

DIGITAL MARKETING STRATEGIES USED BY NOVICE ENTREPRENEURS IN PROMOTING THEIR BUSINESS - A STUDY IN BANGALORE

Suraj Sahoo J* & Raghu Y**

Abstract

This research provides a comprehensive examination of the digital marketing strategies employed by novice entrepreneurs. Based on data collected from 136 novice entrepreneurs through a survey, the study covers aspects including their choice of digital marketing channels, key success measures, strategies, challenges, and future goals. The findings reveal that social media is the most favoured digital marketing channel among novice entrepreneurs, followed by email marketing, SEO, PPC advertising, content marketing, and influencer marketing. Success is assessed through metrics like sales conversions, lead generation, social media engagement, website traffic, email open/click rates, and search engine rankings. Novice entrepreneurs commonly employ data-driven approaches, competitor analysis, experimentation, customer insights, and personal experiences in their digital marketing strategies. They face challenges including lead generation, campaign management, content creation, analysis, staying updated with industry trends, and audience targeting. Their future goals include increased lead and sales generation, higher website traffic, improved brand awareness, enhanced customer engagement, and market expansion. The implications of this research enrich the literature on digital marketing for novice entrepreneurs, highlighting the significance of social media, email marketing, and data-driven approaches in their strategies. The identified challenges provide valuable insights into areas needing improvement, and the future goals emphasize growth priorities. Novice entrepreneurs can use these findings to tailor their digital marketing practices for better business outcomes. While the study has limitations, such as reliance on self-reported survey data, it offers guidance to novice entrepreneurs in channel selection, strategy

*Student of Management and Commerce, PES University India.

**Assistant Professor, Faculty of Management and Commerce, PES University, India.

development, and goal setting for effective digital marketing. This, in turn, can contribute to startup success, fostering economic growth, innovation, and job creation. The originality of this research lies in its focus on specific digital marketing strategies used by novice entrepreneurs, providing a comprehensive view of channel selection, success measures, strategies, challenges, and future goals, all backed by insights from surveyed entrepreneurs, adding practical perspectives to the field.

Keywords: Novice Entrepreneurs, Digital Marketing, Marketing Strategies, Social Media, SEO Techniques, Email Campaigns, Audience Engagement, Lead Generation, and Analytics.

Introduction

Novice entrepreneurs, or aspiring startup founders, are individuals who are new to entrepreneurship and eager to launch their businesses. They can utilize digital marketing strategies to effectively promote their ventures and engage with their target audience. Creating a user-friendly website, making it search-engine-optimized, utilising social media platforms, putting email marketing campaigns into action, and investigating pay-per-click advertising are all examples of how to do this. One of the main causes of startup businesses failing is young entrepreneurs' lack of experience and knowledge, as seen by their lack of a strategy and their inability or unwillingness to identify a lucrative market niche for their company. When developing and carrying out their plans for new initiatives, entrepreneurs draw on the expertise they have gained from their former endeavours. On the other hand, investors frequently promote the idea of "betting on the jockey instead of the horse" when assessing potential entrepreneurs to support financially. However, entrepreneurial experience acts as a stand-in for expertise for both parties with the underlying capacity to skills acquired in a single environment successfully transfer it to a different environment. In the context of modern economic theory, entrepreneurship is frequently seen as promoting innovation, employment growth, and economic prosperity. Entrepreneurship and the expansion of the current business climate, small firms are seen as being critical for economic expansion and recovery. . Entrepreneurs who want to successfully adjust to such novel circumstances must set demanding but attainable goals, particularly in environments that are changing.

For instance, earlier accomplishments could boost an entrepreneur's confidence as they prepare to face new problems. Setting new and difficult objectives for learning, such as the growth of a fresh ability or capability, may also be required in these situations. Analysing digital marketing metrics helps refine strategies and achieve better results. For new business owners, digital marketing serves the purposes of building brand recognition, expanding audience reach, promoting goods and services, generating leads, and increasing sales. It levels the playing field with established businesses by targeting demographics, maximizing budgets, and measuring campaign effectiveness. Digital marketing is favoured over traditional methods due to its reach, accessibility, cost-effectiveness, and measurable analytics. Novice entrepreneurs also rely on social media management tools to streamline their online presence, engage with the audience, and manage resources efficiently. Digital marketing tools like social media networks, SEO tools, email marketing software, and content management systems are crucial for their marketing strategies, helping increase brand awareness, drive website traffic, engage with customers, and boost business growth in the competitive online landscape. In this study, we emphasise on selection of Digital Marketing Channels, Digital Marketing Efforts, Marketing Strategies, and Challenges Faced by Novice Entrepreneurs during the usage of Digital Marketing Platforms.

Review of Literature

Novice Entrepreneurial research investigates the relationship between learning and entrepreneurship, drawing on diverse theoretical frameworks. Central to EL is the understanding that entrepreneurship is fundamentally a process of learning. This field highlights pairs of learning types, such as individual and collective learning, exploratory and exploitative learning, and intuitive and sensing learning, addressing gaps in understanding these dynamics. EL's transformative impact on entrepreneurs' growth contrasts with earlier trait-focused research. Integrating EL insights with organizational learning enriches both fields and addresses challenges in entrepreneurship. The systematic literature review offers a comprehensive overview of EL's development, presenting themes, diversity, and future research avenues.

One perspective suggests that entrepreneurs with robust human capital are more

inclined to have role models due to their heightened capacity to absorb external knowledge. Conversely, another viewpoint posits that entrepreneurs with substantial human capital might consider role models less crucial, relying on their expertise and confidence. This further distinguishes between general and entrepreneurship-specific human capital, projecting that general human capital could amplify absorptive capacity, while entrepreneurship-specific human capital might diminish the reliance on role models. Hypotheses presented predict the likelihood of role model presence, their functions, and the entrepreneur's connection with them. The hypotheses also explore the potential similarity between entrepreneurs and role models, as well as the potential correlation between network ties and role model dynamics.

The examination of entrepreneurship education highlights its conceptual fragility, with limited theoretical evolution due to ongoing paradigm shifts. Distinct article categories—"builder," "expander," and "tester"—contribute to the field's development, focusing largely on analysing the current state of entrepreneurship education. The need for a refined theoretical framework emerges as the field matures. "Expander" articles possess the potential to bridge theory and practice, while the underutilization of a metaparadigm perspective indicates an opportunity for a transition approach. Mandatory entrepreneurship education's impact on theoretical propositions and empirical evidence is significant, potentially affecting entrepreneurial intentions due to heightened self-awareness.

Social media platforms' significance for startups in entrepreneurship and digital marketing. Five major platforms – Facebook, Twitter, LinkedIn, YouTube, and Pinterest – are vital channels for startups. They offer diverse advantages, from Facebook's interactivity to LinkedIn's B2B focus. Social media's role in brand awareness, sales growth, customer service, and content distribution. A strong online presence bolsters brand credibility, with customers relying on social media for product insights. It fosters customer engagement, lead generation, and community formation, driving business growth. Startups leverage social media to connect through relevant content, increasing brand exposure and loyalty. Measuring the impact of social media marketing is addressed, alongside suggested strategies for startups to maximize these platforms.

Social media platforms enable startups to cost-effectively establish and enhance their brand, fostering meaningful engagement in entrepreneurship and digital marketing.

The approaches of investigation and creativity in identifying entrepreneurial opportunities. Based on Kirzner, new information is essential for spotting chances that can boost revenues and satisfy market demand. Schumpeter, on the other hand, emphasises how businesspeople can create and seize opportunities by their behaviours and viewpoints. The effect of social media on seeing opportunities is also examined, and the power of technology to aggregate information is considered a catalyst for developing fresh insights. The effective use of social media improves the processing of data, market awareness, and the development of opportunities that are in line with client requirements. This is especially important for startups with low funding because social media has become an essential tool for detecting trends and spotting business opportunities. Such findings highlight the critical role social media platforms play in both identifying and creating entrepreneurial possibilities in the field of entrepreneurship and online marketing. Startups' ability to recognise and seize opportunities in an ever-changing business climate is significantly influenced by the platform's capability for sharing data, trend recognition, and consumer involvement.

Interactive media tools are explored in this article using the Encoding/Decoding approach, with a focus on power dynamics, interaction, and affordances. It emphasises the necessity of a collaborative effort among the fields of cultural studies and digital media studies. The idea of "imagined affordances" is presented to highlight how interpretive interactions between users with technology are. An entrepreneurship argument is that examining user interaction with digital media can provide insights into customer behaviour for creative marketing techniques. It emphasises how crucial it is to understand the various ways people engage with technology and media to create digital marketing efforts that are more effective. Marketers can adapt content to users' choices by integrating the Encoding/Decoding paradigm with affordances. It also includes a basis for academics, businesspeople, and digital advertisers to critically assess the cultural impact of new media and its applicability to marketing and entrepreneurial initiatives. It provides significant insight into how digital media affects society

dynamics, entrepreneurship, and advertising strategies by taking into account both creators' objectives and users' interpretations.

The influence of role models on entrepreneurship focuses on various groups like entrepreneur parents, peers, and guest speakers. It underscores the vital role of role models in shaping entrepreneurial intentions and actions. Entrepreneurial parents significantly impact children's entrepreneurial goals through exposure to their practices. University guest speakers boost students' confidence in pursuing entrepreneurship. It emphasizes the context-specific nature of role model observation. The ongoing importance of role model influence during different entrepreneurial stages. Educational approaches should integrate reflective and active elements to enhance learning from role models. This understanding can reshape marketing strategies, especially in the realm of digital marketing, by considering how entrepreneurs learn from role models, influencing content creation and engagement methods for more effective campaigns..

It examines the growth and effects of entrepreneurial self-efficacy (ESE) utilising theoretical lenses, with a focus on the theory of social cognition and agency viewpoint. Master experiences, vicarious learning, and other factors that influence professional decisions and success are some of the precursors of ESE. As to the concept of planned behaviour, it has an impact on entrepreneurial goals and behaviours. Context-specific insights are offered by additional concepts like effectuation, self-control, and regulatory focus. The review evaluates the measurement, causes, and effects of ESE. This focuses on how ESE shapes entrepreneurial behaviour and intentions for a research review. This insight could be expanded in the direction of digital marketing tactics catered to the particular motivations and behaviours of entrepreneurs..

It investigates how digital marketing and improving communication skills might help villages build entrepreneurial cultures. The study emphasises how crucial it is for rural businesses to develop their communication abilities and self-confidence to cultivate fruitful relationships and broaden markets. It emphasises that for productive interaction and corporate progress, adopting a positive outlook and embracing new technology are essential. For individuals who are familiar with technology, online media, such as social

media sites like Instagram, WhatsApp, and Facebook, play a big part in product marketing. The report emphasises the necessity of striking the right balance both online and physical marketing initiatives because both strategies help businesses succeed. The move from traditional to online media is evidence of how technology is enhancing communication and marketing methods, and this realisation may be pertinent for online advertising techniques targeted at rural enterprises. The results of the study also highlight the importance of integrating conventional and digital marketing strategies for efficient consumer engagement.

It examines how gourmet restaurant owners in rural Scandinavia learn via experience, concentrating on how they turn experience into expertise and boost their self-confidence. Its examination, which draws on social learning theory, emphasises the significance of self-efficacy in motivating entrepreneurs' actions and allowing them to adjust to shifting perceptions of efficacy. Through experimenting and modelling, entrepreneurs build their self-efficacy, with mastery and modelling being impacted by their capacity to deal with uncertainty. The empirical setting of the study shows the difficulties and traits of upscale restaurant owners who combine commercial savvy with culinary expertise. To influence industry norms and expectations, they must navigate professional networks, learn to play a variety of roles—including chef and business owner—and adapt to them. The significance of local specialisation and narrative in branding and distinction is also emphasised. Such results could be used in entrepreneurship to show how self-worth, social learning, and the difficulties experienced by particular entrepreneurial contexts, like the gourmet restaurant market, affect entrepreneurial learning processes. Understanding how entrepreneurs grow and succeed in their endeavours may benefit from the investigation's focus on accepting uncertainty, the importance of beliefs, and the effects of learning styles.

The impact of digital marketing on business performance, particularly in the new millennium. Social media and SEO have a huge impact on outcomes, resulting in more effective marketing efforts and higher levels of consumer involvement. Benefits, image, and purpose are three ways to gauge digital marketing variables. Resource management, income creation, and job possibilities are all advantages of strong corporate

performance. To maximise earnings and engage with clients, business owners use platforms like Facebook. Social media use affects brand reputation and marketing tactics. Entrepreneurs can develop and succeed by incorporating digital marketing into daily operations. Further evidence from the research shows that internet use, especially social media, promotes business expansion, consumer growth, and the creation of new goods and services. Implementing digital marketing tactics can result in more market prospects, higher consumer interaction, and improved brand reputation.

Research Gap

The target market generates a great deal of data, which can be confusing and challenging to analyse. Therefore, founders must have the expertise and resources required to improve their advertising campaigns' success as well as their company's overall performance gather, analyse, and utilise data. It can be challenging for young business owners to keep up with the most recent developments and optimal practices due to the rapid change in the digital landscape. For instance, it is challenging for business owners to create successful marketing strategies that will endure the test of time due to the constant algorithmic changes in search engines and the emergence of new social media platforms. Therefore, to be competitive, new business owners must keep up with the most recent trends and modify their marketing plans accordingly. Digital marketing communication can be expensive, especially for novice entrepreneurs with limited budgets. While digital channels can provide a wider reach and target audience, they also require significant investments in resources and technology. For instance, running a successful social media campaign requires high-quality content, graphic design, and analytics tools, all of which can be costly for novice entrepreneurs. Therefore, entrepreneurs need to consider their budget and weigh the costs and benefits of different digital marketing communication channels carefully. Digital marketing communication can also be impersonal and lack the human touch. As novice entrepreneurs use various digital channels to communicate with customers, they risk losing the personal touch that is essential for building trust and loyalty. Therefore, entrepreneurs need to find ways to incorporate personalization and human touch in their digital marketing communication to build lasting relationships with their customers. While digital marketing communication can provide many advantages to novice

entrepreneurs, it also has several limitations that they need to consider. By addressing these limitations, entrepreneurs can leverage digital marketing communication as an advantage in their business and achieve their marketing goals.

Research Question

What are the factors Influencing Novice Entrepreneurs for the adaptation of Digital Marketing Channels?

Research Objectives

To investigate the factors impacting the adoption of digital Marketing channels by novice entrepreneurs.

Data Analysis

Table 1: Digital Marketing Channel Preferences

SL No.	Selection of Digital Marketing Channel	Count N-136	Percentage %
1	Social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc)	89	65.44
2	Email marketing campaigns	14	10.29
3	Search engine optimization (SEO)	13	9.56
4	Pay-per-click advertising (PPC)	9	6.62
5	Content marketing (blogging, video, podcasts, etc.)	10	7.35
6	Influencer marketing	1	0.74
	Total	136	100.00

Source: Computed from Primary Data

Interpretation

The data suggests that social media platforms are the most popular choice for digital marketing, followed by email marketing campaigns. This aligns with the trend of businesses leveraging social media's widespread reach and direct engagement, while

also utilizing the personalized approach of email campaigns. It's worth noting that a comprehensive digital marketing strategy often incorporates a mix of these channels to reach a diverse audience and achieve various objectives.

Table 2: Evaluation of Digital Marketing Success

SL No.	Success of Digital Marketing Efforts	Count	Percentage (%)
1	Website Traffic	15	11.03
2	Lead generation	33	24.26
3	Sales conversions	52	38.24
4	Social media engagement	23	16.91
5	Email open and click-through rates	9	6.62
6	Search engine rankings	4	2.94
	Total	136	100.00

Source: Computed from Primary Data

Interpretation

The data reveals that sales conversions, lead generation, and social media engagement are the most significant factors in evaluating the success of digital marketing efforts, with a notable percentage of respondents valuing each of these areas. This underscores the alignment of digital marketing goals with business growth and revenue generation. While website traffic and email metrics also hold relevance, search engine rankings are of lesser concern to the surveyed businesses. This analysis emphasizes the diversity of success metrics businesses consider, reflecting the multifaceted nature of digital marketing's impact on different aspects of a business's performance.

Table 3: Digital Marketing Strategies Employed

SL No.	Marketing Strategies	Count	Percentage (%)
1	Based on customer research and insights	21	15.44
2	By analysing competitors' strategies	34	25.00
3	Using a data-driven approach	46	33.82
4	Through trial-and-error experimentation	27	19.85
5	Based on intuition and personal experience	8	5.88
	Total	136	100.00

Source: Computed from Primary Data

Interpretation

The data showcases a diverse range of marketing strategy preferences. While a data-driven approach is the most popular, a significant percentage also considers competitor analysis and trial-and-error experimentation important. Customer insights contribute significantly as well, reflecting a customer-centric mindset. Intuition and personal experience play a lesser role overall. This analysis highlights the blend of analytical, customer-oriented, and adaptive strategies that businesses employ to navigate the dynamic landscape of marketing.

Table 4: Challenges Encountered in Digital Marketing

SL No.	Challenges Faced by Entrepreneurs During the Usage of Digital Marketing	Count	Percentage (%)
1	Creating engaging content	16	11.76
2	Finding the right target audience	25	18.38
3	Generating leads and sales	54	39.71
4	Managing multiple channels and campaigns	19	13.97
5	Measuring and analysing results	12	8.82
6	Keeping up with the latest trends and technologies	10	7.35
	Total	136	100.00

Source: Computed from Primary Data

Interpretation

The data presents a range of challenges faced by entrepreneurs in their digital marketing endeavours. Generating leads and sales is a predominant concern, reflecting the central goal of business growth. Challenges related to audience targeting, content creation, and managing multiple channels also stand out, indicating the multifaceted nature of digital marketing management. The need for accurate measurement, analysis, and staying current with trends and technologies adds another layer of complexity. This analysis emphasizes the dynamic landscape of digital marketing and the diverse obstacles that entrepreneurs must navigate to achieve success.

Table 5: Future Goals in Digital Marketing

SL No.	Future Goals	Count	Percentage %
1	Increase brand awareness	26	19.12
2	Drive more website traffic	34	25.00
3	Generate more leads and sales	59	43.38
4	Improve customer-engagement and loyalty	16	11.76
5	Expand to new markets or regions	1	0.74
	Total	136	100.00

Source: Computed from Primary Data

Interpretation

The data indicates a range of future goals among entrepreneurs. While generating more leads and sales is the dominant aspiration, driving website traffic and increasing brand awareness are also significant objectives. Enhancing customer engagement and loyalty showcases a focus on customer relationships, while the desire to expand into new markets reflects a smaller subset's growth aspirations. This analysis underscores the multifaceted nature of entrepreneurs' ambitions in the dynamic realm of digital marketing.

Discussions

In today's dynamic business landscape, digital marketing plays a crucial role in growth and brand recognition. Let's delve into the key trends, strategies, and challenges businesses face in this intricate realm. Social media and email campaigns are digital marketing powerhouses. Businesses use social media's reach and email's personal touch for effective engagement. Yet, a diverse approach using various platforms is crucial for broad impact. Sales, lead generation, and social engagement dominate digital marketing success metrics. Businesses align these goals with growth. Website traffic and email metrics matter, while search rankings take a back seat. A range of marketing strategies highlights adaptability. Data-driven decisions and customer insights drive results. Competitor analysis and experimentation refine tactics. Lead generation challenges top the list, highlighting digital marketing's revenue-driving role. Overcoming content, channel management, and analysis complexities is key. Businesses aim to boost leads, sales, website traffic, and brand awareness. Improved engagement and new market exploration are also priorities. Digital marketing's multi-faceted nature demands strategic diversity. Challenges are met with an adaptable approach. Amidst this complexity, digital marketing's role in growth remains steadfast. Those navigating these challenges and trends stand to thrive in the digital era.

Suggestions

To help novice entrepreneurs effectively leverage digital marketing:

Thorough Audience Research: Start by conducting comprehensive research to understand your target audience's online behavior and preferences.

Invest in Content Creation: Allocate resources to create high-quality, engaging content that resonates with your audience.

Personalized Messaging: Craft personalized marketing messages and content to cater to specific audience segments, enhancing relevance.

Start with Key Channels: Begin your digital marketing journey by focusing on a few key channels that align with your audience's preferences and expand gradually.

Lead Generation Strategies: Implement lead generation strategies, such as offering valuable content in exchange for contact information.

Nurture Leads with Email: Utilize email marketing campaigns to nurture leads and guide them through the sales funnel.

Budget Allocation: Allocate a dedicated budget for digital marketing activities, prioritizing initiatives that align with your business goals.

Processes and automate repetitive tasks.

Data-Driven Decisions: Base your marketing decisions on data insights, regularly reviewing KPIs to refine your strategies.

Continuous Learning: Dedicate time to ongoing learning and professional development in the field of digital marketing.

Stay Updated with Trends: Keep abreast of the latest industry trends and technologies through newsletters, webinars, and networking.

Localized Marketing: When expanding to new markets or regions, develop localized digital marketing strategies tailored to local preferences. Starting with thorough audience research and gradually progressing to more advanced strategies and techniques, a structured path for novice entrepreneurs is written to navigate the digital marketing landscape effectively

Conclusions

This research provides valuable insights into the digital marketing strategies utilized by novice entrepreneurs to promote their businesses effectively. The study underscores the significance of social media platforms, closely followed by email marketing, as preferred channels for reaching target audiences. Success in the digital marketing arena is primarily gauged through metrics associated with business growth, with a strong emphasis on sales conversions, lead generation, and social media engagement. Novice entrepreneurs exhibit remarkable adaptability and analytical acumen in employing a diverse range of strategies, from data-driven approaches to competitor analysis, to drive their marketing efforts. Nonetheless, persistent challenges related to lead generation and content creation underscore areas in need of improvement. Looking ahead, entrepreneurs prioritize objectives aligned with business growth, including expanding brand awareness, increasing website traffic, and generating more leads and sales. These aspirations reflect their commitment to achieving market expansion. This research not only enriches the existing literature on digital marketing for novice entrepreneurs but

also offers practical recommendations tailored to their needs. However, it is crucial to acknowledge the limitations associated with relying on self-reported survey data and to stress the importance of adapting to the ever-evolving digital marketing landscape. As novice entrepreneurs navigate the multifaceted terrain of digital marketing, embracing the insights garnered from this study can serve as a guiding beacon, ultimately contributing to their success, fostering economic growth, driving innovation, and facilitating job creation.

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