



Universidad  
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## **FINAL DEGREE PROJECT**

# **Evolution of Digital Marketing after the arrival of Covid-19**

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## Content

Chart index.....	2
<b>1. Introduction .....</b>	<b>Error! Bookmark not defined.</b>
<b>1.1 Objectives .....</b>	<b>Error! Bookmark not defined.</b>
<b>1.2 Problem statement .....</b>	<b>Error! Bookmark not defined.</b>
<b>1.3 Research questions .....</b>	<b>Error! Bookmark not defined.</b>
<b>1.4 Justification.....</b>	<b>Error! Bookmark not defined.</b>
<b>2. Methodology .....</b>	<b>5</b>
<b>3. Theoretical framework .....</b>	<b>5</b>
<b>3.1 Marketing digital .....</b>	<b>5</b>
<b>3.1.1 Benefits of digital marketing for companies.....</b>	<b>7</b>
<b>3.1.2 Digital marketing strategies and tools .....</b>	<b>10</b>
<b>3.2 Evolution of digital marketing .....</b>	<b>13</b>
<b>3.3 Covid-19 as an enhancer of digital marketing .....</b>	<b>15</b>
<b>3.3.1 Changes in consumer behaviour .....</b>	<b>16</b>
<b>4. Contextualization .....</b>	<b>17</b>
<b>5. Analysis and discussion of results.....</b>	<b>19</b>
<b>6. Conclusion .....</b>	<b>22</b>
<b>Bibliography.....</b>	<b>24</b>
<b>Annex 1. Survey Questions .....</b>	<b>29</b>
<b>Annex 2. Survey results .....</b>	<b>30</b>

## Chart Index

<b>Graph 1. Percentage distribution of investment in digital marketing in Spain in 2020, according to segment.....</b>	<b>9</b>
<b>Graph 2. Most frequent search methods.....</b>	<b>11</b>
<b>Grafica 3. Influence of email marketing on the purchase process. ....</b>	<b>12</b>

## 1. Introduction

In this project, it is proposed to carry out a bibliographic investigation of the emergence and evolution of digital marketing, based on the identification of its importance in the business sector and growth impulse after the unexpected arrival of the Covid-19 pandemic.

The motivation and selection of the topic arises from the interest of analyzing the significant contributions provided by technological evolution, the emergence and improvement of platforms that promote and improve communication, and experience between companies and their customers; also allowing efficient actions to capture them and promote products and services.

In this same order, technological evolution has been a fundamental piece for the emergence of digital marketing and the tools available to increase sales and profitability of companies. Before the emergence of the Internet, the purpose of traditional marketing was to promote products and services, strategies were directly focused on projecting an attractive concept for the consumer. While, with the arrival of the Internet, geographical limitations have disappeared; making communication be generated immediately through social networks, and the experience is improved. This allows users to go through a web page where they will find the necessary information, to select the products and services that meet their needs and interests, and even to select virtual stores as tools to attract new potential customers.

In this context, it is considered that digital marketing offers multiple benefits and advantages to companies; to the point of being forced to adapt and invest in digitalization and restructure their business model to customer demand and the changes that are continuously evident in consumption habits.

It is important to emphasize that companies and organizations must face new challenges and dares that constantly arise in the business field, since phenomena such as globalization and digitalization show new scenarios that impact the internal and external environment of the same.

One of these unexpected changes that drastically affected commercial activity was the health crisis caused by the Covid-19 pandemic, which led to the taking of restrictive biosecurity measures, social distancing, and confinement worldwide. The isolation and paralysis of such commercial activity yielded serious results of economic loss around the world, so companies and organizations during the state of emergency were forced to design and implement strategies that would allow them to recover from financial losses through the use of different digital platforms.

In this sense, it is of great relevance to study and analyze the different theoretical contributions, data, reports, and statistics on the use of digital marketing as an enhancer for the resurgence of the business sector in Spain. Considering its use and implementation to increase sales, publicize products and services, achieve positioning and brand recognition. That is why the following objectives are proposed.

## 1.1 Objectives

### General objective

- Determine the importance of digital marketing as an enhancer of the business sector after the emergence of the Covid-19 pandemic.

### Specific objectives

- Conduct extensive research of the theoretical contributions and information related to the benefits and advantages of digital marketing.
- Identify digital marketing strategies and tools to increase sales and attract potential customers.
- Establish the evolutionary line of digital marketing.

## 1.2 Problem statement

Technological evolution and the Internet have allowed digital marketing to become a necessity for companies; since it offers tools and strategies to obtain a competitive position

in the market, using different channels to promote and boost sales of their products and services.

With the emergence of the Covid-19 pandemic and the negative consequences for the economic performance of the business sector worldwide, digitalization represents an important resource for economic recovery; so, companies and organizations have been forced to adapt their strategies and actions using alternative means in order to attract customers.

In this context, the optimal handling and management of the different digital tools supposed to be a viable alternative to maintain and increase sales, positioning, and capture of potential customers. This is so, because the digital channels allow to establish, improve, and reinforce communication with customers; in order to know their needs, likes and interests to adjust products and services to satisfy their priorities.

Likewise, and after the paralysis of commercial activity, these channels offer facilities for the business sector to face the continuous challenges that arise in the environment due to confinement, uncertainty, and social distancing. So, the approach is focused on determining the role played by digital marketing as an enhancer of commercial activity and increase in sales. From this point, the following research questions arise.

### **1.3 Research questions**

1. What are the benefits that digital marketing brings to the business sector?
2. What are the most effective digital tools for the business sector to recover after the emergence of Covid-19?
3. What are the factors that influence the business sector to adapt its business strategies to digitalization?
4. What are the contributions of new technologies and digitalization to digital marketing?

### **1.4 Justification**

Based on the current changes and impact suffered in the business sector after the emergence of the coronavirus, it becomes significantly relevant to carry out strategic planning and investment in digital marketing for the economic recovery of organizations that have experienced a decrease in their sales. Being of great interest to investigate and collect

information on the factors that directly influence the improvement of commercial activity and the methods implemented to obtain visibility, reach, and access to potential customers.

Similarly, it is consistent to study the behavior of consumers and their consumption habits; where the presence in social networks, e-commerce, search engine positioning, and having a website are currently essential to publicize the brand and promote products and services.

In this sense, it is intended to carry out an in-depth investigation of the benefits offered by digital marketing and its boom with the help of technology and digitalization, bringing positive results to companies in recent years.

## **2. Methodology**

To achieve the objectives set and to be able to answer the questions asked, the quantitative-qualitative methodology was selected. Therefore, bibliographic research will be carried out initially consulting secondary sources, websites, books, scientific journals, doctoral theses, and articles to collect theoretical contributions, data, statistics, sectoral figures, and definitions of authors; in order to give body to the theoretical framework and contextualize the rise and importance of digital marketing in the business sector in Spain after the emergence of the Covid-19 pandemic.

On the other hand, a survey will be designed aimed at the business sector, SMEs and companies that develop a commercial activity, with the aim of obtaining data that will serve to support and corroborate the information collected and reflected in the theoretical framework.

## **3. Theoretical framework**

This section will reflect the collection of information from academic sources and theoretical contributions that will serve as support to give body, answer and better understanding of the research questions formulated, as well as to comply with the specific objectives of the project.

### **3.1 Digital Marketing**

Digital marketing is defined as the incorporation of digital technological tools to efficiently execute strategies that aim to establish, strengthen, and improve the relationship with customers. Its beginnings date back to the creation of web pages as a potential channel to

promote products and services of companies. Following the technological evolution and digitalization, digital marketing has incorporated techniques and tools that through social networks and blogs has allowed to take advantage of the advantages and benefits offered by these platforms to meet consumers (Carmona, 2017).

It is important to note that technological evolution has significantly transformed consumer behaviour and habits, as well as the development of companies. Since consumers have become more active; that is, they demand more information about the organizations and the offer, they seek to be considered and valued as part of the selection process for the purchase. On the other **hand**, companies are forced to take on the challenge of meeting customer requirements and expectations with the support of innovation (Morales, 2015).

For (Selman, 2017) digital marketing is defined as the marketing strategies that are executed on the Internet, in order that users feel attracted and capture their attention to make the sale. Selman states that traditional marketing is complemented by digital, incorporating different strategies and techniques of advertising, communication, and marketing.

In this same order, one of the most important aspects of digital marketing is the application of methods that generate interaction between the company and consumers, going beyond the simple promotion of products and services. Digital marketing deepens the creation of direct contact with customers and the establishment of relationships to publicize the business concept, positioning, recognition, and brand identity (Sepúlveda Acevedo & Valderrama Riquelme, 2014).

For its part, (Thompson, 2015) defines it as a type of marketing that fulfils the function of connecting companies with the target audience of the market and consumers, through digital channels to establish communication and publicize the offer of their products and services.

Likewise, (Valencia Medranda, Cedeño Pinargorte, & Collins Ventura, 2015) refer to the fact that marketing has evolved by providing new tools in accordance with the increase in use and access to mobile devices, so that users have greater ease of obtaining interesting and attractive information.

### 3.1.1 Benefits of digital marketing for companies

After the emergence of digital marketing, various theories and research have been developed on the influence of the environment and the importance of its study; and this is so to facilitate the exercise and implementation of efficient strategies that allow achieving the objectives proposed by the companies. One of them is the theory of (Sawaf & Cooper, 2006) where the authors explain that to design strategies and execute efficient actions, it is essential to identify the relevant factors that manifest themselves in the environment; since they will allow to have a clear panorama to face the challenges and dares that arise.

In this same order, (Muñiz-González, 2015) states that there are two types of marketing that must be considered when preparing planning and are the following:

- Strategic marketing is aimed at evaluating and analysing business values, answering the questions of Where are we? and where do we want to go?
- Operational marketing is focused on implementing tools related to the marketing mix, to materialize the objectives; so, it is responsible for planning, implementing, monitoring, and controlling the actions of strategic marketing.

In relation to this theory, the authors (Charlo-Molina & Núñez-Torrado, 2012) (Leigh, 2015) and (Messing, 1990) complement with a concrete definition of digital marketing as the use of digital platforms (social networks, software, applications, and content management) to reinforce traditional strategies in accordance with the needs of the market, and therefore satisfaction of the expectations and requirements of consumers through products and services.

For these authors, digital and traditional marketing are linked and merged. Both at a strategic level, to know and understand the needs of customers; so, it will allow to produce and offer products and services accordingly. As at the operational level, to implement tools and techniques in digital media, to increase efficiency in processes.

On the other hand, digital marketing provides multiple benefits and advantages for the business sector within which the following stand out: - Analysis of the use of digital platforms by users and social networks, allowing to collect important information and structure the segments by sex, age, sociocultural level, economic and location to design coherent and



timely strategies. - Knowledge, understanding and identification of the best technologies and tools to be implemented to achieve optimal investment management with suppliers. – Analysis and planning of budgets to calculate the return on investment in digital marketing (Marin, 2015).

Other contributions that digital marketing has to the business sector is related to its characteristics and functions in advertising, relationships and communication with consumers and potential customers compared to traditional marketing and are the following:

1. Personalization: Digital platforms are potential means for consumers to obtain accurate and personalized information if the correct marketing techniques are used to access in an automated way the information of interest and related to their needs.
2. Massiveness: digital media have a greater reach without geographical limitation and the costs that are handled are much lower compared to traditional ones, where you can make contact and relate to many users (Mariscal T. , 2018).

In this same order, in the book "Marketing Digital en la moda" additional features are incorporated into digital marketing such as:

3. Interactivity: good digital marketing planning and the proper use of techniques will facilitate interaction between companies and consumers; creating a strong contact and establishing relationships that drive increased sales and exchange of valuable information.
4. Emotionality: linked to personalization, the exchange of informative content must integrate emotional elements (feelings, experiences, and emotions).
5. Measurement and control: in the digital age, the availability of applications that allow control, monitoring and measurement of the impact generated by the actions carried out from the field of digital marketing is evident. This feature compared to traditional marketing allows the application of online surveys, to know the opinions, suggestions, criticisms, needs and expectations of consumers (Mariscal T., 2018).

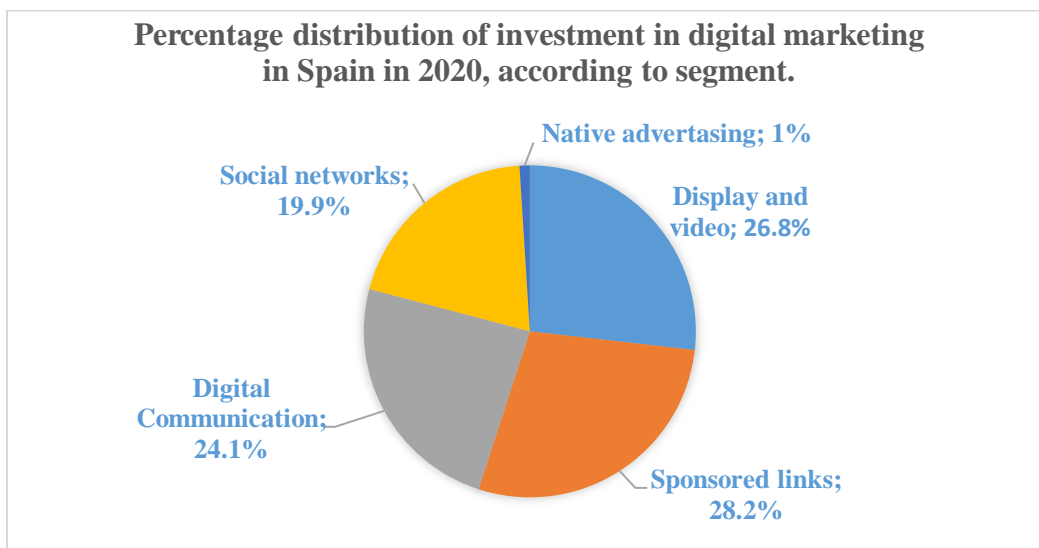
The technological evolution has generated an important growth in the field of digital marketing, in addition to specifying drastic changes in the operations of companies. This is due to the need to maintain competitive levels and adapt strategies to obtain positive results

and maintain profitability. The emergence of new scenarios promotes the restructuring and renewal of the processes and planning of companies with the support of the Internet, taking advantage of the digital tools and channels provided by technological advances to capture the attention of the target audience and be able to efficiently promote products and services (Murillo, Ayerdis, & Bermúdez, 2018).

In this same order, and from the emergence of the Covid-19 pandemic, an economic crisis has been generated worldwide that promotes the implementation of digital marketing strategies; in order to take advantage of the opportunities it offers to maintain competitive levels and face the challenges, paralysis of commercial activity, and confinement that caused the decrease in sales and even the closure of many shops.

With regard to this, graph 1 shows the percentage distribution of companies in Spain that invested in digital marketing by segment in 2020.

Graph 1. Percentage distribution of investment in digital marketing in Spain in 2020, according to segment.



Source: (Orús, 2021).

In graph 1, it is observed that the digital marketing strategy most implemented by companies is the introduction of sponsored links on websites, in content on social networks, and in different powerful platforms; with the aim of achieving positioning in search engines and redirection to the website to generate traffic. Followed by the generation of content in video format.

### 3.1.2 Digital marketing strategies and tools

As has been explained throughout the research project; innovation, the Internet, and the use of mobile devices has driven digital marketing. Positioning it as a fundamental tool to carry out a strategic planning that merges traditional marketing with digital; to meet the needs, expectations, and experiences of customers from different perspectives (Cariere, Ferrerira, & Ruiseñol, 2019).

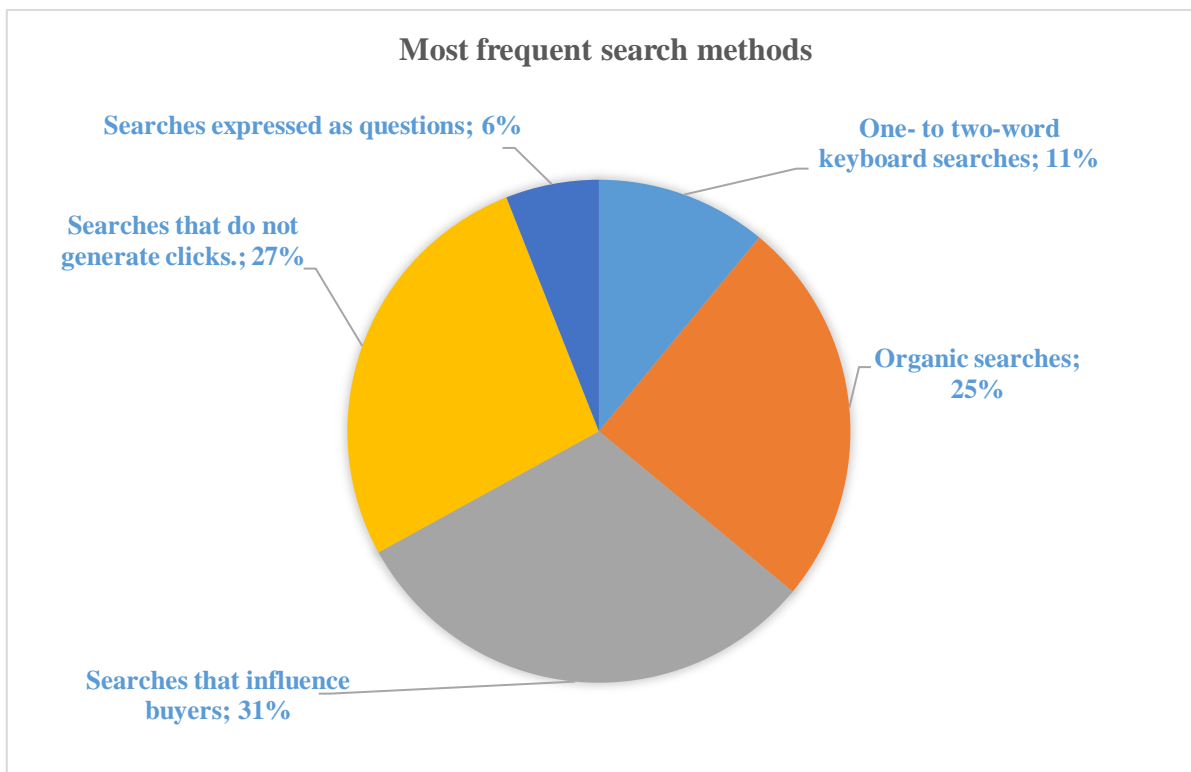
However, the effectiveness of the strategies and execution of actions will depend on the good use of tools and identification of advantages to make the most of them, of which the following stand out:

- Web positioning, SEO, and SEM: this positioning is related to the distribution of information in Internet search engines through the use of keywords hierarchized by topics. At the time users enter the web to obtain information, it offers a list of results of web addresses where these keywords are included. Fulfilling the search engines with the function of facilitating access to the available information on the subject, so that the techniques of WEB positioning, SEO, and SEM play an important role to achieve the optimization of search results through algorithms; and place companies in the top positions by relevance (Cariere, Ferrerira, & Ruiseñol, 2019).

On the other hand, for the design and implementation of SEO strategies it is essential to identify the characteristics, changes and results that are presented in search engines; information that will allow the use of the appropriate tools to optimize positioning.

In this context, Graph 2 shows the percentages of the most frequent search methods used by users.

Graph 2. Most frequent search methods.



Source: (Cardozo, 2021).

In graph 2, you can see that a high percentage of buyers search Google for information on products and services, location, payment methods and that the opinions of other users are important to choose whether to buy or not. While most of the results offered during searches are not clicked by them. This shows that analysing the behaviour of users when browsing the Internet to obtain information is necessary to understand the best way to position a brand.

While SEM positioning aims to increase the benefits of paid searches, accessing sponsored links and generating economic dividends per click of users in ads. To achieve SEM positioning; first, the strategy focuses on the careful selection of keywords that users use when performing the search; secondly, the On-page technique that runs on the network and internally on the website, evaluating the keywords that can be directly related to the website and other sites that redirect to the official page. Such is the case with social networks and blogs.

- Google AdWords: refers to a Google tool that generates advertising campaigns and advertisements that allow you to promote the offer of products and services of companies.

These can be done from Google search, different sites, and YouTube. Obtaining successful results from advertising campaigns depends on the selection of words of reference.

Google AdWords is a very useful tool, since it offers three options that are based on the choice of the formulated objective, visits to the advertiser's website and strategies to generate phone calls, to later select where you want to publish the ad (worldwide, local, national level) (Carieri, Ferreira, & Nightingale, 2019).

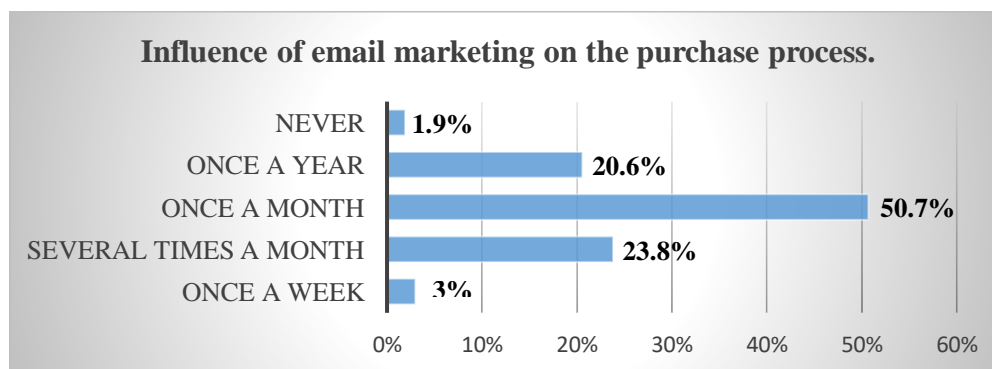
As for the costs, the advertiser has three options that can be: per click (fixing budget for each click that the user makes to the website or call made to the company), and by participation (number of views of video ads).

- Email marketing: digital marketing strategy that consists of sending emails from the company to contacts massively. The main objective of the technique is to maintain communication with customers through informative content, news, discounts, offers, and promotion of products and services, which allows to achieve the positioning of the brand and reinforcement of the image in the mind of the client, in addition to trying to establish a link with the client to collect information about their needs, opinions, suggestions, and expectations.

The implementation of the strategy offers the ease of scheduling the sending of mass mailings to a segment of users in accordance with sex, age, location, sociocultural, economic level, and consumption (Carieri, Ferreira, & Nightingale, 2019).

Likewise, the implementation of the email marketing strategy during the process of buying products and services influences consumers; and Graph 3 details the percentage.

Graph 3. Influence of email marketing on the purchase process.



Source: (Romero, 2022).

In relation to email marketing costs, it is considered accessible due to its low prices, the most important aspect being the design of a coherent and timely strategy, complemented by a database duly segmented and in accordance with the company.

- Viral marketing: strategy that aims to communicate by various means of consumers to users until achieving a significant growth of the message, where the amount of retransmission is fundamental for viralization and generate a positive impact for the company and the brand.

Among the most outstanding advantages of viral marketing is the ease of brand building, strengthening communication with consumers, knowledge of their opinions, and low costs for ads and dissemination (Carieri, Ferreira, & Ruiseñol, 2019).

### **3.2 Evolution of digital marketing**

Understanding the transformation of marketing depends on the analysis of its history and the impact and influence it has caused in companies, since technological advances have benefited digital marketing to evolve significantly to offer new tools and channels to increase sales, implement strategies, execute actions, monitor, and control planning to correct or rethink (Flores, 2021).

In this same order, the beginnings of marketing are evident now when people begin to develop a commercial activity, in order to exchange goods and services. An area that gains greater strength over the years and that currently with the arrival of the digital era, manages to merge with globalization. This wants to say that taking as a reference the industrial revolution until globalization, where the Internet and new technologies play a key role in establishing communication between the societies of different countries of the world, the changes have been drastic.

From the business sector, the objectives are focused on implementing traditional marketing tools that with the integration of technology have accelerated the breaking of barriers of scope and geographical limitations. Advantages that are taken advantage of since the appearance of social networks that contribute to the optimization of the promotion of products and services from any sector, being the strategies designed based on customer satisfaction and the improvement of their experience (Yaya & Rocha, 2018).

It is important to note that the phenomenon of globalization and the emergence of the Internet has brought great benefits to companies, since it allows them to contemplate a broader panorama, where internationalization and incursion into other markets is the main vision. This could mean the integration of economies and markets, favouring the expansion and access to technologies worldwide and therefore to generate changes in the methods to attract potential customers, promote products, services and establish effective communication with them.

In this context, globalization and the Internet have allowed expansion to achieve greater coverage of demand, compliance, and satisfaction of the needs of consumers anywhere in the world, in accordance with their interests and tastes. This indicates that from the business sector businesses and companies have ease through marketing strategies to face the new challenges and dares that arise in the market, with respect to requirements and social needs.

While with the emergence of the Internet and the digital age, technological tools emerge that place the traditional ones in second place. The difference between one and the other is based on the growing competitiveness between companies and their customers, due to the creation of social networks, which has forced companies to adapt to the new requirements of positioning, recognition, and ways of relating for the attractive promotion of products and services (Yaya & Rocha, 2018).

From here, digital marketing is born that incorporates the use of digitalization and its tools to manage the various digital media, whose objective is to promote companies. Since 1990 when digital marketing is defined and directly related to technology for the promotion of business, it has become more popular, since the change during the purchase process has been notorious, in terms of the dissemination of information about products and services and offer of solutions.

In this same order, digital marketing has gained great strength with the popularization of social media, due to the facilities to access information about products and services and the purchase of them. This is evidenced by analyzing the purchase process in the past, where access to such information depended on the companies and the solutions they provided. While today 60% of the purchase process can be done without coming into direct contact with the seller (Yaya & Rocha, 2018).

Among the tools most implemented by companies to execute digital marketing actions that favor the positioning and recognition of the brand are:

- Content marketing: publication of content in the different digital media for educational, informative and entertainment purposes for customers.
- Email marketing: consists of sending commercial messages to a group of people through emails.
- Search marketing (SEM): refers to the positioning of a website, giving it priority, so that it appears in the first places of search on the Internet.

### **3.3 Covid-19 as an enhancer of digital marketing**

The emergence of the Covid-19 pandemic in 2020 led to important changes in the way of communicating and the development of the process of purchasing products and services. Factors that had a significant impact on the field of marketing, since the impulse was to adapt strategies and actions, with the aim of satisfying the needs of consumers, in accordance with new consumption habits.

It is well known that the coronavirus forced governments around the world to impose restrictive measures of biosecurity, social distancing and confinement, which led to experience a scenario of uncertainty, paralysis of commercial activity and affectation of the economy, so companies had to rethink the methods to communicate and relate to their customers. (Labrador, Suarez, & Suarez, 2020).

In this sense, digitalization is presented as an alternative to propose a new management of business on the Internet, being also an approach enhanced and accelerated with transformative paradigms, since it involved the reinvention of business models and strategies for positioning, recognition and promotion of products and services.

In this same line, (Kaminsky, 2004) states that crises are a phenomenon that promotes the emergence of variety, causing marketers to consider exploring little-known options.

In this context, the business sector has been seriously affected and its responsibility for the high percentage of jobs it generates and the economic contributions it makes to the economy of the countries, makes decision-making immediate to avoid losses and even in the closure of companies.



Given the panorama and consequences of the Covid-19 health crisis, the business sector must face unexpected challenges and dares, contemplating the migration to the digital model, restructuring the marketing plan to recover sustainability, although the consequences imply that the market will never be the same again.

Importantly, companies that had previously incorporated digitalization into their business model and introduced digital marketing strategies are more likely to benefit and confront such a crisis. Which allows us to understand that the implementation of digital marketing will allow us to obtain the expected results (Labrador, Suarez, & Suarez, 2021).

### **3.3.1 Changes in consumer behaviour**

Technological advances, digitalization, and the dynamism of the market that every day rapidly increases competitive levels have been fundamental and decisive factors for the changes that are currently evident in the behaviour of consumers, since they go from being passive (governed by the information offered by companies) to active (they demand more information, improvement of your experience, value of your opinions and suggestions, content generators).

The factors described above bring with them challenges and dares for companies, due to the fact that consumers have become more demanding, which forces the business sector to adapt and implement marketing strategies of differentiation, positioning, segmentation and search for efficient methods for attracting customers. To do this, you must consider the collection and analysis of information about what you are looking for, what interests you, where you are, what motivates you to make the purchase, since the changes are significant and the search for information is important to offer alternatives to the purchase process (use of digital channels, way of delivering the products and established times, customer experience, touchpoints) (Gonzales, 2021).

In the online consumer behavior article of (Mercado, Perez, Castro, & Macias, 2019) it is stated that the collection and analysis of information facilitates the identification of coherent strategies that will be implemented in online shopping platforms. Emphasis is also placed on updated tools, which are as follows:

- Detailed description of Buyer persona, contemplating historical variables, demographics, motivations, among others.

- Creation of an empathy map that allows to understand the interior of the consumer, their feelings, perspectives, needs and attitudes.
- Detailed identification of consumer experiences during the purchase process and for this a tour of the consumer's journey is made.
- Identification of the most attractive points for the consumer when starting the purchase process, making a heat map.

These tools are useful for the thorough investigation of consumer behaviour and its objective, which consequently will make it easier for companies to have the domain to execute timely actions and increase competitive levels in the market. Especially with the emergence of the coronavirus that focuses strategies on the use of digital channels to have better access and greater reach (Gonzales, 2021).

#### **4. Contextualization**

The emergence of the Covid-19 pandemic has generated strong instability for the economy of countries worldwide, with the business sector of small, medium, and large companies being the most affected by the paralysis of commercial activity. Because of this, they have felt the need to make drastic and quick decisions that integrate specific strategies to maintain sales.

As the health crisis worsened, companies have adjusted their business models, using digitalization as a key tool to connect with consumers, as well as execute actions that generate value for customers and highlight the attributes of products and services to make them more attractive. (García-Madurga, Grilló-Méndez, & Morte-Nadal, 2021).

In this same line, technological advances had already been generating a transformation before the coronavirus, with new trends on communication and digital marketing strategies, highlighting the benefits obtained by companies by venturing into digital platforms that improve the customer experience and generate engagement. (Hosteltur. Economía, 2020).

In the specific case of Spain, the country is in first place in the ranking of European countries that have increased the figures of purchases on the Internet, during the Covid-19 pandemic, while 70% of consumers say they will continue to make their purchases online, despite the end of the health crisis. According to the CIS, the statistics show that during the state of

alarm, 23% of Spanish consumers have bought through the Internet and 1.6% bought for the first time during the confinement, which demonstrates the growth of electronic commerce in the period of crisis and therefore a significant increase in the investment of the business sector in digital marketing, with growth estimates of approximately 68% (CEDEU, 2022).

On the other hand, the agency Estudio34 carried out a study on the impact of Covid on the digital ecosystem, where it was obtained that the categories that stood out the most in the confinement stage were: Media and news with 35%, followed by finance with 30%, food with 22%, then health with 15%, generating important profits. While on the contrary, the sectors with the highest losses were: tourism with 47%, construction with 18%, advertising with 17%, manufacturing with 16%, transport with 16% and finally real estate with 15% (CS, 2020).

As for the advertising sector, profits were obtained by the bet on the personal care and beauty sector with 41%, but losses were also obtained for the retail sector during the beginning of the pandemic, although later searches tripled (CS, 2020).

In a comparison made by the same agency, between 2019 and 2020, it was obtained that in the week of February 24, 2019, and the same of 2020, a growth of 60% was experienced in online consumable sales. On the other hand, at the time when Spain was moving from phase 4 to 5, consumer trends were shown in food, entertainment, health, and comfort (CS, 2020).

As for the advertising sector, the health crisis has represented a strong impact, which consequently has decreased the economic rhythm and confidence of the business sector, which has therefore caused the reduction of expenses and cuts in marketing budgets, by advertising companies.

The losses of the advertising sector not only affect the activity, but also negative effects are seen in jobs, businesses and even in the media, since business models and most of the advertising exercise are seriously impacted. However, the advertising industry began to advance progressively, experiencing a slight recovery, even though Spain has been one of the countries most affected by its economic and population structure (Corredor-Lanas, Marcos-Recio, & Montañés-García, 2021).

## 5. Analysis and discussion of results

The survey was conducted to a total of 20 companies through Google Forms to obtain a greater reach in the following link <https://drive.google.com/drive/folders/1817bxmTiQjHbny8N-USn0paC09nHKaYk?usp=sharing>. The following results were obtained from the instrument applied.

The companies consulted confirm the importance of migration to the Internet for the benefits they offer, which is reflected in 100% of the adaptation of the business model to digitalization and the use of digital platforms to attract potential customers and promote products and services.

As for the main causes that drove this migration, the emergence of the Covid-19 pandemic and the consequences produced by the paralysis of commercial activity and fall in sales stand out. Another of the causes that stood out in the answers was the trends in the use of online sales channels, the facilities and comfort they offer to carry out procedures, go to the forefront with technological innovation, and optimization of customer service.

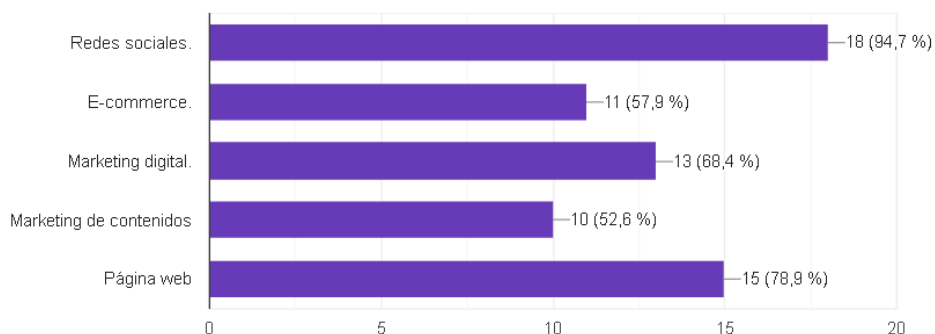
On the other hand, when consulting companies about the most used digital tools with the aim of increasing their sales, in Annex 2 Survey result of Question 3, the following results are observed.

### Annex 2, Question 3: Most used digital strategies and tools.

3. De ser afirmativa la respuesta 1. ¿Cuáles son las estrategias y herramientas digitales utilizadas por la empresa para incrementar sus ventas e ingresos?



19 respuestas



it was obtained that in the first-place social networks, with 94,7% of respondents stating that, are the most efficient channels to publish attractive content, promotions, and discounts in different formats. Followed by the website with 78,9% that has been in a growing trend for some time and that has taken greater strength during the pandemic. A great trend of digital marketing with 68,4% as a planning tool to be able to control the evolution of the company; followed by e-commerce with 57,9% and content marketing with 52,6%; which indicates that just under half of the companies surveyed are not yet fully integrated technologically with these two strategies.

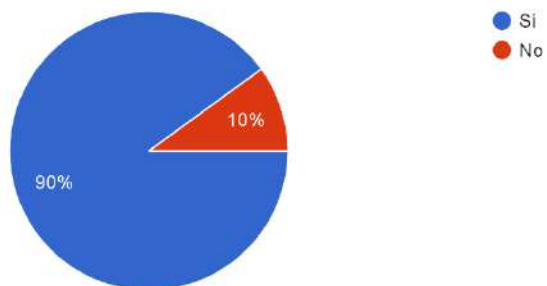
In this same order, the results of the survey indicate that 100% of the companies consulted know the contributions and benefits of digitalization and digital marketing. Among those that stand out: optimization potential for sales, sustainable growth of companies that implement online channels, cost savings, distribution, time, interaction, and visibility.

The recognition of companies for the potential offered by digital channels drives the presence in social networks, creation of web pages, blogs and implementation of strategies and actions to achieve positioning and brand recognition, which translates into profitability and economic recovery.

With respect to the percentages of companies that perceive that digital marketing is fundamental for the growth and recognition of businesses. In the graph in Annex 2 Survey results to question 6, it is inferred.

Annex 2, question 6: Companies consider digital marketing planning indispensable.

6. ¿Considera usted que es indispensable realizar una planificación de marketing digital?  
20 respuestas



It is observed that 90% responded positively, arguing that it facilitates the achievement of objectives, control and monitoring of strategies and actions. While 10% considered that it is not essential to have a digital marketing planning, because they apply a little organized plan that is modified based on the results and because they do not know the pros and cons. However, the largest percentage invests in hiring professionals specialized in digital marketing, so it is considered that digitalization is a trend that many companies still do not master or approve, impacting on the results.

In another order, when asked about the influence of digitalization on consumer behavior, 100% of companies responded that there is a close relationship between the two, since users consider the ease of accessing information about products and services in a comfortable way, communication with businesses is fast, without geographical limitations, elements that are highly valued by them.

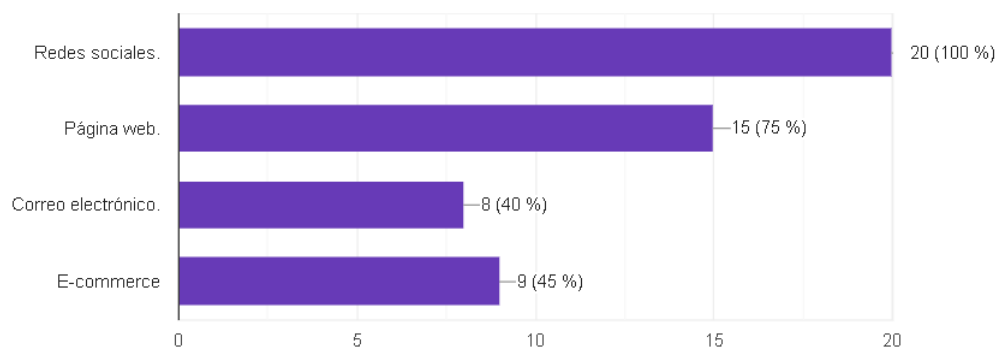
In this same line, when asked about the efficiency of digital channels for the promotion of products and services, in Annex 2 of questions 10, 11 and 12.

#### Annex 2, question 12: Efficient platforms for the promotion of products and services.

12. Si su respuesta a la pregunta 10 es afirmativa, especifique cuales plataformas son eficientes:



20 respuestas



The 100% of companies surveyed affirmed that social networks are the main channels in which they must have a continuous and updated presence, with the aim of increasing their sales, because they consider that the interaction that is generated, allows to collect information about the tastes, needs and interests of customers, to adapt strategies and have greater effectiveness in the results of improving experience during the purchase process, brand penetration and sustainability. So, businesses invest in a planning digital marketing strategy to capture potential customers and present products and services in an attractive way. Followed by 75% of respondents who see the company website as a strategic platform to offer and promote in detail the products and services, with a high probability of sale.

Finally, when asked about the implementation of digital marketing as an efficient tool to establish and strengthen relationships and communication with consumers during the period of confinement, 90% of respondents answered affirmatively and justify it with the positive results in customer acquisition and increased sales, in addition to allowing communication to be maintained through the digital medium and continue promoting their products and services.

## **6. Conclusion**

During the development of this project, research was carried out, in order to collect theoretical contributions, and information related to digital marketing and its growth during the pandemic period that would serve as a basis to contextualize the situation of the business sector in Spain, also addressing the development of the different sectors at a global level.

From the information obtained, it is considered that technological advances have driven the improvement of digital marketing, offering benefits that are supported by positive results with increased sales, customer acquisition, positioning and brand recognition.

The trend of migration to the Internet, the use of digitalization and the restructuring of business models and strategies have been enhanced with the emergence of the Covid-19 pandemic and the implementation of restrictive biosecurity measures, a panorama of uncertainty and confinement that transformed the consumption habits and behavior of customers, which is why businesses were forced to adapt to recover profitability.

In this same order, and to comply with the objectives set, a survey was carried out to different recognized companies that develop various commercial activities, in order to determine the

importance of digital marketing as an enhancer of the business sector after the emergence of the Covid-19 pandemic.

For this, the situation in Spain was contextualized specifically, which allows us to conclude that the business sector during the confinement was seriously affected by the paralysis of commercial activity, so that investment in digital marketing was presented as an efficient alternative to maintain communication with customers and the implementation of content marketing strategies, updating of web pages and incursion into e-commerce allowed to experience a recovery and continuous progress of sales.

On the other hand, an online survey was applied in Google to have a greater reach, and from the results it is concluded that a high percentage of 90% of companies, affirm that digital marketing offers advantages that help the recovery of the business sector, avoiding direct contact with people, during the confinement, maintaining sales through the promotion of products and services in digital channels, as well as maintaining communication and strengthening the relationship with customers, generating informative content to which they can have easy access.

Likewise, the respondents confirm that digital marketing has directly influenced consumers, generating important changes in their behaviour and consumption habits, which have represented an important challenge for businesses, since they must adapt their strategies and actions to satisfy their tastes and needs, improving their experience during the purchase process and highlighting the attributes that add value.



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## Anexo 1. Survey questions

1. Has your company adapted its business model to digitalization?

Yes \_\_\_\_\_ No \_\_\_\_\_ Why? \_\_\_\_\_

2. Do you consider that digitalization and digital marketing bring benefits for the economic recovery of your company?

Yes \_\_\_\_\_ No \_\_\_\_\_ Why? \_\_\_\_\_

3. If yes, your answer to question 1, What are the digital strategies and tools used by your company to increase your sales and revenue?

Social Media \_\_\_\_\_ E-commerce \_\_\_\_\_ Digital Marketing \_\_\_\_\_

Content Marketing \_\_\_\_\_ Website \_\_\_\_\_

4. Do you consider that it is essential to carry out a digital marketing planning?

Yes \_\_\_\_\_ No \_\_\_\_\_ Why? \_\_\_\_\_

5. Do you consider that changes in consumer habits and behavior are directly related to technological advances and digitalization?

Yes \_\_\_\_\_ No \_\_\_\_\_ Why? \_\_\_\_\_

6. Do you consider digital media to be efficient channels for promoting products and services?

Yes \_\_\_\_\_ No \_\_\_\_\_ Why? \_\_\_\_\_

7. If your answer to question 6 is yes, specify which platforms are efficient:

Social Media \_\_\_\_\_ Website \_\_\_\_\_ Email \_\_\_\_\_

E-commerce \_\_\_\_\_

8. Do you think that interaction on social networks increases sales of your company's products and services?

Yes \_\_\_\_\_ No \_\_\_\_\_ Why? \_\_\_\_\_

9. Do you consider that digital marketing has been a useful tool to establish communication with customers during the lockdown and pandemic? Why?

## Annex 2. Survey results

### Evolution of Digital Marketing after Covid-19.

The objective of this survey is to analyze the significant contributions provided by technological evolution, improvement of platforms, improvement in communication, and experience between companies and their customers, since the State of Alarm was decreed in March 2020.

Company Name:

1. Mixtura Leganés.
  - Address: Av. Rey Juan Carlos I 69, 28916, Leganés, Madrid, España.
  - Operation: 2005
  - Number of employees: 0-10
  - Website since before the Pandemic: Yes
2. Gocco Confec S.A.
  - Address: Calle La Caléndula 93, Edificio H, 28109, Alcobendas, Madrid.
  - Operation: 2000
  - Number of employees: 201-500
  - Website since before the Pandemic: Yes
3. Go Fit Life Science and Technology S.A.
  - Address: Carretera de Fuencarral – Alcobendas Km 3,8, Edificio 4, Alcobendas, Madrid, España.
  - Operation: 2005
  - Number of employees: 750-800
  - Website since before the Pandemic: Yes
4. Centros Comerciales Carrefour S.A.
  - Address: Calle Campezo 16, Polígono de Las Mercedes, Madrid.
  - Operation: Enero 1976
  - Number of employees: 35275
  - Website since before the Pandemic: Yes
5. Evercom Comunicación y Relaciones Públicas S.L.
  - Address: Calle Marques del Riscal 11, Piso 1, 28010, Madrid, España.
  - Operation: 2014
  - Number of employees: 20-100
  - Website since before the Pandemic: Yes
6. Fundación Linux.
  - Address: 548 Market Street, PMB 57274, San Francisco, California. US
  - Operation: Enero 2007
  - Number of employees: 24 y más de 1250 asociados
  - Website since before the Pandemic: Yes
7. Telefónica De España SAU.
  - Address: Calle Gran Vía 28. 28013, Madrid. España.

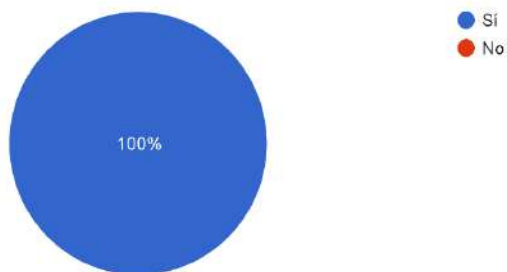
- Operation: 1998
  - Number of employees: 13689 (año 2020)
  - Website since before the Pandemic: Yes
8. Rena Ware del Perú S.A.
- Address: Avenida Jorge Basadre 152, San Isidro. Lima, Perú.
  - Operation: 1966
  - Number of employees: 0-50
  - Website since before the Pandemic: Yes
9. Casa de Espiritualidad Santa Rafaela María.
- Address: Paseo del General Martínez Campos 12, 28010. Madrid.
  - Operation: 1879
  - Number of employees: 0-50
  - Website since before the Pandemic: Yes
10. Colegio Mirasierra.
- Address: Calle Ascao 33, 28017. Madrid, España.
  - Operation: 1957
  - Number of employees: 0-50
  - Website since before the Pandemic: Yes
11. Instituto de Educación Superior Tecnológico Orson Welles S.A.
- Address: Avenida Salaverry 3641, Lima. Perú
  - Operation: 1994
  - Number of employees: 58
  - Website since before the Pandemic: Yes
12. Leyton Iberia S.L.
- Address: Plaza de Xavier Cugat 2, Edificio D, Planta 4, Sant Cugat Del Valles, Barcelona, España.
  - Operation: 2014
  - Number of employees: 51-200
  - Website since before the Pandemic: Yes
13. Intercorp S.A.
- Address: Av. Villarán 140, La Victoria, Lima, Perú.
  - Operation: 1994
  - Number of employees: 32618 (2012)
  - Website since before the Pandemic: Yes
14. Levadura Madre S.L.
- Address: Calle Alcalde Sainz de Baranda 16, Local, Madrid.
  - Operation: 2014
  - Number of employees: 10-49
  - Website since before the Pandemic: Yes
15. Folder Papelerías S.A.
- Address: Calle Telecomunicaciones 10, Nave 15, Alcorcón, Madrid.
  - Operation: 2004
  - Number of employees: 20-100



- Website since before the Pandemic: Yes
16. Gestiones Cárnicas El Bierzo León S.A.
- Address: Calle Bruselas 40, 28232, Las Rozas de Madrid, Madrid.
  - Operation: 1997
  - Number of employees: 5-10
  - Website since before the Pandemic: Yes
17. Clínica Dental Suite S.L. Dra. García Payo.
- Address: Avenida Pintor Antonio López 17, 28320, Pinto, Madrid.
  - Operation: 2019
  - Number of employees: 0-10
  - Website since before the Pandemic: Yes
18. Ziacom Medical S.L.
- Address: Calle Búhos 2, 28320, Pinto, Madrid, España.
  - Operation: 2004
  - Number of employees: 140
  - Website since before the Pandemic: Yes
19. Solulim Higiene Alimentaria S.L.
- Address: Calle Mancio Serra de Leguizamón 2, 28320, Pinto, Madrid.
  - Operation: 2013
  - Number of employees: 155
  - Website since before the Pandemic: Yes
20. Instalaciones JJ S.L.
- Address: Calle Del Molino 2, 28320, Pinto. Madrid.
  - Operation: 1990
  - Number of employees: 5-10
  - Website since before the Pandemic: No

1. ¿La empresa ha adaptado su modelo de negocios a la digitalización?

20 respuestas



2. ¿Porqué?

2.1. Por el cierre sanitario de nuestra empresa por la pandemia.

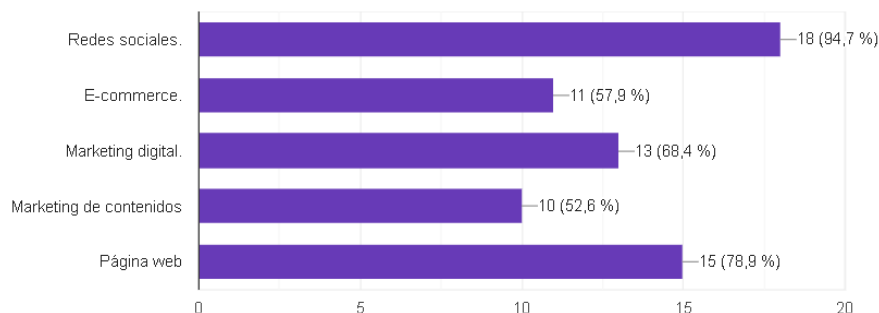
2.2. Se ha impulsado el canal de venta online, aunque ya venía en tendencia creciente.

- 2.3. La digitalización está a la orden del día y las comodidades tanto para el trabajador como para la empresa son variadas y positivas.
- 2.4. Es así desde siempre. 100% trabajo en remoto y centrada en software.
- 2.5. Los pedidos y tramites se hacen online, ya que cerraron las oficinas y aún hay restricciones en la empresa.
- 2.6. Por los protocolos de seguridad.
- 2.7. Por necesidad.
- 2.8. Elaboración de contenidos complementos de clases, sesiones de aprendizajes, evaluaciones de asignaturas con una alta proporción de información teórica han pasado a realizarse en plataformas digitales con recursos digitales.
- 2.9. Porque se ve necesario en el mercado, más uso de datos para mayor personalización.
- 2.10. Expandir nuestra experiencia y comunicación con nuestros clientes
- 2.11. Para redireccionar nuestra estrategia de comunicación.
- 2.12. La innovación tecnológica cambia constantemente y debemos ir a la vanguardia.
- 2.13. Por necesidad de ampliar nuestro negocio.
- 2.14. Para optimizar nuestra atención al cliente.
- 2.15. Se tiene mayor control en la evolución de la empresa.
- 2.16. Por política de innovación de nuestro equipo.
- 2.17. Porque llegamos a más usuarios.

3. De ser afirmativa la respuesta 1. ¿Cuáles son las estrategias y herramientas digitales utilizadas por la empresa para incrementar sus ventas e ingresos?

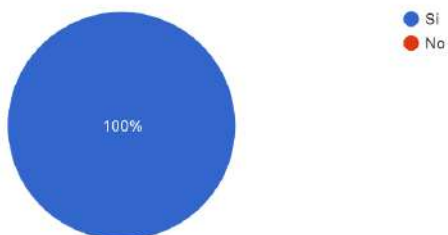
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19 respuestas



4. ¿Considera que la digitalización y el marketing digital aporta beneficios para la recuperación económica de su empresa?

20 respuestas

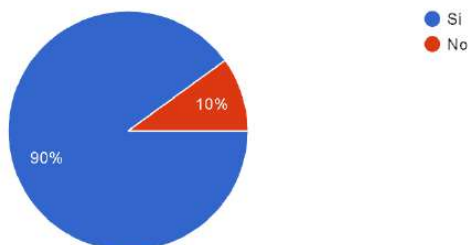


## 5. ¿Porqué?

- 5.1. Puesto que es una herramienta muy potente para poder optimizar mis ventas.
- 5.2. Ahora mismo la venta online es el canal que está permitiendo a la empresa sostenerse. Viene de una situación complicada de reestructuración y el canal físico lleva años cerrando tiendas progresivamente.
- 5.3. En ocasiones, algunas estrategias que se realizan a través de redes suelen tener más conversión que las que se hacen por los canales o medios convencionales.
- 5.4. Hacíamos muchas conferencias presenciales, el haber adaptado a un modelo híbrido y disponer de las herramientas para hacer meet-ups (encuentros) virtuales permitió continuar con estos encuentros y permitir que gente que no podía viajar tuviera acceso al contenido que se daba en estas conferencias.
- 5.5. Ahorro de tiempo en transporte, facilidades en capacitaciones.
- 5.6. Porque lo visualizan muchas personas y es gratis.
- 5.7. Porque es una buena herramienta para llegar a más clientes.
- 5.8. Permite explorar nuevos mercados y sentar presencia en ellos o tomar decisiones para tener mayor presencia,
- 5.9. Sí, permite personalizar mejor los anuncios y segmentar bien a los clientes.
- 5.10. Con la nueva plataforma de integración "SM Educamos", mejoramos en calidad de comunicación, aporte educativo sostenible y por tanto una mejora en nuestra recuperación económica.
- 5.11. Podemos planificar mejores estrategias para un mejor servicio a la necesidad del cliente.
- 5.12. Porque podemos llegar a más usuarios.
- 5.13. Nos permite llegar a más gente.
- 5.14. Llegamos al cliente de manera más efectiva.
- 5.15. Sus herramientas han demostrado efectividad interactiva durante la pandemia.
- 5.16. Gracias a la tecnología hemos podido continuar trabajando durante la pandemia.
- 5.17. Publicamos nuestra empresa en páginas especializadas de fontanería, y llegamos al público.

6. ¿Considera usted que es indispensable realizar una planificación de marketing digital?

20 respuestas



## 7. ¿Porqué?

- 7.1. Porque puedo diseñar las etapas del proceso de venta y organizar mejor mis objetivos.
- 7.2. En nuestro caso no, porque los canales y las estrategias de marketing digital llevan tiempo implementados. Las modificaciones que vamos haciendo en nuestra estrategia y canales de comunicación no vienen de una planificación detallada sino más bien de enfrentarnos diariamente al mercado e ir perfeccionando nuestras armas.
- 7.3. En un plan de marketing tiene que estar reflejado el rumbo de la empresa, y la parte digital es una piedra angular de cualquier estrategia de marketing de una empresa mediana o grande.
- 7.4. Es una empresa internacional con sus propios programadores.
- 7.5. Para saber los pro y contras.
- 7.6. Para adecuarlos a los objetivos de la empresa.
- 7.7. La planificación es una herramienta de gestión indispensable, permite ahorro de costes, retroalimentación para la mejora permanente, para trasladar el modelo a otro giro del negocio o mercado potencial.
- 7.8. Porque los presupuestos se pueden exceder.
- 7.9. Es una herramienta potente para llegar a nuevos posibles clientes, ya que podemos mostrar nuestra calidad educativa con mucha transparencia y nuevas propuestas pedagógicas innovadoras.
- 7.10. Se tiene la seguridad de optimizar cada paso de la estrategia e incluso auditarlo.
- 7.11. Tendremos controlado todas las herramientas para darnos a conocer y generar ventas.
- 7.12. La planificación es el camino seguro y firme para reforzar nuestras ventas.
- 7.13. Porque se puede controlar los progresos.
- 7.14. Poder controlar los índices y criterios de evolución empresarial.
- 7.15. La planificación es muy importante para tener presente nuestros objetivos de mercado.
- 7.16. Porque así sabemos de su efectividad.

8. ¿Considera usted que los cambios en los hábitos y comportamiento de los consumidores está directamente relacionado con los avances tecnológicos y la digitalización?

20 respuestas



## 9. ¿Porqué?

- 9.1. Porque nuestros clientes y futuros consumidores tienen otras alternativas más a la mano para comunicarse de manera rápida y efectiva, con catálogo de productos a la mano desde cualquier punto.

- 9.2. La accesibilidad que brinda la generalización de los móviles y la mayor penetración de internet en todas las facetas de la vida por supuesto se traduce en un mayor de compra online.
- 9.3. La tecnología ha cambiado nuestra forma de escuchar música, ver película y comprar. Por lo tanto, los hábitos de consumo han cambiado y siguen cambiando.
- 9.4. Mayor accesibilidad a recursos e información de forma muy rápida. Por tanto, se acelera la innovación y la rapidez de aprendizaje.
- 9.5. Se está modernizando.
- 9.6. Porque tenemos las redes sociales abiertas.
- 9.7. Porque ahora mismo hay un gran incremento de estos avances y es innegable que con la digitalización estamos en un mundo más global y avanzado.
- 9.8. Ahorro de costes para todos: costes de movilidad, mejor gestión del tiempo, principalmente.
- 9.9. Cada vez hay más clientes digitales.
- 9.10. Los nuevos hábitos de los consumidores son motivados por los cambios tecnológicos, porque les brinda mayor opción de canales y herramientas de información.
- 9.11. Definitivamente la tecnología ha influenciado a los consumidores, dándole más opciones de información, canales de comunicación y opciones de adquisición sin moverse de casa.
- 9.12. La tecnología abre más oportunidades de interacción y búsqueda de los usuarios.
- 9.13. Los usuarios ven una herramienta a mano para informarse.
- 9.14. La tecnología digital tiene mucha influencia sobre el comportamiento y hábitos.
- 9.15. Los usuarios tienen mayor cobertura para comunicarse.
- 9.16. Los usuarios se informan mucho antes de tomar una decisión.
- 9.17. Ahora nos buscan por internet.

10. ¿Considera usted que los medios digitales son canales eficientes para promocionar productos y servicios?  
20 respuestas



11. ¿Porqué?

- 11.1. Porque podemos mostrar nuestras propuestas en detalle las 24 horas del día.
- 11.2. Porque ofrecen muchas más opciones para llegar al cliente, son mucho más baratas y por lo tanto están al alcance de todas las empresas.

11.3. Porque los dispositivos digitales e inteligentes son algo que consultamos continuamente a lo largo del día, por lo que el impacto que producen en las personas es muy notorio.

11.4. Cubren la necesidad de preservar un contenido y que sea accesible para más personas. Por ejemplo, si vas a una charla y esta no se convierte en podcast, o blog o video en redes, los aprendizajes de esa charla solo serán consumidos por un grupo limitado de personas y su duración será muy corta. Si eres capaz de reutilizar contenido y preservarlo en un medio digital, podrás hacer uso de ello durante más tiempo y llegaras a más audiencia.

11.5. Es masivo.

11.6. Como lo indique anteriormente, las redes sociales son gratis y llegan a miles de personas.

11.7. Llegas a tu público objetivo más fácil, y a su vez estos clientes están más pendientes de las posibles ofertas en los medios digitales.

11.8. Estamos en una sociedad interconectada y fácil de llegar a cualquiera desde un simple mensaje de texto plano a una presentación multimedia a pesar de las brechas que existan en muchos pueblos.

11.9. Porque permite manejar más información de las preferencias del usuario.

11.10. Los medios digitales motivan y captan la atención de los consumidores. Así como también aporta conocimiento en tiempo real.

11.11. La efectividad radica en dar un buen producto y mensaje, la efectividad del uso de estos canales optimiza grandemente y repercute en las ventas.

11.12. Son canales muy eficientes porque promocionamos a muy bajos costes para mayor número de usuarios.

11.13. Efectivamente, podemos mostrar nuestros productos en detalle.

11.14. Porque son herramientas para una buena oportunidad de difusión de nuestras propuestas.

11.15. Canales eficientes para mostrar nuestros productos y darnos a conocer.

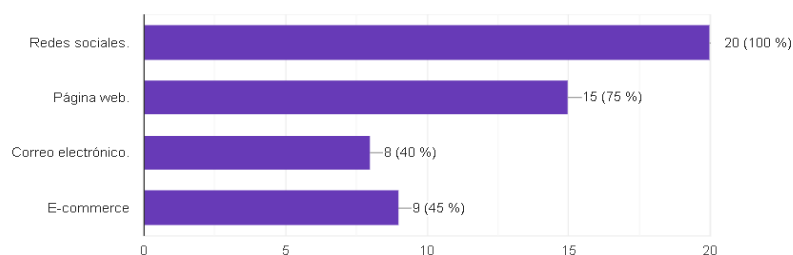
11.16. Nos da la opción de mostrarnos tal cual y con detalles a nuestros clientes e interesados.

11.17. Es la mejor manera de hacer conocer nuestro trabajo.

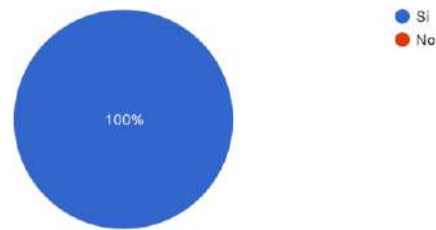
12. Si su respuesta a la pregunta 10 es afirmativa, especifique que cuales plataformas son eficientes:

 Copiar

20 respuestas



13. ¿Considera usted que la interacción en las redes sociales aumenta las ventas de productos y servicios de su empresa?  
20 respuestas



#### 14. ¿Porqué?

14.1. sí, por la interacción continua de los usuarios.

14.2. Porque aumenta la penetración de la marca y toda exposición redundante en conocimiento del cliente y acaba en mayores ventas.

14.3. Un ejemplo es la votación de los productos en plataformas de retail (ventas minoristas) como Pc Componentes o Amazon, que influyen en la decisión de compra de muchos clientes.

14.4. No somos una empresa sino una fundación. Por lo que no hay ventas como tal, pero si proyectos y empresas que deciden volverse miembros de la fundación para ayudar a la sostenibilidad del software libre. Bajo este contexto, las redes ayudan al awareness (hacerse consciente) de nuestras iniciativas, y dan visibilidad a los proyectos que hospedamos (damos alojamiento).

14.5. A pesar de que la empresa tiene más de 56 años en Perú aún no la conocen.

14.6. Porque conocemos las expectativas del cliente.

14.7. Llegamos a más clientes e incluso algunos que no nos buscan específicamente les aparecemos como recomendaciones o anuncios.

14.8. Sobre todo si la interacción no es invasiva, si se utiliza como herramienta de persuasión es estupenda... pero es un arma de doble filo. Lo deben hacer profesionales.

14.9. Sí, las redes sociales complementan la información que se tiene por sobre los clientes. No hay necesidad de recolectar sus datos, sino de aumentar el Match de datos que se comparten con Facebook.

14.10. Las redes sociales es el "boca a boca" de influencia exponencial, puesto que un buen comentario, puede llegar a miles de usuarios al instante.

14.11. Las redes sociales mueven mucha información para gustos específicos por lo que hay mucha probabilidad de incrementar las ventas.

14.12. Las redes sociales nos facilitan enormemente para que los usuarios nos conozcan y vean nuestras promociones.

14.13. Gracias a la interacción generamos tráfico y presencia en el mercado.

14.14. La influencia de las redes es poderosa para difundir contenido.

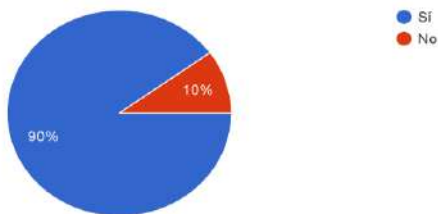
14.15. Las redes sociales son el motor de comunicación.

14.16. El potencial de las redes sociales beneficia a nuestra empresa.

#### 14.17. Si que son muy recomendadas en su uso. Todos están ahí en las redes.

15. ¿Considera usted que el marketing digital ha sido una herramienta útil para establecer comunicación con los clientes durante el confinamiento y época de pandemia?

20 respuestas



#### 16. ¿Porqué?

16.1. Desde que utilizamos las nuevas herramientas de comunicación hemos mejorado en nuestra atención al cliente y mejorado en las ventas.

16.2. Los canales online de comunicación han permitido a las empresas informar con agilidad a sus clientes, de los desarrollos que iba haciendo la empresa en el ámbito global y en lo relacionado con ese cliente concreto.

16.3. Era la única vía para seguir creando.

16.4. Alejamiento social.

16.5. Ya que estuvimos confinados, fue el único medio seguro para no perder contacto con el cliente.

16.6. Porque no se podía establecer relación directa con el cliente y estas herramientas han facilitado el contacto con ellos.

16.7. En un primer momento nos permitió ver que pocos querían apostar por modalidades semipresenciales y tuvimos un descenso de clientes, pero luego duplicamos nuestras expectativas planificadas en tiempos normales. Ahora hemos visto que nuestros clientes también prefieren la atención remota y la presencialidad solo para lo estrictamente necesario. La comunicación ha sido un punto clave para medir el pulso al requerimiento del cliente.

16.8. La respuesta es obvia.

16.9. La nueva plataforma SM EDUCAMOS, nos ha facilitado llegar a nuestros alumnos y padres en el proceso de educación e información, de una manera integrativa.

16.10. Era nuestro único medio de comunicación con nuestros clientes, durante el confinamiento.

16.11. Ha sido vital esta herramienta para mantenernos al mínimo y subsistir en aquellas condiciones de confinamiento.

16.12. Ha sido una necesidad de estar presente en las necesidades de los clientes.

16.13. Durante el confinamiento he podido organizar las citas con los clientes, acorde con las restricciones sanitarias.

16.14. Ha sido necesario y eficiente durante el confinamiento.

16.15. Ha sido una necesidad, de vital importancia para mantenernos en contacto.

16.16. Puedo ver que me llaman mucha gente por mis servicios.