

Challenges of Leading Tech Startups in Competitive Digital Markets

Dr. Shalu Agrawal

Assistant Professor

Institute of Business Management and Commerce

Mangalayatan University, Aligarh

Email - shalu.agrawal@mangalayatan.edu.in

ABSTRACT

The rapid evolution of digital markets presents unique challenges for leaders of tech startups striving for success in highly competitive environments. This study explores the key obstacles faced by startup leaders, including technological disruptions, resource constraints, market saturation, and evolving consumer expectations. The new generation, raised in the era of social media and extensive use of technology, is entering the job market, reshaping corporate culture and traditional leadership models. While these young professionals bring unique work styles and communication approaches, they also play a central role in value creation.

Leadership in tech startups also involves navigating regulatory complexities, cyber security risks, and the pressure to achieve rapid market penetration. The role of visionary leadership becomes crucial in fostering a culture of innovation, resilience, and adaptability. Furthermore, the paper examines the impact of digital leadership styles, such as transformational and servant leadership, in motivating teams and attracting investors.

By synthesizing insights from case studies and industry reports, this research highlights best practices for overcoming these challenges. The findings underscore the need for a strategic balance between agility and stability, along with the importance of cultivating a strong digital ecosystem. Understanding these dynamics can help tech startup leaders build sustainable businesses in an era of rapid technological advancement and fierce competition. This paper looks at the specific challenges entrepreneurs face when using digital innovation and suggests areas for further study. To make things clear, I define innovation as any activity that improves a business or service.

Keywords: Tech startups, digital leadership, competitive markets, digital transformation, entrepreneurial challenges.

Introduction

The digital marketplace is characterized by rapid technological shifts, evolving consumer expectations, and increasing competition from both emerging and established players. Leaders in tech startups must navigate these complexities while fostering innovation, managing risks, and ensuring sustainable growth.

One of the primary challenges faced by startup leaders is adapting to continuous technological disruption. Emerging technologies such as artificial intelligence, blockchain, and cloud computing offer immense potential but require strategic implementation to gain a competitive edge. Additionally, securing funding, attracting and retaining skilled talent, and complying with regulatory requirements add to the difficulties of leading a tech startup. Cybersecurity threats and data privacy concerns further complicate the digital business environment, making risk management an essential aspect of leadership.

In order to effectively engage Indian consumers and overcome common challenges, entrepreneurs must develop innovative digital marketing strategies that are tailored to the evolving preferences of consumers, the limited resources available, and the intensification of competition. Kapoor and Pandey (2020) and Verma et al. (2022) This paper offers a structured examination of vital digital marketing channels, such as search engine optimization (SEO), content marketing, email marketing, and influencer marketing, to identify their respective advantages and disadvantages in the Indian startup environment (Sharma & Sharma, 2020; Thakur & Saha, 2021).

This study endeavors to provide startups with actionable strategies to enhance customer engagement, reinforce brand awareness, expand online visibility, and ultimately increase revenue by leveraging insights from empirical research and industry best practices. (Verma & Singh, 2023); Kaur et al., 2020 In addition, the theoretical framework emphasizes the importance of data-driven decision-making, adaptability, and elasticity in the development and execution of digital marketing initiatives, which is consistent with contemporary discussions on entrepreneurial marketing in the digital era.

Given the dynamic nature of the digital ecosystem and the evolving preferences of Indian consumers, the objective of this research is to equip entrepreneurs with the requisite knowledge and insights to effectively navigate these intricacies. (Tiwari et al., 2021; Singh & Saxena, 2020) The objective of this paper is to enable startups to effectively leverage digital marketing, thereby securing a sustainable competitive advantage and propelling growth in an increasingly challenging market, by integrating theoretical perspectives with practical recommendations.

Statement of the Research Problem

In the rapidly evolving Indian market, entrepreneurs encounter critical challenges that necessitate a strategic approach to digital marketing due to the rapid advancements in digital technology, increasing competition, and changing consumer preferences. This study

investigates these challenges. Digital marketing strategies must be implemented effectively by startups to increase brand visibility, engage consumers, and foster sustainable growth. At the same time, the identification of the most effective strategies that are tailored to the distinctive obstacles of the Indian market continues to be a significant obstacle.

The digital landscape is a complex and multifaceted environment, and entrepreneurs must possess a comprehensive comprehension of digital marketing strategies in order to effectively navigate it. This study is designed to analyze and identify the most effective digital marketing strategies that are specifically designed for Indian entrepreneurs, thereby offering actionable insights and recommendations. The objective of this study is to enable startups to capitalize on emerging opportunities, mitigate risks, and obtain a competitive advantage in a business environment that is becoming increasingly dynamic.

Research Gap

The research that has been done on digital marketing strategies for startups in India so far doesn't include any large-scale empirical studies that compare how well different digital marketing platforms and strategies work in the Indian market. Digital marketing has been studied in a wider range of situations, but not much has been written about how startups can use these strategies to deal with market limitations, changes in technology, and shifting customer habits. This shows how important it is to do in-depth research that not only looks at the current digital marketing landscape for Indian startups but also finds new trends, creative methods, and the best ways to do things. This gap between theoretical insights and real-world applications needs to be closed so that more targeted and effective digital marketing strategies can be made for the Indian startup environment.

Significance of the Research Study

This study is very important because it gives startups in the Indian market useful and smart advice that meets their urgent need for effective digital marketing strategies. The study gives startups the tools they need to deal with important problems in a digital world that is becoming more competitive and changing quickly. It helps them make their business more visible, connect with their ideal customers better, get new customers and keep old ones, and grow in a way that lasts. In addition, the study helps India's startup ecosystem grow by giving entrepreneurs the skills they need to successfully manage the complicated world of digital marketing. It also helps academics learn more about digital marketing tactics in emerging markets, which is a useful addition to both business and academic discussion.

Review of Literature

The fast change in the digital world has changed how startups market themselves, especially in India, where more people are getting online and using smart phones, which has created both possibilities and problems. A lot of research has been done on different parts of digital marketing, and the results have helped Indian startups in specific ways.

A lot of research has shown how important social media is in digital marketing and how it can help increase company awareness, customer engagement, and new customer acquisition.

According to studies by Jain and Sharma (2020) and Patel et al. (2021), social media sites like Facebook, Instagram, and Twitter are very useful for helping new businesses get online, connect with customers, and build brand loyalty through interesting content and community-driven projects. Kumar and Choudhary's (2019) study also shows how important user-generated content and partnerships with influencers are for growing a brand's reach and credibility, which makes social media marketing in India more effective.

The growth of data analytics and artificial intelligence (AI) has changed digital marketing even more by letting new businesses use customer insights for targeted targeting, content optimization, and measuring performance. Singh and Aggarwal (2020) and Gupta et al. (2021) studies show how AI-driven analytics can help divide audiences, guess how customers will behave, and improve campaigns to get a better return on investment (ROI). Verma and Singh (2019) also talk about the growing trend of programmatic advertising in India. They say that companies there are using automated bidding and targeting systems more and more to make ad placement more efficient and get better results from their digital marketing.

This literature review shows how digital marketing for Indian companies is changing and how important it is for businesses to use data-driven and technology-enhanced strategies to stay competitive in a market that is becoming more and more digital. Studies by Mittal et al. (2020) and Gupta and Arora (2021) stress how important it is to have high-quality content that is relevant to the interests, challenges, and goals of the target group. Content marketing that works builds trust, keeps customers loyal to your brand, and keeps them interested over time. Sharma and Rana's (2019) study also shows how video content is becoming more important in India. For example, startups are using platforms like YouTube and TikTok to make immersive story experiences and show off their products in fun, shareable ways.

Even though there are many digital marketing channels out there, it can be hard for startups to come up with a plan that works with their goals, resources, and the limitations of the market.

Singh and Mishra (2021) and Mishra et al. (2020) both support a planned, data-driven approach that focuses on ongoing learning, testing, and changing based on real-time performance analytics and customer feedback. Sharma et al. (2019) also say that it's important to find a balance between bought, owned, and earned media in order to get the most reach, engagement, and conversions at all of your customer touchpoints.

Along with marketing, companies in India also have to deal with the country's unique culture and rules. Kumar et al. (2020) and Gupta and Jain (2021) look at how cultural factors affect what people want to buy and how they decide what to buy. They stress the need for localization, language targeting, and communication methods that are sensitive to different cultures. Singh and Kumar (2019) also talk about the problems that come up with regulations when it comes to data privacy and protecting consumers. They stress how important it is to follow the rules and act in an honest way in order to gain customers' trust and lower negative risks.

In conclusion, the current research gives us a lot of useful information about how to use digital marketing strategies to help Indian startups. Startups can improve their digital presence, connect with their target audiences, and grow sustainably in India's fast-paced and competitive market by using a wide range of tools, such as social media and data analytics, to create interesting content and deal with regulatory issues.

OBJECTIVES OF THE STUDY

1. To find out which digital marketing channels and tactics Indian startups usually use.
2. To look into the problems and chances that new businesses face when they try to use digital marketing in the Indian market.
3. To look into how new technologies, social media, content marketing, data analytics, and social media affect Indian companies' digital marketing plans.

Data Analysis

1) Digital Marketing Channels and tactics Indian startups usually use:-

Startups in India work in a digital marketing environment that is diverse and always changing. This is because technology is changing quickly, Indian culture is complex, and the market is very competitive. New companies in India have been using a lot of different digital platforms and marketing methods to get their name out there, connect with their ideal customers, and grow over the past few years.

Social media marketing is one of the most popular ways to market because it's cheap and easy to reach a lot of people from all shapes and sizes. Startups use Facebook, Instagram, Twitter,

and LinkedIn, among others, to show off their goods and services, talk to customers, and raise awareness of their business (Jain & Sharma, 2020). Startups can use these platforms to share interesting content with their audience, like new products, behind-the-scenes looks, user-generated content, and special deals. This helps them build relationships with their audience and get people to visit their websites or e-commerce platforms (Patel et al., 2021). A lot of new businesses also use influencer marketing, working with famous people or "micro-influencers" who are popular with their target audience to improve credibility and reach more people (Kumar & Choudhary, 2019).

Content marketing is another important part of digital marketing. Its goal is to draw and keep customers by creating useful, interesting, and relevant content. Startups use blog posts, articles, videos, infographics, podcasts, and e-books, among other types of content, to teach, entertain, and inspire their audience while also quietly promoting their goods or services (Mittal et al., 2020). Thought leadership, trust, and more organic traffic to digital platforms can all be gained from high-quality, informative material (Gupta & Arora, 2021). Startups use search engine optimization (SEO) techniques to make their content more visible. This helps them move up in the rankings on search engine results pages and makes sure that potential customers who are actively looking for related solutions find their brand (Sharma & Rana, 2019).

Paid digital promotion has become very popular among Indian startups, along with organic strategies. Businesses can bid on relevant terms in pay-per-click (PPC) ads on Google Ads and Bing Ads to make sure their ads show up in search results when people are looking for similar products or services (Singh & Aggarwal, 2020). Display ads, like banners, pop-ups, and native ads, help new businesses reach people based on their hobbies, demographics, or browsing history (Gupta et al., 2021). Paid social media advertising on sites like Facebook, Instagram, and LinkedIn also lets companies spread content, market goods, and get leads or sales through highly targeted campaigns (Sharma et al., 2019). Custom audiences, lookalike audiences, and retargeting are some of the more advanced targeting choices that can be used to make sure that advertising budgets are used most effectively (Singh & Mishra, 2021).

Email marketing is still one of the best and least expensive ways for companies to keep leads interested, keep customers, and get them to buy. Businesses can send personalized, targeted ads with useful content, special deals, and product updates by building an email subscriber list (Verma & Singh, 2019). Automation tools make email workflows easier by letting you divide customers into groups based on their demographics and behaviors. These groups can then be

sent automatic follow-up emails to help potential buyers move through the sales funnel (Gupta & Jain, 2021). Startups also use email marketing to get in touch with inactive customers again, get feedback, and promote repeat purchases. This increases the lifetime value of each customer and builds long-term relationships (Kumar et al., 2020).

New digital marketing tools and trends are also changing how startups interact with customers. Because of how famous sites like YouTube, TikTok, and Instagram Reels are, video marketing has grown by leaps and bounds (Sharma & Rana, 2019). To get people to watch and interact with their videos, startups make immersive and shareable videos like product demos, customer reviews, vlogs, and live streams (Singh & Kumar, 2019). Also, companies are testing augmented reality (AR) and virtual reality (VR) to give customers engaging brand experiences that stick with them and set them apart in a crowded market (Mishra et al., 2020).

Even though there are a lot of digital marketing opportunities, it can be hard for startups to use these strategies successfully. One big problem is that digital platforms and algorithms are always changing. To stay competitive, businesses need to keep up with industry trends, platform changes, and best practices (Singh & Mishra, 2021). Resource limitations, such as limited budgets, staff, and experience, can also make it hard for startups to run complex marketing campaigns or try out new channels (Jain & Sharma, 2020). India is even more complicated because of its many languages and cultures, its uneven internet access, and the fact that different businesses and states have different rules they must follow (Kumar & Choudhary, 2019). In addition, startups have to set themselves apart from competitors in the digital space by making sure their brand message stands out among the huge amount of online material that is constantly being added (Patel et al., 2021).

India's digital marketing environment for startups is full of possibilities. It offers many strategies and channels that can help businesses build a strong online presence, connect with customers, and grow. Startups have a lot of tools at their hands, such as paid ads, email marketing, video content, new technologies, and social media and content marketing. But to be successful in digital marketing, you need a well-thought-out, data-driven strategy, to keep trying new things, and to be able to adapt to changing customer habits, industry trends, and rules.

2) The problems and chances that new businesses face when they try to use digital marketing in the Indian market: -

Startups face both big problems and great chances when they try to start digital marketing efforts in the Indian market. The modern world is very different and changes quickly, so it's important to plan ahead, be flexible, and make the best use of your resources.

Problems

India's huge cultural and linguistic variety is one of the biggest problems startups have to deal with. This makes it hard to create personalized, impactful digital content that speaks to a wide range of audience groups (Kumar et al., 2020). Additionally, differences in internet access, smartphone use, and consumer behavior across regions mean that targeted strategies are needed to successfully connect with people in all of these areas (Gupta & Jain, 2021).

Startups also have trouble getting the resources they need, like money, people to work for them, and technical know-how. This can make it hard for them to run complete, data-driven digital marketing campaigns or compete with big companies in the same field (Jain & Sharma, 2020). Another problem is that regulations can be hard to follow. Different states and sectors have different data protection laws, consumer rights policies, and compliance requirements, which affect how startups plan and carry out their digital marketing campaigns. Also, because digital platforms and search engine algorithms change so quickly, startups need to keep up with the newest trends, technologies, and best practices to stay ahead of the competition.

Getting chances

Even with these problems, Indian companies can take advantage of many chances to get the most out of digital marketing strategies. As more people get smart phones and connect to the internet, digital campaigns can reach more people. This gives new businesses direct access to a huge and quickly growing group of online customers in both cities and rural areas (Patel et al., 2021).

Also, the growth of social media sites and changes in how people consume information have given startups new ways to get people involved. Interactive marketing, compelling stories, and working with influencers are all ways for brands to gain customers' trust, loyalty, and recognition, which leads to sales (Sharma et al., 2019).

Data-driven marketing is another important chance. New developments in artificial intelligence (AI) and data analytics allow companies to study how customers behave, tailor their marketing, and make content better based on real-time data. This makes targeting, tracking performance, and advertising more successful and cost-effective.

Also, new technologies like augmented reality (AR) and virtual reality (VR) help startups make brand experiences that are immersive, engaging, and unique. This helps them stand out in a digital environment that is becoming more and more competitive.

India's startups face some problems when they try to run digital marketing efforts, but they also have a lot of chances to use technology, data, and new ways of marketing. Startups can improve brand recognition, engage customers effectively, and achieve long-term growth in the changing Indian market by taking a strategic, flexible, and data-driven approach.

3) Social Media, Content Marketing, Data Analytics, and Emerging Trends: Their Impact on the Development of Digital Marketing Strategies for Indian Startups

Content marketing, data analytics, social media, and emerging trends are essential components of digital marketing strategies for startups in India, as they reflect the constantly shifting digital landscape and the changing preferences of consumers in the region.

A Potent Marketing Instrument: Social Media

Jain and Sharma (2020) have emphasized the importance of social media platforms for entrepreneurs to foster meaningful interactions, increase brand visibility, and engage with their audience through interactive experiences and engaging content. Startups are afforded unparalleled opportunities to establish connections with a wide range of demographic groups in various regions, thanks to the millions of active users on Facebook, Instagram, Twitter, and LinkedIn.

Through the utilization of social media, entrepreneurs can enhance their brand messaging, promote their offerings, and cultivate a loyal customer base that actively advocates for their brand. Furthermore, social media advertising offers cost-effective and targeted solutions to increase brand visibility, generate leads, and drive sales by means of precise audience targeting and customized ad formats.

Content marketing is the cornerstone of digital strategies

In order to attract and retain consumers, content marketing has become a fundamental component of digital marketing for startups in India (Mittal et al., 2020). This emphasizes the development of engaging, pertinent, and valuable content. Startups can establish authority, acquire consumer trust, and increase organic website traffic by creating high-quality, audience-centric content.

Content marketing encompasses a diverse array of formats, including blogs, articles, videos, infographics, podcasts, and e-books, that are tailored to the preferences and consumption

patterns of the target audience (Sharma & Rana, 2019). Additionally, entrepreneurs implement search engine optimization (SEO) strategies to optimize their online visibility, guaranteeing that their content is ranked higher on search engine results pages (SERPs).

Data Analytics: Facilitating Intelligent Decision-Making

Data analytics is essential for the development of marketing strategies, as it allows entrepreneurs to leverage consumer insights for personalized outreach, content refinement, and performance measurement. Startups can optimize their marketing strategies, anticipate consumer behavior, and segment their audience with the assistance of AI-driven algorithms and advanced analytics tools (Singh & Mishra, 2021).

Additionally, data analytics enables startups to assess the success of campaigns, identify areas for refinement, and make data-driven, informed decisions to facilitate business growth (Singh & Aggarwal, 2020).

Emerging Trends: Innovating Digital Marketing Strategies

In order to distinguish themselves from the overcrowded digital landscape, startups are increasingly utilizing emergent trends such as influencer collaborations, video marketing, and immersive technologies.

- Startups can effectively communicate brand messages and create compelling experiences by utilizing video content, which has emerged as one of the most engaging formats (Gupta & Arora, 2021). YouTube, TikTok, and Instagram Reels are platforms that allow entrepreneurs to present their products, emphasize customer testimonials, and distribute educational content that resonates with their audience (Kumar & Choudhary, 2019) ...
- Influencer marketing has become increasingly popular, as entrepreneurs collaborate with macro- and micro-influencers to increase their credibility and connect with their intended audience (Patel et al., 2021). Startups can enhance brand trust and drive engagement by partnering with influencers who possess niche expertise and dedicated follower bases.
- Immersive technologies, such as virtual reality (VR) and augmented reality (AR), assist startups in developing interactive, memorable brand experiences that captivate consumer attention and cultivate brand loyalty (Mishra et al., 2020).

Social media, content marketing, data analytics, and emerging trends, including immersive technologies, influencer collaborations, and video marketing, are instrumental in the success of Indian firms in the digital marketing sector. Startups can accomplish sustainable growth in

a highly competitive market, improve consumer engagement, and enhance brand visibility by strategically implementing these modern marketing approaches.

Conclusion

This study gives marketers and experts useful information about how to use digital marketing to help Indian startups succeed. A full study shows how important it is to use more than one channel, including paid ads, email marketing, social media marketing, content marketing, video marketing, and new trends like working with influencers to increase reach and engagement. Segmenting and targeting audiences are very important because it lets startups make content that is personalized and useful based on people's demographics, tastes, and behaviors. Data analytics can help improve marketing, learn more about customers, and get a better return on investment. It is still important to have high-quality material to establish thought leadership, build trust, and set brands apart in a crowded market. User-generated content and word-of-mouth marketing on social media sites like Face-book, Instagram, Twitter, and LinkedIn are powerful ways to get people involved, build your business, and keep customers. Overall, an all-around, data-driven approach that puts audience engagement, content quality, and strategic brand positioning at the top of the list helps startups connect with their target market, get new customers, keep old ones, and grow in India's changing digital landscape.

Future Scope of the Study

Future research on digital marketing strategies for Indian startups can explore sector-specific challenges, industry trends, and best practices to provide tailored insights for different business domains. Longitudinal studies tracking the evolution of digital marketing strategies over time would help assess long-term effectiveness and sustainability. Additionally, examining the role of emerging technologies like AI, machine learning, and blockchain in personalization, automation, and data security can uncover innovative approaches for startups. However, practical limitations exist, including reliance on secondary data, which may have biases or gaps, and a focus primarily on the Indian market, limiting global applicability. Comparative studies across different markets could reveal cultural and regulatory differences in digital marketing practices. Resource constraints such as budget limitations, manpower shortages, and lack of expertise may also affect startups' ability to implement advanced marketing strategies effectively. Furthermore, the rapid evolution of digital platforms and consumer behaviors requires startups to continuously adapt their strategies. Addressing these research gaps and

practical challenges will help refine digital marketing approaches and support sustainable growth for startups in India's competitive digital landscape.

References

Baragde D. B. (2024). The function of information technology in the context of Indian startups. *Ecosystem Dynamics and Strategies for Startups Scalability* (pp. 114-132). IGI Global.

Belgaumkar, P. (2024). A Study on the Most Effective Digital Marketing Strategies for Startups in the Indian Market. Volume 10, Issue 2 of 2024 IJARIE-ISSN(O)-2395-4396.

Mathur, M. K., and Zatakia, H. (2023). The Impact of Digital Marketing on Startups. *European Economic Letters (EEL)*, 13(1), 96-110.

Sharma, A., & Sharma, B. K. (2023). Are startups and small businesses prepared to implement digital branding strategies? An evaluation that is critical. In *Digital Technologies for Smart Business, Economics, and Education: Towards a Promising Future* (pp. 129-152). Cham: Springer International Publishing.

Hawaladar, I. T., Ullal, M. S., Sarea, A., Mathukutti, R. T., and Joseph, N. (2022). The investigation into the impact of digital marketing on sales for B2B start-ups in South Asia. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(1), 23.

Malhotra, K. (2022). A Literature Review of the Factors Influencing Startups in an Emerging Economy. *IUP Journal of Entrepreneurship Development*, 19(1).

Patil, A. S., Navalgund, N. R., and Mahantshetti, S. (2022). Start-ups and small and medium-sized enterprises adopted digital marketing. *SDMIMD Journal of Management*, 47-61.

Gupta, A., and Arora, S. (2021). Utilizing Content Marketing to Ensure the Success of Startups in the Indian Market. *Journal of Entrepreneurship, Management, and Innovation*, 17(2), 63-84.

Jain, P., and Gupta, S. (2021). A Startup Perspective on the Influence of Cultural Factors on Digital Marketing Strategies in India. *Journal of Asia Business Studies*, 15(2), 297-314.

Kumar, P., and Seshadri, U. (2021). A Viable Business Ecosystem for Indian Start-Ups: Indian Retail Entrepreneurs and International Marketers. *Academy of Marketing Studies Journal*, 25(2), 1-13.

Patel, H., et al. (2021). The Influence of Social Media Marketing on Brand Equity: Evidence from Indian Startups. *International Journal of Research in Marketing*, 38(1), 63-78.

Kumar, S., et al. (2020). Insights for Indian Startups: Navigating Regulatory Challenges in Digital Marketing. *Journal of Digital Marketing*, 2(1), 1-14.

Mishra, A., et al. (2020). Lessons for Indian Startups: Strategic Planning in Digital Marketing. *International Journal of Business Administration*, 11(2), 1-12.

Nuthalapati, C. S., Srinivas, K., Pandey, N., and Sharma, R. (2020). Accelerating technological change and food value chain flows in India: Startups with open innovation. *Indian Journal of Agricultural Economics*, 75(4), 415-437.

Sharma, D., et al. (2020). The Opportunities and Challenges for Indian Startups in the Rise of Video Content in Digital Marketing. *Journal of Marketing Communications*, 25(3), 276-291.

Sharma, S., and Goyal, D. P. (2020). An exploratory study of start-up enterprises in India: Entrepreneurial marketing strategies for small businesses.

Gupta, G., & Bose, I. (2019). Analysis of Wishberry's crowdfunding model's transformation: Strategic learning for digital market pioneering. *Technological Forecasting and Social Change*, 146, 865-876.

Kumar, A., and Choudhary, A. (2019). Utilizing Influencer Marketing to Accelerate Startup Growth in India. *International Journal of Marketing Studies*, 11(4), 36-47.

Singh, S., and Kumar, N. (2019). The Implications for Indian Startups of Ensuring Data Privacy in Digital Marketing. *Journal of Internet Commerce*, 18(3), 245-260.

Singh, O., & Singh, K. (2017). The development of a value proposition for the digital marketing strategy of enterprises. *National Journal of Multidisciplinary Research and Development*, 2(2), 45-52.