

The evolution of marketing and communication in Italian small and medium-sized enterprises

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In recent years, the socio-economic context has undergone a number of deep transformations, essentially due to the development of the Internet and the advancement of the sharing economy. We can detect the transition from the Industrial Era to the current one marked by the beginning of the Digital Revolution, geared to the creation of value for the customer. Over the last few months, the effect caused by COVID-19 has been helping to accelerate the digitalization process of enterprises.

Business models must necessarily be re-evaluated in the light of these changes. Through them, the marketing orientation is evolving towards the approach to the relationship with the user. SMEs need to pay attention to these changes.

Since SMEs play a structurally important role in the productive assets of all advanced national economies, this paper intends to focus on the digital marketing of SMEs, taking into account the fact that it contributes to business development and that it is in close connection with the transformations of the socio-economic context.

The project focuses on Italian SMEs and intends to investigate how they use digital tools to design and disseminate the Market Value Formula and to interact with the environment.

The aim is to understand the state of the art of digital marketing in SMEs and identify possible development paths useful to SMEs to improve their approach to marketing. In detail, the research aims to verify the degree of use of digital technologies, in particular the website, which is the main tool for creating value for the user/consumer.