

# RESEARCH PROPOSAL

## PROJECT TITLE

Exploring the Impact of Digital Marketing on Small Business Growth

## RESEARCH OBJECTIVES

- 1. Identify the most effective digital marketing channels for small businesses.
- 2. Measure the return on investment (ROI) for various digital marketing strategies.
- 3. Analyze the impact of social media marketing on brand awareness and sales.
- 4. Evaluate the effectiveness of email marketing campaigns for small businesses.
- 5. Investigate the role of content marketing in driving website traffic and conversions.
- 6. Assess the challenges and opportunities of digital marketing for small businesses.
- 7. Compare the digital marketing strategies of successful small businesses with those of struggling ones.
- 8. Provide actionable insights and recommendations for small business owners.

## RESEARCH METHODOLOGY

The research will be conducted using a mixed-methods approach, combining quantitative and qualitative data.

Quantitative data will be collected through surveys and analysis of digital marketing metrics.

Qualitative data will be gathered through interviews with small business owners and experts in the field.