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**How Small Businesses can increase their Sales Revenues by  
Using Online Marketing Strategies**

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**Abstract:**

This study aims to explore how online marketing strategies are increasing the sales revenue of Small Businesses (SBs), particularly in Khairpur, Sindh. Nowadays, SBs are using online marketing strategies to be connected with their customers. This study is qualitative in approach based on multiple case researches. Data was gathered from Khairpur-based SBs owners who gained success using online marketing techniques. Data were gathered through semi structured interviews and analyzed business records, websites, and social media accounts. A thematic analysis of the study revealed that SBs are using social media as a marketing strategy to promote businesses and increase revenues. It was also measured how these online marketing strategies support SBs in handling marketing challenges and maintaining competitive advantage. Online marketing strategies support SBs to improve interaction with customers in the context of innovation, and soft skills, by following online marketing provisions and procedures. These strategies increase SBs' income and provide opportunities to others.

**Keywords:** Khairpur, Sindh, online marketing strategies, small businesses, social media, sales

**INTRODUCTION**

Small Businesses (SBs) owners are striving to maximize their businesses' efficiency and benefit from technology. IoT has connected the entire world to all aspects of life, especially education and business (Kativhu et al., 2018). In this connection, innovative ideas are precise directions for businesses to capture a maximum number of market customers. In this way, Small retail

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entrepreneurs should prepare themselves to meet customer needs, create a mechanism to save time and resources, and develop an e-payment system and correspondence (Grimmer et al., 2017).

Obviously, in an e-marketing system, if one fails to recognize the benefits of business means one is moving to lose everything like productivity, time, and skills (Sangvikar et al., 2019). This study examines how SBs use e-marketing to boost routine sales. SBs engage many people to promote their sales directly and indirectly in Pakistan. Business executives' practical use of various online platforms leads to new prospects (Grimmer, 2018).

Business executives' practical use of diverse online platforms leads to new prospects. Before buying online, customers get information about items and products through online marketing platforms such as Facebook, youtube, etc. Entrepreneurs use the Internet as a device for economic achievements. Online channels and web-based media have become hearty ways of getting to different markets for business progress (Byun et al., 2020). Consumers are increasingly embracing Internet technology, and Businesses can use websites and social media platforms to reach out to and engage with a more significant number of individuals. Nowadays, customers use social networks to comment on and review products and services they use with one another (Bashir et al., 2016). On the other hand, online marketing demands-resources to create high-quality content and build advantages SBs. The following are some of the advantages of online marketing: (a) low prices, (b) the ability to target several demographics at once, (c) the ability to provide items and services quickly, and (d) the ability to target multiple demographics at once (d) permitting clients to investigate items and facilities quickly to make a purchase choice (Andergassen, 2017). Through an online marketing strategy, businesses can generate revenue by collaborating with customers and personnel. Small retail shop owners should implement e-marketing techniques in their business-level strategies to lower the risk of failure (Owusu, 2020).

By increasing awareness of effective online marketing tactics among small retail shop owners, the outcomes of this research may support good societal changeover. In order to increase sales, business executives may benefit from a deeper understanding of strategic online marketing techniques. By utilizing innovative selling and communication strategies, small merchants can increase their prospects of long-term success, expand their exposure, and bring together new-found consumers. One of the positive social change outcomes is that small retail shop owners can increase their income while offering job openings for their workers, families, and communities (Paradela et al., 2019).

The aim of this study which is purely qualitative and a case study, was to examine the strategies by a variety of small retail shop proprietors to boost derived sales through internet marketing. Industry heads from eight SBs in Khairpur. were included in the target demographic, which I chose because they had effectively adopted internet marketing tactics to improve derivative sales. The competence of corporate managers to generate public job opportunities was one of the good social change outcomes. This study's findings could be valuable to small-scale wholesale firms by illustrating the value of online marketing. The outcomes of this study show how to employ efficient online marketing techniques to assist consumers in making purchasing decisions and building relationships with small businesses. According to academics, corporate chiefs who have a virtual existence know how to gain from free-of-charge mass media, create income, and strengthen

economies. The study's objective was to determine how e-marketing approaches small-scale selling store proprietors to work to boost their revenues?

### **LITERATURE REVIEW**

Business leaders use social media to communicate with individuals from all walks of life. Organizations can use two-way communication to reach a larger audience through web-based social networking innovations (Alharbie, 2015). The ability of the leadership to communicate with a community directly impacts the organization's name. Egotistical, selective, colloquial, open, and supportive communication attitudes dominate social media (Alshenqeeti, 2014 & Amblee, 2014). Leaders can use social media to communicate with customers who are not always online about internal operations and decisions. (Dumitrescu, 2018). The widespread use of internet networking tools is an excellent way to connect a company's name, build valuable relationships, and find commercial partners (Abdul Nasir, 2015). The importance of involving innovation activities in corporate networks as a determinant of financial performance (Tariq, 2017). Furthermore, to boost sales, Online correspondence and partnerships should be used by corporate executives (Zieba, 2016). Several businesses employ web-based social networking to interact with consumers, suppliers, and partners. Field research assists managers in comprehending online communication's relevance and how various strategies interact (Alharbie, 2015). Leaders can interact with clients through online networking, yet, some business owners' web-based social networking and demographic selection tools make contact difficult (Aizstrauta, 2014) (Steward, 2018). On the other hand, the Internet is primarily utilized for correspondence rather than for consumer interaction. Entrepreneurs should grow their web-based social networking procedures to match the needs of their businesses and integrate social networking into their overall marketing plans. Some company executives utilize Facebook to engage with a larger audience, make introductions, and build relationships (Akca, 2014). According to the survey, most business pioneers had challenges with online organizing, including measuring the impact on the firm, balancing other publicizing activities, a lack of resources, managerial aid, societal change, and control of the communication message (Alford, 2015). In addition, web advertisers had difficulties using electronic long-distance interpersonal contact for correspondence if they required assets or online person-to-person communication promoting techniques. (Yahia, 2018).

### **METHODOLOGY**

The qualitative method worked well for interviews with open-ended questions with Small Businesses. When a researcher employs qualitative methods, they attempt to give valuable facts to appreciate the views of individuals or a scenario by evaluating firsthand experiences. Researchers use the qualitative method to learn more about the experiences. Qualitative research aims to identify and hypothesize essential questions in a new field of study (Bashir, S., 2017). In this study, we used the qualitative research method. Our data collection techniques were semistructured, face-to-face interviews with managers/owners of SBS, and a review of Social Media Websites. The best word to describe why SBs use internet marketing strategies is our investigation into their online marketing business methods allowed me to look into how the innovation process may be applied to Small Businesses. To investigate a phenomenon, researchers employ a mixed-method approach. To broaden and deepen knowledge of qualitative research methodologies. Hybrid approaches are the best option when social, economic, and cultural factors are essential when evaluating performance

(Pirzada, Z.A., 2020). A hybrid-method approach did not fit the examination objectives because only qualitative data was required to solve the exploration problem, not qualitative and quantitative data. Researchers employ various case studies to gather information and records and respond to and explain complicated experiments. The relationship between events encountered by research participants can be revealed using a variety of evidence-based approaches to solve problems. To better comprehend information practices in SBs, multi-evidence-based research was conducted. The most appropriate strategy for this investigation was numerous case study approaches that corresponded with the study's purpose. The concept of "data saturation" is a qualitative research concept that varies depending on sample size. Researchers who perform many interviews without contemplating new ideas or themes during the research process reach data saturation (Pirzada Z.A., 2020). Researchers may be prematurely saturated with data due to a lack of conventional practices. To avoid early data saturation, we used an interview methodology and, to achieve data saturation, offer business owners who have employed web marketing to enhance their sales a list of interview questions. When all the questions investigated repeat the same data and no new themes emerge, this is known as data saturation. When no fresh ideas arose, data saturation happened in this investigation. If the fourth participant's data saturation does not occur, a second Internet search for more small retail enterprises in Khairpur will be conducted. Until data saturation was reached, small retail enterprises that successfully employed web marketing to improve sales were added to the action plan.

### Strategies for Social Media

Participants' retail, social media platforms, and tactics were discussed. People share content on social media sites, which are online communication channels. Company executives use social media platforms to engage with customers, share products, services, and event information, and network and help promote the firm's mission (Pirzada Z.A., 2021). Some corporate executives utilize social media platforms like Twitter, LinkedIn, Instagram, Facebook, etc. Social media interaction and online brand marketing have a higher impact in Pakistan. Online marketers prefer Facebook to other social media sites for building relationships and increasing revenue. All of the contributors in this survey used Instagram and Facebook Advertising. According to contributors, Facebook was frequently used as an advertising means to market goods, interact, and attract customers. Participants also utilized social media sites like Pinterest Ads and LinkedIn Ads (Anderson. 2014). Participants said Instagram Ads were preferable to Facebook Ads and LinkedIn Ads for engaging consumers and conveying information. Participants shared information, advertised things, engaged customers, and networked using various internet sites. In this study, purposeful sampling techniques were used in this regard data was taken from 8 renowned SBRs owners. It is a form of non-probability sampling in which researchers rely on their judgment when choosing members of the population to participate in their surveys.

<b>List of Small Businesses</b>	
1.	3G Super Mart
2.	Hyder Departmental Store
3.	Bin Moosa (Super Store)
4.	Memon Cloth House
5.	Karachi Cloth House

6.	Edenrobe (Khairpur Branch)
7.	Bonanza (Khairpur Branch)
8.	English Garments Khairpur

Online Existence		
1.	3G Super Mart	Y
2.	Hyder Departmental Store	Y
3.	Bin Moosa (Super Store)	Y
4.	Memon Cloth House	Y
5.	Karachi Cloth House	Y
6.	Edenrobe (Khairpur Branch)	Y
7.	Bonanza (Khairpur Branch)	Y
8.	English Garments Khairpur	N
Y=YES, N=NO		

The above table indicates the existence of Small Businesses online, i.e., on Social Media or E-Marketing.

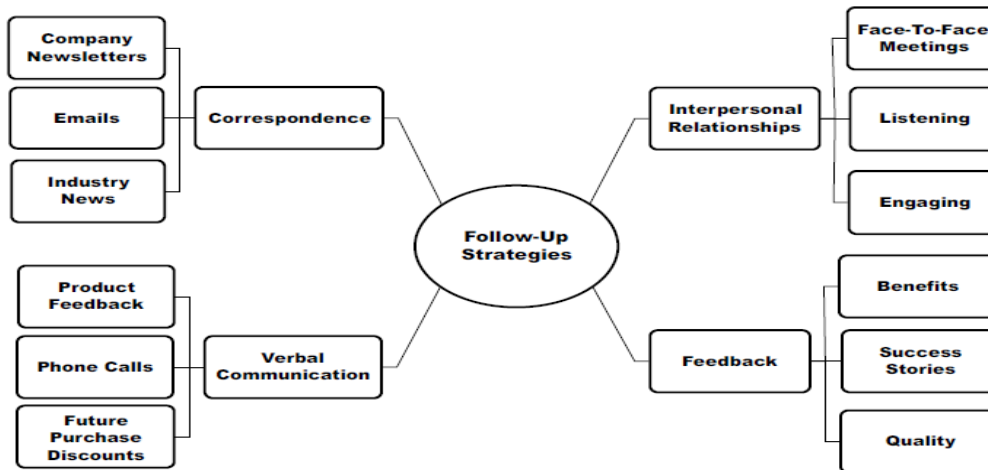
### Strategies & Challenges in Online Marketing

"Online marketing" refers to a strategy for establishing popularity in a particular industry. Many problems were mentioned by participants in this survey while employing online marketing to enhance sales. The tracking of website views was the first issue considered, and advertising on the Internet improves sales by 5% profitably. Participants expressed concern about website traffic, saying that it demonstrates a lack of interest if customers do not click through to other pages on the website (Holliman, 2014). A website that we utilize to determine how engaged users are. The tool is free of charge and permits us to measure website snap motion, which helps us figure out how engaged and knowledgeable our clients are. Advertising can have a good or negative impact on the views of end-users. Participants went on to say, "Once we know what consumers think, how they feel, and how engaged they are, we can change website pages to improve traffic." Participants' comments suggested that they were aware of diffusion strategies for disseminating useful messages to end-users through innovation. Google Alerts, a free measuring tool, was used by the participants. Google Alerts is a tool that screens and reports site traffic. Members said Google Alerts is an extraordinary device for discovering what others are talking about regarding the association. Involving Google Alerts as the following instrument, we had the option to determine hardships with item estimating, delivering, and the simplicity of online buy exchanges on the company's site. We utilized Google Alerts to distinguish regions where we could move along.

Followers Ratio of Each SRB	
3G Super Mart	4,802
Hyder Departmental Store	2,929
Bin Moosa (Super Store)	3,346
Memon Cloth House	1,764
Karachi Cloth House	3,415
Edenrobe (Khairpur Branch)	1,316,790
Bonanza (Khairpur Branch)	2,129,297
English Garments Khairpur	0

The above table shows the followers ratio of SBs. Among the highest ratio has been acquired by Bonanza, followed by Edenrobe. After that, 3G Super-Mart has the highest followers in competition with the others. They seek to advertise and plan their engagement with their customers by Meta (Formerly FACEBOOK) Incorporations.

### CONTENT STRATEGIES FOR THE ONLINE



The companies' websites and social media sites featured online material that raised New clients were drawn due to increased brand awareness. Advertisements are targeted to specific customers based on their interests and preferences using retargeting. Leaders' content on a company's website is tailored and given to the masses to match the interests of its customers. All participants employed online mass personalization to asynchronously and synchronously reach multiple demographics. We understand the importance of online content in attracting a larger audience. said one participant. To ensure that online content is accurate when published, we must execute the essential activities. Discovered that online advertising has a Sales will continue to climb as long as continuous content is (Arasti, 2017). Participants commented that making a predominant site with solid, compact, and express substance helps achieve compelling web search tool results. The participants' social media channels for engaging customers were determined by examining publicly available business records. The information reveals the business's followers on each social media platform.

### Strategies for Follow-Up

All of the panelists talked about keeping consumers by implementing follow-up methods. Companies must maintain excellent relationships with present consumers and anticipate future demands to continue to succeed. The participants in this study investigated follow-up strategies such as mail, phone calls, interpersonal connections, and product distribution. Business leaders must be customer-centric to optimize marketing strategy. According to the participants, correspondence is essential for preserving customer relationships. Tolerating a plan of action as a sort of advancement can assist you with getting the upper hand. According to participants, providing a regular supply of advice and other informative information to our clients has proven beneficial. We send out industry-specific monthly communication e-mails and newsletters, which

assist customers in overcoming crucial difficulties related to purchasing decisions. E-mail correspondence, according to participants, is the most efficient and cost-effective. We have a contact list that is specifically designed for direct communication. All forms of communication are used to communicate the brand. Brand awareness requires both vocal and nonverbal communication. Notwithstanding how e-mail promotion has been exhibited to be the best, new and continuous deals require many contacts. We contact our clients by telephone to request criticism and ideas about our items. The organization's methodology of offering returning clients' limits after a subsequent call or e-mail was considered adequate by the members. Some diffusion processes succeed, while others fail. On the other hand, business leaders concentrate on factors linked to successful sales techniques. Participants in this study noted correspondence, verbal, and written communication—interpersonal ties and feedback as follow-up tactics. When communication channels are broadened, relationships become reciprocal and more successful. Interpersonal links, according to innovation theory, increase consciousness. Contributors utilized tactics and direct routes to share corporate news, product info, consumer involvement, and victory stories. Furthermore, communication is an activity that enhances the connection of social networks, according to the diffusion theory's feature of communication. Marketers customize information to market items through various communication channels, influencing consumers' purchasing decisions. (Anney, 2015). Business leaders know how communication initiatives can affect future transactions by interconnecting customer purchases.

## **DISCUSSION**

All SBs that used online platforms in this study were Facebook/Instagram Advertising. SBs use social media marketing to reach new customers and raise brand awareness. The tactics utilized by business executives to boost their social media marketing advertising and the problems they confront are investigated. According to the research, social media marketing is a new stage of engagement that demands proper analytical tools. Due to a lack of involvement and adequate tools, adopting an internet marketing platform is challenging for business owners. The survey also revealed new networking opportunities for marketing professionals, with building an internet presence for the company as a crucial and most beneficial strategy. Because e-marketing or e-network marketing is a tactical choice-make-up process, marketers should involve business chiefs in its development. (Appiah-Adu, 2016). Consumer trust in helpful marketing tools, online advertising, e-market, and a positive consumer experience contribute to the rise in online retail sales. The opportunities for social media marketing are endless. Social media content attracts buyers, increasing volume and improving a company's reputation. As Internet users expand, online marketing will become a key indicator of future growth. Social media marketing strategies are essential for successfully, consistently, and efficiently reach new customers. One of the most evident indicators of progress is the rise of Internet users. Valid data were used to determine customers' desire to buy, how often they bought online, and which websites they were most likely to visit. According to the study, spending about 6 hours per week promoting on the web creates more leads than traditional advertising. Using the Internet to promote your business should be obvious, enabling small business owners to compete on a level playing field with larger competitors while simultaneously growing sales. Social networking is a powerful tool for helping businesses develop and understand customers' demands. Even though social media methods have aided the growth of various businesses, online markets are fragmented and provide trials to meet consumer

expectations. One challenge business owners confront e-marketing promotion, which needs changes in monetary, political, and social settings. Small-business entrepreneurs lack the financial resources to invest in technology to capitalize on new Internet opportunities. Small retail enterprises have hurdles that limit their internet marketing prospects if they lack the essential technologies. Its employees' abilities frequently determine a company's success. Web 2.0 is used by small firms to gain long-term competitive advantages. Minimal marketing strategies, according to Alford and Page, focus on technological hurdles, action research, and branding, financial constraints due to a lack of understanding, as well as a lack of Web 2.0 expertise culture, and resources, small business executives face high rates of IT adoption failure (Ernst 2010). The marketing issues that firms face worldwide and the ongoing changes in client pleasure. Brand consistent quality, acknowledgment, endorsement, affiliation, and effect are five issues business leaders face (Deeter-Schmelz, 2017). By adjusting procedures and intensifying plans, online marketing approaches improve branding opportunities. Web-based social media operations should be planned to generate revenue and enhance brand awareness to increase consumer involvement (Dumitrescu, 2018). Furthermore, using Web 2.0 to promote a company's image and raise product awareness is a viable option for entrepreneurs.

## CONCLUSION

Online media is a specialized device due to the Internet peculiarity of web-based media promotion, which has now turned into a stage for publicizing. Small retail retailers can now join Internet correspondence into their organization procedure. Traditional marketing is vastly different from internet communication, which has emerged as one of a company's most valuable assets. Online communication assists small business owners' branding endeavors with a technology structure and platform. Their findings include information on Instagram and Facebook, among other critical social media networks. Businesses commonly utilize these websites to increase brand exposure, improve consumer connections, and simultaneously reach millions. Second-generation Internet-enabled apps, especially Web 2.0, significantly advanced commercial online communication concepts. According to researchers, the Internet forces small firms to prioritize their goals and helps modern marketing methods work more effectively. Online communication is critical for business owners who want to thrive in online sales. Companies that developed social media accounts were gaining traction in the retail market. Using social media as a marketing technique helps you reach out to a more significant number of customers and is tailored to appeal to a wide range of demographics. Small businesses can benefit from innovative marketing methods and forums to help them raise sales and brainstorm other ideas, such as cutting expenses and enhancing profits while promoting online. Online media can benefit **SBs** by allowing flexible communication and improved financial performance (Memon, S.B., 2010). Although some businesses utilize social media to promote their brands and increase product sales, solving the difficulties of online marketing will require more imaginative approaches. Small retail business executives can supply ideas and unique marketing approaches to stay competitive by participating in high-level social media activities.

Following the data, the significant market shares and best e-marketing techniques were applied by Bonanza and Edenrobe to engage and attract customers, and they acquired the topmost experts to do this work. Not that only these two brands but local SBs were also not lacking themselves behind.



The study results that online marketing strategies are essential for SBs, and owners can benefit by implementing successful strategies for increasing sales with customers and creating brand awareness.

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