-way communication and feedback loop between both the buyer and businesses. It allows businesses to have more control over the medium of advertisement in comparison to traditional means of advertisement. A business doesn't have to rely on multiple vendors to execute its marketing campaigns.

Digital marketing is available all the time. You can execute and perform your marketing campaigns from anywhere and at any time and make the changes instantly. The only thing you need to have is an internet connection. It's both fast and efficient in building customer relationships. Customers can easily communicate with the business via the instant messaging platform on various social media platforms on which instant action can be taken from the business end to solve the issue. This will help in building a better relationship with existing and potential customers. It allows you to keep an eye on the effectiveness of your marketing efforts and their insights all the time. This means that by the ease of monitoring your insights at any time, you can get to know the customer's interaction with the business in real-time.

Digital marketing can boost sales by delivering a consistent message across several communication tools to create more avenues for customers to become aware, interested, and ultimately purchase the product and services. This saves marketing and advertising cost for the business as it is much cheaper in comparison to the traditional means of advertisement such as televisions, newspapers, and billboards, etc. (Sherman, 2019)

3 DIGITAL MARKETING IN NEPAL

Nepal despite being a little late to the digital marketing scenario has made quite a leap in the field in the last decade. From almost a non-existent market to the thriving state it has reached, the availability of the latest technologies and tools to the people has made the transition from an advertisement market based solely on the traditional means of marketing to a more digital-based platform.

4.1 Digital marketing in general

Digital marketing refers to the use of the internet, mobile devices, social media, search engines, and other channels to reach consumers for promoting the product and services of any business. The term digital marketing is comparatively new, yet its impact, advantage, and prospect are tremendous. Businesses today are looking for a definite way to accommodate digital marketing strategies as a part of their marketing mix. Social media platforms such as Facebook, Instagram, Twitter, Snapchat, and others have effectively transformed the attitudes and perceptions of targeted consumers towards the business.

The term Digital Marketing was first used in the 1900s. The concept took off with the boom of the internet and the development of search engine ranking of websites. Companies started to maximize their ranking on Yahoo after it was launched in 1994 (Smyth 2007). After the success of Yahoo, it gave birth to new search engines and social media platforms to the public. New platforms to communicate with the users allowed businesses to get instant feedback from the users to understand their needs better. According to (Chaffey, 2013) digital marketing is the use of technologies to help marketing activities to improve customer knowledge by matching their needs. Digital marketing in Nepal includes social media marketing, website, and SEO, e-mail marketing, content marketing, and PPC.

The introduction of new technologies and platforms has created new business opportunities for marketers to manage their websites and achieve their business goals (Kiani 1998, 185-194). Social media platforms like Facebook, Instagram, Twitter, and Snapchat, along with various messaging platforms and search engines, businesses now have an alternative platform to promote their product or services with the aided insights provided by the platform themselves.

Social media has advanced from merely providing a platform for individuals to stay in touch with their family and friends. It plays a vital role at both individual and organizational levels in modern society.

With the rapid growth of communication technologies, it has become a central tool in personal lifestyles and organizational activities (Bergstrom & Backman 2013, 9-10). By utilizing social networking services, activities, like making contacts and interacting with others, have become more convenient (Bergstrom & Backman 2013, 19). This allows the business to communicate and understand the insights of their customers, both existing and potential. Businesses are utilizing these insights to reach consumers and provide them the best shopping experience.

Search Engine Optimization is also one of the most crucial instruments of digital marketing from a long-term business perspective. To succeed in SEO, businesses have to create exciting and valuable user content, build up the external and internal links, and optimize the headings of the web pages, and many more. Businesses have realized that the higher visibility on the search engine has a positive impact not only on the brand equity, but also on the revenue from sales (Dou et al., 2010; Skiera, Eckert, & Hinz, 2010, 261-279)

E-mail marketing is one of the preferred methods of contact for businesses looking to cut expenses, connect with buyers, and increase profits with customized content. According to Kotler et al. (2013: 523), e-mail is still an essential and growing marketing tool and continues that e-mail is used in 79 percent of all direct marketing campaigns.

As per the definition of Informa Connect, 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 — and, ultimately, to drive profitable customer action. Several marketing strategists emphasize that the creation of superior customer value is a crucial element for ensuring companies' success (Cravens et al. 1997; Higgins 1998; Huber 2001; Porter 1996; Reichheld et al. 2000). There is a general agreement on the fact that content is the foundation of value creation in the digital world.

As shown in Table 1 below, the report of 2020 from 'We Are Social' and 'Hootsuite' shows that, among the total population of the world 7.75 billion, 59% of people were using the internet which was 4.54 billion. The total number of active social media users was 3.80 billion and similarly 5.19 billion people who were using mobile phones both of which is an increase from the past year. The increasing usages of social media and penetration of the internet have created a huge scope for digital marketing at present. Businesses have been more aware of digital marketing and started utilizing the benefits of this change.

TABLE 1: Digital Around the World in 2020 (adapted from We Are Social 2020)

Total Population	7.75 billion
Urbanization	55%
Unique mobile phone users	5.19 billion
Mobile phone penetration	59%
Internet users	4.54 billion
Internet penetration	59%
Active social media users	3.80 billion

4.2   Components of digital marketing in Nepal

Digital marketing is a growing industry in Nepal. Though a little behind in resource utilization, the digital marketing scene does make use of quite a lot of the components that make up the various aspects of digital marketing. From platforms to tools, the Nepalese digital marketers have been utilizing quite a lot of services that make the business go smooth.

4.2.1 Social media

Social media is the term given to the internet or mobile-based channels which allow users to share opinions that encourage them in participation and engagement (SmartInsights, 2020). It has been the most popular buzzword in digital marketing for the last couple of years amongst businesses around the globe. The successful adaptation of social media platforms, mainly Facebook, Twitter, and Instagram, has changed the way how businesses build customer relationships and run their business. With an astounding user count of more than 10 million, Facebook is the biggest social media platform for Nepalese business to promote their product and services with a total share of 91.6% followed by Twitter 2. % and Instagram 2.2 % (Niraula, 2020) which is also shown in figure 3.

Nepalese startups have been using social media platforms in two specific ways. The first use is organically building followers/fans by sharing useful content, engagement, giveaways, and contests on their social media. Then there's the use of paid advertisement where brands buy paid advertisements on social media platforms like Facebook, Instagram, Twitter to advertise their products and services.
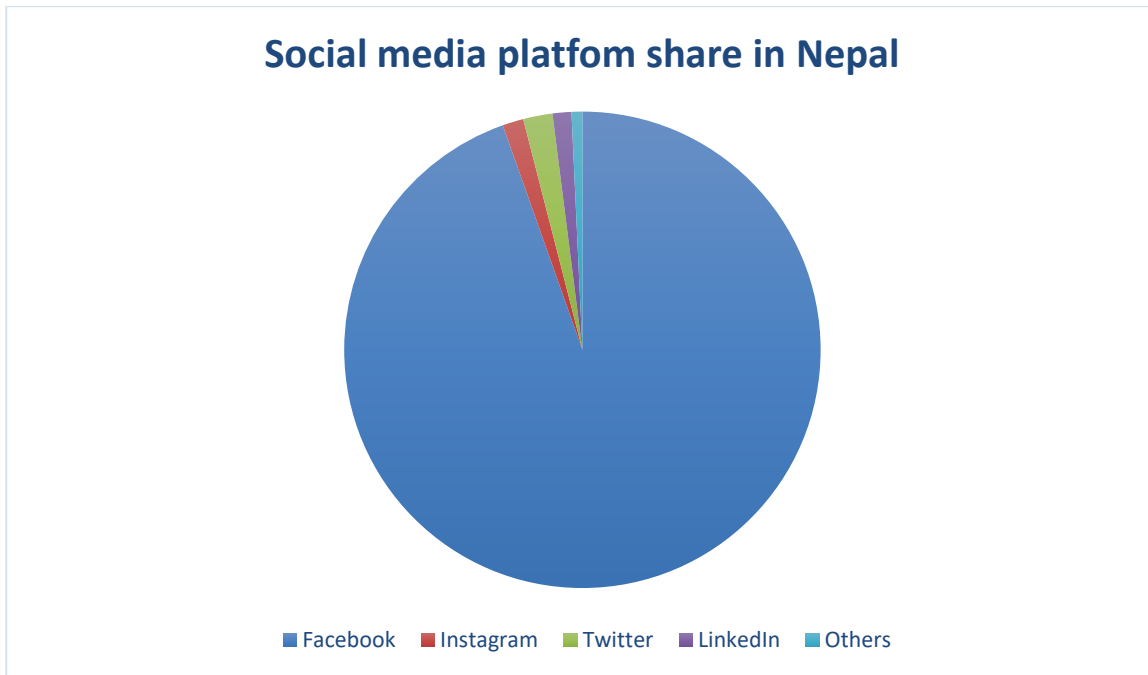
FIGURE 3: Social media platform share in Nepal (Adapted from Digital Gurkha, drawn by authors)

4.2.1 Google ads

Google Ads is an advertising platform from Google, where advertisers bid on specific keywords and pay to display brief advertisements within the Google ad network to web users (Nunan and Knox, 2011, 523-540). The advertisers can display service offerings, product listings, video content, and generate mobile application installs on the Google Ads platform. Google Ads platform has inbuilt functionality and tools for making the advertisement effective, which includes: Keyword planner, Google Ads Editor, Google Ad Express, remarketing, Smart Shopping, and many more.

Google Ads is a relatively new advertising tool for businesses in Nepal, and only a few of the startups have been able to incorporate Google Ads as part of their marketing tool. However, with a clear strategic approach to digitalization, Google Ads can be a great help for an advertiser to create brand awareness and an upsurge in sales (Khatiwada, 2018).

4.2.2 Search engine optimization

Search Engine Optimization (SEO) is an organic promotion concept that emphasizes snowballing the number of people visiting by landing them into our website by improving our ranking following the

search engine algorithm. SEO also ensures better quality, the quantity of organic traffic. Search Engine Optimization (SEO) is defined as "a method that uses search principles for search engines to provide the higher ranking to the more suitable webpage." (Gupta &Agrawal & Gupta, 2016, 381-390).

SEO helps users to get the right and new information through website URL, keywords, code structure, link and it is very important in all the aspects like management, production, and marketing strategy. It also includes root dictionary, site map, site navigation, usage of social media (Yalcin & Kose, 2010, 487-493). Once you start getting quality traffic, you need more quantity of that traffic to widen the coverage. And at last, the traffic must be organic, the flow of traffic must not be from any Ads or because of paid commission.
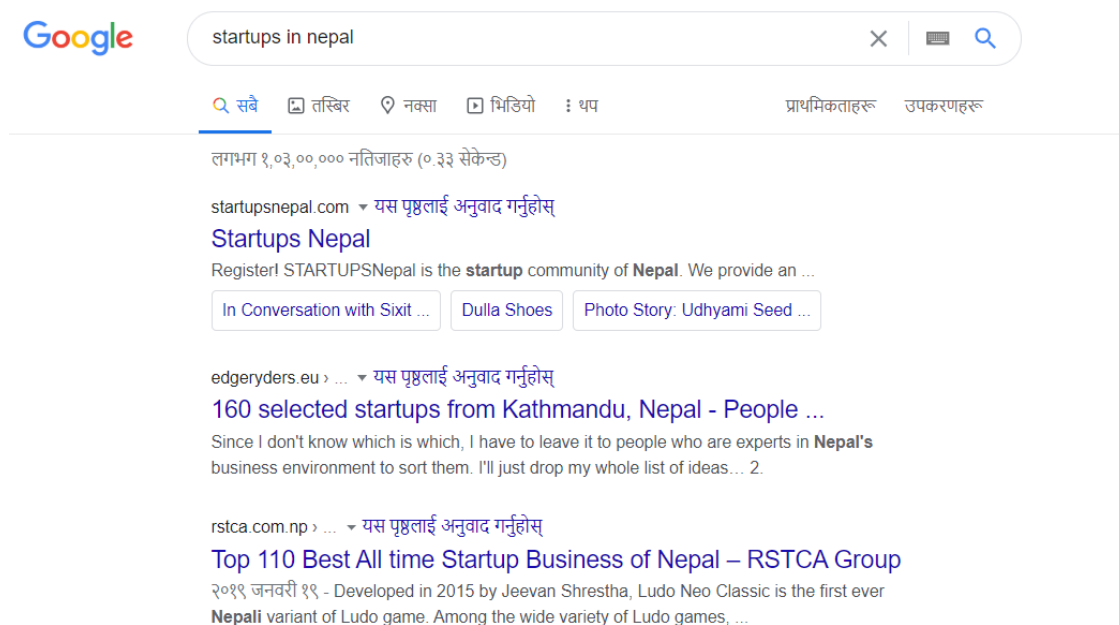
PICTURE 1: An example of Search Engine Optimization (Screenshot taken by authors, 2020)

In the process of SEO, there are mainly three parties. One is a website owner; the second one is a searcher, and the third one the search engine itself. When a searcher searches for "the best Nepalese advertising agency," the search engines process through its algorithm and shows the results. To be on the top of the searches, a website should have a high SEO value by the use of internal links, keywords, Meta tags, external links, etc.

4.2.3 E-mail marketing

In simple words, e-mail marketing is the use of e-mail to promote products and services. It is a handy digital marketing tool that allows a business to send a personalized message to prospects and convert them into the lead and, ultimately, customers. It is a cost-effective and popular communication channel, especially for SME markets because of its low operational cost (Chaffey, 2010).

E-mail marketing allows businesses to communicate with existing customers or prospective clients with a targeted e-mail campaign, which can include information about clients of newly launched products or services, advertisements, building rapport, and regular newsletters to keep our audience updated about the business. E-mail marketing, though it carries huge potential, startups in Nepal are still reluctant to incorporate the tool to market their business (Niki, 2015).

4.2.4 Website

Cambridge Business English Dictionary defines a website as, "a set of pages of information on the internet about a particular subject that has been published by the same person, company, or organization, and often contains pictures, video, and sound." Any business, be it a small startup or a well-established one, ought to have a website. A website in today's time is a necessity and an expectation of a client. People wish to know about products and services, blog, portfolios, and contact info. A business website provides advantages: a virtual showcase of your products or services, availability, and an interactive platform to engage with our existing and potential customers. Nowadays, the trend for businesses to have a website is growing as it is now one of the significant sources for communication, promotion, and advertisement with massive coverage in a cost-efficient manner.

4.2.5 Blog

A blog is one of the essential digital marketing tools for businesses that help to share their service, ideas, and expertise with their audience. Blog content plays a crucial role to rank websites higher in Google SERPs, a.k.a. increase your visibility. As a startup, a business relies on blogging to raise awareness, develop, and strengthen relationships with both existing and potential customers (McGeorge, 2016).

5 DIGITAL MARKETING APPLICATION IN NEPALESE STARTUP

A 'start-up' has not been clearly defined, as the academics have different explanations of the concept (Mazzarol & Volery, 2015). According to Investopedia (2020), a **st**artup refers to a company in the first stage of its operations. Startups are founded by one or more entrepreneurs who want to develop a product or service for which they believe there is a demand.

Digital media is a powerful marketing tool in any startup's multichannel marketing channel, looking to increase their reach and interaction with customers. It helps startups to reduce their overall marketing budget, interact and engage with customers much faster and efficiently.

Startups are becoming increasingly important in today's economy: fast responsiveness, growth-oriented strategy, and high flexibility help these companies overcome financial crises better than bigger firms with slower response times (Romanelli, 1989; Marques & Ferreira, 2009).

A successful startup requires not only a great product but also a strong marketing campaign. A startup's business model must include digital media marketing. The reasoning behind this is that successful startups used to rewrite their business models across various iterations before deciding whether to pivot or stick with their current business model and goals. (Ries, 2011).

For startups who have reduced resources and cannot make risky investments, digital marketing facilitates startups to compete with big multinational companies in a very cost-efficient manner and explore the global marketplace with ease. If used properly, digital marketing can be a huge boon for your start-up and will give you consumer insights to grow and accelerate your business in the long run (Zatakia, 2017).

Digital marketing allows Nepalese startups to tap into the huge target audience. With a small budget, companies can increase visibility and awareness. The Internet rewards creative businesses. If your content is creative, you are awarded by your audience by comments, likes, and most importantly by sharing which has a multiplier effect (Jhunjhunwala, 2017).

The model in figure 4 shows the relationship between digital media, marketing, and start-up.
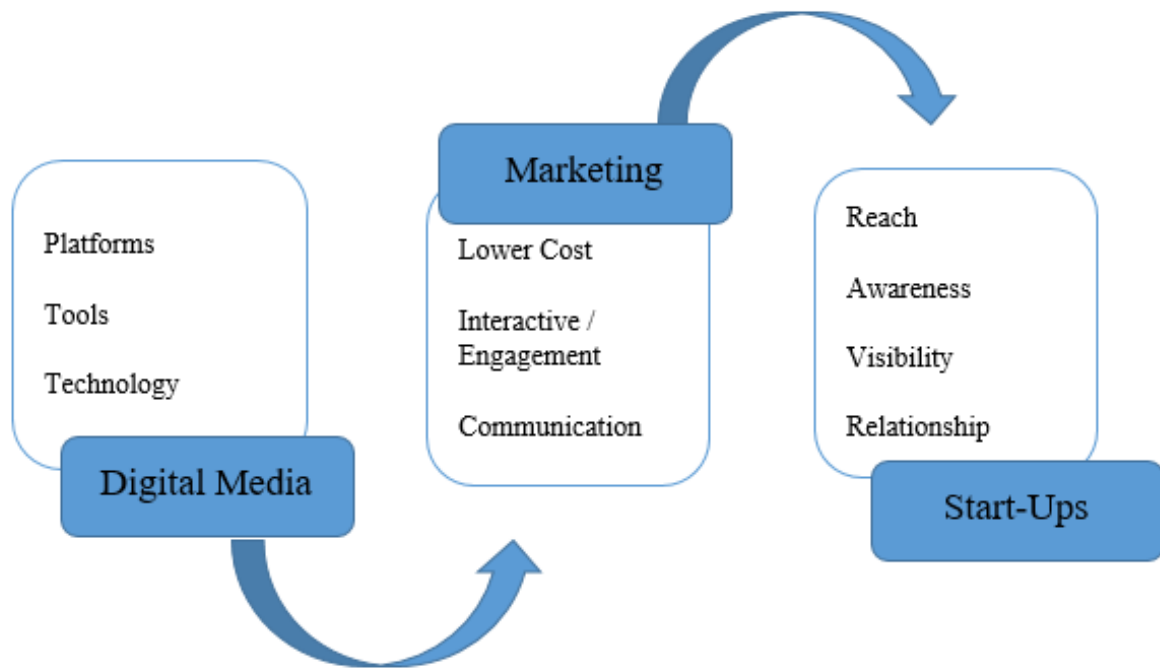
FIGURE 4: Relationship between digital media, start-ups, and marketing (Adapted from Sharma V. and Bharati S.B, 2017).

5.1 Planning and implication

According to Corporate Finance Institute, market planning is the process of organizing and defining the marketing aim of a company and gathering strategies and tactics to achieve them. A solid marketing plan should consist of the company's value proposition, information regarding its target market or customers, a comparative positioning of its competitors in the market, promotion strategies, distribution channels, and budget allocated for the plan. All relevant teams in the organization should refer to its marketing plan.

A clearly defined plan helps companies not only to stay focused, target the right audience, and align digital marketing activities with their business goals but also allows to avoid risks of missing a substantial market opportunity or even lose market share to competitors (Ryan 2014, 22).

Plans can be short-term (1 year), medium-term (2-3 years), or long-term (3-5 years). Regardless of their span, all can use the SOSTAC planning framework. The abbreviation stands for Situation analysis, Objectives, Strategy, Tactics, Actions, and Control. The SOSTAC ® marketing model, created by PR

Smith, is a popular and widely used model for marketing and business planning. Whether you're creating an overall marketing or digital marketing strategy or improving individual channel tactics like SEO or email marketing, this is the tool to use.
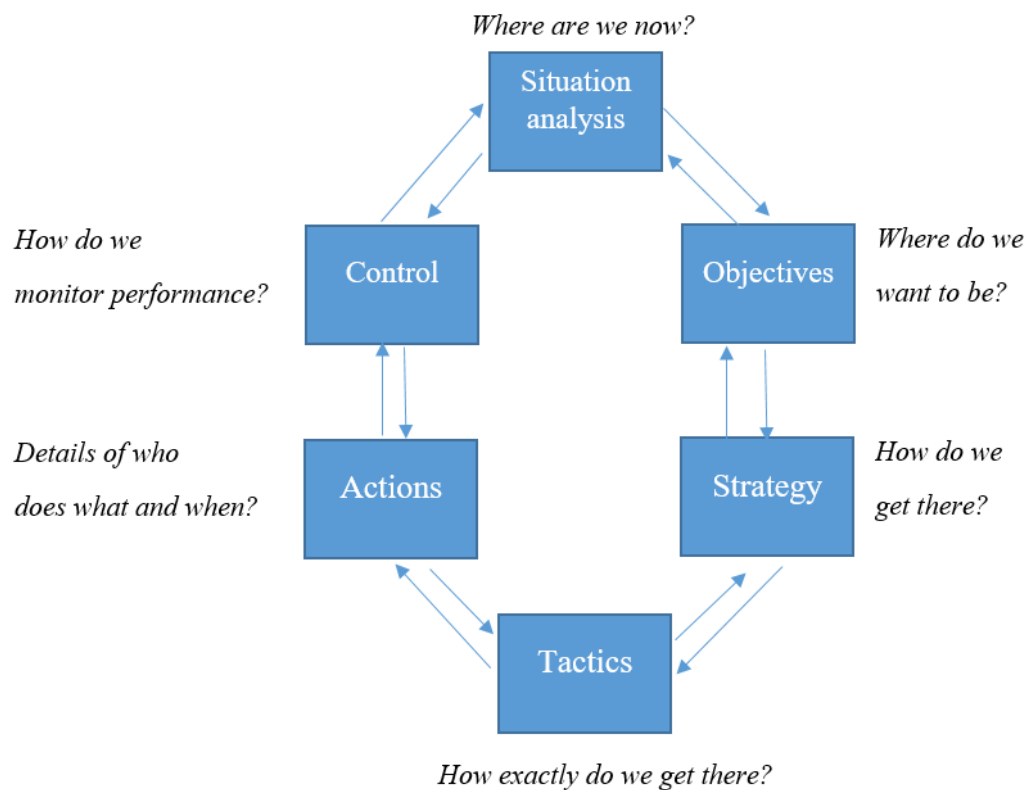
FIGURE 5: SOSTAC marketing planning framework applied to digital marketing (Adapted from Chaffey and Smith 2008, drawn by authors)

5.1.1 Situation analysis

Situation analysis answers the question "Where are we now?" which should be analyzed both internally and externally where the analytical areas are, Key performance indicators which are the business success criteria, the SWOT analysis in the context of e-marketing, the PESTEL analysis which is the external uncontrollable factors, Customer profiles, Competitor analysis and the Distributor analysis (Chaffey & Smith 2013, 540-541).

The situation analysis stage of marketing planning includes a SWOT analysis. The SWOT analysis is a strategic planning tool that is used for situational diagnosis. A SWOT Analysis is, therefore, a significant tool for situation analysis that helps the managers to identify organizational and environmental factors. A SWOT Analysis has two dimensions: Internal and external. The internal dimension includes

organizational factors, also strengths, and weaknesses, external dimension includes environmental factors, also opportunities, and threats (Gürel 2017, 995). Chaffey and Smith (2013, 541) however, recommend using the SWOT analysis to analyze the current e-marketing situation and call this method the "e-SWOT".

A PESTEL analysis is an acronym for a tool used to identify the external factors facing an organization. The abbreviation stands for Political, Economic, Social, Technological, Environmental, and Legal. Kotler (1998) also argued that the PEST analysis is a strategic tool for understanding the 'big picture of the environment in which an organization is operating and risks associated with market growth or decline, and as such the position, potential, and direction for an organization. In this thesis, PESTLE analysis is not considered because the study focuses on digital marketing.

5.1.2 Objectives

A company defines specific, measurable objectives which should be achieved with the help of digital marketing during this stage of planning. In essence, this stage answers "Where do we want to be?" and "what do we want to achieve through online channels?" (Chaffey & Smith 2013, 3.) As the most common goals for companies Chaffey and Smith (2013, 548) point out the following: grow sales, add value, get closer to customers, save costs, and add some value.

There are five broad reasons/objectives of e-marketing. The first one would be to grow the sales through wider distribution, promotion, and sales. Then, there's the aspect of giving the customers an extra benefit while using the online platform, thus adding value to going digital. This gives the brand a chance to get closer to the customers. Through tracking, creating dialogues through solving queries, and learning about them the brand has an opportunity to build a stronger relationship with the customers.

E-marketing also saves the cost of the production, from cutting the expenses from services, promotions, sales transactions and administration, print and posting, an increase in profit can be made on the transaction. More than that, e-marketing extends the name of the brand online, thus enforcing its value on a new medium (Chaffey & Smith 2008, 43).

5.1.3 Strategy

Strategy answers the question of how the company can achieve earlier measured objectives. It includes available recourses and it should identify segments of the online market that the company is indented to target with the plan. The marketer should define the segmentation, the target audience, and also the positioning. Further, it is important to define which tools will be used to achieve the goals and how the integration will be done (Smith, 2018)

The company's sequence e-tools are websites, email marketing, and viral marketing. Another very important part of an online strategy is the development of the dynamic dialogue via the integrated database. It includes the question of how the company´s website is processed and made accessible. Second, the strategy regulates the use of social media which main purpose is listening and engaging customers (Chaffey & Smith 2013, 555).

5.1.4 Tactics

Tactics are the details of the strategy which answer the question of how the company can exactly reach their goal. Tactics are usually short-term and flexible when strategy tends to be more long-term. A company should detail its online marketing tactics because those support the strategy. (Chaffey & Smith 2013, 562). Tactics usually include a detailed marketing mix, including online and offline marketing and communication mixes, like content marketing, content placement, Social Media Marketing, and amplification (Smith, 2018).

5.1.5 Action

The action stage explains who does what and when and focuses on how the company can bring its online plan to life and create actionable measures. In the action stage, the company has to pay attention to good project management 27 skills because each tactic is like a mini-project that requires a series of actions. (Chaffey & Smith 2013, 564-565). One of the most effective tools for the action plan is the Gantt chart which represents the chain of activities with general timing on when those actions will take place and finish. In brief, this chart places focus on the dimension of time (Brennan 2011, 178).

5.1.6 Control

The final part is the stage of control that shows how the company is monitoring its performance. It includes the plan of controlling measurements as shown in figure 6 below. Performance is measured with the help of certain metrics. Quite often, key performance indicators should be measured. In the context of digital marketing, they can be sales, online revenue contribution, subscriptions, inquiries, unique visitors (N), repeat visitors (N), the average duration of stay at a website, most popular pages, churn rates, termination rates, source of traffic, awareness levels (Chaffey & Smith 2008, 472).
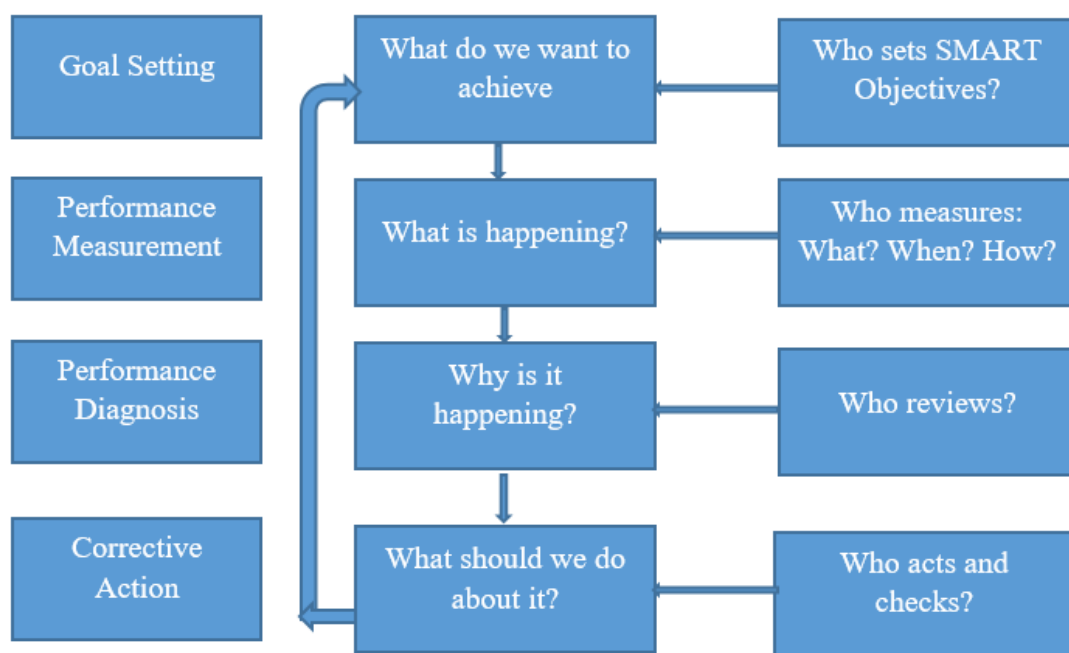

FIGURE 6. Summary of the Control Process for E-Marketing Planning. Adapted from Chaffey & Smith 2008, 472 and drawn by authors.

6 EMPIRICAL STUDY AND RESEARCH

This chapter presents the research methodology and method of this thesis is giving an introduction to case study research. The main aim of this chapter is to give the reader an overview of the research methodology and method used to construct this study.

Research is an art of scientific and systematic investigation to get information about a specific topic. It can be considered as an endeavor to find an answer to intellectual and practical problems using the applicable scientific method. Burn (1994, 2) views research as "a systematic investigation to find answers to a problem".Kerlinger (1986) says that research is a systematic, controlled, empirical and critical investigation of hypothetical propositions, facts, the answer to a question, or the resolution of a problem.

6.1 Methodology

There are two research methods to choose from while conducting a study: qualitative and quantitative research methodology. The selection of the research method is the most concrete part of the research process. Therefore, it is important to understand the main features of various methods to be able to select the most suitable one. (Creswell 2003, 153)

Quantitative research methods include, for example, surveys and questionnaires and focus on numerical data which can be transformed into statistical analysis. Qualitative research methods on the other hand focus on the interpretation of languages, studying the meaning of people's lives in real-life conditions. (Morrison; Haley; Sheehan;& Taylor, 2012). Mixed methods research is a combination of qualitative and quantitative data. It provides a more holistic understanding of the research problem. (Creswell 2003, 208-209)

This study is conducted using the quantitative research method. Quantitative research answers the questions of how much, how many, or other types of questions that are measured in numerical values. This method in its most basic form is several questions asked from a randomly chosen group (Karjalainen 2004).

6.2 Research questions

The purpose of the research is to understand and explain why using digital marketing is so significant for start-ups and small companies in today's world. More precisely, how the presence on various digital media platforms work together holistically and what the benefits are of each of those for business. It also helps to understand the strategic importance behind digital media marketing for a company in Nepal.

Any business, whether a startup or a large company, would like to use the opportunities provided by digital media platforms to promote themselves. The interview questions were developed based on digital marketing strategies and experiences from existing literature. The topics asked in the interview included: purpose, strategy, challenges, and results with a focus to offer ideas and viewpoints that are important to understand before adopting digital marketing strategies on business. To accomplish the aim of the thesis under the theoretical framework, the authors have covered the following research areas and scope. What is the role of social media platforms (Facebook, Instagram, Messenger) for start-ups and small companies, and how to use them? What is the role of the company's website for start-ups and small companies, and how to use it for business purposes? How does a business benefit from SEO? How do videos, images, and content affect people on digital media platforms? How cost-effective is digital marketing for your business? What do you think will be the digital media environment in the coming days in Nepal?

The authors have prepared a Preliminary Research Questionnaires (Appendix 1) to cover the above areas.

6.3 Interview

During the research, the authors have conducted a preliminary skype interview with the commissioner on March 12, 2020. The first interview took approximately 25 minutes to complete, where the authors discussed the thesis objective and availability of the case company's team members for a detailed interview in the future. The interview was informal on the occasions, so few additional follow-up questions were raised depending upon the answer received. The authors are in regular communication with the case company regarding the thesis topic.

6.4 Conducting the interview

The authors have asked to interview team members of the case company to understand in detail how digital media marketing is being implemented in the organization. The participants were contacted via email, requesting their participation and agreement on a time to set up the interview. The participants were to be contacted via google meet conversation, requesting their participation and agreement on a time to set up the interview.

After a brief introduction, the authors will ask the first question and allow the participant to answer accordingly. Once the question is answered, the participant will be asked the next question, and so on. Upon completion of the interview, the researcher will thank the participant and the interview ends. The interview will be then transcribed. The interview questions are attached in Appendix 1.

6.5 Interview transcription

The authors will transcribe the audio recording manually later. The transcript will be revised to increase the readability of the final transcript. The final transcript will be formatted to correctly identify the text spoken by the researcher versus the text spoken by the participant.

6.6 Thematic analysis

The researcher's strategy for analyzing the transcribed interview is to find out the participant's opinions, knowledge, experience on the research question. The analysis will begin by first reading through the interview transcript and coding to describe the answer provided. The first time a theme will be noted, the author will highlight the phrases in different colors corresponding to different codes. Afterward, a brief description of each theme observed was written. The transcript will be reviewed multiple times to identify to make sure researchers have not missed or misunderstood any answers provided.

7 DATA ANALYSIS AND RESULTS

In the following chapter, the results of the collected data are explained in the figures. All the questions of the survey are described and analyzed separately as shown in the figures. Figures which are shown below were created from Microsoft Excel based upon the data from the questionnaire survey.

Question 1: What is your gender?
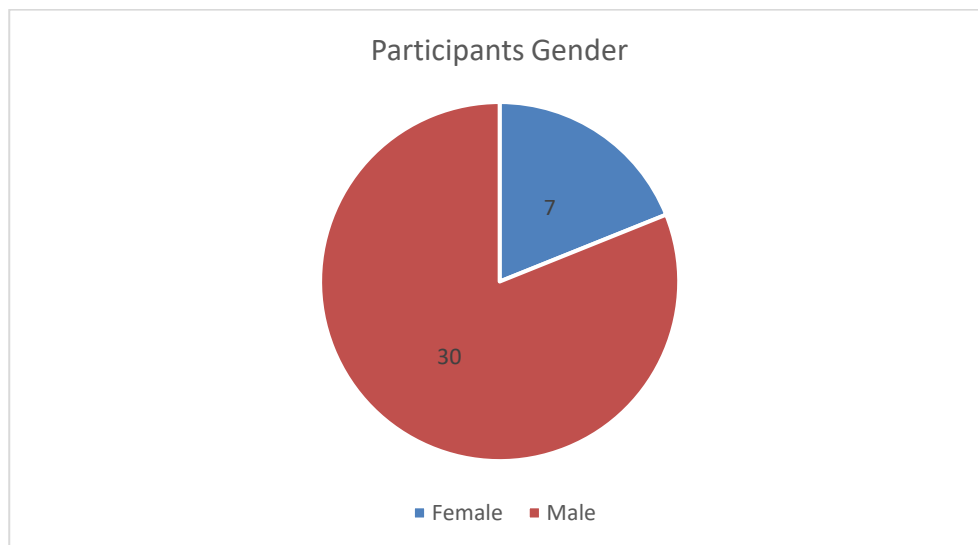
FIGURE 7: Participants Gender

The very first question asked to the participants was their respective gender. As seen in the above figure 7, we can see that the majority of the participant i.e. 30 out of a total of 37 respondents are male.

Question 2: What is your current position in the company?

Figure 8 below illustrates the current position of respondents. As we can see, the majority of respondents are currently in positions related to marketing and branding. Out of 37 interviewees, it shows 10 respondents were brand managers, 9 were marketing assistants and 8 of them were marketing managers at their respective companies. Meanwhile, 4 of the respondents were held the position of CEO, 5 held the position of sales manager and only one respondent was from another position.
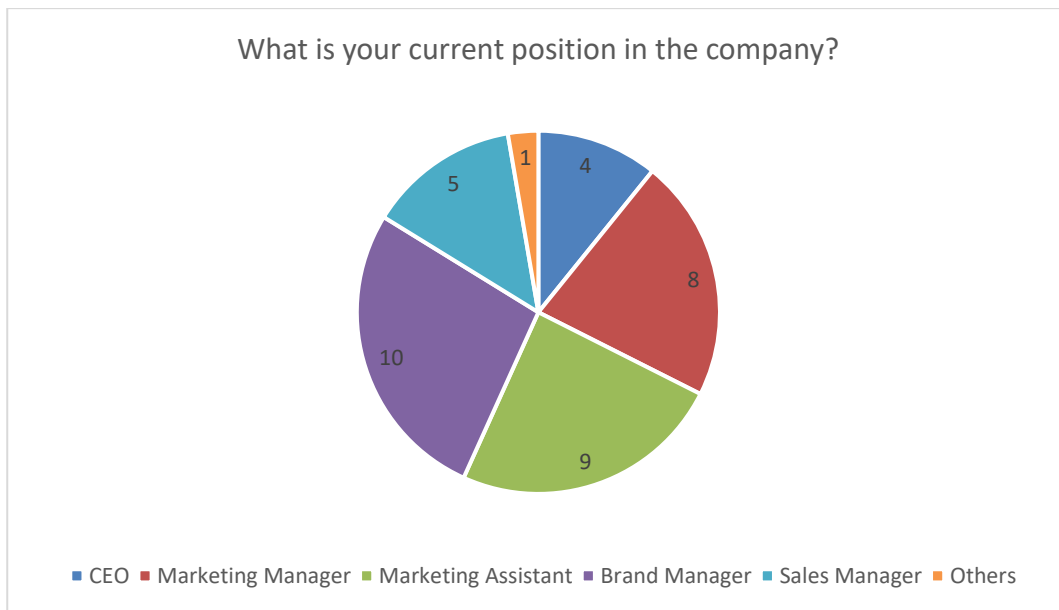
FIGURE 8: Participants Position on their respective organization

Question 3: How familiar are you with the digital marketing concept?
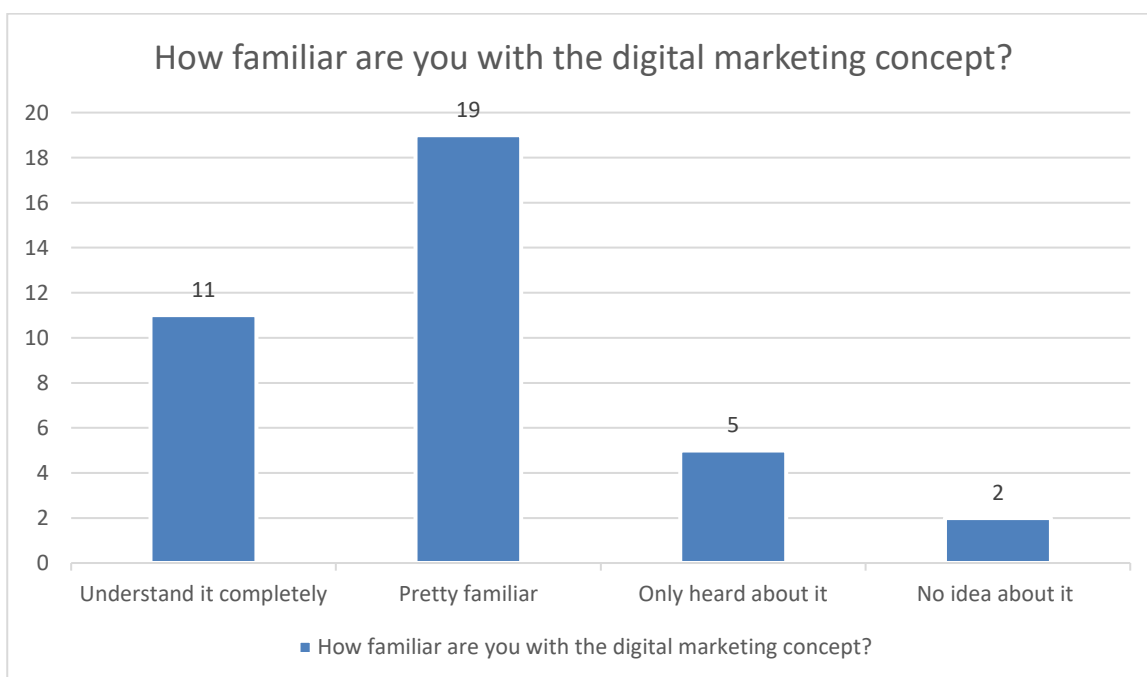
FIGURE 9: Familiarity with the concept of digital marketing

Figure 9 above demonstrates the familiarity of respondents towards the concept of digital marketing. According to the response of respondents, 11 respondents completely understand the concept of digital marketing whereas 19 respondents are pretty familiar with the concept. 5 of the total respondents have only heard about digital marketing and only 2 respondents have no understanding of what digital

marketing is. Overall, we can say that many of the respondents have understood digital marketing and are familiar with how it works.

Question 4: If yes, what kinds of digital marketing do you use for your business?

FIGURE 10: Different components for Digital Marketing

This question was asked about digital marketing components that startups are using for advertising and promoting their business. As seen in figure 10, social media and websites are most chosen, on the other hand 'others' and 'email marketing' are less preferred. Among 37 respondents, 30 companies are using social media, 15 companies are using websites, 11 companies are using content marketing, 3 companies are using search engine optimization, 6 companies are using PPC, and 1 company using email marketing respectively. It is clear from the above figure that social media and websites are more popular and the most preferred digital marketing tools amongst startups in Nepal. Likewise, email marketing and content marketing have less impression on the digital platform even though those are considered an effective tool for marketing strategies globally.

Question 5: Considering the current situation of Nepal, which marketing source is more effective for a startup?
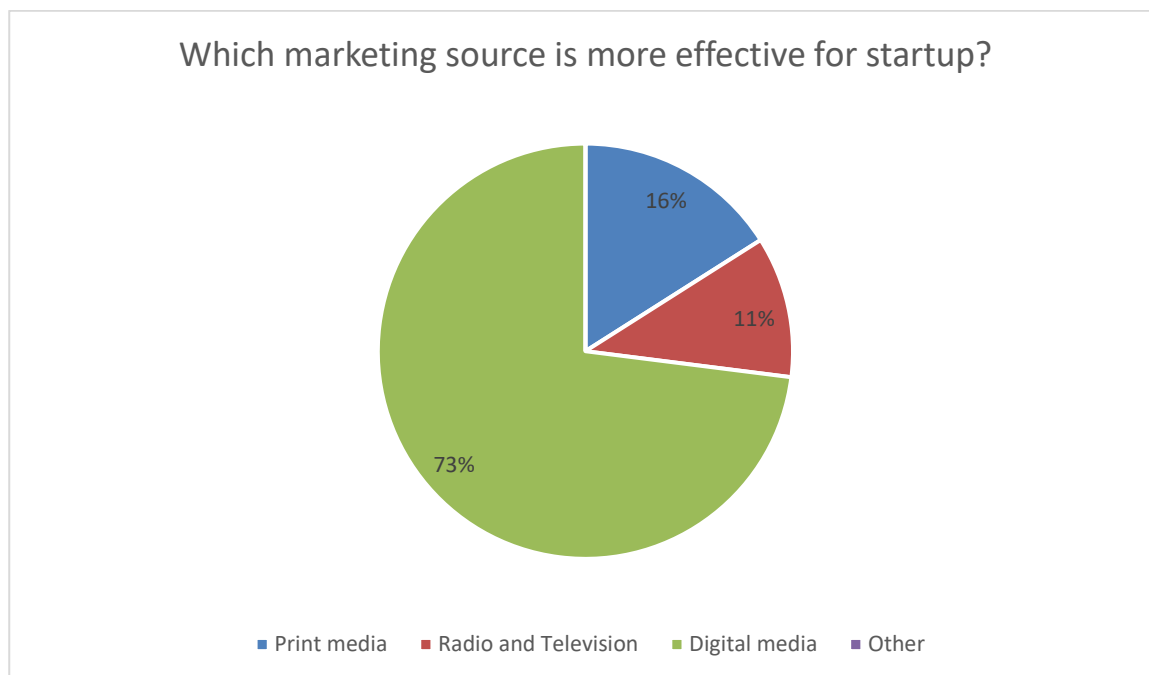
FIGURE 11: Effective source of marketing for startups

Question number five asked the respondents to self-evaluate their understanding level of effectiveness of different marketing sources in today's Nepalese market. Statistics presented in figure 11 revealed that 73 percent of respondents consider digital media as the most preferable source of marketing, 16 percent consider print media as the most effective and 11% consider radio and television as an effective tool of marketing for startups in Nepal.

Question 6: Does the company have a defined digital marketing strategy at present?

After identifying the most effective media of marketing for startups, the respondents were asked whether or not they process a well-defined digital marketing strategy in their business at present. 57 % of the respondents stated that they do have the strategy whereas those claiming that they do have a digital marketing strategy at the moment, but probably maybe in the future, made up almost 43 % of the total selection. However, most of the participants who mentioned they don't have any defined strategy were still using various social media channels for their business.
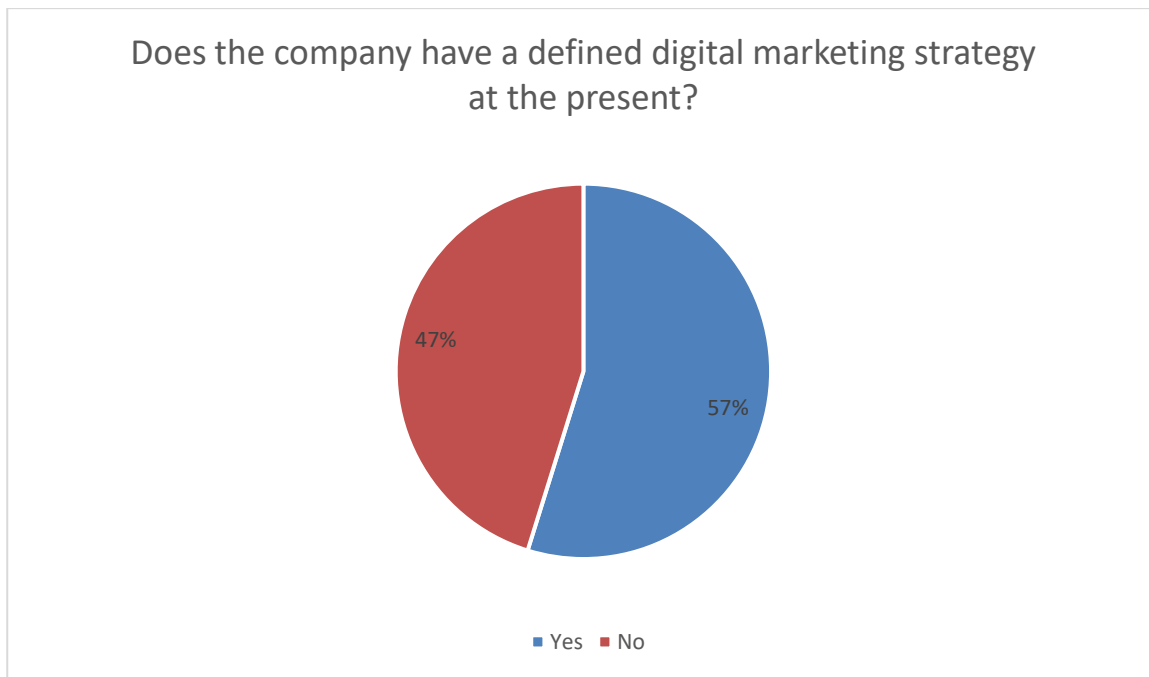
FIGURE 12: Digital marketing strategy at the present

Question 7: Since how long has digital marketing been used in your business?
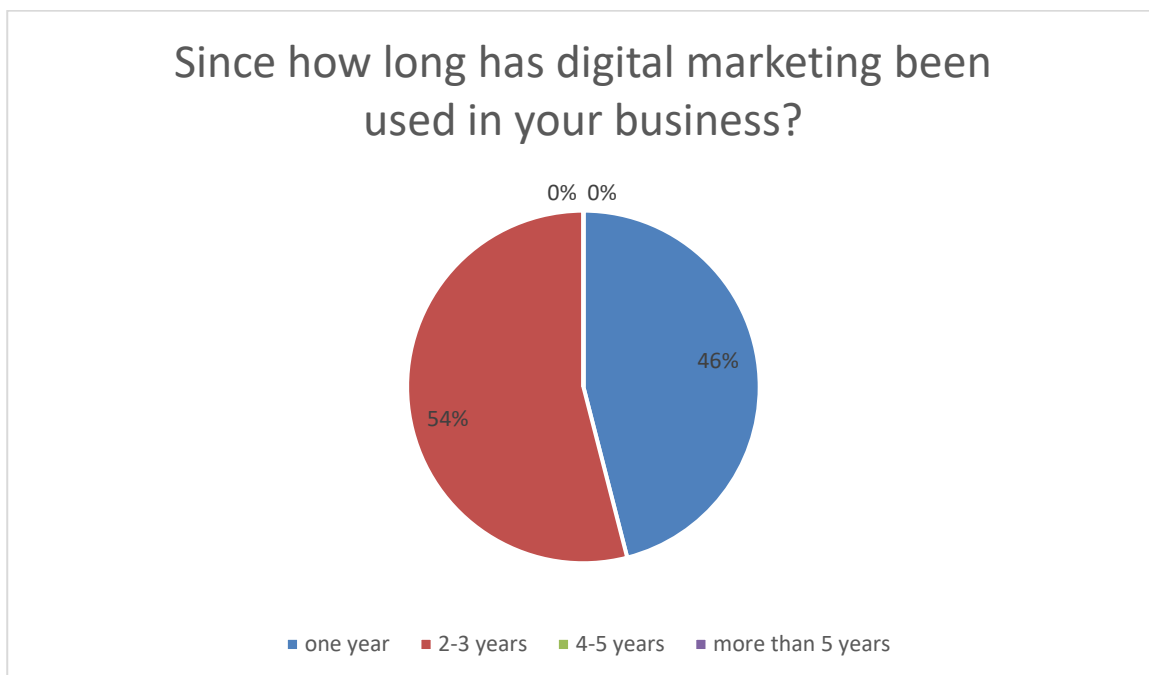
FIGURE 13: Duration of using digital marketing in business

Question number seven provided a general picture about the experience level of using digital media in a business context by Nepalese startups. As can be seen in Figure 13, almost half of the respondents claimed that they have been using digital media for business purposes for less than a year, whereas the

majority of the respondents have been using digital marketing for 2-3 years. Zero respondents chose the option for more than three years giving the researcher an idea that businesses in Nepal are still in the process of incorporating digital media marketing.

Question 8: How often do you update your business on online platforms?
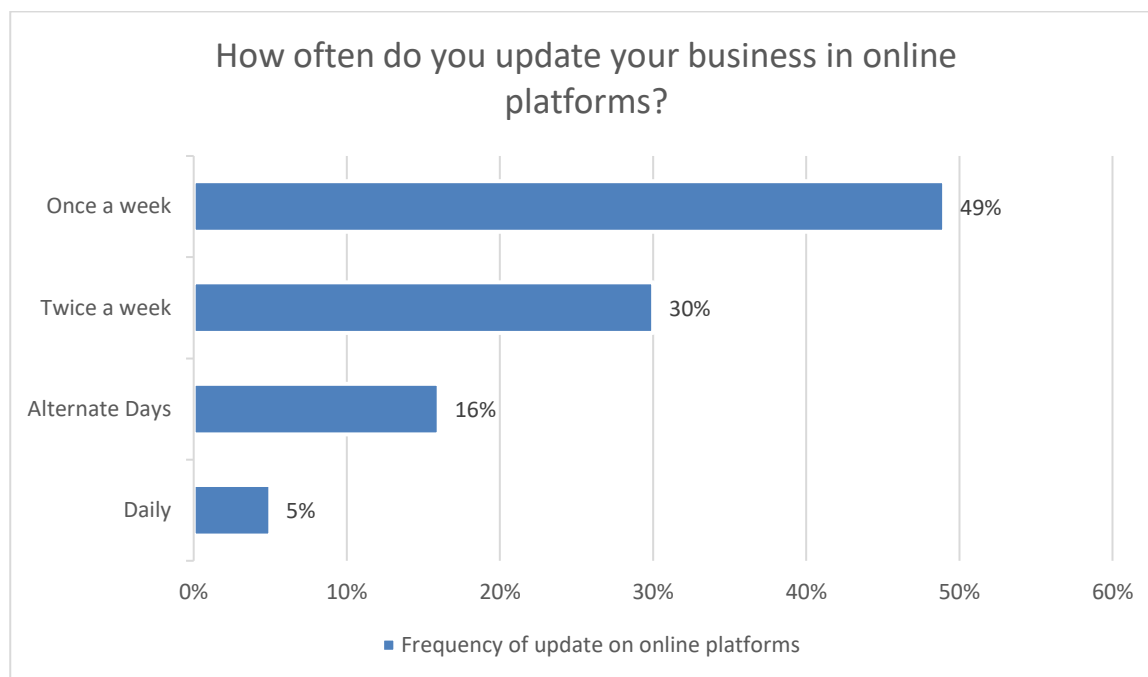
FIGURE 14: Frequency of updates in online platforms

Figure 14 shows the frequency of updates on online platforms made by startups in Nepal. The question was asked, "How often do you update your business on online platforms?" and the graph is the result obtained from the respondents. As we can see from the figure above, majority 46% of the respondents mentioned that they update once a week on online platforms whereas only 5% of the respondents update about their business daily on online platforms.

Question 9: What are the most common methods for your customers to contact you?

Figure 15 shows the common contact methods customers use to connect with the company. This question was a multiple-choice question which was asked with five best alternative options: websites, email, social media, phone, and office visit, social media, and telephone was chosen heavily and was highlighted as a most common contact method, followed by office visit, website, and email. The email

has the lowest result in the graph; thus, it means that customers rarely write an email to contact companies.
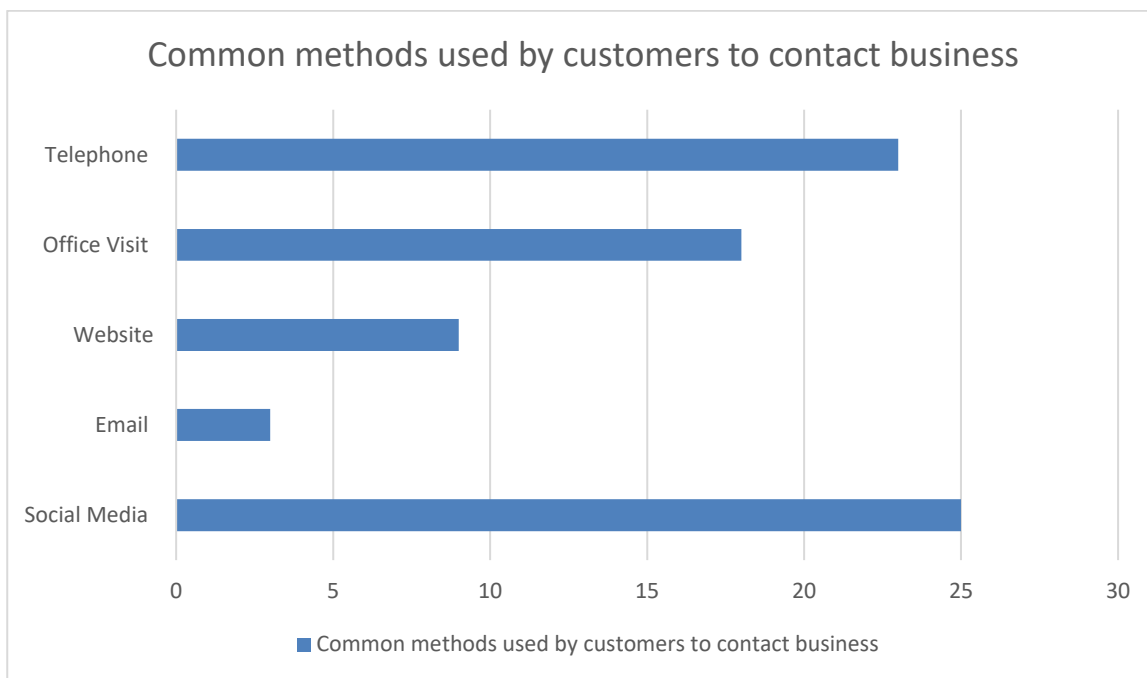
FIGURE 15: Common methods used by customers to contact the business

Question 10: In your opinion, how applicable is digital marketing in reality to reach targeted audiences?
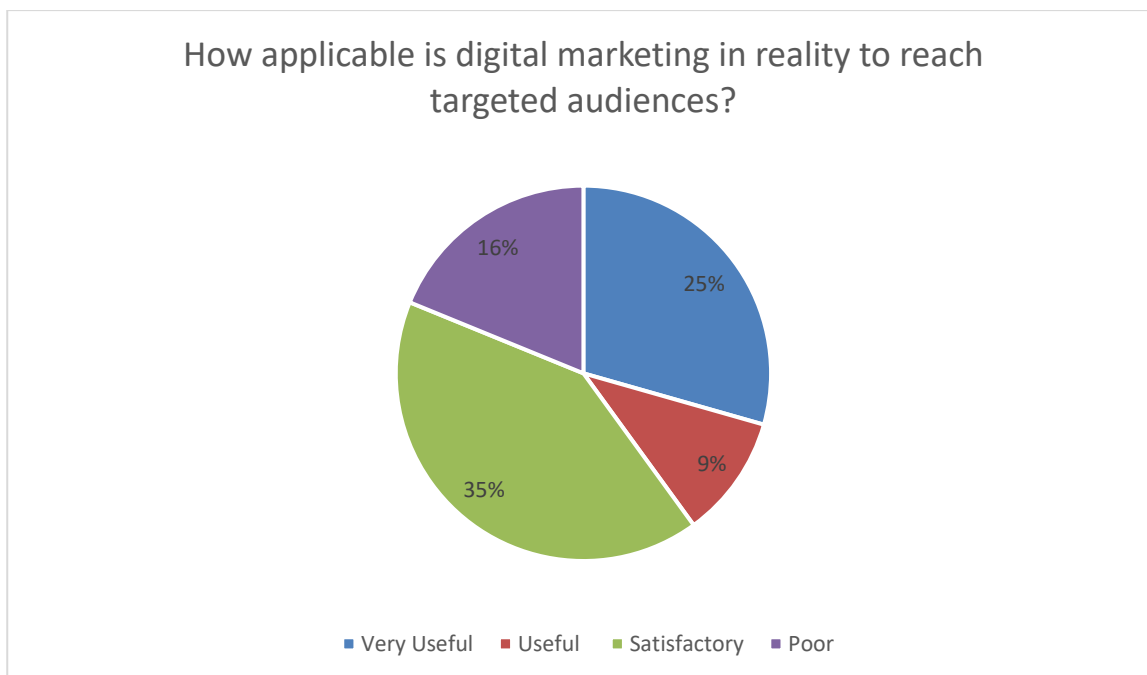
FIGURE 16: Applicability of digital marketing to reach targeted audiences

Figure 16 illustrates the result obtained from the survey: 'In your opinion, how applicable is digital marketing in reality to reach targeted audiences?' The results revealed that digital marketing is useful to reach targeted audiences. As shown in the figure, 25% of the respondents answered digital marketing is 'very useful' to reach targeted audiences, 25% of the total respondents answered it was 'useful', 35% of the respondents answered 'satisfactory' whereas 16% of respondents answered with the option 'poor'. It can be concluded that digital marketing is applicable for startup businesses to reach up to their potential customer in Nepal.

Question 11: Below are common reasons for using digital marketing, please rate them in terms of importance from your point of view according to a scale of 1 (Unimportant) to 4 (Extremely important)
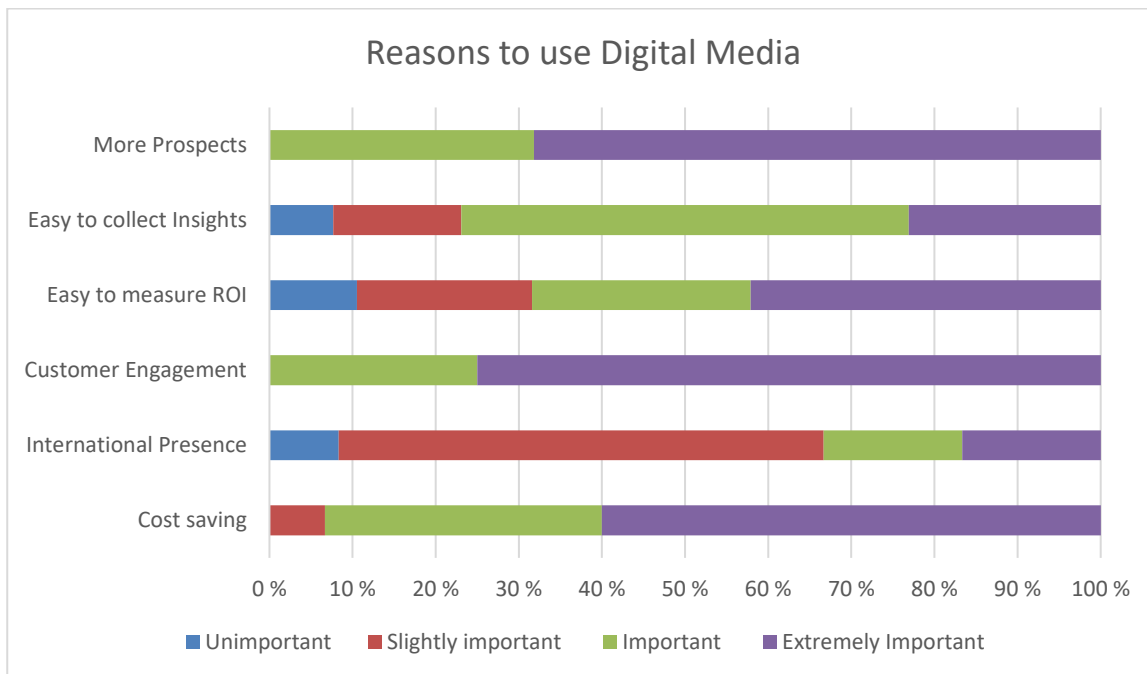
FIGURE 17: Reasons to use digital media for marketing

Question number 11 summarized the most common reasons for using digital media for business purposes. The results shown in figure 17 above, show that the majority of startups used social media to save cost, engage with customers, and get more business prospects. Very few respondents opted to "easy to measure ROI and collecting insights as to the reason for using digital media. We can conclude that startups in Nepal are still learning to incorporate details on ROI and customer insights as a part of their digital marketing strategies.

Question 12: Based on your experience, how effective do you consider these digital marketing activities for your business?
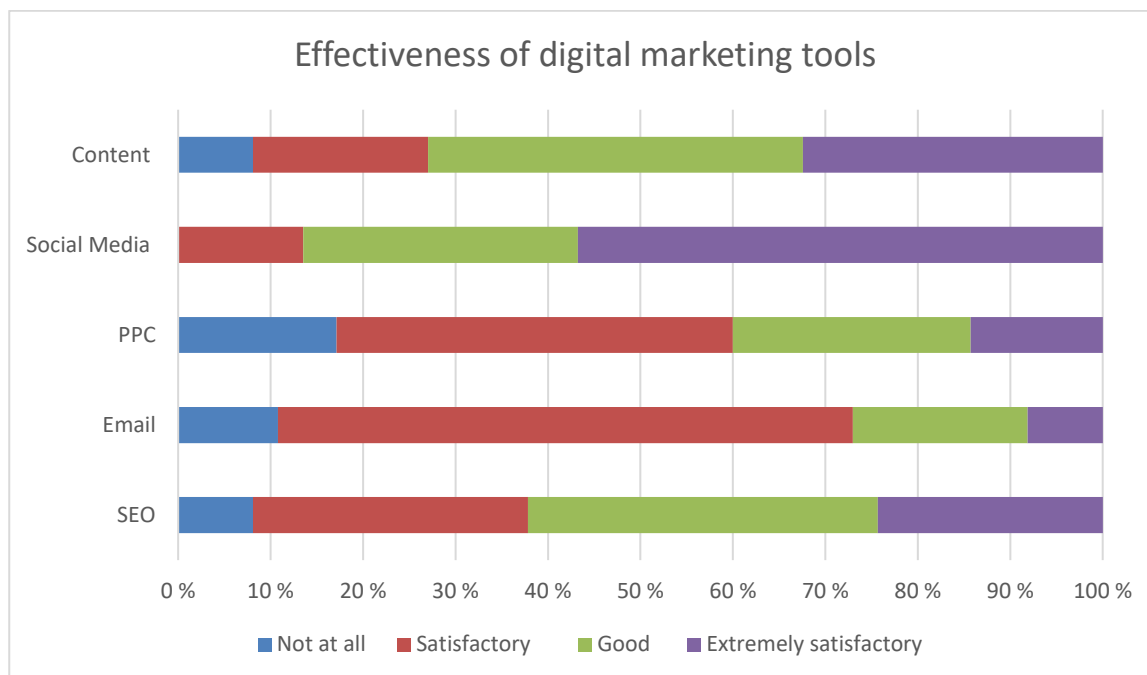
FIGURE 18: Effectiveness of digital marketing tools

Figure 18 illustrates the effectiveness of different digital marketing activities. The question asked was 'based on your experience, how effective do you consider these digital marketing activities for your business?' Popular digital marketing activities provided were SEO, email, PPC, Social Media, and Content. The respondents were asked to measure the effectiveness of each activity in four categories which are 'extremely satisfactory', 'good', 'satisfactory', and 'not at all'.

As shown in the above chart, we can see that social media and content marketing activities were highlighted as the most effective marketing activities, followed by SEO, PPC, and Email. Hence, it is clear that many of the startups are making good use of social media and content marketing to promote their business. On the other hand, Email marketing seems comparatively less effective than other activities.

Question 13: What percentage of the marketing budget of your enterprise was spent only on digital marketing in 2019?

Question number 13 of the survey questionnaire focused on marketing expenditures spent on digital activities by Nepalese startups. As shown in figure 19 below, approximately 86 % of the respondents stated that they spent less than 30 % of the marketing budget on digital marketing activities. The respondents who spent from 31 % to 50 % of the marketing budget on digital activities made up 14 % of the total selection, whereas none of the respondents spent more than 50% of their total marketing budget in digital marketing.
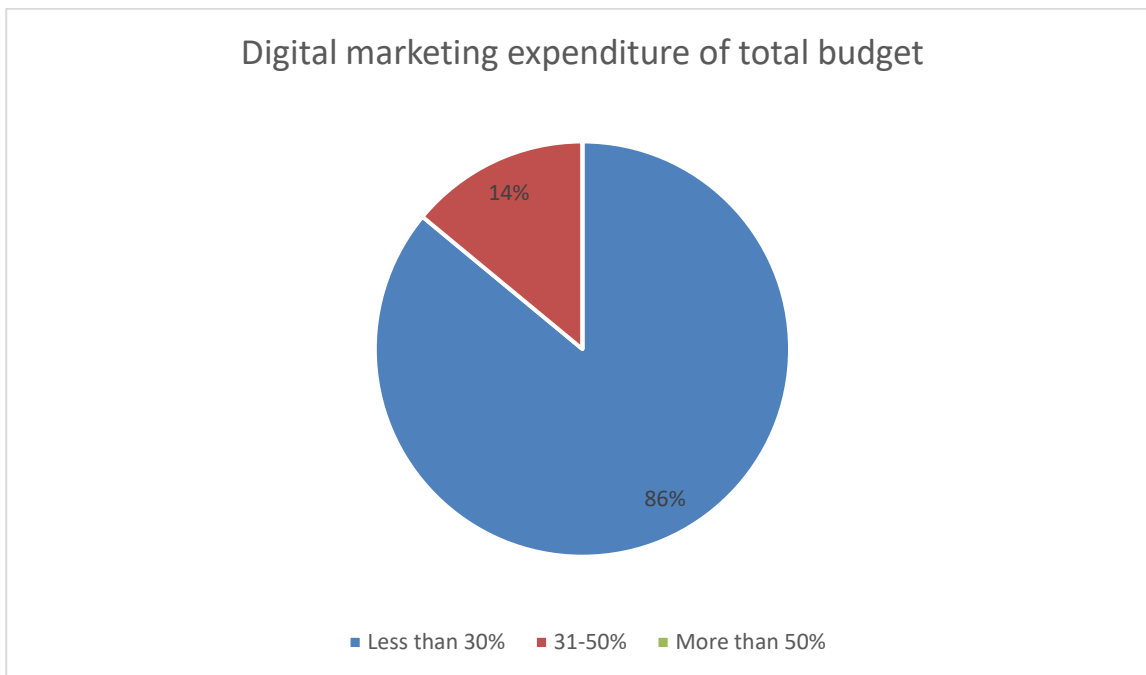
FIGURE 19: Digital marketing expenditure of total budget

Question 14: What changes will the company make to its current digital marketing expenditures in 2021?

Question number fourteen shows the opinion of Nepalese startups about investment in digital marketing in the coming year. 32% of respondents would maintain the current spending and 57% plan on increasing the budget on their digital marketing channels in the coming year whereas a bit over an 11% of respondents claimed that they will reduce the current marketing spending on digital activities. It means that digital marketing has a positive result on the company's growth.

What changes will the company make to its current digital marketing expenditures in 2021?

32%

57%

11%

■ Maintain the current spending   ■ Decrease the spending   ■ Increase the spending
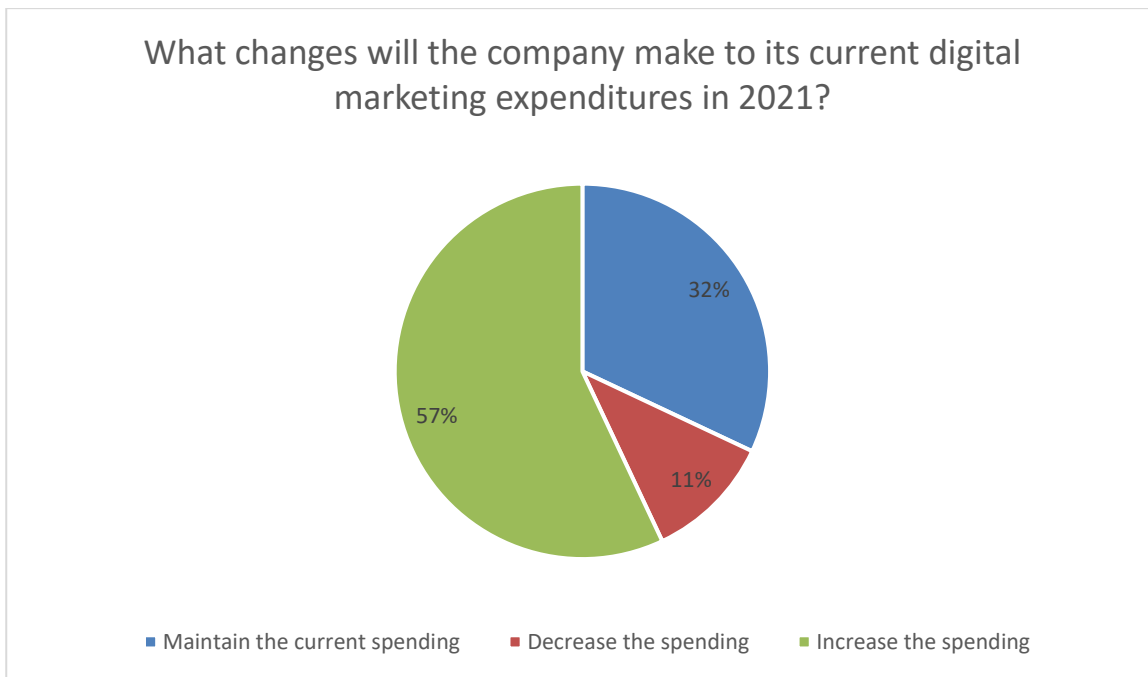
FIGURE 20: Change in digital marketing expenditure in future

Question 15: Which digital activities will the company focus on and invest further in 2021?

On which digital activities will the company focus and invest further ?

PPC

Content Marketing

Mobile marketing

Email

Website and SEO

Social Media

0   5   10   15   20   25   30   35

■ Digital marketing activites that will be focused more in 2021
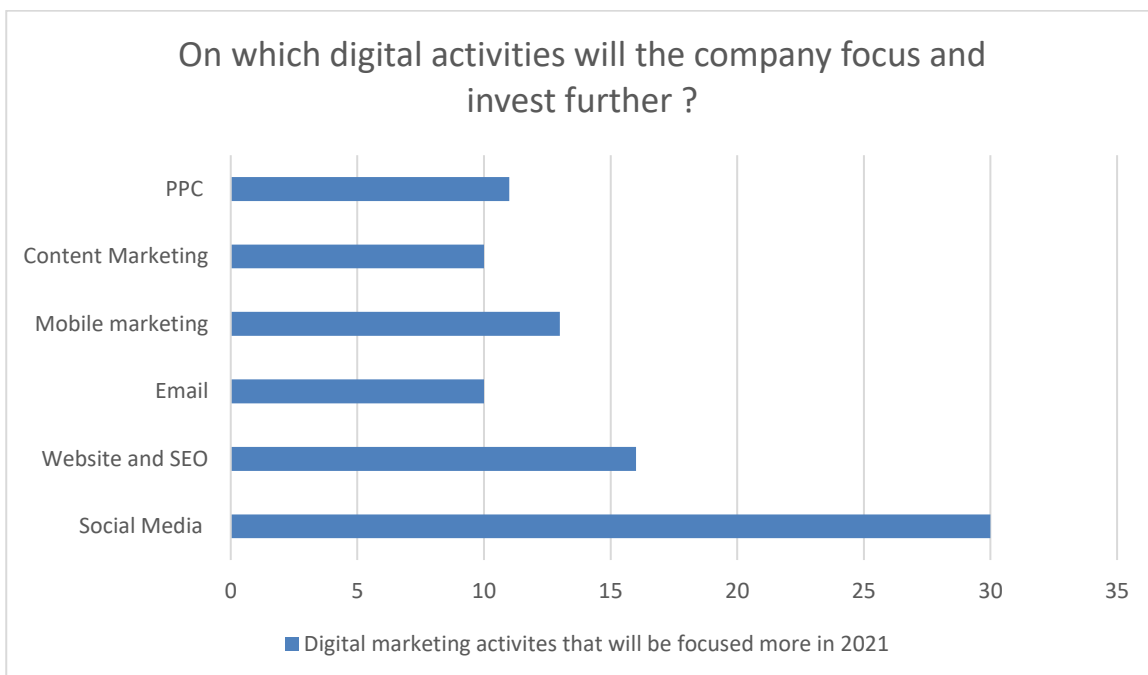
FIGURE 21: Priorities of digital media activities

The above figure 21 illustrates the result on which digital marketing activities will be focused and invested further by Nepalese startups in 2021. Statistics shown in Figure 21 indicate that 30 out of 37

respondents will pay more attention to social media, followed by 16 respondents on website and SEO marketing. The rest of the selection was shared by website, SEO, PPC, and email marketing.

Question 16: How would you rate the digital marketing method based on its performance and result?
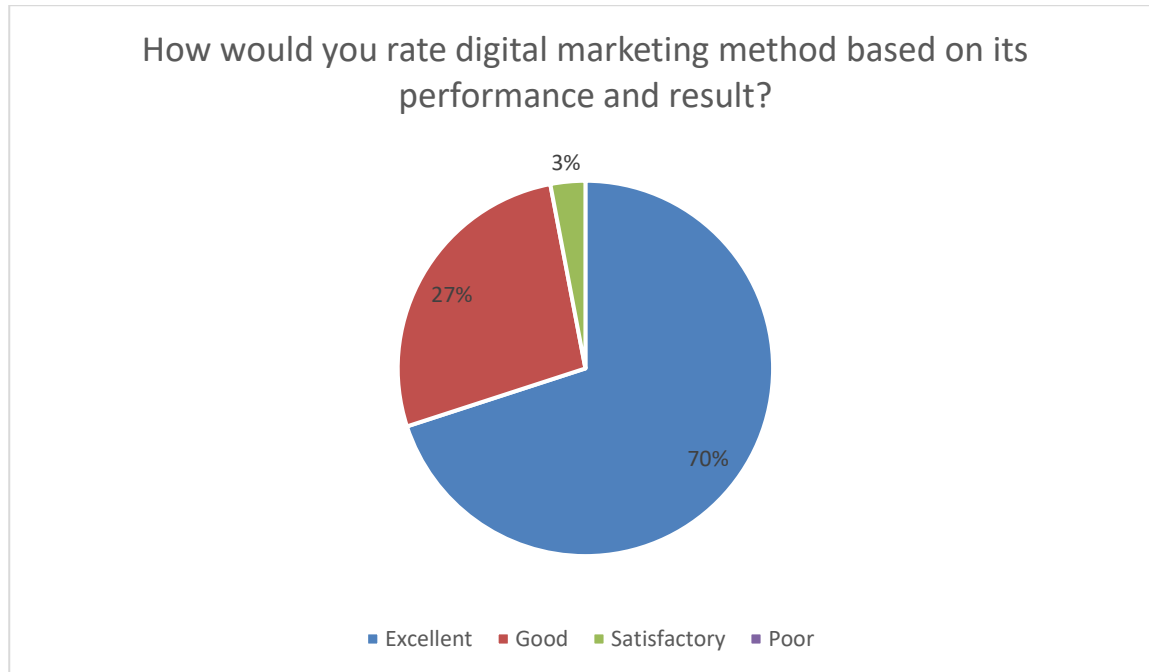
FIGURE 22: Digital marketing method ratings

The above figure 22 illustrates the rating of the digital marketing method based on its performance and result. As shown in the figure, 70% of the total respondents listed it as an 'Excellent', 27% of the respondents chose it as a 'Good', and only 3% of respondents listed it as satisfactory. However, there was no response on the option poor. From this, we can assume that digital marketing has very good performance and result in the context of the tourism industry of Nepal.

Meanwhile, the questionnaire survey has three open-ended questions which were asked to the respondents regarding major challenges while adopting digital marketing and they were requested to mention some positive and negative changes in their businesses that were noticed after implementing digital marketing. Not all the respondents, but many of them have answered the open-ended questions. Going thoroughly through the answers which were received during the survey interval, there are different types of problems that companies are facing. Many of the companies have mentioned the problem of technical issues and lack of skilled manpower to generate digital marketing creatively. Because of this, companies have to make more efforts, have to give more time and the cost becomes more expensive.

Some of the companies are facing problems with the online payment system, and fake bookings and websites created in the name of the company by hackers. Identifying those problems, we found that many of the companies have the problem of a weak security system and lack of advancement in technology. Furthermore, companies have shared their experience regarding positive and negative changes in their business after digital marketing. Many of the companies have expressed that after digital marketing they are having a huge flow of customers and engaging with customers directly. Mass marketing, reliable and quick performance of digital marketing is been accepted as a positive change. On the other hand, companies are having difficulties reaching customers from rural areas and have an unhealthy price war in the market between competitors because of easy and low-cost features of digital marketing which were received as negative changes. Likewise, the last question of the survey was requested to the entrepreneurs to suggest other companies that are not following digital marketing methods. Many of the respondents have given suggestions taking into account digital marketing. They suggested other companies go through digital marketing to maximize brand awareness and to reach the global marketplace. Some of the respondents have mentioned that the future is digital so sooner or later, thus have requested to come up with digital marketing strategies to exist in upcoming days.

8 DIGITAL MARKETING APPLICATION AT THE CASE COMPANY

Kritya Hub is a privately owned business consulting and advertising based in Kathmandu (Nepal) that provides both traditional and digital media marketing services to its clients. Their services include digital media marketing, strategic brand ideas, integrated communications, TVC, print media, event management, and business research.

Facebook is one of the social networks that Kritya Hub is currently using the most. The company has just been investing seriously in Facebook business pages for less than 2 years to build brand awareness, advertise upcoming English courses/training programs, and keep its customers updated with the company's latest news and activities.

The company's main vision is to become a global marketing agency admired for its creativity and performance and they say their mission is to provide innovative and effective value-based integrated marketing solutions to our clients which will help grow their business.

8.1 Interview background and general information about the participants

The interview questions included a basic question about digital marketing, tools, planning (SOSTAC framework, components of digital marketing, and designing a digital marketing strategy. All interview questions, as well as answers, can be found in appendices. The details of the interviewees are as shown in table 2.

The first part of the interview is the introduction and general questions regarding the background of the participants. It will cover their experiences, the online communities they have managed and the time spent on each one of those. This is to create a base for the relevance and credibility of the answers received.

TABLE 2: List of interview participants

Name	Designation	Field of Expertise
Janak Sigh Dhami	CEO	Market research and client communication

Niresh Lamsal	Director – Digital Marketing	Digital media planning and promotional campaign
Manoj Panjiyar	Marketing Manager	Market research
Sunil Acharya	Director- Branding	Brand incubation and positioning
Sushmita Pandey	Client Communication Manager	Client communication
Dipendra Dhakal	Creative Consultant	Digital media creatives
Avishek Shrestha	Social Media Officer	Content planning and profile management

The results indicate that the respondents have experience in the marketing field anywhere from 2 years up to 22 years and have experience in doing holistic marketing for a brand full time, or are marketing their brand, which ranges from 1 year up to 5 years. The respondents have created and consistently managed business websites and social media accounts, on sites such as Facebook, Instagram, newsletters, and online campaigns. Some respondents are also including blogs and Pinterest in their marketing strategy, and Participant 2 has used Twitter as well. The regular time participants spend doing online management varied a bit, from confident user to heavy user, which was from around 5 to 10 hours a week up to being online most of the working time, depending on the situation.

8.2 Current application of digital marketing tools at the case company

When it comes to the digital marketing tool application in the case company, the finding indicates that the case company tends to employ popular social media platforms as a tool to promote their services and communicate with their audiences. All participants have mentioned that they use Facebook as a major social media platform to communicate with their audiences.

In contrary to Facebook, when it comes to other social media platforms such as Instagram, Twitter, Linked In, TikTok, and YouTube, the case company seems to have a presence on most of them but doesn't use these platforms very actively.

8.2.1 Facebook

The case company's Facebook account was started in July 2017 to promote their services and create brand awareness in the Nepalese market. A lot of groundwork was done on how to promote the company's services and stay relevant through the platform. A social media team was established which worked in collaboration with the marketing, creative, and branding department.

The Facebook timeline shows that Kritya Hub is very active on the platform and users can see weekly updates on their services, portfolio, campaigns, pictures, and events. Visitors can get information about the company's opening hours and contact details easily on the page. Reviews and recommendations from customers can also be found on their Facebook profile.

As the interviews showcased, Facebook is being used as a tool to both promote services and communicate with the customers instantly. The cover image of the company's profile is used as a platform to aware visitors about their services as shown in picture 2. *"Facebook is mainly used to promote what we offer to our customers as it has the highest number of reach"*, as noted by Avishek Shrestha, the Social Media Officer at Kritya Hub. Furthermore, Niresh Lamsal, Director of Digital Marketing, notes that "*Facebook is a great tool for building a loyal community of supporters for any brand in Nepal because of its growing popularity in recent years.*"
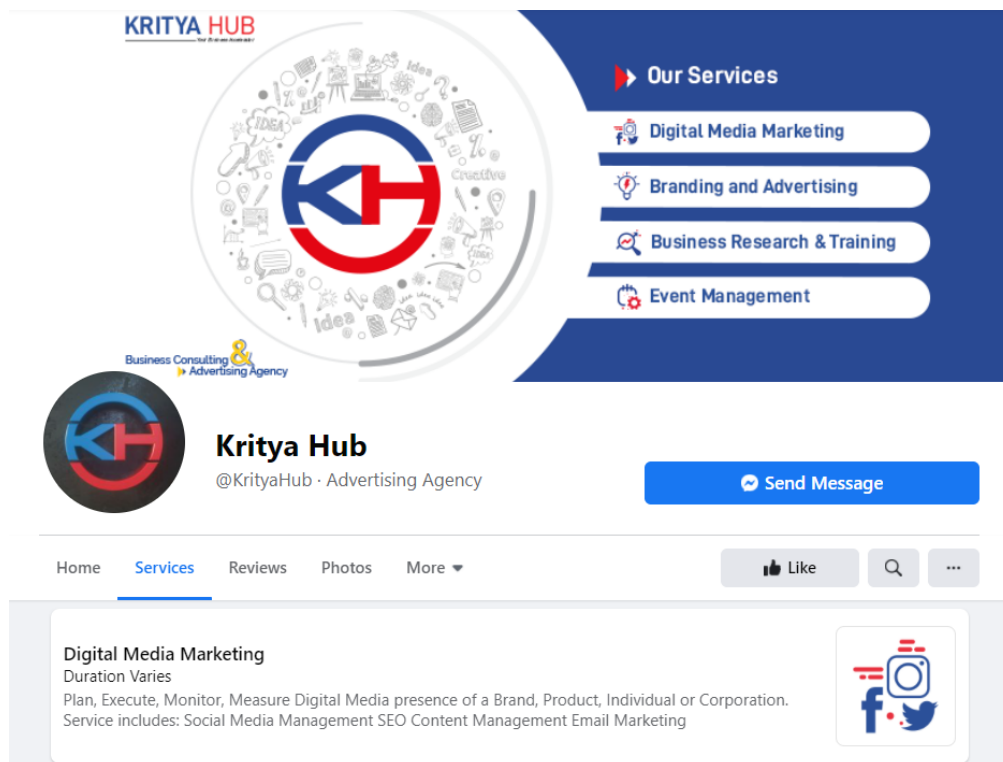
PICTURE 2: Facebook homepage of the case company

From our observation, we learned that most of the engagement on Facebook posts is from the current employees of the case company. We can observe a similar trend on other social media channels of the case company as well. Though the target group of the case company's social media channels including Facebook, is the consumers, its most committed followers are still employees. The content targeted to B2B customers does not receive as much engagement as consumer posts.

There are approximately 11000 followers in the Facebook channel as of January 2020. The primary goal set for marketing on Facebook was to increase the fan base and make followers aware of the brand and its services. Today with the increasing competition, the case company has been using Facebook as a platform to collect potential business leads with targeted advertisements.

Manoj Panjiyar the Marketing Manager, responsible for marketing and client communication, notes that *Facebook is more than a platform for a brand's presence. Today, we are trying to leverage the platform to collect lead details of our potential clients with targeted advertisements through Messenger and Lead advertisement objectives.*

The findings indicate that Facebook is the primary social media tool used by startups in Nepal to promote themselves to general followers and reach new clients. However, research also indicated that the use of Facebook as a strategic marketing tool is different for B2B and B2C depending upon the targeted audience group and business objective. By posting content targeted to both consumers and business-to-business customers, the case company has created an image as a leading professional in its business field.

8.2.2 Instagram

When it comes to the use of Instagram in the case company, the findings of the interview suggest that Instagram is used as a promotional tool to raise awareness and share various content which enhances their visibility in the social media environment.

Kritya Hub's Instagram account was established in September 2017 to support the consumer-targeted service. Before the channel was published there were a few groundwork done. For the implementation phase, Kritya Hub launched a Facebook page which was eventually extended to creating an Instagram page.

A social media team was established where sales, product management, human resources, and marketing had members. Frequently, some employees shared a content proposal that was published when suitable. When publishing a post on Instagram most of the likes are coming from the employees of the commissioning company. This same trend can be seen in other social media channels of the company. Though the target group of the Instagram channel is mainly the consumers and the content is targeted to consumers the most committed followers are still employees. The posts targeted to business-to-business customers do not receive as much commitment as consumer posts. According to Avishek Shrestha, a social media officer for the company, *Instagram is a fun space for creative people to showcase their stuff. It may not be the biggest thing and not the most result-driven venture, but the most interesting channel from a brand's point of view, with all the options that you'd get.*

The number of followers has grown slowly but steadily from 2017. As of February 2021, there are 138 followers on the Instagram channel. The findings indicate that Instagram has not been utilized in business-to-business marketing too much. Though Instagram is considered a personal profile channel, the professional content might gain attraction with interesting content if the user is working on digital marketing or advertisement. By posting both types of content (targeted to consumers and business-to-business customers) creates and completes an image of Kritya Hub as a leading professional in its business fields.

8.2.3 LinkedIn

The LinkedIn channel of Kritya Hub is managed by the Digital Media team. The purpose of the channel to distribute professional articles and posts about the business, and to improve the employer branding of the company. The focus is more on professionalism and future thinking than marketing and promoting daily bulk solutions. The posts have been mostly about keeping the brand's presence on the platform and sharing informative blogs from the company's website, under the topics such as branding and advertising along with showcasing a few of the team's works and milestones celebrations.

The channel has 139 followers globally as shown below in picture 3. Most of the posts gain a few likes, and sometimes even comments. The type of content does not have any impact on the level of commitment in the channel, whether the post is about official news or a professional article the commitment is on the same level. As with other social media channels, LinkedIn has not been used as its full potential allows. Another result is that the content needs to be fine-tuned to gain a reaction. For

example, the heading of the post and the introduction text need to create interest for the reader. Neutral corporate language is not creating any reaction.
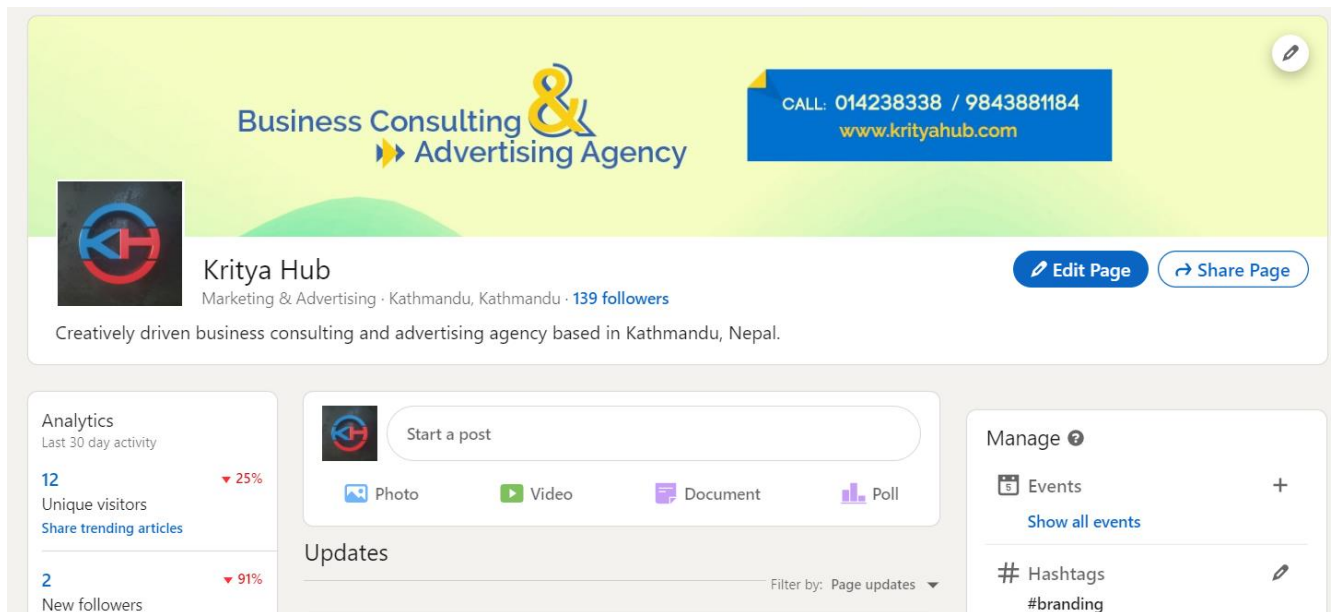
PICTURE 3: LinkedIn homepage of the case company

According to Sunil Acharya, the branding and advertising director of Kritya Hub, *LinkedIn has a good targeting option that lets you reach that targeted audience in this business-to-business world. Although building a solid base and getting a targeted audience outside your direct connection is quite a slow task, however, the efforts do pay off in the long run.*

8.2.4 Twitter

Kritya Hub has had a Twitter account since July 2017. The account was established to gain the attention of potential audiences and clients all the while keeping the company's presence on the platform alive. Another aim for the account was to keep the clients and followers updated about the happenings of the company. As shown in Picture 4, Kritya Hub's Twitter has a total of 38 followers and 62 tweets till Feb 2021. The account might not be as active as it can be, but that's not the current purpose of the account. There are hardly any conversations based on the tweets nor are there any shares of the tweets.

The history of Kritya Hub's Twitter use indicates that there are lots of opportunities how to use Twitter, but the discussion is whether Twitter is the right channel to reach the business-to-business target groups and whether the company has the needed resources for managing the Twitter conversation. Despite that

the company has been posting on occasions, given the nature of work of the company, greeting and company's status keeping its presence alive, even if a little. Ishwor Khanal, the Content Manager for Kritya Hub says *Twitter is where your credibility works. The things you post are taken as your digital voice and if you have a backing and the following, then the things you put on this platform are something that will define you and let you stand me known.*

PICTURE 4: Twitter homepage of the case company

8.2.5 Website

Kritya Hub's website was launched in 2017. The website of a company is one of the first few things the client will check when gaining more information about the nature and the working of the company. Kritya Hub has cashed in on this prospect well, with an updated website that fits the company's image and its nature of work. The website, as mentioned before is mostly used as a showcase to refer to the clients to check out, to give them an idea of how and what work is done here. Along with that, the website contains a short description of the company and its employees, the services it offers, the clients and a few of its works with said clients, and an informative blog section that talks about things related to fields of work of the company as shown on picture 5 below.

The director of Digital Media Marketing for Kritya Hub, Niresh Lamsal says *the website is good as a long-term investment, if you make sure to maintain a good ranking through SEO, then the potential of clients and partners finding and communicating with you would happen organically.*
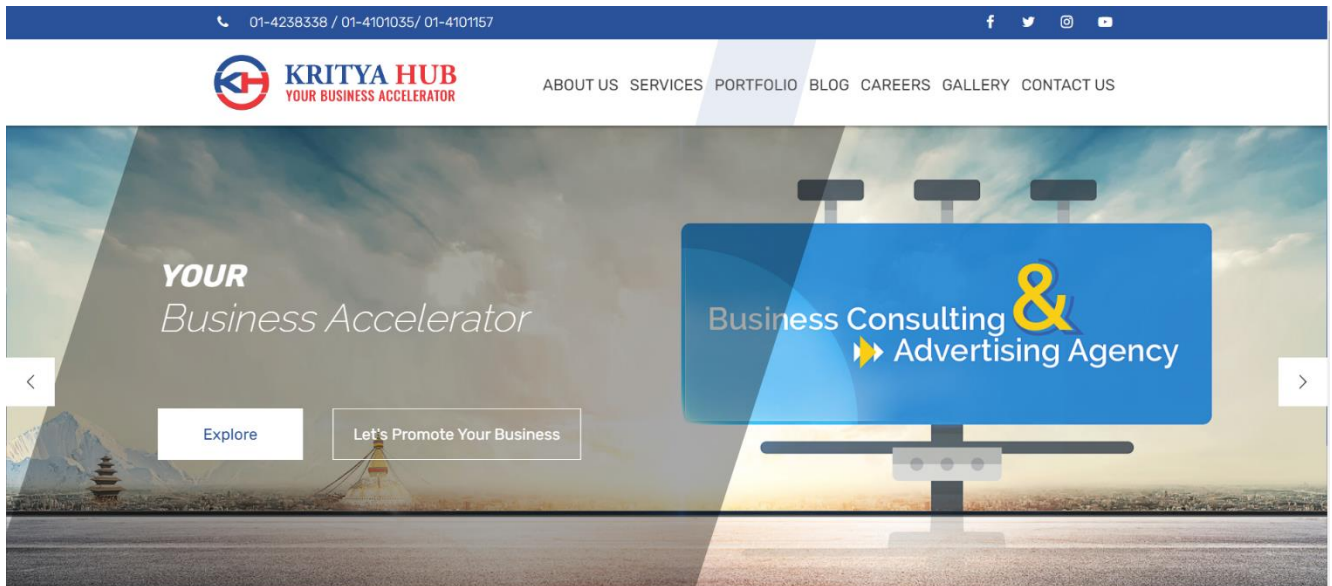
PICTURE 5: Homepage of case company's website

8.2.6 YouTube

Kritya Hub's YouTube channel has never had a strong focus but is rather just a place to showcase some of its works that fit into the website. Started in the July of 2017, with its first upload being an advertisement of the company itself which was posted in May the next year. This trend continued for a while but in recent years, more marketing and branding videos have been produced by the company showcasing its work for its client companies and its milestone announcements. This includes new product launches, collaborative and informative videos made for client companies which is shown in picture 6. The channel is not being promoted in other social media channels of the company except for a link to the channel on the website.

The Creative Consultant for the company, Dipendra Dhakal says *it's an investment, an investment of both time and resources to be active on this platform. It takes a lot of that and a lot more effort to be relevant there.*
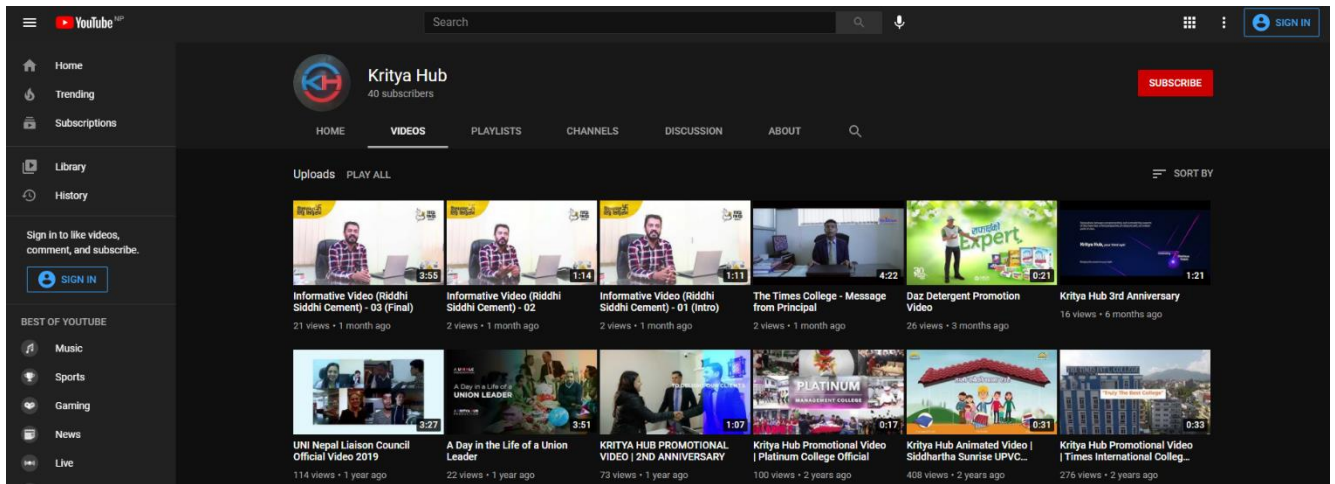
PICTURE 6: YouTube homepage of the case company

8.3 SOSTAC model

The SOSTAC model is comprised of six different variables which ensure a thorough consideration of the most relevant factors which determine a good digital marketing strategy, namely (S)Situation analysis, (O)Objectives, (S)Strategy, (T)Tactics, (A)Actions, and (C)Control (Chaffey et al., 2013). Kritya Hub needs to form a digital marketing plan by using the SOSTAC planning model.

8.3.1 Situation analysis

When it comes to the Situation analysis, it provides an overview of the organization is present. To outline a digital marketing strategy for Kritya Hub, it is necessary to collect information about the business's internal resources and external environment. Kritya Hub needs to understand who they are, what they do, and how they can reach potential customers.

Kritya Hub should have a clear understanding of their current situation, their targeted customer, resources, and as well as their competitors. Both internal and external analysis of the company including a brief analysis on their digital channels whether they are successful to reach the target customer or not should be carried out.

Based on the findings of the study and to summarize the current state analysis, the SWOT method was chosen. SWOT is a short form of Strengths, Weakness, Opportunities, and threats. SWOT analysis will help in the utilization of the resource 20 smartly to get maximum profit.

Based on the findings of the study and to summarize the current state analysis, the SWOT method was chosen. SWOT is a short form of Strengths, Weakness, Opportunities, and threats. The strength of the case company is its brand awareness among regular and business-to-business customers when it comes to the field of advertisement. The team is also experienced with an excellent understanding of the digital market and functioning through many supporting departments like branding, marketing, and research. Kritya Hub also stays connected to its users regularly through various channels and mediums such as social media platforms like Facebook, Instagram, and LinkedIn, all having a variety of contents.

When talking about the weaknesses that Kritya Hub as a brand has is the lower number of followers they have on social media compared to its competition despite the aforementioned public knowledge about the brand. Also despite the excellent team, the company is lacking in resource allocation. An example of this is that there are only two people who directly responsible for digital marketing in the entire company. There's also a lack of synchronization between the departments. The regular updates on the social media platform are also lacking, for channels other than Facebook which has managed to give regular updates till this date. A final weakness the company carries is the lack of use of paid advertisements on social media.

As a digital marketing company, the brand has many opportunities to expand. Digital messages, for example, can be more targeted to fit target groups via tools other than Facebook. The company has also not had much experimental experience with SEO and email marketing tools and the integrations from digital marketing applications to customer relationship management tools still do not exists. So there's room for improvement which is usually taken as a positive trend in the case company.

The threat for Kritya Hub is the increasing competition for digital visibility in the advertising business. There is also a lack of awareness among the customers. A large portion of the business-to-business target group is still not comfortable with the digital tools and devices and there is also the problem of there being a lack of a proper international payment gateway for promotional activities on various social media platforms.

TABLE 3: SWOT Analysis

Strength	Weakness
- Kritya Hub is a well-known brand among customers and business-to-business customers around Kathmandu in the field of advertising. - Experienced and dedicated team with an excellent understanding of digital marketing. - Kritya Hub connects its users regularly through various kinds of media like Facebook, Instagram, and LinkedIn. They have variations of content for different channels. - The digital marketing function has many supporting departments like branding, marketing, and research.	- Kritya Hub has a comparatively lower number of followers on its social media channels in comparison to other competitors. - Lack of resources, currently there are only two people who are directly responsible for digital marketing in the company. - Lack of synchronization between various departments. - Less use of paid advertising on social media. - No regular updates on social media channels other than on Facebook.
Opportunities	**Threats**
- Digital messages can be more targeted to fit target groups via tools other than Facebook. - SEO and email marketing tool have not been tested before. - Integrations from digital marketing applications to customer relationship management tools do not exist. - There is room for improvement which is considered a positive trend in the case company.	- Increasing competition and high competition in digital visibility in the advertising business. - Lack of awareness amongst customers. A large portion of business-to-business target groups is not comfortable with digital tools and devices. - Lack of proper international payment gateway for promotional activities on various social media platforms.

8.3.2 Objective

Another aspect regarding digital marketing strategy and its application in practice as perceived through the SOSTAC model is the overall objectives and goals of a digital marketing strategy. The main objective of the case company is to satisfy market demand and generate profit and market share. Other objectives for Kritya Hub include building brand awareness and reputation for service and products while discovering where the most valuable consumers are.

It is the stage where a company decides where it wants to be. It can be more explained by the 5'S objective sell, serve, speak, save, sizzle. Kritya Hub needs to promote its services on the internet and be more active on various digital media platforms to communicate with both existing and potential customers. Kritya Hub should pay more focus on its existing social media channels and website because it is the first place where customers find them. Kritya Hub needs to communicate more about services and facility which it provides to the customer. Kritya Hub should stay in connection with its target group and make them aware of their situation and upcoming projects. A digital marketing channel is the best way to reach the maximum number of customers in a short period with less money being used so, Kritya Hub should focus on it. Kritya Hub needs to clarify why they are on the digital channel, what are its objective to be on it.

8.3.3 Strategy

When it comes to the digital marketing strategies and application in the case company, the interview of the research indicates that Kritya Hub has a defined digital marketing strategy for their brand. It is important for Kritya Hub to define the target market and to segment that market effectively. The digital marketing plan needs to focus the marketing message consistently across the various digital marketing channels with a defined content strategy.

"Digital media marketing strategy for any business is most important because that is probably the first point of contact between us and customers. It also helps you reduce the entire communication process." said Niresh Lamsal, Director of Digital Media.

Digital marketing strategy for any company is a combination of various ideas and co-related strategies of various departments. A similar approach is also taken by Kritya Hub, CEO Janak Singh Dhami

explains: *Digital marketing system at Kritya Hub is layered within a brand strategy and an advertising strategy, all wrapped up into one definite strategy to achieve of marketing objective.*

8.3.4 Tactics

When it comes to defining tactics, it means planning a detailed strategy for your digital marketing objectives. Tactics include the marketing mix, content plan, and medium to share those content. Kritya Hub needs to focus on the 7Ps of the marketing mix product, price, place, promotion, people, process, and partnerships.

The data from the interviews signifies that Kritya Hub has started to use regular data-driven objectives to plan, execute and modify their digital marketing strategies. According to the Client Communication Manager, Sushmita Pandey, *the tactics of their digital marketing strategy are data-driven: we set our weekly, monthly, and quarterly goals and analyze the reports regularly. We use various management and analytics tools to set the tactics and the overall execution of digital marketing strategies at the respective platforms.*

8.3.5 Action

"What actions are to be taking and how will the resources be devoted to each task?. Once the tactics are defined, we schedule a set of activities for our various digital media platforms" explained Avishek Shrestha, social media officer at Kritya Hub. It is a stage where a company decides on who will source the materials and writes prospective content for Facebook, Instagram, or Twitter and what resources and timelines will be required to build the material.

Regarding the actions taken by the case company, the gathered data from the interviews indicates that they tend to use timeframes to define and execute their digital marketing efforts which are based on situational circumstances.

8.3.6 Control

When it comes to the control of the digital marketing strategy, the gathered data from the interviews indicates that they tend to assess the overall effectiveness of their digital marketing strategies on regular basis. By monitoring the key performance indicators regularly, the case company can identify what channels bring the most leads, and have the customers progressed along the sales funnel from the awareness stage as buying customers.

According to the interviewed professionals measuring, monitoring, and leading with data are important factors that provide facts about the effectiveness of their digital marketing strategies. *"Continuous monitoring enables agile digital marketing. The advantage in digital marketing compared to traditional marketing is that the analytics and data are real-time and quickly available so that agile marketing is possible."* as mentioned by Niresh Lamsal, Director-Digital Media.

8.4 Recommendations for better digital media marketing

All businesses need to review how they can harness the latest digital marketing trends so they can apply the latest development to formulate an effective digital marketing strategy for their business. Digital Marketing is the key tool for a company to raise awareness and cost-effectively grow their business in the Nepalese market. Here are some recommendations for Kritya Hub to leverage its digital marketing strategy in the future.

Kritya Hub should strengthen its presence on social media platforms other than Facebook. Audiences are switching to new platforms like Instagram, Twitter, and YouTube, and hence Kritya Hub should define a clear content plan for these platforms. LinkedIn can also be an important platform for them to reach new prospects. The company should focus on search engine optimization against keywords related to their business, like digital marketing in Nepal, social media marketing, the best digital marketing agency in Nepal.

Kritya Hub as a brand should increase the frequency of posting content on its social media channels and share its in-house events through live streaming and produce more video content on their social media channels. Proper content planning should be done for the digital marketing channels of the company. They should post more engagement and informative content which will add value to their followers in addition to regular service promotion.

Kritya Hub should also develop a long-term method for compiling available data to better analyze differing customer engagement times and determine which social channels better serve business and what customers respond more to.

8.5 Digital media plan for kritya hub pvt. ltd.

From the analysis above, it is revealed that the case company has some weaknesses in digital marketing and must make a digital marketing strategy to influence the target market. From the analysis of the case company's current performance on various digital media platforms, it is found that the SEO activities of the company are not satisfactory. Moreover, Kritya Hub uses Facebook as their major social media channel while channels like Instagram, Twitter, and LinkedIn are being missed out.

The plan for digital marketing has been made in this project paper. Firstly, Kritya Hub should analyze their current situation with a SWOT analysis and determine their digital marketing strategy for the future. Authorities must determine whether the digital marketing activities will be efficient in achieving their business goals or not and define SMART objectives for their digital marketing plan. After defining the marketing objectives Kritya Hub must define the marketing strategies for each digital marketing tool applicable in Nepal.

On the other side, Kritya Hub should employ a team of experienced professionals with expertise in SEO, email marketing, Twitter, and LinkedIn who can design complete digital marketing campaigns competently because they have more knowledge and understanding of these platforms. Kritya Hub should also create regular blog content that promotes their services and guide the visitors about their field of work. A regular newsletter can be sent to regular subscribers and prospective clients via email, social media along with the traditional post. A specific budget allocation should be made to make digital marketing campaigns successful.

9 DISCUSSION AND CONCLUSION

This chapter provides the summary, conclusions, and recommendations on the application of digital media as a marketing tool amongst Nepalese startups. The primary aim of this thesis was to answer the question of how effectively startups in Nepal have been applying digital marketing into their business operations in today's market. With this thesis, we aimed to provide an insight into the concept of digital marketing and understand how the case company for this study, Kritya Hub, uses digital marketing channels to maximize its potential clients in Nepal.

The research was based on the perspective of the people working in the field, and the use of the quantitative research method. Several questions were asked to the company, questions based on digital marketing strategies and experiences from existing literature, about the purpose, strategy, challenges, and results of adopting digital marketing strategies on business. The same questions and queries were also presented to other digital marketing agencies, and their insights were also taken into account for this research.

From the conclusions drawn in Chapters 7 and 8, it was found that digital marketing is growing rapidly among the startup community in Nepal. Subsequently, the results from the Nepalese startup sector and case company revealed three themes, Digital marketing tools, Digital marketing strategies and Applications of digital marketing in Nepalese startups.

Research findings indicated that startups are adopting digital marketing heavily and considering it as an effective method to promote and boost up their sales in Nepal. However, it is shown that the utilization of social media platforms varies across startups, according to their business nature and target audiences. Moreover, Facebook is considered to be the best and most widely used social media platform by the Nepalese startup sector. Furthermore, many startups are taking digital marketing as a very convenient and long-term marketing strategy for their business. Applications and results of digital marketing are encouraging Nepalese startups to come up with new ideas, thus the growth of digital marketing seems sustainable. Nowadays, customers are spending more time being active online, so it is an opportunity for every startup to catch the attention of customers and connect their business with the targeted audience. Since customers have many options available while making a purchase decision, it is very important to win the customer's heart with the right content on the right platform.

In conclusion, we can say that, when it comes to the digital marketing application, it becomes evident that the ever-changing digital environment has an impact on the digital marketing strategies executed by the startups in practice. Besides the advantages of digital marketing, there are some difficulties and challenges while adopting it. Therefore, the digital marketing strategies in the Nepalese startup sector are seen to be more flexible and adaptable.

Digital media marketing ensures business growth by attracting new customers and creating brand loyalty helps to retain customers for startups. The study confirmed that before starting online marketing for any startup, they need to know the essence, concept, and goals of the company. Overall, the growth and application of digital marketing in the startup sector of Nepal seem sustainable.

However as Digital Marketing is a vast subject, it's not practical to summarize all of its aspects in a single study. We do recommend studying the market through the customer's perspective as a follow-up, as that is a perspective that we were not able to capture for this research. Some interesting insights are the likeliness of customers trusting digital marketing sources enough to make connections with organizations working in the field for their service. Then there's the question of the degree to which a digital marketing agency can satisfy the needs of its customer and their demands. The customer's perspective on the subject is as much a vast topic for research as the companies' perspective, and the importance is also as high for getting the maximum reach with the customers.

We should not lead the conversation towards the answers we want to hear precisely in the interview part of the research for further research. The researcher should obtain the truthful information which exists out there. On the other hand, in open-ended questions, it is better to focus on the WH question, why, and what. Future researchers need to expect the unexpected because we can never prepare ourselves for everything during an interview session. It is always better to have more respondents to get an accurate result from the research.

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APPENDIX 1

Preliminary Research Questionnaires:

We let people know that participation in this research is voluntary and their data are non-anonymous and confidential.

Name of the Company:

Type of the Company:

1. What is your gender?

2. What is your current position in the company?

☐ CEO

☐ Marketing Manager

☐ Marketing assistant

☐ Brand Manager

☐ Sales Manager

☐ Other specify

3. How familiar are you with the digital marketing concept?

☐ Yes, we are and we understand it very well

☐ We are pretty familiar with the term

☐ Not really but we have heard about it

☐ We have no idea about it

4. If yes, what kinds of digital marketing do you use for your business? (You can select more than one option)

☐ Social Media   ☐ Websites

☐ Email   ☐ Search engine optimization

☐ Pay per click advertising   ☐ Content marketing

☐ Others, please

5. Considering the current situation of Nepal, which marketing source is more effective for a startup?

☐ Print media   ☐ Radio & Television

☐ Digital marketing   ☐ Others

6. Does the company have a defined digital marketing strategy at present?

☐ Yes   ☐ No

7. Since how long has digital marketing been used in your business?

☐ 1 year ago   ☐ 2-3 years ago

☐ 4-5 years ago   ☐ more than 5 years ago

8. How often do you update your business on online platforms?

☐ Daily   ☐ Alternate Days

☐ Twice a week   ☐ Once a week

9. What are the most common methods for your customers to contact you? (Mention at least two methods)

☐ Social Media   ☐ Website

☐ Email   ☐ Office Visit

☐ Telephone

10. In your opinion, how applicable is digital marketing in reality to reach targeted audiences?

☐ Useful   ☐ Very Useful

☐ Satisfactory   ☐ Poor

11. Below are common reasons for using digital marketing, please rate them in terms of importance from your point of view according to scale 1 (Unimportant) to 4(Extremely important)

o Cost-saving

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

o International presence

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

o Customer engagement

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

o Easy to measure return on investment

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

o Collect insights into customer's preference and opinions about a product/service

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

o Able to reach more prospects regardless of geographical distance

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

12. Based on your experience, how effective do you consider these digital marketing activities for your business?

Extreme   Good   Satisfactory   Not at all

a. SEO

b. Email

c. PPC

d. Social Media

e. content

13. What percentage of the marketing budget of your enterprise was spent only on digital marketing in 2019?

☐ Less than 30 percent   ☐ 31 percent – 50 percent

☐ More than 50 percent

14. What changes will the company make to its current digital marketing expenditures in 2021?

☐ Maintain the current spending

☐ Increase the current spending

☐ Reduce the current spending

15. Which digital activities will the company focus on and invest further in 2021?

☐ Web design and SEO

☐ Social media

☐ Pay-Per-Click advertising

☐ Email marketing

☐ Viral/ Content marketing

☐ Mobile marketing

16. How would you rate the digital marketing method based on its performance and result?

17. What are the major problems that your business is facing while adopting digital marketing?

18. What are the positive and negative changes that you have noticed in your business after implementing digital marketing strategies?

19. As an entrepreneur what would you like to suggest to other startups which are not following digital marketing methods?

APPENDIX 2

Interview questionnaires for Kritya Hub employees

1. What position and duties do you play in Kritya Hub?

1. How long have you been working with the company?

2. How do you handle customer complaints?

3. What is your target audience?

4. What factors are you employing to cope up with the growing competition from other

5. What are the marketing tools and tips used by your company to enhance sufficient market trends, needs, and growth?

6. Do you find the use of digital media useful for the company's success?

7. Has the company benefited from using digital media to achieve its marketing objectives?

8. How do you track the implementation of the digital marketing strategy?

9. Please describe any problem that may have surfaced from the use of digital media technologies in marketing your company?

10. Could you give any advice or recommendations for startups who are thinking of creating digital marketing strategies for their business?