

Leveraging Digital Marketing Strategies for Hyper-Personalized Small and Medium Enterprises Websites

Julia N. Korongo

(Department of Information Technology, Moi University, Eldoret)

Dr. Anselemo P. Ikoha

(Department of Information Technology, Kibabii University, Bungoma)

Dr. Alice W. Nambiro

(Department of Information Technology, Kibabii University, Bungoma)

ABSTRACT

The evolution of marketing has facilitated the adoption of innovative approaches to conducting online business. This study presents preliminary investigations into the integration of Digital Marketing Strategies (DMS) and Hyper-personalization tactics in promoting Small and Medium Enterprises (SMEs) websites. The study objectives are to establish the role of DMS in promoting SMEs website presence, analyze the potential of hyper-personalization in transforming SMEs websites, and recommend further strategies for hyper-personalized SMEs websites. This study, guided by a pragmatism worldview, examines 95 Digital Marketing Agencies (DMAs) randomly and purposively selected from an online database. The study uses a descriptive mixed methods design to analyze data collected using desktop research and an online questionnaire. The research findings underscore the importance of DMS and hyper-personalization as evolving landscapes considering the changing technologies and dynamic website user behaviors. The results indicate that implementing well-designed DMS can influence hyper-personalized SMEs websites that improve performance and user engagement thus promoting SMEs website presence. Additionally, automation and artificial intelligence techniques to deploy profiling and analytics that align with DMS user requirements can leverage website users' real-time behavioral data. This aims to maximize the website opportunities that break away from traditional marketing that has long dominated SMEs. The study recommends fostering further strategies for personalized websites to help SMEs realize their digital marketing potential.

Keywords — *Digital Marketing Strategies, Hyper-personalization, Small and Medium Enterprises, Website Presence.*

I. INTRODUCTION

The evolution of marketing has facilitated the adoption of innovative approaches to conducting online business [1]. As a result, the importance of establishing web-based solutions based on personalized experiences cannot be overstated [2]. Big data fuels the digital era, allowing digital marketers to curate and optimize website platforms using real data, automation, and analytics to anticipate customer needs and make better business decisions. The website is thus, considered the destination of different marketing campaigns to keep pace with changing and varying consumer trends [3].

For this reason, the demand for SMEs to integrate and incorporate DMS and hyper-personalization to establish a robust website presence is key to providing web-based solutions [4], [5], [6]. This is why hyper-personalization has become a necessary digital marketing tactic that SMEs can apply to tailor and implement their websites. By applying Artificial Intelligence (AI) techniques, SMEs can use different digital touch-points to build specific user profiles and their behavioral patterns based on website user engagement data [7], [8], [9]. It is necessary to extract such data to determine

the dynamic website audience trends, user preferences, and requirements [10], [2]. This is because the behavior of consumers is dynamic and there is a need for relatable contextual data on business solutions [11].

Empirical evidence from previous studies indicates that SMEs lack proper strategies to utilize the right technology and infrastructure to uncover valuable data about customer experiences and expectations [12], [13], [14]. Reference [15] notes that many businesses struggle to align DMS with hyper-personalization to optimize their websites. The situation is further constrained by the large collection of heterogeneous customer data, and the different digital marketing trends available today. Consequently, SMEs experience untapped data and insights about target users that further hinder the effective personalization of website user experiences. As a result, there seems to be a mismatch between the current utilization of DMS and meeting website users' expectations. To counter these challenges, this study provides preliminary findings into the integration of DMS and hyper-personalization in promoting SMEs' website presence.

II. OBJECTIVES OF THE STUDY

The objectives of the study were to:

- Establish the role of DMS in promoting SMEs website presence;
- Analyze the potential of hyper-personalization in transforming SME's websites; and
- Recommend further strategies necessary for hyper-personalized SMEs websites.

III. LITERATURE REVIEW

A. The Role of Digital Marketing Strategies

Digital Marketing Strategies are action plans and online methods for data-driven marketing of products or services using the Internet [16]. This also refers to all the strategies for best reaching an online audience [17], [10]. These strategies are vital for driving and delivering seamless end-to-end experiences to online consumers [1]. Moreover, expertise in designing and optimizing different DMS techniques is crucial in this process. The study explores and summarizes some of the most popular DMS used by SMEs as collaborated by studies [18], [11], [19], [20], [10], [22], [23] as the key pillars for well-managed websites.

1) Social Media Marketing Strategy (SMMS): This refers to using social media platforms such as Facebook, Instagram, and X among others, to promote businesses. Empirical evidence from previous studies underscores the significance of SMMS for SMEs commanding a great following amongst consumers. There are two approaches to SMMS; first is the active approach to intently promote products and services to target audiences. Second is the passive approach to collecting information from different sources concerning consumer views and behaviour regarding specific products and services. The main role of SMMS is thus to engage and connect with customer segmentation.

2) Email Marketing Strategy: Email Marketing Strategy (EMS) is a strategy used for customer acquisition and retention to provide a direct channel of communication with specific audiences. Businesses can offer customized deals based on previous communication, preferences, and purchases. There are three key elements for using email as a preferred channel to connect with customers. First is the accessibility with subscribers, next is the affordability for services on offer, and lastly the ease of email campaigns. The EMS can be implemented using automated tools and features that make it easy to create, implement, and deliver SMEs campaigns.

3) Content Marketing Strategy: Content Marketing Strategy (CMS) develops an array of assets and communication associated with business objectives for demand generation. Whereas websites provide information that is rendered dynamically to users following their needs, the increase in web interactivity has also created accessibility barriers for different users. This is why it is important to describe key mechanisms used for dynamic web content. The role of CMS is to provide communication targeting specific audiences for successful website content management.

4) Marketing Automation Strategy: Marketing Automation Strategy (MAS) is the use of automated tools to help streamline marketing processes in business across multiple channels. The aim is to improve productivity and save time to do repetitive tasks to support website campaigns. The different types include content publishing, social media management, email automation, data analysis, and monitoring websites. According to [23], MAS tools can automate 45% of human repetitive activities. Since this is becoming a standard requirement for maintaining websites, SMEs should apply available tools and software to implement different DMS.

5) Search Engine Optimization Strategy: Search Engine Optimization Strategy (SEO) is a technical strategy that involves the actions and tactics used to search results and improve web rankings and traffic based on three key aspects. First, local SEO is optimizing a website to help a business be more visible based on physical locations. Secondly, on-page optimization is how a company can improve websites to attain higher rankings on search engines like Google, Yahoo, and Bing. The actions involve improving website metrics such as user interfaces and experiences and creating relevant keyword searches and content. Lastly, off-page optimization refers to the actions implemented on third-party websites as backlinks that improve a business's rank on search engines.

6) Artificial Intelligence Assistants: Artificial Intelligence (AI) Assistants encompass a range of AI-powered tools and technologies that leverage the automation of different tasks, analysing data, and personalizing user interactions to enhance various aspects of digital marketing. Studies have identified applications including Chatbots, virtual assistants, applications, and predictive analytics tools. Chatbots integrate with websites to engage with customers in real-time to provide assistance and feedback. Likewise, virtual assistants can assist digital marketers in tasks related to content creation, scheduling, and data analysis. Whereas, predictive analytics tools show patterns and forecast trends that facilitate data-driven decisions. AI technologies can thus facilitate in designing and implementation of DMS to offer personalized interactions.

B. The Role of Hyper-Personalization in SMEs Websites

Hyper-personalization refers to the process of delivering specific products and services based on tailor-made preferences relevant to a specific segmentation using real-time data [20]. Hyper-personalization is an advanced form of personalization that deploys digital solutions to individuals [24], [7]. Figure 1 gives an illustration of the concept.

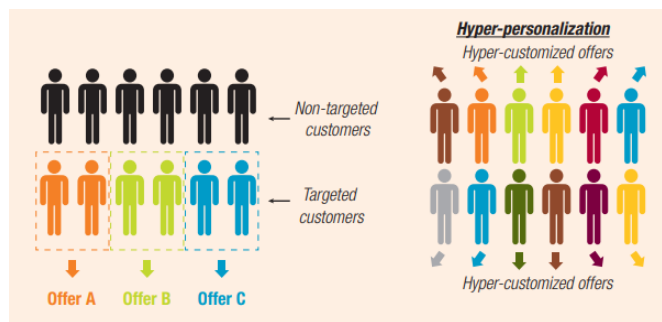


Figure 1
Illustration of Traditional Personalization Vs Hyper-personalization
Source: <https://www.growthmentor.com/blog/hyper-personalization/>

As illustrated in Figure 1, personalization aims to provide offers for both targeted and non-targeted customers. This might require various segmentations across different communication channels, which could be too broad and not engaging enough for future business follow-ups.

However, as further illustrated in the figure, hyper-personalization aims for specific offers targeted to individual customers based on known data. This involves customized offers for specific segmentations including behavioral, demographic, geographical, and psychographic real data. Following is a summary of further differences between the two concepts.

Traditional Personalization entails:

- Seeking audience attention
- Uses customer’s historical data, demographics, and behaviors
- Based on target segmentation
- The goal is to treat a segment of website visitors uniquely
- Uses both pull and push
- Employs both rule-based and machine-learning techniques but is limited based on feedback

Hyper-Personalization entails:

- Targets specific audience
- Considers real-time behavioral data, preferences, and requirements
- Based on target individual users
- The goal is to recommend relevant solutions to unique individuals
- Based on push-based
- Uses pattern-based and learning-based machine learning techniques to leverage data discovered in big data for feedback

1V. MATERIALS AND METHODS

The research was conducted between 2023 and 2024, employing the pragmatism worldview research philosophy. The study employed a mixed methods research design to understand the multidisciplinary aspect of the study, which included business, marketing, and application of information and communication technology (ICT). A sample size of 95 SMEs was determined using an online calculator from a sampling frame of a list of 288 DMAs drawn from an online database to represent the SMEs population. Data collection

was through desktop research and an online questionnaire via Google Forms. Respondents were asked to rate their agreement or disagreement with the research objectives on a 5-point Likert scale. Desk-based methodologies using online resources including journal articles, marketing research reports, websites, textbooks, and other secondary sources supplemented the data collection. Content analysis examined the secondary data, and identified concepts to apply interpretations to the data extracted from the secondary sources. The main aim was to identify general content trends from empirical evidence from previous studies. Whereas descriptive statistics identified trends and relationships among the variables. Presentation of the study findings is in the form of analytical and textual descriptions using tables, illustrations, and content analysis.

V. RESULTS AND DISCUSSION

A. Reliability and Validity Tests

The study distributed 95 online questionnaires to DMAs, and 71 were completed and submitted online for analysis. This gave a response rate of 75 percent which is considered good in research. The following were the steps performed before data collection; (1) formulating research questions (2) deciding on the unit of analysis (3) developing a sampling plan (4) constructing coding categories (5) coding, and inter-coder reliability check using Cronbach’s Alpha. The study applied different reliability and validity tests to check the indicators used in the research. Consequently, the study applied various strategies to enhance the accuracy and consistency of the research instruments. Table 1 summarizes the normality and assumption tests performed before data analysis.

TABLE 1
SUMMARY OF RELIABILITY AND VALIDITY TESTS

Test	Measure
Survey Reliability	Cronbach alpha of .770, showing a mean of 200.97, with a variance of 379.865 and a standard deviation of 19.486 based on the 65 items measured from the 71 respondents using the Survey Questionnaire
Survey Validation	S-CVI UA showed an average of 0.8, which met a satisfactory level for relevance. S-CVI UA showed an average of 0.77, which met a satisfactory level for clarity. Average factor loading of 0.7 for each of the scores for the number of components indicated values > 0.7. Convergent validity was established

NB: Score Content Validity Index (S-CVI), Universal Agreement Validity (UA)

Upon conducting the tests shown in Table 2, analysis was performed and conclusions were drawn from the coded data sets. Firstly, the elements of content analysis constituted identification, summarization, and coding of relevant issues and items using concepts, paragraphs, and themes to the study. Secondly, the study employed descriptive statistics to identify trends and relationships among the information derived from document review and the online survey questionnaire as presented in the following sections.

C. The Role of Digital Marketing Strategies in Promoting SMEs Website Presence

The first objective was to establish the role of DMS in promoting SMEs' website presence. The study aimed to investigate the involvement of DMAs in designing and implementing DMS employed by SMEs. The focus was to; determine whether SMEs were realizing the full potential of DMS, the most popular DMS employed, difficulty in executing online tactics, the application of artificial intelligence, and the benefits and challenges of the DMS as presented in the following section.

1) **Utilization of Digital Marketing Strategies by SMEs:** the study sought to find out the opinion of DMAs on whether SMEs were optimizing their DMS as shown in Table 2.

TABLE 2
UTILIZATION OF DIGITAL MARKETING STRATEGIES

Reason	Frequency	Percent
No, do not have a dedicated DMS	16	22.5%
Yes, have some form of DMS	55	77.5%
Total	71	100

Only 55 (78%) of the DMAs reported that their client base had some form of digital marketing strategy for communicating to defined segments of users over different website platforms. This indicates that the SMEs were maximizing the potential of their DMS. Conversely, it was reported that 16 (23%) of SMEs did not have dedicated DMS or implemented any form of web-based DMS. This suggests that SMEs are not fully leveraging the capabilities of DMS. The discrepancy between the two figures could also indicate either a possible knowledge gap amongst SMEs about the full potential of DMS or a lack of trust in the DMAs to deliver the required digital services.

2) **Types of Digital Marketing Strategies:** the next question was to find the most popular DMS adopted by SMEs as presented in Table 3.

TABLE 3
STATISTICS FOR THE MOST POPULAR DIGITAL MARKETING STRATEGIES

Strategy	Mean	Mode	Std	Variance	Skewness	Kurtosis
Social Media Marketing	4.01	5	1.368	1.871	-1.094	-.210
Email Marketing	3.46	4	1.296	1.681	-.689	-.493
Search Engine Optimization	3.17	4	1.309	1.714	-.322	-1.021
Voice Search Engine Optimization	2.41	1	1.430	2.045	.657	-.989
SMS Marketing	3.37	4	1.174	1.378	-.649	-.480
Data and Web Analytics	2.92	4	1.143	1.307	-.126	-.949
Artificial Intelligence Assistants	2.59	2	1.283	1.645	.522	-.785
Digital Advertising	2.45	2	1.251	1.565	.701	-.470
Video Marketing	3.04	2	1.281	1.641	.171	-1.112
Content Marketing	3.59	4	1.036	1.074	-.767	.417

(Note: N=71, Std. Error for Skewness .285, Std. Error for Kurtosis .563)

As presented in Table 3, Social Media Marketing Strategy had the highest mean of 4.01 with a mode of 5, indicating that the majority of DMAs frequently designed the strategy for SMEs. Content Marketing, Email Marketing, Short Messaging, Search Engine Optimization, and Data and Web Analytics strategies followed with a central tendency of 4 with means ranges of between 3.59 and 2.92. This is an indication that DMAs agreed about the designing and implementing of the DMS in businesses. Video Marketing, Artificial Intelligence Assistants, and Digital Advertising strategies had means ranging between 3.04 and 2.45 each with a mode of 2. This is an indication that the majority of the respondents rarely developed the DMS for their clients. The results further show that the distribution of Voice SEO strategy shifted towards 1

with a mean of 2.41 thus implying that the strategy was not preferred by businesses. The findings reveal a clear disparity in the adoption of DMS by SMEs. While traditional strategies like Social Media Marketing, Email Marketing, and Content Marketing strategies were widely utilized, there was a significant lag in the adoption of newer and potentially high-impact strategies such as Digital Advertising, Voice SEO, and Artificial Intelligent Assistants strategies.

3) **Difficulty of Online Tactics for Digital Marketing Strategy:** Further desktop research established results from two surveys conducted by Ascend2.com in 2019 and 2023 respectively. The first survey results show the difficulty of

businesses expertise in designing of DMS involving online tactics as shown in Figure 2.



Figure 2
Difficulty of Digital Marketing Strategies Tactics
Source: <https://ascend2.com/wp-content/>

The results indicate that data-driven personalization was the most difficult tactic to execute in DMS at 63%. Other web-based strategies like content marketing, marketing technology usage, and SEO were reported as fairly difficult online tactics at 49%, 41%, and 40% respectively. According to [25], businesses appeared comfortable implementing Social Media and Email marketing strategies. Concerning a related survey [15] highlights a shift towards optimizing various DMS. In contrast, the results show a transformation focused on optimizing DMS by scaling up Artificial Intelligence as a digital marketing tactic.

4) Incorporation of Artificial Intelligence in Digital Marketing Strategies: the survey results further indicate how businesses were incorporating AI techniques to adjust DMS for maximum growth as shown in Figure 3.

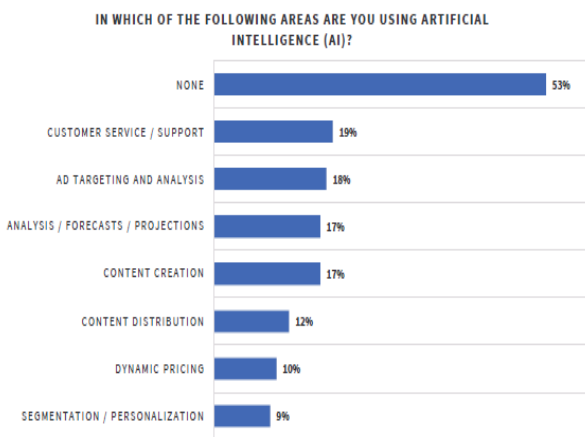


Figure 3
Application of Artificial Intelligence in Digital Marketing Strategies
Source: <https://ascend2.com/wp-content/>

The results indicate that over half of the respondents (53%) did not use AI in digital marketing activities. Furthermore,

less than one-in-five respondents used AI techniques for analysis or forecasting at 17% and content creation at 17%, while personalization/segmentation had the lowest uptake at 9%. It is clear from the findings that since digital marketing is dynamic, it is not possible for businesses to adopt all the available strategies. Additional findings revealed that web-based digital marketing seems to command a significant share of searches for products and services [7]. The authors suggest that digital transformation heavily influences DMS design and integration for delivering hyper-personalization of websites. That is why Amazon, Netflix, Google, and Spotify, Uber, among others, deliver hyper-personalized offers to the target audiences. Aligned with the introduction of new technologies, in specific, hyper-personalization, this research, therefore, supports these findings.

5) Benefits and Challenges of Digital Marketing Strategies: Table 4 indicates the online survey results for the benefits of utilizing DMS.

TABLE 4
BENEFITS OF IMPLEMENTING DIGITAL MARKETING STRATEGIES IN BUSINESS

Benefits	Mean	Std
Tracking customer journey	3.69	1.190
Staying in touch with customers	3.62	1.200
Showcasing business expertise and portfolio	3.49	1.423
Building brand awareness and credibility	3.69	1.116
Improve customer engagement and experiences	3.56	1.262
Generating business leads and sales	3.65	1.220
Integrating and centralizing business data	3.79	1.218
Minimizing manual tasks in business	3.41	1.226
Defining user personas	3.52	1.194
Promoting SMEs Web Presence	3.72	1.161

Note: N=71, (5) Strongly Agree, (4) Agree, (3) Undecided, (2) Disagree (1) Strongly Disagree

The 5-point Likert Scale was used to score the questionnaire using the translation based on Best and Kahr (2006) using $(5-1)/5=0.8$ as follows. Between 1.00 - 1.80 means strongly disagree, between 1.81 to 2.60 means disagree, 2.61 to 3.40 means undecided, 3.41 to 4.20 means agree, while 4.21 to 5.00 means strongly agree. The DMAs considered the benefits as helpful effects that promote the use of DMS indicating a mean of between 3.41 and 3.72. Table 5 indicates the online survey results for the challenges of utilizing DMS.

TABLE 5
CHALLENGES OF IMPLEMENTING DMS IN BUSINESS

Challenges	Mean	Std.
Changes in digital marketing landscapes	.80	.401
Lack of resources (time, money, people, etc)	.75	.438
Difficulty in keeping up with the latest trends	.73	.446
Measuring the effectiveness of DMS	.46	.502
Targeting the right audience for campaigns	.52	.503
Measuring the effectiveness of campaigns	.48	.503

The respondents reported experiencing all six identified challenges. However, changes in digital marketing landscapes in business, lack of resources to implement DMS, and difficulty in keeping up with the latest trends in DMS were the most cited challenges. Whereas difficulty in accessing tools and techniques to measure the effectiveness of digital marketing campaigns and measuring the effectiveness of DMS were the less cited challenges. The findings suggest that the challenge of resource constraints can hinder SME's ability to implement comprehensive DMS and thus negatively affect their return on investment. However, challenges in measuring the effectiveness of DMS as well as difficulty in accessing tools and techniques to measure the effectiveness of the DMS indicate a need for improved data collection and analytics capabilities to optimize SME's digital marketing efforts. This highlights the importance of SMEs in investing in capacity building and robust data infrastructure for the optimization of different DMS.

D) Hyper-personalization as a Technique for Transforming Websites

The second objective was to analyze the potential of hyper-personalization in transforming SME's websites. Although research on hyper-personalization regarding digital marketing is in its early stages, there were notable findings concerning the recognition of incorporating hyper-personalization tactics in digital marketing and websites as explained in the following section.

1) Hyper-Personalization Tactics: Findings from studies [5], [17] indicate that using hyper-personalization effectively requires businesses to collect and analyze user data regularly. The desktop research results indicate that the ultimate goal of hyper-personalization is to treat website visitors as unique individuals with tailored and contextual messaging for each through persona construction. This is important to promote offers relevant to customers and help gain a competitive advantage for the business [26], [20], [27]. The findings derived a six-step process for hyper-personalization, adapted from previous studies [14] [4]:

- *Defining target audience:* defining the desired target audience based on different parameters such as customer segment, loyalty, and retention.,
- *Tracking customer events:* determining the type of events that trigger real-time customized messages such as identifying a purchase history, spending behavior, and brand affinity. This is done by identifying negative

comments or reviews posted by loyal customers. This refers to event listening, whereby different events occurrences are continuously captured and observed for further decision-making.

- *Creating real-time awareness using geolocation:* determining the current location of customers to target specific and relevant content, products, and services. For example, the use of geofencing feature can be used to trigger real-time messages and create awareness that may be of interest to the customer at a certain location.
- *Personalizing content for the customer:* event detection and tracking can trigger the choice and type of content as well as the next best actions to be delivered to the customer. This is based on pre-defined strategies such as special offers or discounts for customer retention, achievement celebration messages leading to up-sell opportunities, or appreciation or apology messages to strengthen customer-business relationships.
- *Determining channels:* this entails how to determine the type of channels for delivering real-time messaging to the customer. This is based on different parameters such as devices used by customers and past interaction details. This can also include a multi-channel approach such as SMS, push notifications, and emails, among others depending on the importance of the message for delivery.
- *Data collection and results analysis:* this entails continuously capturing all customer interactions from multi-channel or devices. This includes customer demographics, geographics, purchase history, and real-time behavioral information. This data is combined to form individual customer profiles and stored in databases.

2) Benefits and Challenges of Hyper-Personalization:

Hyper-personalization takes into account the aspect of predictive personalization using real-time data based on the user's browsing behavior, and other requirements that change recommendations to adapt to offers [7]. For this to happen, algorithms are designed to make predictions and recommendations which is significant for developing an understanding of the target audience [24], [7], [14], [28], [9]. Specifically, it is important to incorporate the extraction of pre-processed data based on web usage digital footprints.

3) Challenges of Hyper-Personalization: Studies in the early 2000 predicted that hyper-personalization would become a key part of marketing in 2020 and turn into a requirement for businesses to keep pace. Hyper-personalization however, comes with a price, issues related to personal data. According to [29], not all online users are willing to give up their information and privacy. To help overcome data concerns, it is important to be transparent in the way consumer data will be used [30] [31]. More so, and that information about the data privacy for personalization trade-off is communicated.

E. Recommendations for Hyper-Personalized SMEs Websites

1) Requirements for Well-Designed Digital Marketing Strategies: The content employed in DMS must relate to target audiences and segments for optimization of SMEs websites. This underscores the fundamental principle of effective marketing as well as understanding and addressing the needs of target audiences using the following building blocks:

- **Goals and Objectives:** Define SMART goals for a well-designed website
- **Website Content:** Create relevant content that contextualizes target audiences' requirements and is relatable to users
- **Keywords:** Select keywords that resonate with the target audience's wants and needs
- **Language:** Use language understood by the target audience, avoid technical terms or jargon
- **User Personas:** Develop a semi-fictional character that outlines an ideal customer's characteristics based on real data
- **Tracking Metrics:** Measure key process indicators and effectively track the progress of specific marketing campaigns. This may include web page link clicks, impressions, leads, engagements, downloads, views, shares, comments, search rankings, backlinks, and post interactions

2) Techniques for Leveraging AI-Powered Digital Marketing Strategies: There is necessity for SMEs in aiming to establish integrated DMS that incorporate recent AI-based technologies. This includes trends such as predictive analytics, machine learning, real time databases, Chatbots and Live Chats that use web marketing interactive bots and messaging apps. These tools offer customer service, provide quick feedback to customers as well as promote live events on websites. AI-powered DMS can pull user behavioral and psychographics data that can support hyper-personalization. Additionally, the application of machine learning using rule-based and learning-based techniques in designing SMEs website functionalities is crucial. A rule-based approach is used to apply algorithms that refer to a knowledge base with an inference engine using IF-THEN statements. Whereas learning-based techniques can define algorithms that create mathematical models based on the given data that can be reused. To further guide the specific actions in machine learning, a combination of data mining and automation can be used to make predictions and recommendations. These techniques are expressive and suitable for making inferences using a mixture of both numerical and qualitative attributes. Additionally, using machine learning for contextualization of business web content is equally important to facilitate the experiences and requirements of audiences. Therefore, a combination of DMSs and hyper-personalization is intended to maximize the website opportunities that aim to move away from traditional marketing that has long dominated SMEs.

3) Ethical Concerns: It is important to understand the legal requirements surrounding data privacy, and computing before implementing hyper-personalization. In order to strike a balance between consumer privacy concerns and hyper-personalization, SMEs need to ensure that the DMS delivers the relevant content. It is equally important to obtain user consent and understand the consumer feedback in terms of expectations, and thus create DMS that fits user needs. Lastly, the issue of building trust by protecting data privacy for SMEs and addressing other data security concerns is also crucial.

V. CONCLUSION

The study aimed to investigate the integration of Digital Marketing Strategies and data-driven hyper-personalization tactics in promoting SMEs websites. The preliminary findings of the research have underscored the significance of DMS on the facilitation of SMEs website user engagements. Additionally, the study has demonstrated how different DMS play a crucial role in increasing the reach and engagement of website users. The study highlighted how hyper-personalization combines two agile insights used for the contextualization and personalization of SMEs websites. Likewise, the study shows how AI-powered hyper-personalization can significantly enhance digital marketing initiatives and give SMEs a stronger online presence. Techniques such as automation, machine learning, and real-time databases integrate DMS for more personalized, streamlined, and user-oriented engagements. By incorporating hyper-personalization with well-designed DMSs, SMEs can continually improve website experiences involving various user touchpoints. This is because the age of AI and internet privacy can present challenges for implementing hyper-personalization without being intrusive. However, this depends on the consumer data privacy concerns including consent. Therefore, further investigation of other digital marketing strategies, AI-powered techniques and hyper-personalization tactics is necessary to draw more definitive conclusions. Finally, as technology advances, SMEs need to adapt and seize opportunities considering a strong online presence is key to success in the current digital age.

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