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<http://dx.doi.org/10.35381/r.k.v5i10.698>

Marketing digital y estrategias online en el sector de fabricación de muebles de madera

Digital marketing and online strategies in the wood furniture manufacturing sector

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Recibido: 20 de marzo de 2020
Revisado: 16 de abril de 2020
Aprobado: 09 de mayo de 2020
Publicado: 19 de mayo de 2020

ABSTRACT

Digital marketing plays a fundamental role in the commercial activity of a business. The research aims to design a digital marketing plan that favors the improvement in sales of the Ébano Muebles company in Loja city-Ecuador, since the low volume of these has resulted in decreased profitability and little market share. The applied methodology is a non-experimental design based on a descriptive-explanatory type with a mixed-methods approach. The results presented when doing marketing planning show that the company can increase its turnover, improve its profit and increase market share with the application of the plan. It is concluded that the implementation of digital strategies integrated in a plan improves brand positioning, image, level of efficiency and market positioning in the company under study.

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Descriptors: Marketing; communication strategies; electronic commerce; industrial plants. (Words taken from the UNESCO Thesaurus).

INTRODUCTION

Digital Marketing has played a predominant role in the commercial activities of large companies worldwide, since most of these apply digital strategies in order to improve profitability, competitiveness and positioning in national and international markets through the use of different social networks. These marketing strategies have become a fundamental instrument to keep loyal customers informed and updated on issues of buying and selling goods through virtual media in order to achieve, in this way, a new interaction with the consumer.

Due to the above, in Ecuador, there is evidence of a series of technological changes that force companies to incorporate new forms of communication using digital media to enter new markets and establish a window of diffusion to markets worldwide, but few companies have known to correctly implement the strategy of a digital marketing plan that can generate impact in international business areas. This inconvenience is exacerbated in the province of Loja, since there are very few companies that disseminate their products internationally, despite the fact that they use digital media, the dissemination in most of these is done only locally.

In order to carry out this research, it is of vital importance to analyze the EBANO MUEBLES company, which is located in the Loja canton and created in 2014 whose main activity is the manufacture, sale of home and office furniture. Its commercial actions are developed within the city of Loja including the province of Zamora Chinchipe. The active upper-middle class is the key population for this entity.

The problem of this investigation lies in the low volume of sales in Ébano Muebles, since they have been reduced considerably in the last two semesters, which has also had an impact on profitability and market share. The little use of digital tools for advertising is another factor that has not allowed the company to attract more customers and improve market positioning. Besides, the proliferation of furniture stores with low quality and very low prices in the town is another negative factor for the company.

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Focused on the problem that the company presents, the following question arises. How to improve the sales volume at the Ébano Muebles company in the city of Loja? In relation to this, the objective is to design a digital marketing plan that favors the improvement of the sales in Ébano Muebles to achieve a better positioning of market, greater presence of the brand in the minds of consumers and new mechanisms for the promotion and sale of products using digital media.

METHOD

The methodology is based on a non-experimental and mixed design making emphasis in the qualitative approach. Likewise, the research was descriptive-explanatory and also had a cross-sectional design. Another method that was used was the historical-logical one for the configuration of the conceptual framework and the analysis of the current situation of Ebano. The analytical-synthetic method and the deductive-inductive method were also used. Finally, with the application of the systemic method, a marketing plan was designed as a proposal to improve the company's situation in the field of sales. As a data collection technique, the survey was used in order to collect useful information in the analysis of variables through the use of a questionnaire made up of 14 questions.

RESULTS

The most important results found through the research instruments applied to the active population aged from 25 to 45 years that make up the upper middle class and live in the central part of the city of Loja are shown below:

Characterization of the study population

By characterizing the population, it is intended to know the sex and age of the people, since the surveys are aimed at people between 25 and 45 years.

In this respect, 65% of the people were represented by male and 35% were represented by women. On the other hand, the age range between 25 and 30 years represented 42%, followed by the respondents aged from 31 to 35 years with 21%.

Brand awareness

This aspect included 2 types of questions to find out the level of brand positioning in the minds of the respondents, as well as the market share held by Ébano Muebles.

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The knowledge that respondents had about the company covered 60%, since they had heard the name of Ébano Muebles, but only 36% of them had bought at the premises and the remaining 64% had not.

Product dimension

The product dimension showed that 35% of those surveyed did not know the line of products that the company offered, only 28% knew that rooms were offered, on the other hand, 40% of the people who had bought in the company believed that the product quality was good and 28% did not know the quality of the furniture because they did not know the company. 61% of people who had purchased Ebano's products affirmed that the design was good while 19% thought that the design was excellent. Finally, 69% of those surveyed stated that they would recommend the products to other people.

Plaza dimension

Regarding the plaza aspect, 45% of those surveyed knew the company through social networks, while 38% answered that they did not know it. On the other hand, 26% rated the care received as good, while 15% considered it excellent. Finally, 28% affirmed that the physical facilities of the organization had regular conditions and 33% answered that the facilities are good.

Price Dimension

The questions related to the price dimension showed that 33% of the study population considered that furniture prices were acceptable compared to the competition while 18% believed that prices were high. On the other hand, 46% of customers stated that the best incentive for buying is the discount, while 29% wanted the company to incentivize them with gifts.

Promotion dimension

The information on the promotion dimension showed that 36% of clients were not very motivated by the advertising handled by the organization, while 21% considered that advertising is indifferent. Likewise, 24% of them stated that they have an intention to buy when they see the company's ads, while 19% thought that the intention to purchase is low. Finally, 67% of those surveyed wanted to receive advertising from the company on Facebook and 16% on WhatsApp.

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PROPOSAL

Below, there is a description of the steps that make up a marketing plan:

Analysis of the business situation

Ébano Muebles is a company founded in 2014, the commercial activity of this is the production and sale of furniture for home and office, it has a work team made up of 14 workers and the line of products it offers are: room sets , dining rooms, bedrooms, desks, closet, armchair and other household accessories.

The market segment it serves is the economically active upper-middle class population, since the production of goods with quality wood and imported fabrics makes it unattractive.

Competitor analysis

The analysis of the competitors is based on establishing specific aspects such as: social network accounts that they have for launching advertising in virtual media, number of interactions by their followers and number of publications they make periodically.

SWOT analysis

In this type of analysis, the main weaknesses, threats, strengths and opportunities of Ébano Muebles are established to determine important aspects that the company may improve for establishing Digital Marketing strategies that increase market share.

Establishment of general objectives of the plan

- Increase the direct sales of Ebano Muebles by 5% for the second quarter of 2020 between the month of April and June.
- Promote the company through modern digital means to increase the positioning of the brand in the local market.

Specific objectives of Marketing Smart

- Increase the number of users on Facebook to 1000 for the first month of marketing strategies implementation and from that number, have a growth of 300 followers each week.
- Increase the share of online sales through the website by 10% of the total sales value in a period of 4 months.
- Reach a number of 100 leads in the first month and a growth of 50 leads per month, given the implementation of a landing page and Google AdWords.

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- Increase the number of followers on Instagram to 1000 in the first month and 200 each month.

Digital marketing strategies

Content strategy

To increase the level of online sales, the company proposes the creation of a web page through the wix application. This is what it seeks: Development of a virtual catalog with seasonal designs with different styles, shapes and sizes.

- Development of virtual articles referred to furniture care tips, cleaning and other topics that attract the attention of users through the pinterest application.

Social media strategy

In order to increase the number of followers of the social networks of Facebook and Instagram, it is proposed to carry out:

- Continuous publication on Facebook with images and promotions with the purpose of responding to comments and messages on the page.
- Implementation of a virtual store on Facebook, so that followers can observe the products offered by the company continuously and receive assistance by chat.
- Creation of content for Instagram with topics of interest to the profile of the target audience by virtue of attracting potential customers.
- Creation of electronic flyers with seasonal themes and attractive offers for the user.
- Creation of a virtual business card with company colors, as well as the new logo.

Budget

For the development and design of the marketing strategies to be used, the budget must be taken into account. It will be considered for the payment of the online advertisings, too.

Control

In this final stage, the control must be carried out periodically; the degree of effectiveness of this will depend on the results obtained. If they are low, it will be reinforced. Most of the activities are virtual, for this reason, the Facebook Pixel will be used to track the results of the campaigns published on this social network in order to segment the ones that have produced better results.

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CONCLUSIONS

Ébano Muebles is a growing company, with low market share, consequently, it must deepen the development of advertising campaigns that allow greater brand awareness at the local and national level. The company has not had a well-structured marketing plan, because of that; this research has shown that a company achieves a greater positioning in the market when it has good market penetration strategies, as well as marketing strategies in digital media. Based on the information collected through surveys, it has been shown that customers are satisfied with the prices, designs and product quality, due to the implementation of this plan for digital media. As a result, the level of online sales will be repowered, as well as the local knowledge of the company.

Achieving online positioning is essential to attract potential customers, since through social networks; users may know the offer of Ébano Muebles' products and show interests towards the purchase. Besides, it will also allow the company to stand out from the competition.

FINANCING

Non- monetary.

ACKNOWLEDGEMENTS

To the Directors of the company Ébano Muebles located in the city of Loja-Ecuador for allowing us to carry out this investigation and support us until its conclusion.

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