

## Digital Marketing and Performance of Small and Medium Scale Enterprises in Kogi State, Nigeria

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### **Abstract**

*Small and medium scale enterprises (SMEs) play a critical role to the socio-economic development of Nigeria considering its potentials in job creation, reduction of poverty, enhancing entrepreneurial skills and mitigation of rural-urban migration but for the SMEs to thrive it requires to apply an aggressive marketing tool owing to the reality of stiff competitiveness in such a market. This study on digital marketing and Performance of small and medium scale enterprises in Kogi State examine the relationship between the application of digital market tools and performance of SMEs in Kogi State. Specifically, the objective is to examine the impact of social media marketing, email marketing, internet marketing and mobile marketing on the performance of SMEs in Kogi State. The population was an infinite population which comprised of all the owner Managers of SMEs in Kogi State. The sample size was determined using the Godden sample size determination formular and a sample size of 384 was reached. The study adopts a descriptive research survey design, and correlation analysis were used to test the four hypotheses. The study concluded that digital marketing adoption by SMEs enhances performance and that digital marketing has a positive effect on SMEs sales growth in Kogi State. Based on the findings and conclusion, the study recommends that there should be proper sensitization and training of SMEs on the available digital marketing options and how it can be utilized. And the application of digital marketing tools like social media marketing, email marketing, internet marketing and mobile marketing should be properly integrated by SMEs as the major means of carrying out their transactions thus through such measures the performance of SMEs will not only be improved but it will be sustained.*

**Keywords:** Digital, Marketing, performance, SMEs

### **Introduction**

Digital marketing is seen as the application of digital channels such as social media, email, and websites to promote firms' products and services. Across the globe and specifically, Kogi State SMEs operations have been affected by several socio-economic and security challenges, including insurgency, poor funding, inadequate access to advanced technology and limited access to infrastructure. These challenges have adversely impacted the performance of SMEs in the area. Therefore, understanding the effects of digital marketing on SMEs performance in the area is essential for developing strategies that can help SMEs to surmount these challenges and improve their performance.

Brogi et al (2013) noted that digital marketing is the application of internet, social media, search engines, mobile devices, display advertising and other channels to reach consumers, so as to reach a wider market. Thus, if an enterprise cannot be found in social media, then it seems not exist or depict consumer behavior. Therefore, the utilization of digital channels is imperative for brands, and it should be advanced in to Small and Medium Enterprises (SMEs) if they want to stay viable and experience sustainable growth. However, it seems that several SMEs do not use the full potential of these new digital tools (Deif et al, 2019). The informal sector and specifically, SMEs are a substantial part of the global economy. The rising globalization of technology and artificial intelligence recently has led to the integration of most business activities to the internet, which was intended to make life easier for its users everywhere. The use of the internet facilities by businesses has grown in popularity across the globe, giving rise

to a new relationship marketing concept called digital marketing (Gao et al, 2023) Consequently, relationship marketing has given way to a brand-new marketing concept known as digital marketing with the intent of creating a network for business and client communication, addressing distinctive consumer wants, deliver value to clients. Gbandi and Iyamu (2022) define electronic marketing as a business practice that makes use of the internet to educate, engage, advertise, and offer goods and services to customers through the electronic platform. Online marketing, according Gregorio (2016) is the process of contacting as many current and potential customers online as possible using the digital tools. Therefore, Nuseir and Refae (2022) noted that it is important to keep in mind that this involves choosing the ideal internet marketing mix of strategies to draw in your target audience and generate sales. The research and analysis that go into choosing and assessing electronic marketing strategies is known as the science of electronic marketing. Electronic marketing is the application of digital interactive electronic tools (technology) and or artificial intelligence to manage sales to maintain an online presence. E-marketing significantly affects an organization's ability particularly the SMEs to succeed. E-marketing generally provides new strategies and opportunities for businesses to expand their knowledge and access both domestic and international markets (Nuseir & Refae, 2022).

Presently, e-marketing is employed extensively throughout a number of industries, by both large corporations and small businesses including the small and medium scale enterprises. Each SMEs should utilize marketing applications to improve its efficiency considering the fact that e-marketing is the practice of conducting business on the internet while using marketing tools and software. Siamagka et al (2015) concludes that e- marketing signifies the change from a manual to a computerized process. In order for the computer to perform the tasks as soon as the input is entered, it entails turning marketing strategies into computer instructions. Therefore, e-marketing is widely recognized as a significant force behind and facilitator of corporate change. Thus, the study examines the effect of digital marketing on performance of small and medium scale enterprises in Kogi State.

### **Statement of problem**

Small and medium scale enterprises play critical role to the Nigeria economy and by extension Kogi State Yoga et al (2019), hence, several SMEs strive to achieve consistent digital growth with new innovative concepts and ideas with the intent of establishing their presence in the corporate world. Few SMEs have managed to make significant impact through the application of digital tools for their operations; unfortunately, most of them have had a hard time establishing themselves. Empirical evidence revealed that only about 50% of newly established small and medium scale enterprises survive over the first five years' window (Rugova & Prenaj, 2016). However, it becomes very challenging for SMEs to compete with well existing profitable firms marketing strategy. Several researches revealed that about 17% of failed SMEs firms link their failure to lack of comprehensive digital marketing strategy leading to poor marketing performance.

Small and medium scale enterprise operations play significant role to the economy because of its potentials in provision of employment, wealth creation and reduction of poverty. However, maintaining a long-term presence and viability by SMEs presents a huge challenge (Rathore et al, 2016). multi-dimensional transformation brought about what was also known as the information network society therefore, digital economy has huge impact on SMEs performance. SMEs are not just a small, medium corporate vision, but depend on their operational model on certain characteristics which come within the context of economic, cultural and political support. They differ from larger firms by operational and market structure. This has a direct impact on the capital and finance as well as the number of customers they can attract to their

brand. Though there have been several studies on how the application of digital marketing tools enhances SMEs performance however, there is still a dearth of literature on how the application of social media marketing, email marketing, internet marketing and mobile marketing specifically enhances the performance of SMEs using the Kogi State context. The thrust of this study is to examine the impact of digital marketing on the performance of small and medium scale enterprises in Kogi State.

### **Objectives of the Study**

The main objectives of the study are to examine the effect of digital marketing on performance of small and medium scale enterprises in Kogi State.

- i. To determine the effect of social media marketing on the performance of small scale enterprises in Kogi State.
- ii. To examine the effect of E-mail marketing on the performance of small scale enterprises in Kogi State
- iii. To ascertain the effect of Internet marketing on the performance of small scale enterprises in Kogi State
- iv. To find-out the effect of Mobile marketing on the performance of small scale enterprises in Kogi State.

### **Statement of hypotheses**

The following hypotheses are formulated to guide the study in achieving it objectives:

- i. H<sub>1</sub>: Social media marketing has no effect on the performance of small scale enterprises in Kogi State.
- ii. H<sub>2</sub>: E-mail marketing has no effect on the performance of small scale enterprises in Kogi State.
- iii. H<sub>3</sub>: Internet marketing has effect on the performance of small scale enterprises in Kogi State.
- iv. H<sub>4</sub>: Mobile marketing has no effect on the performance of small scale enterprises in Kogi State.

### **Concept of Digital Marketing**

Digital marketing is becoming an area of interest in various business areas and such is playing an important role in any company's multi-channel marketing strategies. Digital marketing techniques facilitates the application internet facilities to deliver promotional marketing messages to consumers (Melovic et al, 2020). Therefore, digital marketing includes but not limited to social media marketing, email marketing, internet marketing and mobile marketing. Li et al (2021) submitted that several types of display advertising (including web banner ads) and mobile advertising like advertising media, online advertising which often involves publishers who integrate ads into their online content and advertisers that provide ads to be displayed on the publisher's content (Kannan et al, 2017). Digital marketing is able to reach new customers and provide personalized communication to the customers, therefore, increasing awareness and sales. Gregory et al (2019) noted that small and medium scale enterprises could be able to use digital media such as social media, e-mails which are known to be very affordable to access potential customers to create product awareness, while medium enterprises have some revenue to use digital tools such as pay-per-click (PPC), search engine optimization (SEO), online advertising, and viral marketing. There has been an increased importance to measure digital marketing success as efficiently as possible in a dynamic business landscape, as is currently the case, more than ever before. Digital marketing tools have some ways available to measure successes through various metrics that business owners can obtain (Jung & Shegai

2023). One of the methods adopted to measure digital marketing effectiveness is through analytics which is in-built in most digital marketing tools. According to Raza and Awang (2021) online marketing involves finding the right marketing plans that are suitable to the target market and eventually translate them into sales. Online marketing involves advertising and marketing the products or services of businesses over the internet.

Online marketing which is also called internet marketing and e-marketing can take several forms including online advertising has to do with displaying promotional messages on third-party websites, email-marketing which has to do with SMEs using electronic mail to interact with present and potential customers with the intention of bringing to their notice new products and services to influence them to buy. Again, Salloum et al (2019) noted that online marketing also involves search Engine Optimization (SEO) which is the art, craft, and science of driving web traffic to web sites, affiliate marketing which is seen a web-based marketing practice, often using automated systems or specialized software in which a business rewards their affiliate for each visitor, customer, or sale which is brought about as a result of affiliate's marketing efforts. Again, the social media marketing: is a method of online marketing that makes use of social networking sites as marketing tool.

### **Small and Medium Scale Enterprises**

Small and medium scale enterprises (SMEs) play a crucial role in economic development, and understanding the impact of digital marketing on their performance is essential for both academics and practitioners. examining the current body of knowledge, this review seeks to identify the key findings, trends, and gaps in research thus providing a foundation for the subsequent empirical analysis of the research. Digital marketing has gained significant relevance for SMEs globally due to its potential which leads to cost-effective marketing strategies. Sharma et al (2021) also noted that it allows SMEs to reach a wider audience, enhance brand visibility, and engage with customers on various digital platforms. Research studies emphasize the role of digital marketing in driving sales, attracting new customers, and improving overall performance for SMEs (Ahmad et al, 2018). Various digital marketing strategies have been examined in relation to their impact on SME performance. Social media marketing, search engine optimization (SEO), email marketing, and website development are commonly studied areas. Research suggests that effective utilization of social media platforms positively affects brand awareness, customer engagement, and sales revenue for SMEs (Almasi et al, 2023). SEO techniques, when implemented correctly can lead to increased website traffic, higher search engine rankings, and improved customer acquisition (Alalwan et al, 2016). Email marketing campaigns have been found to enhance customer loyalty, retention and overall sales performance (Al- Samirae et al, 2020). Again, the development and optimization of SME websites contribute to increased credibility, online visibility and customer trust (Coad, et al, 2013).

### **Social media marketing and performance of small and medium scale enterprise**

Social media marketing has developed greatly over the last decades; it emerged with the introduction of Web 2.0 technology in participatory platforms (Appiah et al, 2019). Bordonaba-Juste et al (2012) defined social media as the sets of internets-based applications that enlarge the ideological and technological foundations of Web 2.0 which allow formations and exchange of users-generated content. Social media also allows organizations to increase sales, deliver customer services, conduct marketing activities, and create new products (Fernandez & Bharathi, 2015). Dilham, et al (2018) described social media marketing as a new generation marketing tool entourages higher attention and participation from the consumers through the use of social networks. Hence, with instant call and delivery capabilities of social media marketing has turn out to be a business essential for enterprise (Giantari et al, 2022). Social

media marketing stands for the technique of receiving traffic from the social web (). It permits media practitioners, especially advertisers and marketers to point out that social media marketing research are antecedents of different outcomes, trust, innovative performance and patronage (Bordonaba-Juste et al (2012).

### **E-mail Marketing and Performance of Small and Medium Scale Enterprise**

E- Mail marketing and SMEs performance relationship has received unexpected consideration from previous studies (Vieira et al, 2019). Most of these studies support a positive relationship between e- mail marketing and performance. The underlying principle behind is that e-mail marketing is a tool for educating customers about the firm's product and services. This suggests that the channels that employ digital marketing must depend on information communication technology and data science. This implies that the adoption of digital technology in marketing will help smaller business owners to attract new customers and build customer loyalty which will eventually increase the sales volumes of the enterprise.

### **Internet Marketing**

Internet marketing is an enterprise effort to promote, inform, converse and sell products and services over the internet. Internet marketing has been discovered to have a significant impact on the performance of SMEs as Zolkepli and Kamarulzaman (2015) noted that internet marketing has a direct positive and significant effect through easy access to information and infrastructure of the firm's technology and customer orientation on the performance. Therefore, internet marketing devices is crucial in determining customer loyalty and performance.

### **Mobile marketing**

defines mobile marketing (MM) as the application of wireless media as integrated content delivery and direct response vehicle within a cross media marketing communication programmed. Mobile marketing is also seen as a marketing communication programmed sending and receiving direct response through wireless media. The research adopted the definition of Vieira et al (2019) who also defined MM as interactive marketing technique utilized in sensitizing potential and existing customers as well as the promotional activities of goods and services or ideas through mobile phones in a manner that benefits the business and all of critical stakeholders. Fernandez and Bharathi (2015) noted that mobile marketing has developed into a crucial tool for connecting businesses with their ideal clients. Several studies concurred that mobile marketing initiatives can reach their target market even more quickly than traditional advertising. Therefore, in comparison to traditional marketing channels, mobile marketing is found to be much more effective in terms of target group reach, cost, and customization.

## **Theoretical Framework**

### **Marketing Mix Theory**

This theory emanated by Borden in 1949, the view and point of marketing mix theory is premised on setting up all the parts of designing marketing around the habits, psychological desire and target (Salloum et al 2019). The first individual to assume for the 4P's of marketing of product, price, Place and promotion was McCarthy in 1960 which are seen as the fundamental variables or elements adopted in making of the marketing mix. McCarthy proposed that while crafting for a marketing strategy, the four variables is essential to marketers. Though, Albert Frey in 1961 established another series of marketing mix variables into two divisions: The offering which was the product, packaging, service, price and brand whereas another one was the Process which included promotion, advertising, personal selling

publicity, sales, marketing research, distribution channels, the new product development and strategy formation (Frey, 1961). In order to recognize the relevant of human, people was included to the list of variables, thus allowing process to reflect the evidence that service is experienced at the moment of purchase (Salloum et al (2019). The marketing mix theory has been an anchor focus of discussion across the globe for a considerable length of time because of the premise that business and marketing activities can only strive amidst these core variables. This research on digital marketing and the performance of small and medium scale enterprises is premised on the theory considering its valuable submission and relationship to this research.

### Research Methodology

This research on digital marketing and the performance of small and medium scale enterprises in Kogi State adopts a descriptive research survey design; again, the source of data collection was the primary source. Specifically, the primary data was obtained through a structured questionnaire. The population is considered an infinite population considering the fact that the nature of research being studies would make some respondents not to have a physical shop or physical location. More so, there are no available records because some are not registered with the relevant associations or agencies where such information could be sought. Additionally, some of the respondents are mobile making it difficult to obtained an accurate figure of the actual population. To this end, sample size determines using the Godden (2004) sample size statistical technique of an infinite population.

The Godden (2004) formula denoted as.:

$$SS = \frac{Z^2 (P) (1 - P)}{C^2} \quad \text{-- equ (1)}$$

$$\text{New SS} = \frac{SS}{1 + (SS - 1) / \text{Population}} \quad \text{equ (2)}$$

Where SS = Sample size  
 Z = Confidence level 95 %  
 P = Percentage of population (50%)  
 C= Confidence interval = 5 % (0.05)

$$SS = \frac{1.96^2 (0.5) (1 - 0.5)}{0.05^2} \quad \text{equ (1)}$$

$$SS = \frac{3.8416 (0.5) (1 - 0.5)}{0.0025}$$

$$SS = \frac{0.9604}{0.0025}$$

$$SS = 384$$

However, out of the total questionnaires distributed only 190 were duly completed and retrieved giving a response rate of 49%. The questionnaire was designed in a 5- point Likert-scale responses of strongly agree (5), Agree (4), Undecided (3), Disagree (2) and strongly disagree (1) were used. The researcher employed the services of five research assistants who helped in the distribution and collection of the research questionnaire. In addition, the research questions were analyzed using the decision rule to accept any mean value with 3.00 and above. Again, the inferential statistics used in testing the hypotheses is the correlation analysis using the statistical package for social sciences (SPSS).

### Reliability of the Instrument

The research instrument was tested using reliability statistics to determine the internal consistency of the research instrument. According to Edna et al (2021) and Nzewi et al (2023), an instrument is reliable if it gives similar outcomes under consistent circumstances. To this end, any coefficient of reliability that is up to 0.70 and above is considered reliable. In testing the reliability of the research instrument, the researcher carried out a pilot study by distributing questionnaires numbering thirty (30) to the target respondents; the Cronbach alpha coefficient measure of internal consistency was adopted. The reliability of the research instrument using Cronbach alpha reliability test with the Statistical Package for Social Sciences (SPSS) had the result of 0.86 for items on independent variable and 0.87 for items on dependent variable therefore giving the average reliability result of 0.87. The reliability result is showed in table 1.

**Table 1. Reliability Statistics**

Variables	Number of items	Cronbach Alpha
Independent variable	16	0.86
Dependent Variable	6	0.87

Source: SPSS statistical analysis

The table revealed that all the variables have Alpha Values above 0.70. Thus, in line with the submission of Clementina et al (2021) the instrument is deemed reliable.

### Data analysis and Results

With the objective of the study being to analyzed the impact of digital marketing on the performance of SMEs in Kogi State, questionnaires numbering 384 were distributed to SMEs in Kogi State but 190 SMEs completed and returned the questionnaire hence the analysis would be based on the total number of questionnaires returned.

**Table 2. Impact of social media marketing on sales**

Social Media		N	Mean Rank
Annual Turnover	No Extent	9	23.17
	Little Extent	20	32.73
	Moderate Extent	34	56.79
	Great Extent	82	88.43
	Very Great Extent	45	106.66
	Total	190	

**Test Statistics<sup>a,b</sup>**

	Annual Turnover
Chi-Square	47.191
Df	4
Asymp. Sig.	.000

a. Kruskal Wallis Test

b. Grouping Variable:

Social MediaSource:

Research data (2026)

The effect of social media marketing on annual turnover with respect to the extent of its adoption was provided in Table 2. The findings from Kruskal-Wallis test indicated that there is a statistically significant difference in annual turnover based on the extent of social media marketing adoption by SMEs ( $\chi^2=47.191$ ,  $p=0.000$ ). The mean ranks also showed an increase in annual turnover for the SMEs based on the extent of social media marketing adoption.

**Table 3 Impact of email marketing on sales**

Email Marketing		N	Mean Rank
Annual Turnover	No Extent	6	10.00
	Little Extent	20	72.25
	Moderate Extent	42	80.36
	Great Extent	97	102.98
	Very Great Extent	25	124.30
	Total	190	

**Test Statistics<sup>a,b</sup>**

	Annual Turnover
Chi-Square	28.176
Df	4
Asymp. Sig.	.002

Kruskal Wallis Test

Grouping Variable: Email MarketingSource:

Research data (2026)

Table 3 indicated the effect of email marketing technique on change in annual turnover with respect to the extent of its adoption. The Kruskal-Wallis test showed there is a statistically significant difference in annual turnover based on the extent of email marketing adoption by SMEs ( $\chi^2=28.176$ ,  $p=0.002$ ). The mean ranks showed an increase in annual sales based on the extent of email marketing adoption.

**Table 4 Impact of digital marketing on sales**

	N	Mean score	Std. Deviation	Coeff. of var. (CV%)
1. Email marketing has increased salesrevenue in my business.	190	3.29	.877	26.65%
2. Mobile marketing has increased salesrevenue in my business.	190	2.39	.958	40.08%
3. Social media marketing has increasedsales revenue in my business.	190	3.67	1.008	27.46%
4. Search engine optimization has increasedsales revenue in my business.	190	2.27	.953	41.98%
5. Pay-per-click has increased sales revenuein my business.	190	2.22	1.003	45.18%
6. Online advertising has increased salesrevenue in my business.	190	2.35	1.121	45.70%

Source: Research data (2026)

The impact of digital marketing on sales growth in SMEs was done by analysing each digital channel and its impact on sales and results indicated in table 4. The SMEs responded by indicating how each of the digital marketing technique impacts their sales and the responses averaged so as to infer to all the SMEs in Kogi State. The first digital marketing technique was email marketing which the study indicated a mean value of 3.29. This implied that email had an impact on increased sales to a great extent. Mobile marketing as a digital marketing technique had a mean of 2.39 which implied it increased sales for SMEs by a moderate extent. The study also indicated that social media had an effect on SMEs sales growth to a great extent with a mean of 3.67. The other digital marketing techniques, search engine optimization, pay-per- click, and online advertising all had a moderate effect on SMEs' sales growth with means of 2.27, 2.22 and 2.35 respectively. The study also tested the effect of digital marketing on sales growth using Kruskal- Wallis test which analyzed whether a unit ordinal change in extent of digital marketing adoption had an effect on sales.

**Table 5. Impact of mobile marketing on sales**

Mobile Marketing	N	Mean Rank
Annual Turnover		
No Extent	34	59.46
Little Extent	108	89.48
Moderate Extent	20	119.35
Great Extent	24	143.13
Very Great Extent	4	149.50
Total	190	

Test Statistics<sup>a,b</sup>

	Annual Turnover
Chi-Square	37.199
Df	4
Asymp. Sig.	.001

Kruskal Wallis Test

Grouping Variable: Mobile Marketing

Source: Research data (2026)

Table 5 provided the effect of mobile marketing on change in annual turnover with respect to the extent of its adoption. Kruskal-Wallis test indicated that there is a statistically significant difference in annual turnover based on the extent of email marketing adoption by SMEs ( $\chi^2=37.199$ ,  $p=0.001$ ). The mean ranks showed an increase in annual turnover based on the extent of mobile marketing adoption.

Table 6. Correlation Test

		Annual Turnover	Email	Mobile market	Social media	SEO	Pay per click	Online advertise
Annual Turnover	Pearson Correlation	1	.419**	.484**	.616**	.492**	.510**	.586**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
Email	Pearson Correlation	.419**	1	.232**	.250**	.312**	.302**	.291**
	Sig. (2-tailed)	.000		.001	.001	.000	.000	.000
Mobile marketing	Pearson Correlation	.484**	.232**	1	.296**	.240**	.317**	.321**
	Sig. (2-tailed)	.000	.001		.000	.001	.000	.000
Social media	Pearson Correlation	.616**	.250**	.296**	1	.231**	.304**	.338**
	Sig. (2-tailed)	.000	.001	.000		.001	.000	.000
SEO	Pearson Correlation	.492**	.312**	.240**	.231**	1	.555**	.412**
	Sig. (2-tailed)	.000	.000	.001	.001		.000	.000
Pay per click	Pearson Correlation	.510**	.302**	.317**	.304**	.555**	1	.670**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
Online advertise	Pearson Correlation	.586**	.291**	.321**	.338**	.412**	.670**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Research data (2026)

Pearson's correlation test was done on SMEs annual turnover and the extent of adoption of digital marketing techniques. From the tests that were done, the results indicate that there was a mild correlation between annual turnover and email marketing, mobile marketing, search engine optimization, pay-per-click, and online advertising. These digital techniques had correlation values of 0.419, 0.484, 0.492, 0.51, and 0.586 respectively. It was only social media marketing that had a moderately high correlation with annual turnover, with a value of 0.616 indicating a positive relationship between annual turnover and extent of social media adoption. The interrelation tests indicated low correlation values which implied there was no multi-collinearity among the independent variables.

### **Conclusion**

From the study findings, conclusions were made in regards to digital marketing adoption by SMEs and its effect on performance. From the finding, it can be concluded that digital marketing has a positive effect on performance of SMEs in Kogi State. The study therefore concludes that email marketing is important and should be used more by SMEs to improve their sales. More so, SMEs should start using personalized email which would be cheaper compared to niche marketing using traditional media. The study findings also indicated that mobile marketing is used to a little extent by SMEs and had a moderate effect on sales and the study concluded that it has not achieved greater sales for SMEs as would be expected. The findings on social media marketing by SMEs indicated that it is significant factor to SMEs' sales growth that has been used to a great extent, and it has had a positive effect on sales to a great extent. The study therefore concluded that social media marketing technique is effective to SMEs in Kogi State as a means of marketing and helps to grow sales.

### **Recommendations**

From the research findings and conclusions, the study recommends on the way forward on digital marketing adoption by SMEs. That there should be proper sensitization and training of SMEs on available digital marketing options and how it can be applied. The application of digital marketing tools like social media marketing, email marketing, internet marketing and mobile marketing should be properly integrated by SMEs as the major means of carrying out their transactions because by such measures the performance of SMEs will not only be improved but it will be sustained. Again, the government and institutions such as KEPSA should come up with programmes to help grow SMEs which would enhance the the economy of the state. More so, email marketing should be used to improve performance of small and medium scale enterprises through an aggressive marketing techniques. Finally, internet marketing should be used to increase the growth of small-scale business in Kogi State.

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