

Impact of Digital Marketing on budamaki company

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Abstract. Currently, companies have the obligation to acquire new technologies to automate their processes, activities and functions, so that they can guarantee an efficient ser-vice. In this article we present a proposal to implement a web system to improve the digital marketing of the budamaki company thus fulfilling one of its objectives such as developing high quality products and acceptance for its customers. So we opted for the development of a web page for greater interaction with your customers.

Keywords: Marketing, Digital marketing, Web application.

1 Introduction

The concept of digital marketing was first used in the 1990s, although at the time it was primarily about advertising to customers. however, during the 2000s and 2010s, with the emergence of new social and mobile tools, the concept expanded. was transformed from a technique oriented to advertising for users, to a concept of creating an experience that interacts with them (brosnan, 2012).

The digital revolution has changed the way consumers perceive business strategies. From the era of learning about the day's events in the morning newspaper to instant gratification with social media updates, people's perception has been shaped by a technology-based bubble, whose access is limited to a digital platform (Ghot-bifar, 2017).

Digital Marketing has become an essential tool to compete in the market. Since we are all unintentionally immersed in the digital age, its use is the most efficient tool to reach potential consumers (Kannan, 2017).

Within the business world, marketing plays a fundamental role. As a philosophical principle of the business it can be defined as a management process for the identification, anticipation and satisfaction of the needs of the client in a profitable way for the organization or company (Cerveró et al. 2002:24).

In this order, Colbert and Cuadrado (2003:20) point out that the essential objective of marketing is none other than the optimization of the relationship between companies and customers and the maximization of their mutual satisfaction.

Based on these principles and depending on the needs of the consumer, organizations have adapted to changes and orientation models have evolved. Thus, in the mid-1980s there was definitely a change in trends when there was a greater concern about competition and the way products were marketed. Subsequently, the model was chosen that concentrates a greater effort on analyzing the needs of customers to offer them the product that best suits them. In this new century, the leading organizations will be those that, in addition to satisfying the needs of the client, consider the environment as an integral part of the marketing process. Within the models: Artisanal, Production, Sales, Marketing and Social Marketing, the last of them is considered an orientation based on strategic planning and a greater long-term vision (Cerveró et al. 2002).

The main functions of the marketing activity (Cerveró et al. 2002), are: Research; Innovation and creation of new products and services; Determination of prices; Intermediation or distribution of tourism services; Communication; Internal marketing, and Planning.

In this research we will be based on the study of the impact of digital marketing in the budamaki company, this company is not digitized, this leads to it not having a marketing process on social networks or any website, thus being the only method of marketing its advertising brochures, because of this the Budamaki company is not very crowded therefore it does not generate many sales.

The importance and impact of digital marketing that it has on companies is significantly exponential, since it indirectly manages to increase the sales of the company or organization in such a way that over time the management of the sales process is increasingly evolving, Likewise, the implementation of a web system or any technological tool is considerably remarkable, since it brings with it various benefits, according to DocuSign (2019) "In general terms it is a tool capable of organizing, collecting accurate information and optimizing processes with practicality and agility within companies, organizations or enterprises", consequently, this makes web systems an essential and vital tool in companies to develop their processes in an efficient way. Based on this scenario, the country has been growing exponentially around the technological field, consequently, according to Saavedra (2020) "In a study focused on market statistics, 57% of online purchases made in Peru are through the company's website, likewise Peru invoiced more than 2 billion US dollars in online sales in 2019 and it had been expected that for by the end of 2021, Peruvians make 3 of their 6 purchases online."

According to (Cabrera, 2010) "Companies seek to maximize their competitive advantages, this is caused by technological development and is complemented by the organizational effort that companies make to add value to their products or services" Mentioning the previous quote, highlights the immediate need for the importance and impact of digital marketing that allows the Budamaki company to align its priorities in terms of optimizing its processes, thereby improving its interaction with the customer through a digital tool which will achieve an effective sale and customer service. The

implementation of this tool is fundamental, since it will allow to solve immediately and feasibly the management of sales, quality of service, purchase process, warehouse, etc.

2 Methodology

This section describes the process that was carried out in order to investigate the problem and select the technology that will be used to solve the issue raised, thus obtaining to identify the impact of digital marketing in the budamaki company.

2.1 Definition of terms

Web System: Web Systems are hosted on a server on the Internet or on an intranet (local network). Its appearance is very similar to Web pages that we normally see, but in reality, Web systems have very powerful functionalities that provide answers to particular cases. Web systems can be used in any Web browser (Chrome, Firefox, Internet Explorer, etc.) regardless of the operating system.

Web Page: A web page is an electronic document or information adapted for the World Wide Web (WWW) that is usually part of a website. Its main feature is the hyperlinks of a page, this being the foundation of the WWW.

Database: A database is a collection of related files that allows the management of the information of some company. Each of these files can be viewed as a collection of records and each record is composed of a collection of fields. Each of the fields in each record allows you to carry information about some attribute of a real-world entity.

Python Programming Language: It is an interpreted programming language, multiparadigm and multiplatform, used mainly in Big Data, AI (Artificial Intelligence), Data Science, testing frameworks and web development. This makes it a high-end general-purpose language, due to its extensive library, the collection of which offers a wide range of facilities.

MySQL: It is a database management system widely used today for the reason that it provides you with speed, possibility of working on different platforms, multiple table formats for every need, security, great stability, simple administration.

SQL: It is a standard language for accessing and manipulating databases, it allows you to execute queries in a database, retrieve data from a database, insert records into a database, update records in a database, delete records from a database, among others.

XAMPP: It is an independent server based on free software, it is a completely free and easy to install Apache distribution that contains MariaDB, PHP and Perl. The XAMPP installation package has been designed to be incredibly easy to install and use.

Visual Studio Code: It is a powerful source code editor for Windows, Linux and macOS, developed by the Microsoft brand.

Responsive Design: Adaptive or responsive design is a method that allows you to modify the visualization of the web design for the different devices that exist. "Responsive web design is focused so that a web page can be viewed on any operating

system and browser, for any screen size and connection speed, those are the three fundamental pillars of responsive web design."

Framework: It is a structure that contains different tools which allow the programmer that facility to create a software. This system is configurable and you can create applications according to your requirements in an easy and fast way, due to its components it is used by many programmers.

Cascade Style Sheets: Cascading style sheets or CSS are style-handling formats that contribute to the design and accuracy when building a system in a web environment. HTML is quite limited when it comes to controlling the appearance or distributing the multimedia elements, so it is necessary to fill these gaps using patches with embedded languages such as cascading style sheets.

Bootstrap: It is a framework that contains several templates with embedded designs, in order to assign styles to buttons, menu tables among others (Garcia, 2016). It is based on CS3 and Javascript, contains different design elements that facilitate web development making it more efficient and considerably agile.

2.2 System architecture

Efficiency. System response time

Safety. Have a correct data warehouse. The information will only be viewed by authorized personnel.

Reliability. Where a product operates flawlessly

Maintainability. Modified effectively and efficiently

2.3 Technical design

At this point our design will be developed in the corresponding client-server relationship that is considered a distributed architecture because the server and the client are distributed in different computers.

2.4 Database architecture

The use of MySQL has benefit in terms of the development of a web page since being open source does not present any generating savings to the company on the other hand it is considered high performance making high-speed transactions or a high-volume website with service to one billion queries a day.

2.5 Prototype development

The elaboration of a prototype will allow to quickly define the sections that each of the pages of a site will have, so that the information can be hierarchized and the content blocks defined.

It is also considered as the navigable sketch, which will allow to create a visual reference of the structure of the web page, defining in detail the visual distribution content, thus organizing the information at the page level.

In the final phase, the navigable prototype of the entire website will be made, where the entire navigation structure will be displayed, as well as the complete design.

3 Results

In relation to the use that the world population makes of technology, digital marketing has become an increasingly attractive alternative of commercialization, based on the use of technological resources and digital media for the development of strategies based on the establishment of direct communication with the client, in order to achieve the sale of products or services, the positioning of brands or loyalty to them (Castro Gómez et al., 2017).

Digital marketing is part of a commercial strategy that aims to increase the sales figures of a company, and according to this, some organizations decide to outsource all or some of the aspects involved in its development. Thus, there are organizations that decide to manage the entire process, from the management of their information and communication technologies (ICT) to the final contact with the client, through the use of human resources specialized in this type of tasks; while others decide to outsource all stages, leaving the commercial responsibility of their companies in the hands of specialized suppliers (Prada, 2016). In any case, decision-making must take into account all the responsibilities inherent with each style of work, knowing that the final objective results in an improvement in communication, interaction with customers and in the increase in sales figures of their products or services (Jarvinen & Karjaluoto, 2015).

Likewise, the tools and techniques useful for digital marketing are very varied and their use will depend on the needs and resources available for investment by the interested company. The following stand out:

- Web page
- Online Stores
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Content marketing
- Social media
- Email marketing

Based on the above, it is worth noting that digital marketing techniques and tools not only have to do with the publication of attractive content for potential customers, but also their usefulness depends on the ability of the organization to develop quantitative and qualitative analysis of the data associated with the consumption behavior of its customers, and in this way to be able to create and carry out really effective commercial strategies for the sales interests of the company.

Entering the context at the national level, year after year we have seen how the country has been growing at a technological level, this as a result of the influence thanks to digitalization in companies or small businesses, because of this, in a study carried out in 2021, indicates that more than 70% of Peruvians have access to the internet, likewise, most of these are focused on the capital (Lima).

Based on the above, the following graph shows the percentage of horgares with internet access in all cities in Peru.

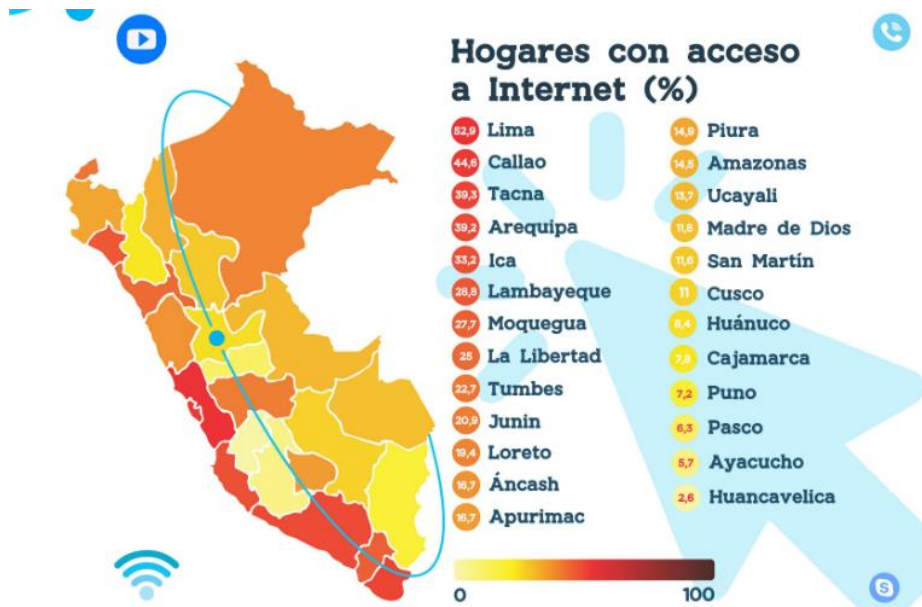


Fig. 1. Map of the cities of Peru in homes with internet access

3.1 Benefits of using digital marketing in companies

The Internet represents an element of great advantage for Colombian companies, because it offers a window to the world that facilitates a better interaction with customers, as well as knowing characteristics, news and trends of the market in which it operates and by the same means make itself known with the investment of less resources of time and capital (Gutiérrez-Leefmans & Nava-Rogel, 2016). In this way, the internet allows SMEs to position themselves in the market on a par with large companies,

offering their products and services in a more effective way and facilitating their access to markets that were once inaccessible (Cepeda Palacio et al., 2017).

3.2 Commercial processes

Hand in hand with the above, the commercial processes developed with the support of the internet achieve a greater sale of products and a better interaction with customers and suppliers, through the use of specialized tools for Customer Relationship Management (CRM), which in turn optimize commercial attention and offer greater accessibility and availability of information flows (Sainz de Vicuña, 2018). Additionally, another of the benefits obtained from the incorporation of digital marketing in commercial strategies is innovation, taking into consideration that its main input is the acquisition and generation of knowledge developed from various sources of information.

4 Conclusions

The implementation and development of a web application for the improvement of digital marketing in the budamaki company will allow it to become a more recognized company which will generate greater income to the company.

That of a client / server system of web type will allow to adapt to updates of new versions of the developed system, on the other hand, the system offers portability towards the various brands of operating systems.

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