Digital Marketing Strategy to Improve Positioning. Case: Association in Lambayeque, Peru.

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Abstract

The present investigation had as a general objective to apply the digital marketing strategy to improve the positioning of an association in Lambayeque. The type of research was descriptive, with a pre-experimental design, it is a study where the dependent variable is the positioning and the independent variable is the digital marketing strategy. The study population consisted of 150 members of the association, where a convenience sample of 80 members was considered. Among the most important results, a resounding 38 percent of the respondents stated that the positioning strategies are not adequate, and they do not feel identified with the association; while after applying the post test it was found that the clients of the association recognized the achievement in 61%, with respect to the quality service it is stated that 52% do recognize that the association provides a quality service.

Keywords: Positioning, strategy, brand, digital marketing

Introduction

Today the positioning that companies achieve is crucial and important to prevail in the market, this has allowed businesses to have a good

reputation with respect to the competition. Positioning, according to Kotler and Armstrong (2021), is to ensure that the product or brand occupies a clear place in the market and is desirable for its consumers. In turn, digital marketing is a new way of positioning a company through social networks, which is why organizations that want to remain with their businesses in the market have chosen to implement strategies where they can interact with future customers online. and real time, to provide them with all the required information and achieve better interactivity with their future clients. However, there are companies that lack digital tools, either due to lack of information or are unaware of the advantages they offer. Traditional companies are afraid to implement today's technology for fear of rejection from their loyal consumers.

In the study of digital marketing strategies used by sports retail companies carried out by Luque-Ortiz (2021), it is based on determining how effective marketing strategies are currently using digital search engines in sports retail companies, this research has taken as case study the multi-sport stores Decathlon and Sprinter due to the importance that both brands have in the sports sector. The methodology used was descriptive analysis through the study of various factors related to digital marketing, such as SEO search engine positioning (Search engine Optimization, for its acronym in English), web usability and the creation of advertising campaigns SEM (Search Engine Marketing, for its acronym in English. The information was obtained using different tools used in digital marketing such as Semrush and Screaming. Frog. It is concluded that, despite the fact that both companies make notable efforts, the results are very uneven. Decathlon develops more effective and useful digital marketing strategies for brand consolidation in terms of reputation and sales, while Sprinter presents areas of constant improvement.

Another of the studies was Urrutia (2021), who proposes as an objective know how brand positioning is related to the level of purchase through social networks in IPEX company. in the studio one approach prevails quantitative , with a non-experimental design , type correlational descriptive cross section . The population made up of 500 people and a sample of 218 clients and users through social networks . was used as instrument to the questionnaire with Likert scale and the value of Cronbach's Alpha for brand positioning (0.9489) and for the level of purchase by social networks (0.9265). the results demonstrated a relationship positive high, with a Spearman's Rho (0.846) and the significance test with a p-value=0.000<0.05. Where it is concluded that if the brand positioning is higher the level of purchase in social networks is greater.

Digital marketing allows reaching markets that the traditional one does not, through digitization in order to take a new course of application of strategies for business development articulating communications and technology. The unit of analysis of the present investigation was Home

Center SA, which markets finishes for construction that carries out its activities in different cities of the country, whose identified problem is the deficient generation of economic income that causes insufficient investment in the necessary implements to expand the business, for which is proposed as an objective to develop digital marketing strategies 2.0. The study was descriptive, its most relevant results were the lack of positioning and notoriety of the brand for not being found on social networks, which generates ignorance of the service in the market. (Mena-Clerque & Mena- Clerque , 2021)

The study proposed by Carrasco (2020), refers that digitalization is extremely challenging for many companies and dabbling in digital advertising and social networks , has gone from being an " anecdotal " fact to a necessity imperative . The type of investigation was basic , non-experimental design , cross-sectional, focus mixed , the technique was used survey and instrument It was a questionnaire , applied to a sample out of 160 consumers of products with advertising on Facebook, documentary analysis allowed analyze the effect of strategies advertising , where the conclusion was that the digital branding of brands influences in the purchase decision . _ In addition , he concluded that it is important Know the target and design a strategy according to the objectives of the brand .

The construction industry has not been an early adopter of social media and digital marketing, due in large part to a lack of knowledge and skills in these areas. However, effectively implemented digital and social media marketing can be a disruptive force allowing smaller residential construction companies to build brand awareness and win business from larger competitors. This study uses a qualitative approach: interviews with small and medium-sized enterprises (SMEs) in residential construction and adjacent industry players, to obtain data that addresses the key questions of digital marketing attitudes and capabilities of SMEs in the construction sector. residential; whether digital and social media marketing is as effective or more than traditional marketing strategies; and the challenges that SMEs face in making effective use of digital marketing strategies. The findings confirm the widespread recognition of the value of digital marketing strategies among SMEs, but reveal that the adoption and effective use of digital marketing is undermined by deficiencies in the analysis of the external environment and the lack of necessary investment and training. to plan, monitor and keep effective and up-to-date. - Updated marketing mixes, strategies and objectives. Based on the results, recommendations are offered to improve the acceptance and effective use of digital and social media marketing by residential construction SMEs. (Malesev & Cherry, 2021)

One of the companies that has been successful due to the use of marketing strategies in social networks has been in Peru BEMBOS, this company implemented the use of the community manager in networks.

The BEMBOS brand applied digital marketing strategies, resulting in positioning itself as one of the best brands and has achieved great acceptance, also getting the same users to do the work of the community manager, through sharing the experiences lived in the establishments, through of their social networks and thus capture future consumers, one of the lessons we should know is not to get angry when people make offensive comments on the company's fan page. To do this, we must have a positive approach when responding so as not to overshadow the business and its customers.

Technology has been evolving and the use of traditional marketing has been replaced by digital marketing, in the association, subject of study, a virtual platform (fan page) was implemented, however, it is not properly structured and the follow-up to partners is inefficient. Currently the association provides the services of Hotels, Restaurants and related, notably highlights the lack of interaction and monitoring of partners, which generates the outdated database of partners (birthday, address, mail, telephone, ruc, legal representative, name and contact number, company name), scarce and updated database of associates for immediate information among members and partners, in such a way to achieve a better reach to them and to be able to position the brand with the dissemination of promotions, training , future events or legal or accounting advice that associates need. The fan page not only consists of the creation but also the constant updating of the activities it carries out, which is why, in recent years, it has been losing partners and trust among its affiliates.

Research Design And Method

Guy

The type of research was mixed, a pre-experimental design.

Design of the investigation

The research presents a pre-experimental design.

Goals

General

Apply the digital marketing strategy to improve the positioning of the Association in Lambayeque.

Specific

Analyze the positioning of the association before applying the digital marketing strategy through the pretest.

Design the digital marketing strategy of the Association to improve the positioning of the digital platform.

Identify the level of positioning of the Association after applying the digital marketing strategy through the post test.

Study Variables

Dependent variable:

Positioning

Marketing positioning refers to the perception that consumers have about a product, brand or company compared to its competitors in the market (Grewal & Levy, 2021).

Independent variable:

Digital Marketing Strategy

"Digital marketing strategy" refers to the action plan used to promote products or services through digital channels (Chaffey & Ellis-Chadwick, 2019).

Population and sample

Population

It was made up of 150 members of the association. (See table 1). Population is the set of individuals to whom a study is carried out in accordance with the objectives of the investigation (...), that is, the participants in the problem under study. (Arias, 2006)

Inclusion criteria

Members of the Association in the profile of establishments in the hotel industry.

Exclusion criteria

Members of the Association in the profile of establishments in the restaurant business and related companies.

The study subjects were considered the members of the association as businessmen, with hotel, restaurant and related assets in the department of Lambayeque.

Table 1: Total of population of the institution of study

Sectors	Members
Restaurant sector	fifty
Hotel sector	80
related sectors	twenty
Total	150

Fountain: Information base of the data obtained in the association.

Sample

To determine the study sample, Arias (2006) maintains that "it is the subset that represents the population with certain characteristics in common", where the non-probabilistic sampling method was used, for which according to Hernández (2014) mentions that it is of type for convenience because only 80 members were selected because they are the ones who have the knowledge.

Data collection techniques and instruments, validity and reliability

Survey

The survey is a technique that helps the collection of information, for the implementation of questions according to the investigation.

Arias (2006), "The survey is used as a data collection technique aimed at internal clients and users in general in the Lambayeque region, it will allow information to be collected to determine the internal analysis as well as to diagnose the organization against its development with the competence."

Questionnaire

He refers that it is an instrument that counts questions shaped according to the investigation, which helps to collect information that contains a series of questions that can be open or closed. (Arias, 2006)

Validity

Hurtado & Toro (2007), the validity technique is the verification of the variables and the meaning of the questions, since they must be consistent with your objectives set out in the survey, in order to have better results. In the investigation, validity was carried out by expert judgment.

Data analysis method

The statistical process was disclosed through Microsoft Excel to highlight the graphs, in turn the SPSS STATICS tool was used for the reliability analysis of the research techniques.

Method Inductive

It is a procedure that goes from the individual to the general, as well as being a systematization procedure that, based on particular results, tries to find possible general relationships that support it. (Gomez, 2012)

Results

The findings obtained in the investigation are shown, which were found by the instrument used in the pre-test and post- test.

Results of the survey carried out on the study subjects

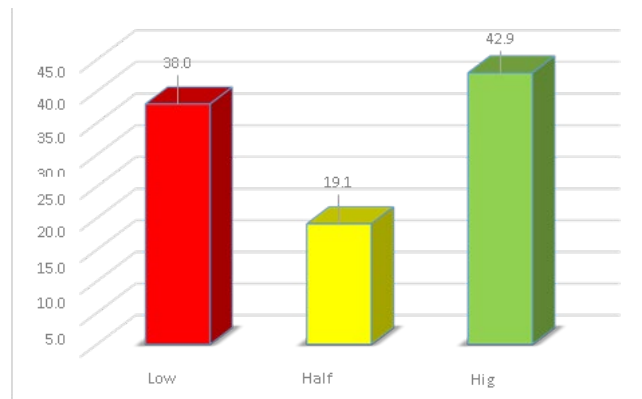Next, the results are reported with respect to the objectives set.

Analysis of results according to specific objectives

Table 2. Positioning level through the Pre-Test

Valid	Frequency	Percentage
Low	456	38.0
Half	229	19.1
High	515	42.9
Total	1200	100.0

Source: Positioning questionnaire database

**Figure 1: Positioning level result.**

Note:

In the survey carried out on all the members of the association, it was revealed that 42.9% of respondents identify with the association, however, a resounding 38% of respondents state that the positioning strategies are not adequate, and do not feel identified with the association, while 19.1% are indifferent regarding the level of positioning of the association.

Table 3. Level of positioning to through of the Post-Test

Valid	Frequency	Percentage
Low	321	26.8
Half	132	11.0
High	747	62.2

Fountain: Base of data of the questionnaire positioning

Figure 2: overall rating from the post test
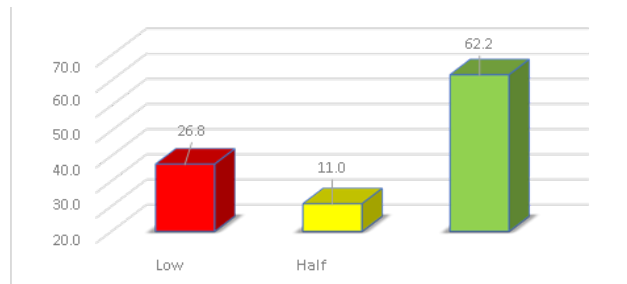
Note:

It can be seen that of the total number of respondents, 26.8% have not agreed to the different strategies applied by the organization, while 11% are indifferent, however, a resounding 62.2% have found positive points and identify with the association, as a result. of the different strategies applied in the investigation.

Analysis of Results according to Dimensions of the Pre-Test

Multiple Responses by Dimensions of the positioning level through the Pre-Test.

Table 4. Total assessment of guided recall (pre-test)

Valid	Frequency	Percentage	% valid	% acc .
Strongly Disagree	8	3.3	3.3	3.3
In disagreement	61	25.4	25.4	28.8
Indifferent	32	13.3	13.3	42.1
in agreement	130	54.2	54.2	96.3
Totally agree	9	3.8	3.8	100.0
Total	240	100.0	100.0	

Source: Database of the positioning questionnaire.

**Figure 3: Presence of organization announcements on the fan page.**
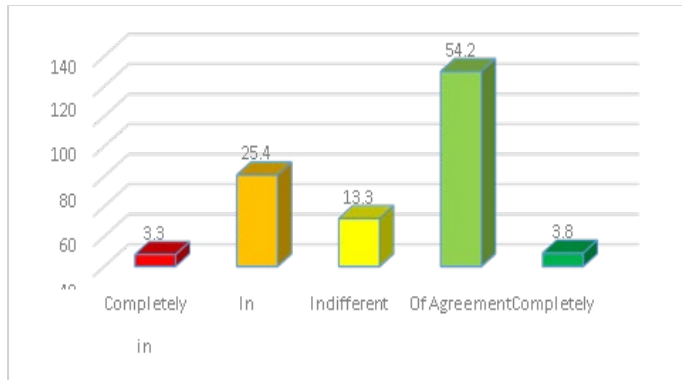
Note:

Taking into account the total assessment of guided recall, it can be seen that there are 3.3% and 25.4% in disagreement, while 54.2% and 3.8% agree, which reveals that there is a large percentage of partners who feel dissatisfied with regard to the level of recall of the brand, for which it is necessary to establish actions for change.

Table 5. Total assessment of attributes associated with the brand (pre-test)

Valid	Frequency	%	% valid	% accumulated
Strongly Disagree	3	0.4	0.4	0.4
In disagreement	320	40.0	40.0	40.4
Indifferent	187	23.4	23.4	63.8
in agreement	281	35.1	35.1	98.9
Totally agree	9	1.1	1.1	100.0
Total	800	100.0	100.0	

Fountain: Base of data of the questionnaire positioning.

Figure 4: Total valuation of attributes related to the brand.
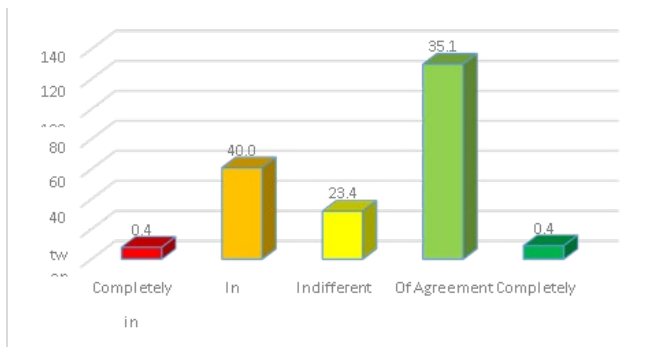
Note:

The total assessment of the attributes related to the brand can be seen, where 40% of the surveyed customers disagree, which means the lack of strategies that allow adequate recall and positioning of the brand in the association under study.

Table 6. Total evaluation of recommendation (pre-test)

Valid	Frequency	%	% valid	% accumulated
Strongly Disagree	23	14.4	14.4	14.4
In disagreement	41	25.6	25.6	40.0
Indifferent	10	6.3	6.3	46.3
in agreement	58	36.3	36.3	82.5
Totally agree	28	17.5	17.5	100.0
Total	160	100.0	100.0	

Fountain: Base of data of the questionnaire positioning

Note:

It can be seen that 5.0% and 13.3% are indifferent, while 81.7% agree, which reveals that there is a large percentage of customers who feel dissatisfied with regard to the level of brand recall and no actions are being established to reverse this.

Table 8: Total assessment of attributes associated with the brand (post-test)

Valid	Frequency	Percentage	Percentage valid	Percentage accumulated
Completely in Disagreement	9	1.1	1.1	1.1
In Disagreement	173	21.6	21.6	22.8
Indifferent	207	25.9	25.9	48.6
in agreement	406	50.8	50.8	99.4
Completely of Agreement	5	.6	.6	100.0
Total	800	100.0	100.0	

Source: Positioning questionnaire database

Figure 7: Assessment total of attributes related to the brand (post – test)
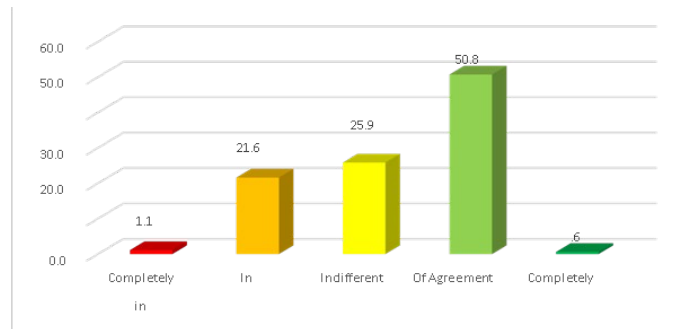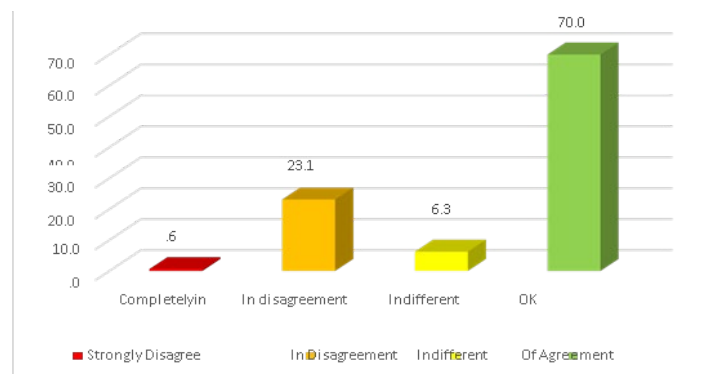

Note:

The total assessment of the attributes related to the brand can be appreciated, where 50.8% of the clients surveyed agree, which means that the strategies are adequate and allow adequate recall and positioning of the association.

Table 9. Total recommendation rating (post-test)

Valid	Frequency	%	% valid	% accumulated
Completely in Disagreement	9	1.1	1.1	1.1
In Disagreement	173	21.6	21.6	22.8
Indifferent	207	25.9	25.9	48.6
in agreement	406	50.8	50.8	99.4
totally agree	5	.6	.6	100.0
Total	800	100.0	100.0	

Fountain: Base of data of the questionnaire positioning.

Figure 8: Total recommendation rating

Note:

It is appreciated that 23% of those surveyed would not recommend the brand due to various factors found in the association, however, 70% agree with the services provided by the association and if they would recommend the company; Taking this context into account, it is emphasized that the association has attributes that it must take advantage of to be able to face the weaknesses that afflict it, and thus generate a change in the minds of the clients since they are the most valuable asset of the organization.

Discussion

In he present chapter HE they will give to know all the results obtained product of the instruments applied in the course of the investigation, these instruments have been validated by three expert judgments on the subject, likewise, a analysis statistical for the survey applied where HE got a analysis of reliability Cronbach's alpha greater than 0.8, which means that the study questions do keep relationship with the indicators of the investigation; he chapter also answer to to the specific objectives established:

a) Analysis of the positioning of the association before applying the strategy of marketing digital through the pretest.

The present study, according to the pre-test applied to a study sample of 80 associates, analyzed the current situation regarding positioning, that 42 percent identify with the association, however, a resounding 38 percent of those surveyed state that the strategies positioning are not adequate, and they do not feel identified with the association, while 19 percent are indifferent regarding the positioning. This research differs from the thesis put forward by García and Yépez (2014) because in their research they did not carry out an in-depth analysis to determine what type of strategies to apply in order to implement a marketing plan that helps position Banco Austro in the city of Guayaquil, likewise, it was concluded that the marketing area for the promotion and dissemination of credit cards is lacking, which is why this is reflected in the profitability of the company and the established goals and objectives were not achieved. However, it coincides with the research by Bang & Hell (2015), entitled Digital Marketing Strategy Social media and its contributions to competitiveness , where I conclude that if companies really want to be sustainable and profitable they have to apply digital strategies because today that is giving rise to talk because it is a strategy that helps attract more customers. Supporting what was stated by Kotler & Armstrong (2013), which states, in order to implement adequate digital marketing strategies, an in-depth analysis and diagnosis must first be carried out, which determines the strengths and weaknesses that organizations have.

To identify the level of positioning of the organization, a series of strategies were implemented using e- mailing marketing and social media, within the strategies the AIDA methodology was used because it is a flexible tool according to the objectives to be obtained. such as positioning, profitability and sales.

b) Identification of the positioning level of the company after applying the strategy of marketing digital through the post test. Taking into account the post test, it was determined that the recognition of the association rose where 11.3 percent of the respondents are indifferent, while a resounding 88 percent agree with the recognition. On the other hand, it was revealed that 61 percent of the association's clients recognized the logo, while 12 percent felt dissatisfied, this because these companies do not make continuous use of social networks and corporate emails. . Regarding the quality service, it was found that 52 percent do recognize that the association provides a quality service, on the other hand, 25 percent state that they disagree with the service provided, while 9 percent give know his indifference to the question. Regarding the current management, it was determined that 45 percent of the partners agree with the current management, on the other hand, 36 percent disagree, while 13 percent are indifferent. Taking into account the study carried out, the present investigation agrees with the thesis raised by Rojas (2017) because he carried out an analysis after having applied the proposed strategies, where he concluded that in order to be sure of positioning a product or service it is It is necessary to identify what customers think or value, therefore, to reach the positioning of the company's brand, it is important to consider that the care it provides is of a very good quality of its product or service, since consumers play a role very important when providing us with information and their drawbacks must be improved, positioning the brand positively; According to the authors Kotler & Keller (2008), who argue that a company must necessarily use digital tools to continue in the market, these companies must implement strategies for a public.

Taking into account the pre-test, where the dimensions of the level of guided recall, the attributes associated with the brand and the intention of recommendation were identified, they found a very low level of perception of the different clients, where they mainly disagreed. and totally disagree. All this analysis allowed the researcher to establish strategies that managed to reverse this situation in regards to Association, through the post test used it was observed that most of the clients feel identified with the brand, creating an internal value in each one of them. where the value that prevailed the most was that they agreed and totally agreed with the organization.

c) Design of the digital marketing strategy of the association for the improvement of the positioning of the digital platform. For the design of the digital marketing strategy, the AIDA methodology will be used.

Conclusions

a) Analyze the positioning of the association before applying the digital marketing strategy through the pre-test . It was determined that the positioning of the association before applying the strategies was negative where 100% of the partners, 42% identify with the association, however, 38% of the respondents state that the positioning strategies are not the adequate, and do not feel identified with the association, while 19% are indifferent regarding the positioning; Having this data, we have proceeded to implement appropriate marketing strategies in order to position the company's brand in the minds of people.

b) Identify the positioning level of the company after applying the digital marketing strategy through the post test.

It was determined that the level of positioning after applying the digital marketing strategies had a positive impact, this is because a resounding 88% agree with the recognition, also 62% state that the organization offers a quality service. Therefore, it is concluded that the different strategies contribute to the organization value, profitability and loyalty in people and customers.

c) It was possible to design the digital marketing strategy of the Association to improve the positioning of the digital platform.

Recommendations

a) It is recommended to establish which instruments or techniques would be the most appropriate, because these will allow the collection of data that will be very important for the implementation and execution of digital marketing strategies of a certain company.

b) For future research academic, HE recommends have in account the induction that HE you has to toast to the managers either administrative of a organization for No trigger ignorance either obstacles in the execution of the project.

c) If recommends take in account the studies of market either studies of scientific research of the last three years in order to make a correct plan for improve the shortcomings that companies have in study.

ANNEXES

➔ Fiabilidad

Escala: ALL VARIABLES

Resumen de procesamiento de casos

		N	%
Casos	Válido	80	100,0
	Excluido^a	0	,0
	Total	80	100,0

a. La eliminación por lista se basa en todas las variables del procedimiento.

Estadísticas de fiabilidad

Alfa de Cronbach	N de elementos
,898	15

Interpretation:

For the reliability analysis of the instrument applied after the post test, we proceeded to process the data on a Likert scale of 15 questions, through the SPSS software, where a Cronbach's alpha of 0.898 was obtained, which means that the instrument is accepted. Since the value exceeds 0.8 Cronbach's alpha, it is called "Good".

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