

Literature Review Investigation in the Field of Digital Marketing

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Abstract. Micro, Small, and Medium Enterprises (MSMEs) are regarded as a thriving and dynamic segment of the global economy. MSMEs prefer to use social media marketing due to its ability to connect with a large number of potential customers at once, low cost, ease of use, and technical manageability. As a result, social media marketing is quickly gaining popularity among businesses and is now regarded as a critical component in improving performance. Thus, this paper presents a systematic literature review (SLR) of previous research studies on social media as a digital marketing tool for MSMEs. In this work, the research procedure focuses on the subject matters related to social media, digital marketing, and MSMEs, which are selected from digital databases, such as Scopus and Web of Science (WoS). The study selection process entails looking into two factors: i) literature sources, articles, and journal publications published between 2014 and 2024, and ii) the direction of the study of MSMEs in the context of social media marketing tools. The articles were screened and filtered to remove duplicates before reading the full-text articles. The final result included 16 articles that will be used in this study. According to previous findings, most studies used a quantitative approach, the most common research method. The literature review study analyzed 16 research articles that suspected social media as a digital marketing strategy to help MSMEs sell more.

Keywords: Digital Marketing; MSMEs; Social Media; Systematic Literature Review

INTRODUCTION

Social media is a part of digital marketing and is one type of technological development that does not require any additional resources. Social media is becoming a more popular option for businesses because it allows for personalized communication (Siamagka et al., 2015). Social media offers a low-cost way to post products and services, manage content, track customers, and promote services and brands. Social media used for business is called social media marketing, which micro and small-scale businesses can use due to its low cost and minimum technical requirements (Ferrer et al., 2013). Social media marketing continues to grow exponentially among businesses (Alkhatib, 2015; Legner et al., 2017).

Some studies that have been conducted regarding social media are Ahmad et al. (2019) and AlSharji et al. (2018) This study investigates how the TOE model affects social media, and the findings show that technological factors do not influence social media adoption; only organizational and environmental factors (environment) do, and social media has no influence on MSMEs business performance. This explains why MSMEs have been dissatisfied with adopting social media and other technologies. This can happen if MSMEs do not choose the right social media, because each social media has different segments and objectives, and each country has different MSME characteristics (Khayer et al., 2021).

Despite widespread academic interest in social media as MSMEs digital marketing tools, particularly as a marketing tool, there has yet to be a systematic review of the concept of social media engagement in social media as MSMEs digital marketing tools. As a

result, and against this backdrop, this paper seeks to examine the studies that have looked into MSMEs. In this context, the following research questions are addressed:

RQ1: What is the overall distribution of the analyzed articles and in which scientific journals are they published?

RQ2: Which articles research are most and least used in the studies?

RQ3: What are the key findings and conclusions about social media as MSME digital marketing tools?

The first research question is to determine whether there has been a significant increase in this topic in recent years. Even though most topics gain more publications over time, those whose academic interest is not sustained over time do not grow. RQ2 is proposed to outline the current state of applied articles research, as well as to identify research gaps in the field of social media as MSME digital marketing tools. Finally, the third research question aims to broaden our understanding of social media as MSME digital marketing tools.

To answer the research questions raised above, a systematic review was conducted with the goal of synthesizing the findings of primary research on social media engagement in digital marketing tools the last twenty years. The remainder of this paper is organized as follows. First, the methodology used in this study is presented. The findings of the scientific contributions are then presented, followed by a discussion section. Finally, we discuss the systematic review's limitations, future research directions, and key conclusions.

LITERATURE REVIEW

Digital Marketing

Digital marketing has numerous advantages. Specifically, it has the potential to increase MSME income, which is extremely profitable for MSMEs in Indonesia. However, the Indonesian MSME sector has yet to capitalize on digital marketing for a variety of reasons, including a lack of technological awareness, inadequate supporting infrastructure, and the country's geographical location. As a result, there are several simple ways to run a business using digital marketing, such as establishing marketing goals, selecting a digital platform to use, determining a budget, and creating content to pique customer interest. Customers receive added value when using digital marketing. (Redjeki & Affandi, 2021).

Social Media Marketing

Social media marketing (SMM) is the use of social media to facilitate interactions between consumers and organizations (Ananda et al., 2018). The adoption and use of social media for marketing purposes by fashion companies and culinary or brands has become widespread. Marketing is an important business function that focuses on acquiring and retaining customers. Due to the ever-increasing use of the internet and smartphones, MSMEs can access new markets, offer diverse products and services, and improve customer involvement in product development (Salam et al., 2021). The use of digital marketing by MSMEs is a significant example of technology acceptance for marketing among SMEs (Ritz et al., 2019). People use various online networks such as Facebook, Wikipedia, Twitter, YouTube, Instagram, TripAdvisor, online forums, ratings and review forums to share experiences and interact with one another (Bismo & Yuniarty, 2022).

MSMEs (Micro, Small and Medium Enterprises)

MSMEs are the backbone of the country's economy, and they must adapt to change. Additionally, the government and stakeholders must encourage MSMEs to meet current demands. The government should provide facilities to boost the competitiveness of MSMEs, such as holding training programs, mentoring, easy access to financing, licensing, supply chain alliances, and digitizing MSMEs (Rana et al., 2019)

METHODS

To organize the basic structure of this work and to ensure transparency of the process with coherent results, we followed the steps suggested by Ayokunmi et al. (2022) and Einsle et al. (2023). The study itself was elaborated according to the PRISMA guidelines (Liberati et al., 2009; Moher et al., 2010). To reduce selection bias, articles were collected from four different electronic databases, rather than a single database (Liberati et al., 2009). To avoid publication bias, special emphasis has been placed on objectivity when selecting and including articles, as well as transparency and reproducibility of results. As a result, the following electronic databases were used Scopus and Web of Science (WoS). Data was collected between 2014 and 2024.

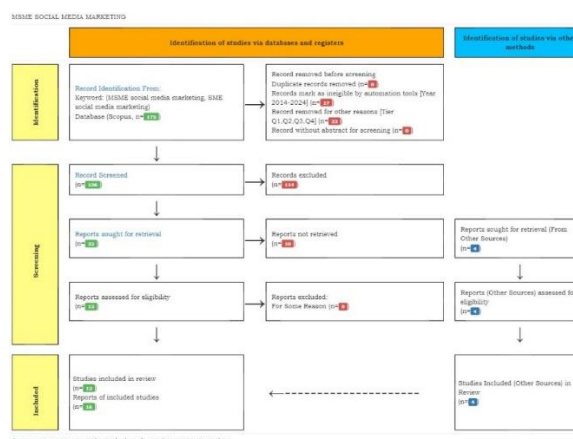
Search criteria

As a search strategy, the search terms used had to appear in the title, abstract, or author-provided keywords. The search terms included variations on "MSME social media marketing" AND "SME social media marketing". With these search criteria, 208 records were found, including 175 from Scopus and 4 from others (WoS). After analyzing these records, a subsequent search of the bibliographic references of the found studies was carried out to obtain all the articles addressing the topic in question (Einsle et al., 2023).

Inclusion and exclusion criteria

We used articles published within the last ten years, articles from scientific journals, articles written in English, and thematic relevance as inclusion criteria. A 10-year timeframe was chosen because online social media are relatively new, with development and widespread use only beginning in recent years. As a result, previous articles are not relevant to the current analysis. The languages chosen are among the most widely used in science and in the authors' own fields. Conference proceedings, early access articles, books, book chapters, and other types of publications other than those listed in the inclusion criteria were excluded, as were all articles published before 2014, duplicate articles, and studies conducted outside the scope of or unrelated to MSMEs digital marketing tools.

Figure 1. Flow chart of the corpus collection process



Research process

The flow chart in Figure 1 depicts the search protocol and the recording of the studies included in the synthesis. The articles were initially identified using the four databases mentioned above. According to Einsle et al. (2023), manually added sources (n = 4) were included because this may not be sufficient for a comprehensive systematic review. As a result, all reference lists from the primary studies were analyzed to identify additional articles to include.

The total number of identified records (n = 175) was then checked for duplicates, which were removed. After that, the exclusion criteria were applied, and records that did not meet the inclusion criteria were sorted. Finally, 16 studies remained and were incorporated into the final synthesis. The relevant information for this study was extracted from these selected articles, including the authors, year of publication, journal, type of social media as digital marketing tools analysed, Report Rapid Systems (RRSs) or social media analysed, the study's aim, and the relevant engagement results and conclusions.

RESULT AND DISCUSSION

Overtime distribution

Although studies in English were also accepted under the language inclusion criterion, all of the articles in the synthesis were written in English. The first identified article was published in 2014. In response to the first research question, which concerned the annual distribution of articles, it was discovered that interest in the subject has increased in recent years. Only one study was discovered each year for the first three years of the analysis. Interest in the field of study has increased since 2014, with some fluctuations until 2020, when it will expand. By the end of 2024, there had already been six published articles about MSMEs in relation to digital marketing tools. Table 1 shows how the studies were distributed among the journals. International Journal of Data and Network Science the most articles related to the topic of study during the analysis period, with three publications. Following that, Cogent Business & Management and Sustainability all published two articles. The rest of the journals had one publication each.

Table 1. Distribution of published articles by journal

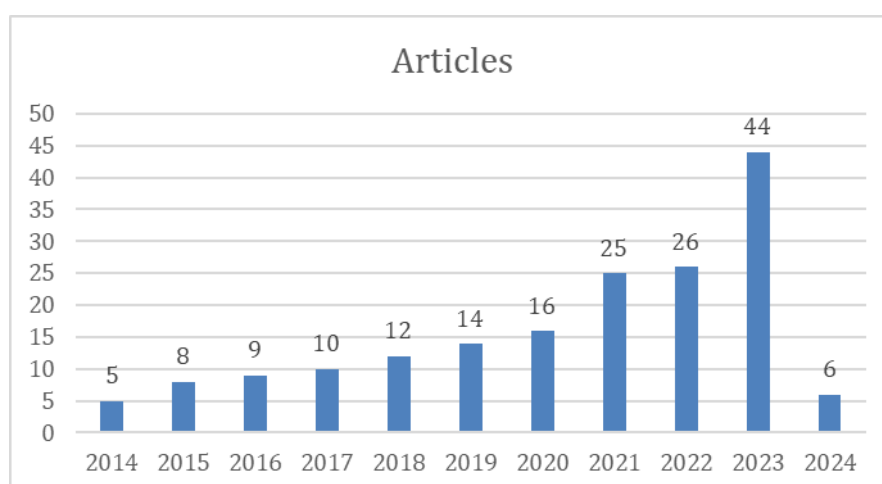
Journal's Title	Journal Rank	Number of Published Articles
Annals of Tourism Research	Q1	1
Cogent Business & Management	Q2	2

Data	Q2	1
International Journal of Data and Network Science	Q2	3
International Journal of Information Management	Q1	1
Journal of Enterprise Information Management	Q1	1
Journal of Entrepreneurship in Emerging Economies	Q1	1
Journal of International Marketing	Q1	1
Journal of Transnational Management	Q4	1
SAGE Open	Q2	1
Sustainability	Q1	2
Vision: The Journal of Business Perspective	Q3	1

4.2 Research articles

Concerning the second research question on the type of methodological approach as well as the type of analysis used, the results are reflected in Figure 2. Regarding the articles research (Figure 2), it could be observed that 6 articles in 2024, 44 articles in 2023, 26 articles in 2022, 25 articles in 2021, 16 articles in 2020, 14 articles in 2019, 12 articles in 2018, 10 articles in 2017, 9 articles in 2016, 8 articles in 2015, and 5 articles in 2014.

Figure 2. Research article over time



The first activity was to conduct a literature review to see if there had been any previous research on using social media as a digital marketing tool to help MSMEs sell more. One way to increase sales volume for MSMEs is to conduct promotions or marketing using technological sophistication. Mastering social media knowledge can help with a variety of tasks, particularly in digital marketing. According to this review, the role of social media in the use of digital marketing in increasing sales volume for MSMEs is constantly updated with new information, particularly technological updates.

Furthermore, by reminding and clarifying MSMEs' daily activities, they can continue to improve their digital marketing knowledge; the goal is to compete with other competitors, particularly in the field of social media; this is part of an increasingly sophisticated service, particularly in the field of digital marketing. The rise of MSMEs has inadvertently forced business owners to embrace digital marketing, particularly social media marketing, as a tool for business expansion. MSMEs can benefit significantly from digital social media marketing for their businesses. MSME actors will eventually increase marketing to gain a competitive advantage for themselves, display brands efficiently, and improve communication and interaction with potential customers, suppliers, and even competitors. Using digital media to help MSME actors control their buying and selling activities will benefit both consumers and business actors. Social media brings consumers and business actors closer together, makes it easier to provide information, and allows them to provide services for business actors to consumers.

Table 2. Summary table of the articles included in the synthesis investigating social media digital marketing in the context of MSMEs

Autor/s (Publication Date)	Social Media	Aims	Results Regarding Engagement
Cabiddu et al. (2014)	Facebook	<ul style="list-style-type: none"> Identify social media affordances for customer engagement in tourism. Examine recognition process in engaging customers through social media. Explore triggered engagement and customized engagement in tourism customer engagement. 	<ul style="list-style-type: none"> Customized engagement involves personalizing communication based on individual preferences. Triggered engagement initiates customer encounters based on external events.
Nobre & Silva (2014)	Facebook	<ul style="list-style-type: none"> Investigate how social networks impact strategy of small medium Portuguese enterprises. Analyze four cases using semi-structured interviews to compare outcomes. 	<ul style="list-style-type: none"> Facebook enables SMEs to advertise brands, communicate with consumers effectively. SMEs on Facebook experience increased brand familiarity and consumer knowledge. Companies benefit from increased sales and membership through Facebook presence.
Odoom et al. (2015)	Facebook and Twitter	<ul style="list-style-type: none"> Investigate motivations and benefits of social media in SMEs. Examine interactivity, compatibility, and cost effectiveness as motivations. Compare social media usage effects between product-based 	<ul style="list-style-type: none"> Interdependencies of social media motivations show positive but erratic effects. Facebook outperformed Twitter in generating performance benefits among SME users

Autor/s (Publication Date)	Social Media	Aims	Results Regarding Engagement
		and service-based SMEs.	
Kang & Park (2018)	Facebook, Twitter, and LinkedIn	<ul style="list-style-type: none"> • Measure impact of message structural features on purchase intentions. • Examine the role of firm size as a moderator in marketing. 	<ul style="list-style-type: none"> • Interactivity has the highest return on purchase intention. • Immediacy and formality also positively impact purchase intention.
Chatterjee & Kumar (2020)	Facebook	<ul style="list-style-type: none"> • Identify factors aiding SMEs in adopting Social Media Marketing mechanisms. • Explore impact of SMM on business performance, sales, customer connection, and creativity. 	<ul style="list-style-type: none"> • Perceived usefulness, ease of use, and compatibility positively affect SMM impact. • Facilitating conditions have an insignificant impact on SMM use. • Cost has a significant negative impact on SMM adoption by SMEs.
Amoah & Jibril (2021)	Facebook, YouTube, etc	<ul style="list-style-type: none"> • Assess social media's impact on SMEs' financial performance and customer attraction. • Evaluate the use of social media as an advertising tool for SMEs. 	<ul style="list-style-type: none"> • Social media usage significantly impacts financial performance, business motivation, and customers' perspective. • Company's business strategy is a significant control variable for social media usage.
Djakasaputra et al. (2021)	Facebook (FB), WhatsApp (WA), and Instagram (IG)	<ul style="list-style-type: none"> • Analyze relationship between digital marketing, quality service, and sales performance. 	<ul style="list-style-type: none"> • Digital marketing significantly impacts quality service and sales performance. • Quality service has a significant effect on sales performance.

Autor/s (Publication Date)	Social Media	Aims	Results Regarding Engagement
		<ul style="list-style-type: none"> Conduct quantitative study on 125 SMEs in Banten, Indonesia. 	<ul style="list-style-type: none"> Discriminant validity testing confirms model reliability.
Purba et al. (2021)	WhatsApp (WA), Instagram (IG), Facebook (FB) and other social media facilities can significantly increase revenue	<ul style="list-style-type: none"> Analyze effects of digital marketing and e-commerce on MSMEs during COVID-19. Investigate relationships between digital marketing, e-commerce, business sustainability, and financial performance. 	<ul style="list-style-type: none"> Digital marketing significantly affects business sustainability and financial performance. E-commerce has a significant effect on business sustainability. E-commerce does not significantly impact financial performance. Financial performance does not significantly affect business sustainability. MSMEs use social media for marketing during challenging times.
Olaleye et al. (2021)	WhatsApp, Instagram, Facebook, and Twitter	<ul style="list-style-type: none"> Examine social media adoption impact on SME performance in West Africa. Investigate the mediation-moderation effect on SMEs during COVID-19 pandemic. 	<ul style="list-style-type: none"> Satisfaction mediates between performance and social media adoption factors. Social media boosts productivity and customer satisfaction for SMEs. Privacy positively influences SME performance and customer satisfaction.
Salam et al. (2021)	Facebook, Instagram, WhatsApp, blogs and other online forums	<ul style="list-style-type: none"> Explore SME retailers' acceptance of social media marketing during COVID-19. Investigate factors influencing technology-based solutions acceptance among SMEs. 	<ul style="list-style-type: none"> Most hypotheses accepted, showing significant relations between constructs as posited. Limited evidence in literature on social media marketing based on TAM.

Autor/s (Publication Date)	Social Media	Aims	Results Regarding Engagement
Chatterjee et al. (2021)	Facebook	<ul style="list-style-type: none"> Examine SMM impact on sustainable growth of SMEs in emerging economies. Investigate moderating role of SME leadership support on SMM usage. 	<ul style="list-style-type: none"> SMM tools enhance sustainable growth of SMEs in emerging economies. Leadership support accelerates actual usage of SMM tools for growth.
Sinha & Fukey (2021)	Facebook and Instagram	<ul style="list-style-type: none"> Explore factors enhancing SME visibility in the digital landscape. Examine challenges faced by SMEs in improving visibility and reachability. 	<ul style="list-style-type: none"> Study focused on SME visibility through social media and customer interaction. SCRM emerging as a crucial topic for marketing research.
Wahid et al. (2023)	Facebook and Instagram	<ul style="list-style-type: none"> Examine effects of content characteristics, language, and nonverbal information on engagement. Provide guidelines for global brands engaging with consumers in emerging markets. 	<ul style="list-style-type: none"> Informational content generates higher social media engagement than emotional content. English and code-switched languages improve social media engagement. Nonverbal information has no significant effects on social media engagement. Foreign languages have negative moderating effects on informational content engagement. Nonverbal information does not moderate the relationship between content and engagement.
Abbasi et al. (2022)	Facebook and Instagram	<ul style="list-style-type: none"> To determine factors influencing SMEs' social media marketing adoption. To investigate the role of competitive industry as a 	<ul style="list-style-type: none"> Deep learning offers higher predictive accuracy compared to PLS results. Perceived relative advantage, cost, top management support, competitor pressure influence adoption.

Autor/s (Publication Date)	Social Media	Aims	Results Regarding Engagement
		moderator.	
Bruce et al. (2023)	Facebook, Twitter, Instagram, and LinkedIn	<ul style="list-style-type: none"> • Explore social media integration impact on SME manufacturing firms' sustainability. • Investigate the correlation between social media usage and SME performance. 	<ul style="list-style-type: none"> • Social media integration positively correlates with SME manufacturing firms' performance. • Customer engagement directly impacts firm performance, behavioral intention, and word-of-mouth. • Hedonic consumption leads to greater customer engagement effects on firm performance. • B2B companies benefit from social media integration for customer satisfaction and sales.
Alnajim & Fakieh (2023)	Email, Facebook, Twitter, and Instagram	<ul style="list-style-type: none"> • Understand tourists' intentions for social media travel planning in Saudi Arabia. • Develop a machine learning model for Saudi tourism SMEs. 	<ul style="list-style-type: none"> • Tourists' intentions to use social media influenced by perceived usefulness. • Visit characteristics affect marketing-generated content but not user-generated content.

The evolution of marketing in the digital era, particularly through social media platforms, poses a persistent challenge for Micro, Small, and Medium Enterprises (MSMEs) amidst a crowded competitive landscape. Typically, MSMEs adhere to traditional marketing methods, often engaging in direct customer outreach. However, these conventional approaches frequently fall short in terms of broad outreach. Digital marketing, leveraging various online channels such as email, websites, blogs, and diverse social media platforms, presents a compelling alternative. According to Drummond et al. (2020), employing digital marketing via social media platforms like Facebook, Whatsapp, Tik Tok, and Instagram can substantially boost revenue streams for MSMEs, especially amid the ongoing pandemic. Harnessing social media enables MSMEs to market their offerings effectively, even facilitating online transactions. Social media, characterized by its accessibility, affordability, and direct reach to potential buyers, emerges as a pivotal tool for MSMEs' growth and sustainability.

Alnajim & Fakieh (2023) that social media is used for travel planning, booking, and making arrangements and Marketer-Generated Content (MGC) influences travel planning decisions on social media. Urgencies of social media as digital marketing tools are social media is crucial for travel planning, accommodation bookings, and research and - Marketer-Generated Content (MGC) is essential for trip planning on social media.

Amoah & Jibril (2021), definitions of social media is a promotional tool in digital marketing for SME development and social media usage predicts positive image/brand motivation for SMEs. It is used for advertising, enhancing financial performance, and attracting customers. Urgencies of social media as digital marketing tools are social media boosts financial performance, business motivation, and customer attraction and it predicts positive brand image, market share, and customer knowledge.

Bruce et al. (2023) social media as digital marketing tools, social media aids in identifying needs and staying competitive for SMEs, it educates clients on sustainability projects and environmental policies, and facilitates communication between companies and customers for firm-customer relationship. Urgencies of social media as digital marketing tools are social media enhances customer engagement, competitiveness, and innovation for SMEs, integrating social media is crucial for business performance and sustainability, and SMEs must adopt social media for digital marketing to gain advantage.

Cabiddu et al. (2014) social media as tools for digital marketing enable customer engagement, social media affordances: persistent, customized, triggered engagement in tourism, customized engagement in social media involves personalized communication with customers, and customized engagement: interaction based on individual-level information, personalizing communication and service. Urgencies of social media as digital marketing tools, enhances customer engagement through persistent, customized, and triggered interactions, and facilitates an action-reaction process in organizations for tangible initiatives.

Chatterjee & Kumar (2020) social media aids in brand building and improving business activities. Social media marketing helps SMEs invest more in digital marketing. Perceived usefulness, ease of use, and compatibility positively affect SMM. Facilitating conditions have an insignificant impact on SMM adoption. Cost has a significant negative impact on the use of SMM. Urgencies of social media as digital marketing tools, social media enhances brand building, business activities, and digital marketing and adoption of social media marketing improves business outcomes for SMEs.

Chatterjee et al. (2021) social media enables sharing voices globally, promoting brands, services effectively. SMEs use SMM for cost-effective advertising, building brands, improving business practices. Social media platforms facilitate online communication between SMEs and consumers. Urgencies of social media as digital marketing tools are social media is crucial for marketing during crises like COVID-19, and SME retailers need to adopt social media for effective marketing strategies.

Djakasaputra et al. (2021) social media: platforms for digital marketing, engaging with customers. Social media enables real-time communication and global transactions. Digital marketing tools include social media platforms for promotional activities. Digital marketing tools: enable real-time communication, global reach for businesses. Digital marketing on social media influences quality service and sales performance. Urgencies of social media as digital marketing tools are social media aids real-time communication and global transactions, digital marketing on social media enhances market reach and sales volume, and social media connects 132.7 million Indonesians to the internet.

Kang & Park (2018) social media is a cost-effective tool for building corporate brand image. It enriches customer relationships and provides access to huge audiences. Structural features like interactivity, formality, and immediacy impact customer purchase intentions. Brand attitude and corporate trust influence purchase intentions more for SMEs. Urgencies of social media as digital marketing tools are social media is cost-effective for building

brand image and customer relationships, social media platforms offer access to large audiences at low cost, social media is integral for relationship marketing and sustainable growth, and technology has transformed communication and decision-making processes.

Nobre & Silva (2014) social media: digital platforms for marketing, communication, and networking. Social media enhances brand image and value through consumer interactions. Social networks are crucial for managing a company's reputation. Utilized for brand promotion, customer engagement, and market research. Urgencies of social media as digital marketing tools are social media enables rapid information circulation and cost-effective communication for firms, direct consumer feedback is easily obtained through social media platforms, and social media's viral nature quickly spreads marketing messages online.

Odoom et al. (2015) social media: extension of traditional media with advanced tools for interaction. Social media extends traditional media with advanced tools for interactions. It connects, builds relationships, and enhances social interactions for enterprises. Augments marketing activities by adding newness to traditional media approaches. Social media usage positively influences performance benefits for SMEs. Urgencies of social media as digital marketing tools are social media offers cost-effective marketing solutions for small-and medium-sized enterprises, social media usage positively influences performance benefits obtained by firms, and SMEs in emerging markets are reaping enhanced social media benefits.

Olaleye et al. (2021) social media platforms like WhatsApp, Instagram, Facebook, and Twitter are effective. Social media competence: Ability to effectively use social media for marketing. Social media competence enhances customer satisfaction and SME performance. Urgencies of social media as digital marketing tools are social media enhances advertising, branding, consumer feedback, and product development and SMEs increasingly rely on social media for marketing, branding, and feedback.

Purba et al. (2021) social media used for marketing goods and services digitally. Digital marketing through WhatsApp, Instagram, Facebook boosts revenue. Platforms like WhatsApp, Instagram, and Facebook enhance revenue through marketing. MSMEs utilize social media to increase product awareness. Social media aids in expanding sales and marketing channels. Urgencies of social media as digital marketing tools are social media boosts sales and revenue for MSMEs and digital marketing tools increase customer awareness effectively.

Salam et al. (2021) social media as a tool for marketing and vying to adopt. Social media as a tool for marketing products and services. Refers to platforms like Facebook, Instagram, Twitter for promotional activities. Urgencies of social media as digital marketing tools are social media is crucial for marketing during crises like COVID-19 and SME retailers need to adopt social media for effective marketing strategies.

Sinha & Fukey (2021) social media enhances visibility, sales, and cost-effectiveness for businesses. Social media strategy enhances visibility and compatibility of SMEs. Social customer relationship management integrates customer-facing practices with social media platforms. Integrated marketing communication makes communication interactive, consumer-oriented, and behavior-oriented. Online communities, forums, blogs, and chat rooms are crucial marketing tools. Urgencies of social media as digital marketing tools are social media boosts visibility, sales, and cost-effectiveness for businesses and integrated marketing communication enhances interactive, consumer, and behavior-oriented communication.

Wahid et al. (2023) social media as a tool for content marketing strategies. Social media as a tool for SMM enhances brand engagement. Content characteristics, language, and nonverbal info impact social media engagement. Factors driving social media engagement: content characteristics, language, nonverbal information. Urgencies of social media as a digital marketing tool are social media enhances brand engagement, awareness, and customer loyalty and it drives traffic, boosts sales, and provides valuable customer insights.

The research papers provide a comprehensive overview of the urgency of social media as a digital marketing tool for MSMEs and SMEs. The papers emphasize the crucial role of social media in various aspects of marketing, such as brand building, customer engagement, crisis marketing, and market reach. It highlights how social media can enhance business performance, customer attraction, and financial benefits while enabling cost-effective marketing solutions for SMEs. The paper also emphasizes the role of social media in real-time communication, global transactions, and obtaining direct consumer feedback. Overall, the research underscores the significant impact of social media on enhancing brand engagement, sales, revenue, and customer loyalty for MSMEs and SMEs, and emphasizes the importance of MSMEs and SMEs adopting social media for effective marketing strategies, especially during crises like COVID-19.

MSMEs leverage social media as a powerful online marketing tool, democratizing market access and enhancing consumer engagement. Social media's pervasive accessibility empowers MSMEs to disseminate product information and interact with consumers effortlessly. Recognizing its significance, a notable portion of scholarly literature, as exemplified (Matarazzo et al., 2021), emphasizes the pivotal role of social media in expanding market share for businesses. Similarly, digital marketing serves as a conduit for businesses to showcase their products innovatively, captivating consumer interest through technological prowess. By embracing digital literacy and creativity in product presentation, businesses can align their offerings with consumer preferences, as highlighted in scholarly research (Zhen et al., 2021).

CONCLUSION

The research papers provide an in-depth analysis of social media as a digital marketing tool for small and medium enterprises (SMEs) and micro, small, and medium-sized enterprises (MSMEs). They highlight that social media marketing fosters dialogue and learning among customers, benefiting all parties, and improves predictive accuracy for SMEs. Additionally, the papers emphasize the role of social media in travel planning, booking, and arrangements and its use in promotional activities for MSMEs and SME development. The impact of social media on brand building, customer engagement, and market research is also discussed. The research underscores the importance of social media platforms in digital marketing tools for goods and services, focusing on improving visibility, sales, and cost-effectiveness for businesses. Overall, the papers emphasize the significant role of social media in enhancing brand engagement, brand awareness, sales, revenue, and customer loyalty for MSMEs and SMEs, especially during crises like COVID-19.

Finding ways to increase market reach through digital marketing. Digital marketing can help to increase marketing profits. The presence of marketing media creates an opportunity to conduct marketing efficiently on a budget, intertwining relationships with consumers and encouraging consumer loyalty. Digital marketing has far-reaching implications for the diversity of existing microenterprises, as it eliminates the possibility of

business actors directly participating in transactions. As a result, the marketing mix is an effective framework for guiding strategy development. First, digital marketing offers a framework for comparing current services to competitors. Second, it can be used to generate alternative strategic approaches for MSMEs.

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