



## DIGITAL MARKETING STRATEGY USING MATHEMATICAL PREDICTIVE ANALYTICS TO INCREASE SALES

Pamela Alexandra Buñay Guisñan<sup>1</sup>, Josué Sebastián Izurieta Navarrete<sup>1</sup>,  
Guido Javier Mazón Fierro<sup>2</sup>, Diego Bernardo Palacios Campana<sup>2</sup>

<sup>1</sup> Universidad Nacional de Chimborazo (UNACH), Riobamba, Ecuador

<sup>2</sup> Escuela Superior Politécnica de Chimborazo (ESPOCH), Riobamba, Ecuador

### Resumen-

Today, selling products online has become a business priority due to the pandemic that has spread around the world, reducing customers and sales, resulting in losses. Predictive analytics techniques have contributed with great utility in the development of digital marketing strategies, making it possible to predict future actions of customers. Therefore, the purpose of this research was to develop digital marketing strategies and use predictive analytics to increase sales. The steps carried out were: analysis: internal, presence, SWOT matrix and external; planning: definition of objectives and strategies, finally execution: digital marketing strategy and application of predictive analytics with the linear regression model. The Google Analytics tool was used to obtain the data of: number of users, number of page views and sales, scatter graphs were made with each of the variables occupying the polynomial and linear trend lines, the coefficient of determination between the two equations (polynomial and linear) was compared, the most suitable equation was chosen, that is, the one closest to one and the projections of each of the variables were made. In addition, with the projected values, two KPIs were used, the first to analyze the behavior of users in the virtual store in the future and the second KPI of projected monthly turnover increase to show that the virtual store strategy using predictive analysis meets the objective of increasing sales by 5.54%.

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**Keywords:** Predictive analytics, Digital Marketing, KPIs

### 1. INTRODUCTION

Today, due to the pandemic that has spread across the planet, selling products online is now a priority for companies. This reduced customers and sales, causing losses. Due to the prevailing situation and the lack of knowledge to offer and market their products on the Internet using digital marketing techniques, customer preferences and consumption habits, the company has losses in product marketing.

It is important for companies to interpret all the data stored and translate them to their own and their customers' benefit. Therefore, a digital marketing strategy using predictive analytics should be developed to improve product marketing by providing a



better experience. Predictive analytics involves mining the information available in data to predict trends and behaviors. It also makes it possible to determine correlations between variables from past events to predict possible outcomes under future conditions. This method allows transforming the organization's information to offer and recommend products using different strategies according to the consumer, to achieve the optimization of customer retention and loyalty management. (Poveda & Guerrero, 2022)

The use of digital marketing strategies benefits the business by helping to increase sales and position the organization against the competition. The integration of various technologies helps to improve the customer's purchasing decision (Carpio, 2022). Predictive Analytics: It is the union of multiple techniques that allows collecting data to predict behaviors, patterns and trends. It uses information about past events to predict future results (Del Pino & Lloret, 2019). This tool is occupied around the world, for example, in Europe it is used to calculate the probability of occurrence, or not, of an event or crime. During its application in police searches, predictive analytics allows to take a proactive attitude towards the problems it tries to solve in terms of police intelligence fulfilling the main objective of reducing criminality (Cinelli & Manrique, 2019).

Digital Marketing: It focuses on creating advertising and marketing strategies using digital media, its main task is to copy techniques from the offline world and transfer them to the online world. In the same way, new trendy tools have emerged such as social networks, Google, websites, etc. As a great advantage, the possibility of measuring in real time each strategy used is obtained (Jiménez et al., 2022). The use of digital marketing in business management has allowed two-way communication with the consumer to generate a more effective, spontaneous and personalized interaction between the customer and the company. The global trend of online marketing is the union of traditional marketing methods with digital marketing methods. One of the main advantages of the new trends is the integration of strategies for groups of market segments (Salazar et al., 2017).

Digital marketing in SMEs is discussed how to use Big Data, the best way to use customer behavior data and services provided by the cloud, favors to know how customers make decisions. The important thing is to determine the best strategy according to the target audience. The fact that the population and social media go hand in hand more and more together and developing marketing strategies in this field is mandatory to survive in the market, the customer's interests must be satisfied by allowing them to escape from their daily routine, giving them news of their interest. SMEs that do not take into account this technique would be leaving aside the opportunity to have an open window to have sales wherever the interested user is (Vega 2018).

Strategies for the implementation of e-commerce and digital marketing in SMEs: security in economic transactions between the company and the consumer is a point to take into account to ensure that there are no fraudulent processes along the way and provide confidence in the customer. Market segmentation taking into account the 3Ps (place, price and promotion). This strategy focuses on the creation of communication channels between the organization and the customer in real time, satisfying consumer feedback and making transactions more transparent. Another method that stands out is the stimulation of sales through discounts and the application of added value to the



products, such as immediate delivery, guarantees, free shipping costs, among others, providing a greater benefit to the company's profits. The establishment of a penetration price is a strategy that consists of setting a low price with the objective of increasing sales and surpassing the competition. This method allows taking customers away from the rival company. Another way to expand the target market is the implementation of applications for the web or mobile devices by offering free membership packages contributing to the attraction of large numbers of users who have the world of e-commerce (Perdigón et al., 2018).

Digital marketing strategies. SEO (Search Engine Optimization): its mission is to generate more user traffic by placing the page within the search engine. There are two types of results with this method, organic and inorganic. The inorganic ones are obtained through advertising by means of promotions and paid ads. To achieve this goal, Google Adwords and AdSenses are often used to generate more revenue from users in different parts of the world (Senthilkumar et al., 2017). It is important to recognize the customer, the market and their own opportunities, likewise, it is important to consider five to ten keywords on the page within the content that the user is most likely to search for. (Jakub Zilican, 2015).

Social Media Marketing: it is an online marketing and advertising method that uses social networks to promote a digital business (Senthilkumar et al., 2017). This helps to raise awareness to more people and get a good return on investment, the use of social media in relation to budgets and achieving organizational goals is a good option. (Meducaran, 2016). Chatbots: They are a new information channel that allows communication and transactions between the customer and the organization through messaging applications such as WhatsApp or Facebook. Unlike traditional chat rooms, chatbots are not operated by humans, they are software that carries out conversations. By using chatbots, companies can save on staffing costs because chatbots can communicate 24 hours a day, 7 days a week (Zumstein & Hundertmark, 2018).

They enable companies to provide customer service in transcendent sectors and facilitate a high degree of automation of the relationship between the consumer and the organization. One study found that chatbots can interfere with consumer decisions, while sales facilitate closer relationships with increased trust that can be used to drive sales (Hildebrand & Bergner, 2019). Marketing Automation: is the use of software to automate the processes involved in marketing, such as, for example: customer segmentation, customer data entry and campaign creation. The main advantage achieved with this technique is the generation of leads, greater commercial efficiency and knowledge of customer behavior, generating new revenue for the company. (Todor, 2016).

The implementation of content marketing with marketing automation in B2B (Business-to-Business) sales processes generates better quality through behavior and content personalization obtaining great commercial benefits (Taiminen, 2016). Voice Commerce: Voice commerce is a new form of e-commerce, customers interact with smart speakers or other similar electronic devices using their voice to find products. A comparative study was conducted between e-commerce and voice commerce, it was shown that the customer has higher expectation of voice commerce, which impacts transactions as a positive aspect in voice commerce satisfaction (Zahedul et al., 2018).

A study found that the main advantages users identify when using this technique are efficiency and cost benefit, and it was also found that users use this strategy to purchase both commodity and recurring products. ( Kraus et al., 2019). Content Marketing: content helps to spread brand values and attract new audiences. Customers connect with the brand through various channels, such as social media. Planning a content strategy is critical to understand how content is developed, produced and marketed without losing sight of business objectives. It is important to segment the market and configure it according to customer needs, includes brand values and applies to the audience as entertainment, information or interest in daily life (Torres, 2022).

This strategy is based on informing and persuading customers with clear and concise content to generate awareness and contribute to brand visibility. Good content can motivate consumers to buy a product or service and generate loyalty, even informing others about it. Companies are devoting their efforts to content marketing, focusing on the market place, taking into account the behavioral and technological aspects required by the product. The power of information guides consumers to make better decisions about their purchases, so they demand more information. It should take into account features to achieve positive content, highlight the target group with personalized content that gives them special emotions, create deeper relationships with the brand, finally, it is recommended to use transparent content marketing maintaining customer loyalty. (Wong & Yazdanifard, 2015).

E-commerce: eliminates geographical barriers and allows you to reach customers around the world with less hassle. It allows companies to compete in new markets in two important areas: decision making and customer service support. In small companies they have a great advantage because they have dynamic structures and therefore can adapt to new ways of working (Fernandez et al., 2015). Entrepreneurship is a symbol of one of the main elements of the economic development of any country (Ríos Ruiz, 2015).

In SMEs, ICT creates new products and services that streamline business models to increase productivity and drive business growth. E-commerce has absorbed a large number of digital contributors and has become the primary means for companies to realize a range of benefits. Managers have embraced this new tool to achieve better results in business operations, especially in terms of their profitability.(Figuerola, 2015)

Predictive Marketing: Content helps to spread brand values and attract new audiences. Customers connect with the brand through various channels, such as social networks. Planning a content strategy is critical to understand how content is developed, produced and marketed without losing sight of business objectives. It is important to segment the market and configure it according to customer needs, includes brand values and applies to the audience as entertainment, information or interest in daily life (Kotras, 2020).

A model has been developed to be used as a marketing tool to improve return on investment (ROI) using predictive analytics for customer relationship management (CRM). The research helps the organization to analyze and predict customer buying behavior and helps marketers to target advertising and promotion to users to reduce time and cost (Pawa et al., 2018). KPI: comes from "Key Performance Indicators" whose purpose is to enable the collection of information and learn ways to improve performance and thus



achieve organizational goals. These indicators allow the planning and control of processes established by supporting information, generating transparency and supporting management decision-making (Castillo, 2022).

These indicators are very important to plan and control processes based on supporting information, creating transparency and supporting management decision makers. Within the field of digital marketing, the use of KPIs as indicators of satisfaction of the objectives of a strategy is of utmost importance. In an analysis of a strategy using web analytics tools, KPIs were used to establish a continuous improvement methodology to optimize and monetize a business using social networks (Álvarez et al., 2016). In the healthcare sector they conducted a search for the best key performance indicators and categorized them according to parameters for the management of hospital physical assets in buildings taking into account operational and maintenance costs. They developed an analysis of the importance of appropriate indicators for facility management (Madroñal et al., 2016).

A study of digital marketing strategies applied in the luxury fashion sector by means of KPIs obtained information on the best strategies that high value brands have in the market to attract new consumers who have more resources being an important factor the use of social networks (González & Romero, 2017). Digital marketing strategies through social networks for small and medium-sized businesses in Ecuador. Social networks have become a global trend, driving countless jobs and organizations. Every day there are millions of interactions that greatly affect the relationship between companies and customers. This has given rise to digital marketing in the market, using the internet as an advertising distribution channel to promote brands and increase sales.

In 2017, Ecuador registered 13 million users, most of whom access the internet from desktop computers or mobile devices. The social network Facebook maintains the leadership with 11 million registered users on the platform counting 6.4 million monthly active users, followed by Instagram with 3.1 million, third LinkedIn with 1.8 million and in last place Twitter with 800 thousand users. From these statistics it can be seen that there are millions of potential customers in Ecuador for products or services. The main source of positioning on Facebook are the paid advertising campaigns that allow publishing content within the social network. Today, several companies use this strategy because the low cost and popularity are used to position the brand and measure customer relationships (López et al., 2018).

## 2. METHODOLOGY

This research was based on a quantitative approach, it was required to evaluate the digital marketing strategy with predictive analysis through metrics (KPIs). It was prospective, measurements were taken, the same that were analyzed in the course of a given time, likewise it was cross-sectional, the research was conducted on a sample over a period of time. The data collection techniques used were the interview to collect information from the organization and thanks to this the digital marketing strategy was developed. Google Analytics, this tool was used to collect information from users and number of page views of the online store to perform the predictive analysis using linear regression.

For the internal analysis, the company did not have a website or an online store, the prices of its products were moderately high, its payment system was by credit card, PayPal and bank transfers or deposits. They only had a store located in downtown Riobamba. In terms of the use of digital platforms, the following were analyzed: Facebook: first publication was on September 8, 2018 and the last one on November 17, 2020. It had 2129 followers and 2023 people who liked the page. Instagram: had its first publication dated August 29, 2020 and the last one on November 19, 2020. It had 63 followers and 29 posts. Twitter: They did not have an official business account on this platform. Website: They did not have a website.

### 3. RESULTS

Data analysis using Google analytics: Google analytics data were analyzed, taking into account the most relevant variables, such as: audience and user behavior. These metrics are important to analyze the behavior of users by providing information on the interaction with the content and contributing with data to detect the response (feedback) generated, in turn it helps to identify the capacity of attraction, loyalty and satisfaction of users to the content, also the behavior metrics make it possible to make predictions, allowing to plan the contents to adapt them to the requirements of the users (Aguado & García, 2018).

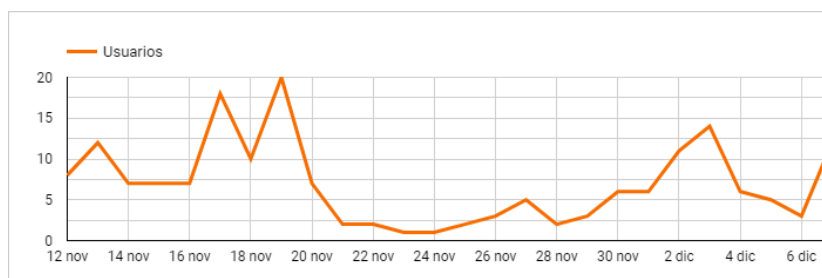


Figure 1: Google analytics audience (Users)

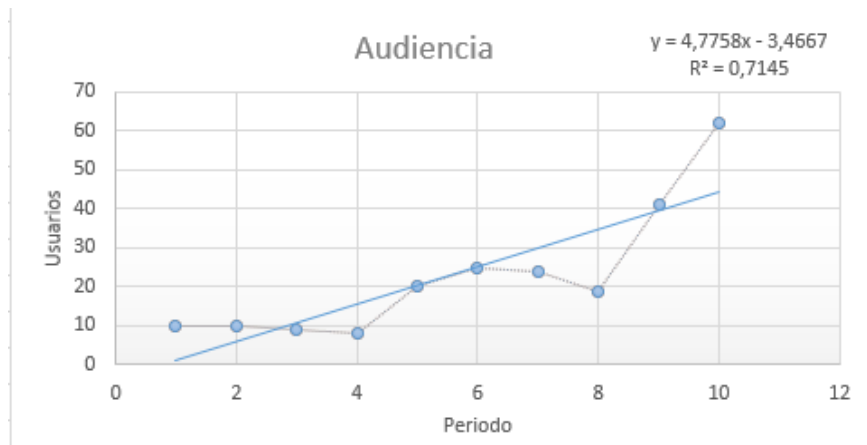
In Figure 1 the orange color represents the number of users connected per day during a period of time.





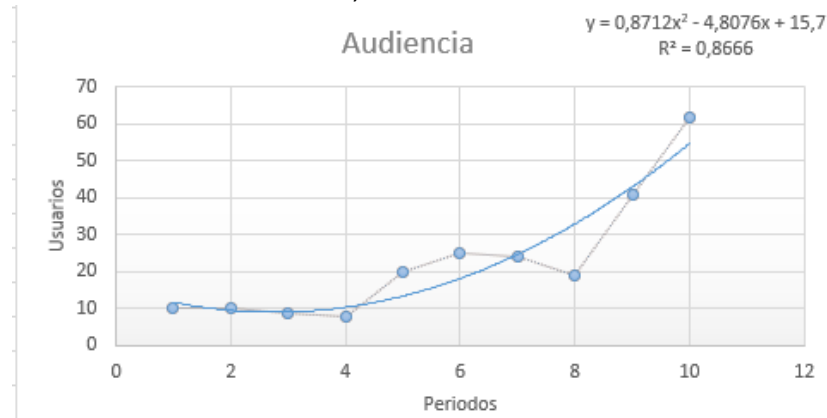
**Figure 2.** Google analytics user behavior (Number of page views)

In Figure 2 the yellow color represents the individual pages viewed per day and the orange color represents the number of total pages per day over a period of time. Analysis of the coefficient of determination With the data obtained from Google analytics, two figures were made with different variables and mathematical equations to see which coefficient of determination is the most appropriate to make the projections.



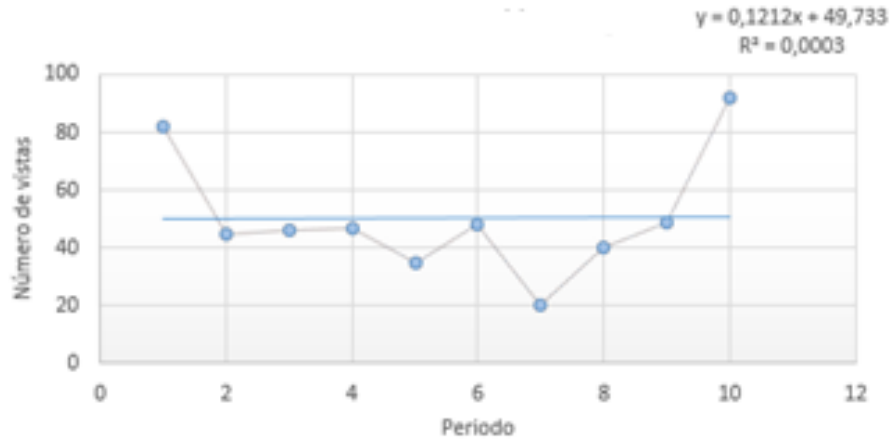
**Figure 3.** Number of users (Linear Trend)

Figure 3 represents the linear trend line, the ratio coefficient is R2 0.7145.



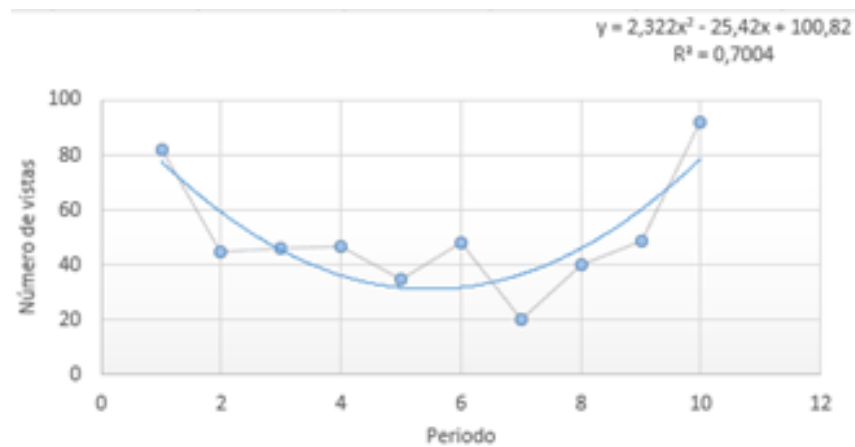
**Figure 4.** Number of users (Polynomial trend)

Figure 4 represents the polynomial trend. It could be seen that the R2 coefficient is 0.866. As a result, it was obtained that the polynomial trend presents a better behavior, its value is closer to one.



**Figure 5.** Number of pages viewed (Linear)

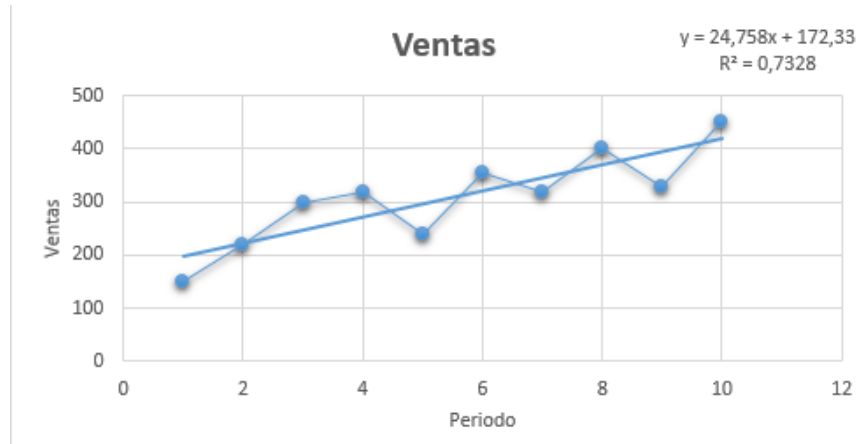
Figure 5 represents the number of page views with a linear trend modeling with an R2 value of 0.0003.



**Figure 6.** Number of page views (Polynomial trend)

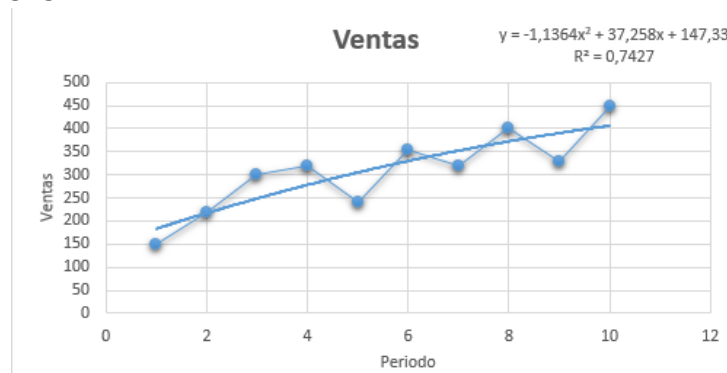
Figure 6 represents the polynomial trend of the number of page views. The value of the R2 coefficient is 0.7004. Therefore, the equation of the polynomial trend is taken to make the projections, the selection criterion is because the value of the coefficient is closer to one.





**Figure 7.** Sales (linear trend)

Figure 7 represents the sales data modeled with a linear holding, whose coefficient value is R2 of 0.7328.



**Figure 8.** Sales (Polynomial trend)

Figure 8 models the data with a polynomial trend. The values of the R2 coefficient is 0.7427. Comparing the values of the linear and polynomial trend shows that they are very close. It has been considered to take the polynomial trend as a model for prediction.

**Analysis of the coefficient of determination.** Summary tables were made in order to observe the equations with their determination coefficients. It was possible to show the results and establish which equation is the most suitable to make projections and perform the predictive analysis. As can be seen in summary tables 3 and 4, the different variables with the mathematical equations and respective determination coefficients are shown.

**Table 3:** Summary table of polynomial equations

Variable	Type of Equation	Equation	R-squared
Number of users	Polynomial	$y = 0,8712 x^2 - 4,8076 x + 15,7$	0,8666
Number of page views	Polynomial	$y = 2,322 x^2 - 25,42x + 100,82$	0,7004
Sales	Polynomial	$y = -1,136 x^2 + 37,25x + 147,33$	0,7427

**Table 4:** Summary table of linear equations

Variable	Type of Equation	Equation	R-squared
Number of users	Lineal	$y = 4,7758 x - 3,4667$	0,7145
Number of page views	Lineal	$y = 0,1212 x + 49,733$	0,0003
Sales	Lineal	$y = 24,758 x + 172,33$	0,7328

After performing the comparative analysis between the linear model and the polynomial model of the three variables, to determine the best coefficient of determination of the model, the R2 value closest to one was taken into account as a selection criterion, because the greater the model's fit to the real variable, the better the fit of the model to the real variable. Therefore, in this case all the polynomial equations were those that obtained the best coefficient of determination in all the variables, and were used to make the projections.

Elaboration of Projections. Finally, by replacing the value of x in the polynomial equations, the following projections are obtained:

**Table 5:** Polynomial Projections

Number of users	Number of page views	Sales
68	112	392
83	140	398
100	173	401
119	210	415

These projections reflect the estimated values of the variables: number of page views, number of users and projected sales in 5 subsequent periods. Evaluation of the strategy using KPIs. Below are the results of the different KPIs used to measure the digital marketing strategy using predictive analytics:

User behavior ratio

$$PV = \frac{\text{initial number of users P} - \text{number of final users P}}{\text{Initial number of page views P} - \text{Final number of page views P}} \times 100$$

$$RVV = \frac{51}{98} \times 100$$



**$RVV = 52.04\%$**

During the projected periods the user behavior ratio will be 52.04%.

### **Projected monthly revenue increase**

$$IF = \frac{\text{Turnover for the initial month of the projection} - \text{Turnover for the final month of the projection}}{\text{Turnover for the final month of the projection}} \times 100$$

$$IF = \frac{392 - 415}{415} \times 100$$

**Projected monthly revenue increase = 5.54%.**

As a result of the projection, the objective of increasing sales within the projected periods by 5.54% during the 4-period projection was met. The KPIs used were the ratio of number of users per number of pages viewed, obtaining an overview of the future behavior of users in the online store. The KPI of projected monthly turnover was also used to give a percentage of future sales after 4 projected periods, thanks to this it could be seen that the percentage of future sales increased, fulfilling the objective of increasing sales by 5.54%. Other research examined the effectiveness of using predictive analytics to improve mobile placement with respect to ad serving. Web ads and mobile apps were used to evaluate the effectiveness of using predictive analytics. The study highlighted that web ads outperformed mobile app ads, where predictive analytics helped position within a location accurately and outstanding mobile ad delivery, finally, it was discovered that the size of ads is not dispensable in the click-through rate (CTR).

As a conclusion it was obtained that mobile consumers within the macro area performed more clicks than those in micro area i.e. nearby people. (Rosenkrans & Myers, 2018). Predictive marketing was used to see which models are useful for direct marketing, evaluation measures were taken into account based on the profit or value generated in relation to statistical diagnostics. It was advised to monitor the model to identify until when it is of use to the strategy. As long as there is consumer segment oriented marketing and a huge amount of data will involve more use of analytical predictions for organizations to continue to operate effectively (Leventhal, 2015).

In a study focused on the importance of Big data and predictive marketing with application in the internet of things. Companies use it to locate competitive superiority by offering personalized actions to build and maintain a consistent relationship with customers by increasing their effectiveness. Leading organizations can leverage detailed data to add new lines of business differentiating them from traditional sectors. Data has become an essential way and following the path of capital accretion, data symbolizes the key productive factor in both public and private sectors to develop new services and optimize existing ones (Munnia et al., 2020).

## **4. CONCLUSIONS**



The combination of predictive analytics and digital marketing enables the development of strategies that analyze the behavior of company data to find correlations between variables for prediction. It provides patterns of historical and transactional data to identify risks and opportunities, helps companies make better decisions and anticipate results improving efficiency and increasing sales. The creation of an online store helped increase sales by becoming a new method of advertising and marketing products, improved customer interest, attitude and loyalty. With the help of predictive analytics using the linear regression method, it provided insight into future sales to monitor the effectiveness of the digital strategy.

With the linear regression model, the relationship of the variables: number of users, number of page views and sales were found and used to make projections. In addition, with the projected values, two KPIs were used, the first to analyze the behavior of users in the online store in the future and the second KPI of projected monthly turnover increase to show that the online store strategy using predictive analytics meets the objective of increasing sales by 5.54%.

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