

Process in the evaluation and selection of advertising media for new products through the business model: Barriers and challenges of digital marketing

Proceso en la evaluación y selección de medios publicitarios para nuevos productos a través del modelo de negocio: Barreras y desafíos del marketing digital

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Abstract

MSMEs have been forced to innovate their sales processes, venturing ever more vehemently into the digital world, especially in social networks. The global lockdown due to a pandemic accelerated what had seemed uncontrollable before, digital marketing grew rapidly in the face of the large number of companies that had to close their physical businesses. Those that already had websites or managed social networks had a certain competitive advantage if they had a certain virtual positioning, it helped them to continue operating by implementing home deliveries. This article aims to identify the process of a digital business plan that allows selecting the sales and communication channel through technological dissemination tools to position and, consequently, sell products/services. The methodology used was mixed cross-sectional and descriptive. Results were obtained that allowed the identification of various effective steps for MSMEs in the sales channel, according to the accumulation of recent experiences with those who have practiced digital marketing. The foregoing allowed the construction of a process with intentions of favorable impact on market competitiveness, as well as scientific recovery for the insertion of social networks as an effective means for positioning companies and brands, specifically for MSMEs..

Advertising media, Social networks, Business model, Digital marketing

Resumen

Las MiPyMEs se han visto obligadas a innovar sus procesos de venta, incursionando cada vez con mayor vehemencia en el mundo digital, especialmente, en las redes sociales. El encierro global por pandemia aceleró lo que desde antes se vislumbraba incontenible, el marketing digital creció velozmente ante el gran número de empresas que tuvieron que cerrar sus negocios físicos. Las que ya contaban con sitios web o manejaban redes sociales tuvieron cierta ventaja competitiva si contaban con cierto posicionamiento virtual, les ayudó a seguir operando al implementar entregas a domicilio. Este artículo tiene por objetivo identificar el proceso de un plan de negocio digital que permita seleccionar el canal de venta y de comunicación mediante las herramientas tecnológicas de difusión para posicionar y, consecuentemente, vender productos/servicios. La metodología utilizada fue mixta de corte transversal y descriptiva. Se obtuvieron resultados que permitieron identificar diversos pasos efectivos para las MiPyMEs en el canal de venta, según el cúmulo de experiencias recientes con quienes han practicado el marketing digital. Lo anterior permitió la construcción de un proceso con intenciones de impacto favorable en la competitividad del mercado, además de recuperación científica para la inserción de redes sociales como medio eficaz para posicionamiento de empresas y marcas, específicamente para MiPyMEs.

Medios publicitarios, Redes sociales, Modelo de negocios, Marketing digital

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Introduction

This article shows a research that allows to identify the appropriate advertising medium for the dissemination of a new product through the implementation of a business model, in this case the product to be promoted is derived from the *Momordica Charantia* plant that aims to regulate glucose levels in order to provide a benefit to society.

The research offers an innovative perspective aimed at future ventures, allowing us to understand the importance of the functions and uses of technological resources and the progress that is being made over the years, so it is also important for companies to adapt to new media/positioning tools. It was considered that for its implementation, phases were established for the generation of the proposal, giving the scope and impact according to the phase for a newly created MSME in which the process was built on which to base decision-making, providing value in relation to other processes in obsolescence.

The aim is to contribute to the problems faced by new businesses that do not consider this alternative, and in the verification of the hypothetical assumption: If the preference of the different media used to advertise a new product that consumers and companies use to offer or purchase products is analysed, in order to determine the best proposal for creating and designing the product portal, then it would ensure that the promotion and marketing of the product would achieve a greater impact for the company thanks to potential consumers by boosting brand recognition.

A theoretical framework underpinning the proposal is presented along with the methodology. With the information gathered and based on the analysis of results and a reflection and scope of the discourse, the process was proposed.

1. Theoretical framework

The implementation of the Freemium business model allows to attract an important group of users when there is a high level of satisfaction, allowing a positive disclosure and favouring the business model, but the benefit or the feasibility that the results are positive depends entirely on the way it is implemented.

This model has a great social impact because, by offering free services, it allows greater accessibility to tools and knowledge that would otherwise not be available. Through the Canvas model for the analysis of the Freemium model, it is also possible to analyse other types of models that companies can implement (Flórez Fernández, 2014).

On the other hand, thanks to a comparative analysis of the statistical data and economic information available, it could be observed that the different players in the advertising market are taking a series of measures to optimise campaigns on online video websites, and this also applies to the video advertisements that appear on some advertising brands. Most of the content of this medium is uploaded for free and YouTube makes profits thanks to the brands that manage to promote themselves at the beginning of the videos, therefore if advertising videos are implemented on the brand's website it will help to attract the attention of users, but not only that, it can also serve as a support to describe how to use the product and its benefits (Larrañeta Rubio & Ruiz Molina, 2009).

The new media have certain characteristics such as: the great capacity for segmentation, the possibility of obtaining high profitability, their versatility, the production of content, among others. All of these characteristics lead to better results when offering products to the market. Thanks to the qualitative analysis on the benefit of online media in companies, it can be concluded that the communicative capacity of online media and the increased consumption of these media by the population opens the debate on the need to rethink the approach to media planning, let's say, traditional, whose structure and work processes were developed when the media were offline. Companies need to update and try to reach more segments with the help of new tools provided by technology (Papí Gálvez N., 2014).

Consumer habits have undoubtedly adapted to the digital era in which we are immersed, from the type of product that years ago did not have the experience of acquiring them through social networks, which today has become commonplace, bringing with it changes from the organisational structure of the Company.

A whole reengineering is generated in its processes, such as from the adoption of platforms and networks, regulations for its design, elements to consider as a means of generating income (key element of the canvas model), which although it has been used in products that by strategy used direct marketing, broke with that scheme to insert new products using technological tools, reaching the digital media, such was the insertion of food, in this regard (Gastón Ares, Lucía Antúnez, *et al.* , 2022).

For the generation of value proposition interacts with the key activities, key partners, key resources, cost structure, the way in which the relationship with customers will be generated, it is important that the company segments its customers, the communication channels that will allow interacting with customers and sources of income, which will allow the company to establish the forms of payment, since today and before the phenomenon of COVID-19 it was necessary to adopt digital tools that allow home sales, and payment by card or even using intermediaries.

In this need to venture into e-commerce, the use of content managers for the design and creation of websites is denoted as a digital marketing strategy, with the aim of generating a new channel for promotion and sales, taking the support of (Ruíz, 2020) in which he mentions that, derived from the closure of physical shops, e-commerce has had an accelerated growth in some national sectors, thus generating a boom in this form of electronic transaction.

2. Methodology to be developed

A mixed analysis on digital market research allows obtaining results in different more realistic environments, which implies a lower risk when applying a digital model for the sale of a product, due to the complexity of real markets populated by a high number of heterogeneous agents that interact with each other repeatedly, learn and evolve over time, so it is necessary to be as updated as possible. Many companies choose to try to implement new techniques to achieve greater market reach (Moreno & Tapia Torres, 2005).

The company must efficiently obtain a new product that meets or exceeds the expectations of potential customers and introduce it to the market before its competitors launch their offer. Only a company capable of getting ahead of its competitors in the efficient development of new products that adequately cover the needs and expectations of consumers will be able to obtain a source of sustainable competitive advantages, but it must not only focus on the product but also on the way of making it known to the market, so it must look for the best option to achieve a significant impact (Álvarez Castaño, 2001).

The research that will be implemented in this project will be mixed, using a descriptive study, since the aim is to analyse information on the trends that currently exist among users of the different media/social media, their advantages, disadvantages and even the costs of promoting products, as well as a survey to find out how much they know about the *Momordica Charantia* plant and to have a more informed notion of the media they use in order to gather as much information as possible. As for the quantitative cut was established for the application of surveys virtually using the tool provided by Google for people aged 22 to 45 years with type 2 diabetes problems, in the area of the high mountains, considering a sample of 379 subjects, the technique used in addition to the collection of primary information was complemented with the technique of observation.

The type of sampling that was applied was non-probabilistic due to the fact that we intend to use convenience and snowball sampling since we will only focus on people with diabetic problems or people with diabetic relatives, so this type of sampling is the most appropriate for the collection of data to achieve the desired objective.

The finite formula for the total number of surveys to be conducted is shown below.

$$n = \frac{N * Z_a^2 * p * q}{e^2 * (N - 1) + Z_a^2 * p * q} \quad (1)$$

According to its application, the resulting sample size = 379 persons to be surveyed was obtained.

3. Results

The analysis of the different media was carried out, which allowed us to establish a first outline of the interaction in order to detect their contributions, advantages and disadvantages. The first to be analysed was Facebook, this social network was born as a project of some Harvard students, including Mark Zuckerberg, in approximately 2004. Its initial purpose was to connect Harvard students with each other and to keep up to date with peers. It quickly grew in popularity to the point where Facebook was no longer just for students and became one of the most popular social networks. Over the years it has grown to the point where it is now the king, with no competition.

The advantages have been that it is easier to connect with the right audience, it also has integrated chat and video chat options, as well as live broadcasts, and it presents the latest news from your contacts, which allows you to keep up to date.

However, among the disadvantages is the lack of control when creating profiles, there is a large number of fake profiles, nowadays the insecurity has generated that detonates false information, also privacy compared to other social networks.

Facebook is used by large and small companies of any sector to keep in touch with their customers through different types of content that facilitate the attraction of users to the profile or page of the company and the product being promoted (Martínez, 2020).

The second medium studied was Twitter, the characteristic of 140-character posts (currently 280) and its ease of use meant that Twitter quickly spread around the world. It is one of the most used social networks in the world with more than 330 million people active on it on a monthly basis, as advantages it has the ease of connecting with the audience, has integrated chat and video chat options and real-time updates of all new notifications from your contact. As disadvantages is that it has a lot of junk content due to the ease of sharing and publishing is impossible not to have millions of junk tweets or spam, the limitation of characters, Tweets are buried, is one of the most serious problems of Twitter.

More than 500 million tweets are sent every day, which means that many disappear. Twitter is perfect for contacting potential customers or answering questions from customers who already use your products and/or services. In this social network, the size of the company that can get the most out of it is irrelevant, because all of them can reach the audience they want in a simple and effective way (Martínez, 2020).

The third digital media that was analysed was Instagram, which currently has more than 800 million users and its monthly activity is more than 200 million active users per month, its advantages are its wide publication reach, it is easy to follow relevant content, but its disadvantages include the loss of copyright, the person who uploads an image to Instagram directly has to specify whether its rights are private or public, that is, you can not choose which specific images are allowed to be reused for commercial purposes and which are not, misleading advertising, this social network is not for all companies, it is a very interesting option for companies that are dedicated to the world of e-commerce, since it is where they will publish and share images of their products for people to see them, and then take users to their website to generate conversion (Martinez, 2020).

As for the Website, it is an adapted electronic document, its main feature is hyperlinks, it is mainly composed of information (only text or multimedia modules), it can be interpreted as a digital business card either for companies, organisations or individuals in order to present some product, brand or service to offer (Delgado, 2019).

The web page is the document written in a mark-up language with a unique location within a server. The content of a web page can be independent or be linked to other web pages both for the same company/brand, as well as for associated companies, between which there are hypertext links and which complete their information, all in order to keep in touch with their customers to maintain a more direct communication channel (Merlo Vega, 2003).

Thanks to new innovations, classical marketing had to adapt the principles of the 4P's (Product, Price, Place and Promotion) by means of the channel and updates that nowadays benefit companies as it is possible to reach their potential customers in an easier way; It was possible through the development of websites, placing advertisements and promotions online, creating or participating in web communities and using mass mailings, because companies must adapt to new changes and even the needs of their target audience, and therefore the segmentation of their customers, allowing with the implementation of technological tools and use of social networks, the growth of the company and therefore its profitability (Maqueira & Bruque, 2012), (Chenguang Wang, 2022).

Like everything else, websites also have their advantages and disadvantages, so they should be taken into account when creating them and even when they are already in use, as they can be of great help to prevent them from being displaced or having an unfavourable result, some of the advantages lean towards savings, the information is made known digitally reducing printing costs, as well as allowing to cover more market, but its disadvantages are the constant updating because if it is constantly maintained without new publications or even designs users tend to see it less attractive making fewer and fewer people visit it (Blaya, 2018). As a result of the above, an analysis was carried out on their adoption for the use of digital media.



Figure 1 Essential Digital Headlines. Overview of the adoption and use of connected Devices and services Hootsuite (2022)

Figure 1 shows that there is a total population of 130.9 million inhabitants, 81.3% of whom live in urbanised areas. There are 119.8 million mobile connections, representing 91.5% of the total population.

There are 96.87 million internet users, representing 74% of the population. Meanwhile, there are 102.5 million social network users, representing 78.3% of the total population. This is important for the lesson of the type of digital media, considering the ways in which consumers tend to use it.

It is also important to use it as a medium for brand recognition and positioning, regardless of the type of business, as its use is adapted according to the needs and infrastructure of the company (Emin K., 2022).

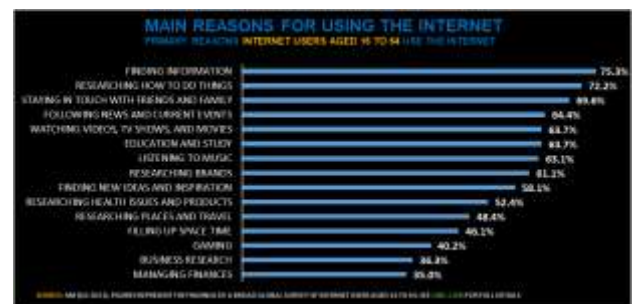


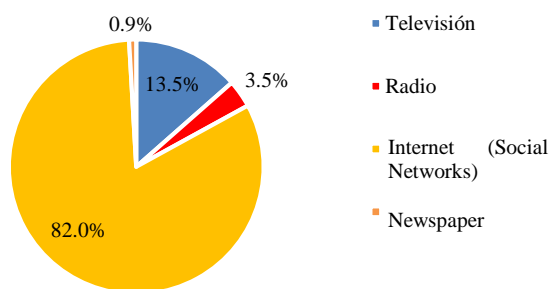
Figure 2 Main Reasons for using the internet. Hootsuite (2022)

As for Figure 2, it shows the reasons why people use digital media, of which 75.3% search for information, 72.2% search for "how to do things", 69.6% contact with family and friends, 64.4% follow news and events, 63.7% education and studies, 63.7% watch videos, TV shows and movies, 63.1% listen to music, 61.1% search about brands, 58.1% search about new ideas, 52.4% search about health issues, 48.4% search about places and travel, 46.1% use leisure or free time, 40.2% video games, 36.3% search about business and lastly 35% search about financial management.

This information supported the importance of implementing the use of digital media in MSMEs as a means of informing about their products, services and other elements of their company, as this is one of the purposes sought by consumers.

The analysis was complemented with the application of a survey that allowed to be more specific to the characteristics of the product and their perception of the use of the media to get the information to them.

13. Which media do you use frequently?
423 answers



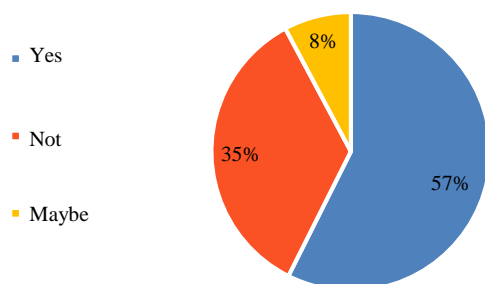
Graph 1 Most used means of communication

According to graph 1, the most used media according to the results obtained are: in first place, the internet (social networks) with 82% and in second place television with 13.5%, leaving in last place the radio with 3.5% and the newspaper with 0.9%, the first two being the most feasible to publicise the product.

Considering that the research was carried out in March 2021, the most used networks were taken into account, but it is worth mentioning that the use of other networks has increased, such as tik tok, and others that are used today, so according to the timeframe of the study they were taken into account for the proposal, and according to graph 2 shows that 80.4% use Facebook the most.

It is important that in order to consider the type of media to be considered as a study alternative, market segmentation is carried out beforehand, as it will depend on the public to consider the alternatives of the media.

15. Have you seen product promotion in this medium?
423 answers



Graph 2 Visual reach of product promotion using Facebook

As an important part was not only to identify the type of media most used, but also the detection of its use, the interaction they had and in a first approach to the marketing approach using the medium, so in graph 3 it was obtained that 57% see product promotions, which is an accepted percentage, however it is intended that with the strategy of the company, using Facebook since it is designed to focus on business and communication is more interactive to draw the attention of the customer, so the AIDA method will be used as part of its digital development.

Once the information was collected, we proceeded to the generation of the proposal, which was based on the analysis of quantitative and qualitative research.



Figure 3 Website design

The website was designed under the name "Creating benefits for society -UTCV-". The cover is an organisational image of the company. The profile picture is the company's logo.



Figure 4 Elements to be considered for the generation of the website

For the structure, it was necessary to consider each of the elements that would be relevant to the information desired, considering the segment to which the information is directed, as well as the insertion of videos, photos, and other considerations that would be eye-catching in order to increase traffic to the page and subsequently allow the determination of indicators for its evaluation in the acceptance of the products and services offered.

Once the analysis of the medium, its choice and design had been carried out, the final proposal was made, which allowed the process to be established.

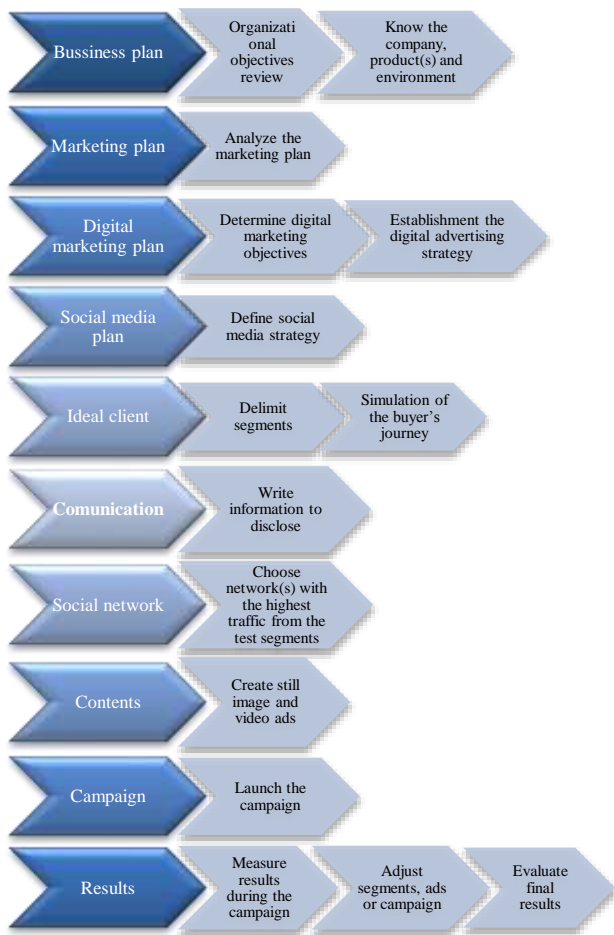


Figure 5 Methodological proposal for the launch of a digital marketing campaign through social networks

As shown in Figure 5, the business model is important, as it depends on the needs of the company, its business objectives and environment, establishing its market segment, tastes and preferences so that this also allows the detection of the medium or social networks to be considered for the generation of the media plan and the information it will contain as a strategic part.

Annexes

The following information is considered complementary once the choice of media has been made, forming part of the process for its implementation.



Figure 5

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Conclusions

The project gave a favourable result in terms of the impact and acceptance of social networks among users, but it is considered that the research should be extended to improve the proposals focused on improving the service. It is also suggested that emphasis should be given to time due to its scarcity to implement surveys or more in-depth or extensive research makes it remise the response time to perform a more specific and feasible analysis for the sustainability of the project.

Conducting surveys offers a broad overview of the potential consumers' point of view, provided that the subjects of the study truly represent the type of population to be investigated. In the realisation of the project, more than an insight was obtained on a regional level, better still on a local level, but with regard to the global impact, there was no opportunity to do so.

A possible deviation in the information would be that the majority of the people surveyed did not suffer from diabetes, although it should be noted that the cases of the disease are vast and practically everyone in Mexico has a close relative with the condition. The enquiry had a scope in relation to people's inclinations towards social networks, which provided support for the development of the digital proposal.

Social networks are the order of the day so the proposal of this project allows to keep in touch with potential customers or users who are interested in staying informed about the projects and products that can be developed for the benefit of society, as well as to publicise the benefits of some medicinal plants that often do not know how benign they can be, even to the extent of saving a life or simply to improve the quality of life of people.

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