

The Role of E-Marketing in Social Enterprises

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ABSTRACT

This paper focused on the role of e-marketing in social enterprises that would help to advertise this field to publics. The advancement of the technology nowadays has help improve any businesses and organizations to reach their target customers. For instance, the digital marketing such as e-commerce and social media very successful to reach consumers where seller and buyer can do a business transaction just from online. Moreover, this digital marketing strategy is one of the effective strategies for any social enterprise and social businesses because easy to reach and engage with customers. The purposes of this study are to describe the role of e-marketing in social enterprise, and the challenges of applying digital marketing in social enterprise. The outcome of this study is any organisation or businesses that doing social enterprise and social business can use this paper as reference to implement e-marketing strategy in their programs. In addition, this review paper contributes to the knowledge on social enterprise field especially when this sector tunes to e-marketing approach.

Keywords: *Digital Marketing, E-Marketing, Social Enterprise, Social Business.*

1.0 INTRODUCTION

The importance of social media platforms (such as Facebook, Snapchat, and Instagram) in the day-to-day lives of millions of users who communicate in virtual settings is booming. This new mode of communication continues to rule the culture and society and has a significant influence on how users do business. Internet marketing, web marketing, digital marketing, and online marketing are all terms used to describe e-marketing. The method of selling a product or service over the Internet is known as e-marketing. E-marketing, on the other hand, encompasses not just

online marketing but also email and cellular marketing. It connects companies with their clients through a range of technologies. According to Stokes (2013), digital marketing uses the strength of the integrated, social network to help generate customer demand. Hence, it allows the exchanging of publicity for money. Thus, this exchange called as the publicity economy in business industries (Stokes, 2013).

It is more difficult for any association or organisation to develop and implement a social initiative of community involvement in the year 2021. Since the Covid-19 pandemic is still on-going, anyone should stop any action

that involves group interaction in order to prevent virus infections in the community. Thus, in this pandemic situation, e-marketing is the most powerful way to connect with and communicate with the audience (Aziz, 2020).

Digital marketing is successful in two main ways (Stokes, 2013). First, the audience can be segmented extremely accurately, down to considerations such as current position and previous brand encounters, implying that advertisements can (and must) be personalised and optimised specifically for them. Second, the modern world is almost entirely observable, with every minute and every customer click being tracked. For that, you will see just how different campaigns are doing, which platforms have the most value, and where your resources can be concentrated in digital (Stokes, 2000).

E-marketing has seen tremendous success in the corporate community and has had a massive influence on entrepreneurs for decades. Entrepreneurs now regard marketing as a critical business function that they use extensively to support their company's growth (Scott, Scott, Stokes, Moore, Smith, Rowland & Ward, 2017). The successful web marketing campaigns are becoming progressively important as competition grows and businesses develop. However, although the use of e-marketing is becoming more widespread, it is still not widely adopted in social business. The issue here based on why social entrepreneurs did not widely apply e-marketing in their social business?

The most important aspect to be consider by the social entrepreneurs before they jump to the e-marketing field, the word social business need to be understand first. According to Professor Muhammad Yunus, pioneer of the social business idea, a social business is a commercially viable organization established specifically to address a social issue. Although initial contributions can be restored, all future gains are reinvested to maximise the organization's social impact ever further. Moreover, the social business known as a normal business which has products, services, customers, markets, costs, and revenue; but it is a no-loss, no-dividend, self-

sustaining organisation that pays back its investors. The managerial mind-set must be the same as it is in a traditional profit-maximizing business. Simultaneously, when aiming to accomplish its social goal, social business must recover all of its costs in order to remain self-sustaining (Islam, 2016).

Muhammad Yunus stated that there are two types of social business. One is a non-profit, no-dividend organisation that is dedicated to addressing social problems and is operated by founders who recycle their proceeds into growing and developing the company. The second type is a for-profit corporation operated by poor people, either personally or by a trust dedicated to a predetermined social cause (Islam, 2016). Hence, both types should be study in deep to make sure that the term of social business is cleared.

For the researcher themselves, we can conclude that social business is about 50% half is social that involving the community, and the other 50% half is about business (Gebauer, Saul, Halidmann & Kramer, 2017). From the reviews, the social entrepreneurs do not use e-marketing in their social business widely for several reasons. First, they do not put profit as their main focus like other businesses. Second, they have their own targets like the poor or underprivileged people, so it is not necessary for them to use e-marketing to find their "customers". Lasty, the problem with the social enterprise or social business is a lack of expertise and understanding on how to build and implement an e-marketing plan. Thus, in this consequence session, this paper reviews the importance and challenges faced by social enterprise in order to move for the e-marketing in their daily business routine.

Literature Review:

2.1 Marketing

Marketing is a term that refers to the identification of needs and wants of customers in terms of customer's expectation and preferences in order to ensure the good

relationship between sellers and buyers. Marketing encompasses all activities aimed at promoting and marketing goods and services to consumers. According to Philip Kotler (2003), marketing is "the mechanism by which businesses generate value for consumers and develop deep consumer relationships in order to capture value from customers in return." The American Marketing Association (AMA) defines it as "the practise, collection of institutions, and processes for developing, connecting, providing, and sharing services that have meaning for consumers, companies, collaborators, and society at large" (Ollila, 2020)

2.2 E- Marketing

Electronic Marketing (E-Marketing) or Internet marketing, web marketing, digital marketing, and online marketing are all terms for the same thing. This term had been introduced since the early 90s and has been amplified amazingly across the globe (Salamah, 2017). This e-marketing term basically refers to the method of selling a product or service over the Internet platform. For instance, e-marketing encompasses not just internet-based marketing but also e-mail and wireless network marketing. Hence, it makes use of a variety of tools to help companies communicate with their clients easily (Team, 2020).

Due to increased information and technical improvements, the twenty-first century has revolutionised business operations, with the internet playing a crucial role. On top of that, e-marketing become more advanced electronic version of the classic marketing mix (4ps) that has been combined with the specific technology (Aziz, 2020). Therefore, this e-marketing become a new way of communication which tune to dominate the business strategic plan in this current landscape. For instance, social media is regarded as one of the most effective and persuasive interactional between company and customers. Hence, this phenomenon motivated the company to change their

traditional marketing to the e-marketing globally.

2.3 Social Business

A social business is more than just a business concept; its key goal is to include all stakeholders and offer a long-term growth and/or improvement option built on rational and ethical business concepts. The Nobel Laureate Economist Amartya Sen, 1999, expressed it is an option to empower people, give them autonomy, and make them less reliant on externalities that are outside their influence, such empowerment provides the less fortunate people with the 'capability' and 'freedom' to choose their development direction, social business can be a choice for the underprivileged (Islam, 2016).

Social Business is a "non-profits return" investment opportunity. However, the most essential benefit is the "happiness" that comes from helping others. People who contribute to society are seen as "role models" by others and are admired by everybody. They get particular appreciation from society as a whole, which cannot be evaluated on any scale (Islam, 2016). The success of a social business firm is determined by the extent whereby the firm was able to address the social agenda or solve the defined social problem. However, in order to be classified as a "company," social business must be self-sustaining. As a result, the firm must recoup its whole cost and make a profit in order to continue to operate (Islam, 2016).

2.4 Social Enterprise

The term "social enterprise" refers to the use of corporate techniques to meet a social need. This idea may or may not coincide with "social innovation," which refers to a novel approach to resolving a social need. While it is possible to innovate without utilising business tools, it is also possible to use business tools without innovating (Motter, 2019).

2.5 Differences of Social Business & Social Enterprise

In truth, social business is distinct from social entrepreneurship, charity trusts, and foundations dedicated to social good. While social business is based only on a no-loss, no-dividend model with a social purpose, social entrepreneurship is more individually motivated and can be for-profit or non-profit. Although both types of entities have the same final goal, the models on which they are organised are substantially different.

In the same way, social business is not the same as a foundation. Foundations are primarily established to disperse cash and make grants to various social sector groups; they do not create any revenue of their own and are mostly funded by affluent individuals. As a result, through venture philanthropy, it might play a critical role in incubating and channelling a social enterprise. Foundations, on the other hand, can make strategic investments in social business ventures based on the zero-return concept (Islam, 2016).

2.0 METHODOLOGY

The study consists of review of articles and journals on E-Marketing and social enterprise. The researcher evaluates the literature, draw the findings and discussions. This study used a methodology to review the articles cited in the databases such as Bizzdesign, BNEJSS, Research Gate, and Taylor and Francis Online with the current topic of E-Marketing, social enterprise, and social business. This study was categorised into review areas, which some of the findings presented in the introduction section and further highlighted in the following section.

Table 1: Review paper of E-Marketing and Social Enterprise

Title, Author & Method	Issues	Finding
Effect of E-Marketing on Growth of Businesses	The goal of this research is to analyse and evaluate the	This study ends with the following e-marketing is definitely cost

(Shabbir, Jabeen, Aziz Abbasi & Gul (2020) Method: Qualitative & Quantitative	many marketing tactics available to developing businesses, and to see how much e-marketing contributes to cost-effective business growth.	effective and aids in the growth of businesses. It is also established that in expanding firms, online marketing and social media marketing are the most effective e-marketing forms.
E-Marketing Via Social Networking and Its Role on the Enhancement of Small Business Projects (Salamah, 2017)	The study's problem is to find actions in e-marketing via social networking sites, as well as their involvement in promoting small company initiatives. The study approach focuses on the challenges that small business owners experience while implementing e-marketing strategies.	Females made up the majority of managers and advocates of small business ventures on social networking sites, accounting for more than 67 percent, while males made up only 32 percent. Furthermore, the majority of small company enterprises that use social networking sites to sell their products and services were run by people.
The Impact of Social Media on Social Entrepreneurship in a Developing Country (Ozuem, 2019) Method: Qualitative Research	To investigate the important factors that impact Bangladeshi social businesses' use of social media as a marketing strategy.	The article looks at how social media implementation influences business patterns and outlines some of the obstacles and obstacles that social companies experience when it comes to implementation.
Application of Social Marketing in Social Entrepreneurship Singh, Saini & Majumdar (2015) Method:	Recognizing the relevance of social marketing tactics for the success of social entrepreneurial ventures (SEVs), this study investigates	First, we discover that contextual elements such as the target audience's socioeconomic status, literacy, cultural, and social fabric have a major impact on social marketing decisions about

<p>Theory: Approach and case study method</p>	<p>nine SEVs with various profit motives to better understand the function of social marketing in social entrepreneurship (SE).</p>	<p>product, positioning, and promotion. As a result, social marketing techniques are personalised to meet local needs. Second, technology is critical in the development of acceptable products and cost-effective solutions for the target audience (the poor and the needy).</p>
<p>The impact of e-Marketing Use on Small Business Enterprises' Marketing Success (Hatem El-Gohary, 2013). Qualitative & Quantitative Methods</p>	<p>To provide some valuable and practical advice for Small Business Enterprises and other types of firms desiring to successfully implement e-marketing technologies and have a better knowledge of their influence on the marketing success of Small Business Enterprises.</p>	<p>The research revealed that internet marketing and e-mail marketing are the most widely utilised EM tools by SBEs, and that employing such tools improves SBE success. The studies also revealed that the EM tools utilised by SBEs engaged in various tasks are same.</p>
<p>Digital Marketing for Non-Profit Organizations (Prof. Denicolai Stefano, 2019) Method: Qualitative data</p>	<p>Since new technology have ushered in the digital engagement that customers demand, marketing methods have followed suit. Unfortunately, non-profits are falling behind for-profit businesses, which have already embraced and effectively dominated</p>	<p>The researcher's goal in writing this thesis was to learn about the digital marketing tools and methods utilised by non-profit organizations, particularly if they are aware of the need of establishing digital activities.</p>

	<p>digital marketing.</p>	
<p>Digital Marketing Communication on Strategies in Micro Social Enterprises (Hollen, 2018) Method: Qualitative Research Method</p>	<p>In the new digital era, how micro social enterprises adapt their digital marketing strategies.</p>	<p>Despite the fact that social media platforms are a significant marketing tool for certain firms, the study's findings demonstrate that a company's website remains one of the most essential online marketing tools, serving as the company's face and frequently the initial point of contact.</p>
<p>Social Entrepreneurship and Direct Marketing (Mallin & Finkle, 2007)</p>	<p>The authors investigate the link between the risks and costs of direct marketing for non-profit organizations.</p>	<p>Social entrepreneurs may choose from a variety of direct marketing tactics depending on their particular risk tolerance using the author's perceptual mapping approach.</p>
<p>Social Entrepreneurship: A Study of Successful Practices (Sloka & Mikhailova, 2020) Method: Research Methods</p>	<p>To examine effective methods in the field of social entrepreneurs throughout the world.</p>	<p>In many nations, social enterprises play a significant role in achieving social inclusion and reducing the number of people who are dissatisfied. Furthermore, different governments have selected various methods and instruments to encourage social entrepreneurship and social firms.</p>
<p>Exploring New Business Models for the Social Enterprise (Scholten, 2014) Method: Qualitative study</p>	<p>How a company's business model might change as a result of social media interactions with customers.</p>	<p>The author defined customer involvement as the extent to which the components of the business model in order to frame consumer contact in the context of the business model.</p>

		<p>We were able to identify three levels of business model influence in our study, ranging from modifications in a single pillar to changes in all pillar.</p>
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3.0 DISCUSSION

E-Marketing

According to El-Gohary (2013), e-marketing can be seen as a philosophy and business practice modern that related with buying and selling products, services, idea or information through the internet or any electronics means and have a big potential to reach more costumers. However, Hollen (2013) stated that Digital marketing is not only about knowing how to use technology; it is also about knowing how to understand people and how to use that knowledge to communicate with them more effectively.

In Scholten (2014) paper, researcher had clarified the influence of social media interactions with customers on company models. All the data come from nine organisations from various industries through qualitative research. As a result, there are four major discoveries in that research. For starters, he discovered that a company's utilisation of various social media functions might be a good predictor of client connection and engagement in business models. Second, he discovered that enterprises may employ social media functionality on three levels of intensity and diversity to enable the evolution of their business models and the production of value through increasingly organised consumer contact.

Third, he discovered that the customer's position inside business models may change to three distinct degrees depending on how consumers engage with the various pillars and components of the business model. Lastly, he identified and categorised

three business model types in which consumer contact and involvement are influenced by the diversity and breadth of social media functions that are employed to create value across the company model. The customer-facing business model, the customer-valuing business model, and the customer-integrating business model are the three patterns (Scholten, 2014).

According to Shabbir et. al (2020), argue that the correlation of traditional vs. e-marketing reveals that companies that applied traditional marketing mediums for the advertising of their goods and services are more concerned to their customers' demands than with concentrating and improving their structure, resulting in less technological advancement (Aziz, 2020). E-marketing, on the other hand, has offered a unique and advanced platform for businesses to identify their customers' demands and behaviour, and as a result, it has brought significant changes in the business world not only for organizations but also for consumers' behaviour (Aziz, 2020).

The Importance of E-Marketing Applied in Social Enterprises

Even though there is a lack of full awareness of why all of these technologies can be effective in achieving the goals and objectives of the multiple non-profits, E-Marketing is extremely being part of daily communication and effective strategies in social enterprise (Stefano, 2019). E-Marketing could help the business to reach its customers and boost its market. Riyadh Eida & Hatem El-Gohary (2013) and (Finkle, 2007) stated that a web site or web page can have the potential to reach fast and directly a large market in an economical way. Based on Scholten (2014) stated that a company that expected to be success need to apply the online marketing in order to develop their business in new opportunities. However, Hollen (2018) stressed that E-Marketing communication platforms are a significant asset for every company, and they can also be a useful way of increasing consumer value. The marketing mix strategy, which combines product price, place, physical proof, people, process, and

promotion, is basically the online marketing version of the marketing communications mix.

Less mature digital enterprises are focused on resolving individual business problems with individual digital technologies, whereas maturing digital enterprises aim to incorporate digital technologies such as social, mobile, analytics, and cloud in the service of reshaping how their businesses operate (Hollen, 2018). Furthermore, Aziz (2020) also stated that businesses must integrate digitalization and digital strategy into their culture, rather than relying on a few digital tools to achieve certain objectives. Hence, Frost and Strauss (2016) did agree with this view, stating that digital business implementation is clearly a strategic business issue rather than a technological one.

E-Marketing plan should be integrated into a larger digital plan. Preparing an e-Marketing strategy may assist a firm in making an informed decision about entering the E-Marketing field and ensuring that its research is focused on the aspects of E-Marketing that are most important to the firm. However, companies that use E-Marketing methods are better positioned to not only identify and focus on market demands, but also to communicate information to customers in real time. The E-Marketing strategy should be built around the company's goals, what it wants to accomplish, and where it wants to go in the future (Hollen, 2018).

The Challenges of Social enterprise in Applying E-Marketing

One of the challenges facing by social entrepreneurs is that their market segment is more complex, with several market segments that must be handled and fulfilled. The final consumer of products or services may differ from those who select, purchase, and evaluate them. Furthermore, social entrepreneurs have a specific goal and their products or services are frequently tied to that goal. So as a result, they cannot simply alter their products in order to meet changing market demands. It means that social entrepreneurs must get a better

understanding of marketing in order to successfully promote their goods to targeted market segments that need to be satisfied (Hollen, 2018).

Due to a shortage of resources, social entrepreneurs may be compelled to find answers that would not be discovered by other, better-funded groups. In the end, "what matters isn't just what someone has or what one is capable of being or doing (capabilities) but actually what really being or to do which means the functioning" (Yujuico, 2008). Other researcher stated that Matei and Sandu (2013) argue that admitting the social enterprises needs E-Marketing is even more challenging due to the diversity of their socio-economic activities and results.

This has been stressed by Aziz (2020) by saying that the difficulty of many social enterprises to properly promote their products and services to potential consumers or other distributors is a widespread challenge. This issue might arise for a variety of reasons, including a lack of capital, business or IT skills or infrastructure, or a lack of awareness of E-Marketing power.

RECOMMENDATIONS

In these days, digital technology becomes parts of human daily life. Not just by person or individuals, almost all businesses and any organizations have their own social media and websites to reach their target audience. During the pandemic covid-19, the digital technology has been used extensively by many businesses and organizations. Digital marketing become more effective in this day to reach more audience and customers with the current situation. This digital marketing also very effective for social businesses and social enterprises to engaging with the community. However, the article about digital marketing in social business is very limited and many researchers still not focus e-marketing in social business.

The authors recommend for the next researchers or any person to do more research

about social business should focus about the role of e-marketing in social business. This concern is to add more article and research regards of this topic for those who want to learn in details. It is hard for any businesses and organizations to get references about this topic since it very limited in internet platform. This topic also can be reference to educators in university and for those who want to do social business with use of e-marketing.

The authors also recommend for the next researchers review about method to do digital marketing for social business. This to help businesses or any organization want to start social enterprise or social business can use digital marketing in their programs. Not all organizations know how to use digital marketing in social business because this topic is still new.

In short, digital marketing is has more advantages for businesses. Marketers can just do promotion activities through online and save more budgets. Others researchers or reviewers should write more about this topic for others benefit. This not just to help businesses increase their sale, but also give benefits for other organizations to do social business for their community.

4.0 CONCLUSION

Through the articles that been viewed by the authors, it can be concluded that E-Marketing has a great impacts and roles to offers several advantages for beginners and established companies, including the social enterprises. It will lead to enhanced circulation, greater brand loyalty, higher client happiness and much more by regularly updating the correct social media marketing plan. Your competition is already on the rise every day on social media, therefore don't allow your competitors grab your likely clients. The sooner you start, the faster you see your business expand.

Digital marketing is available to the worldwide audience online. While conventional marketing confines you to a

certain geographical region, its contemporary equivalent might assist you to communicate very readily with clients. It seems, on the other hand, that your shop is open all day long. And you may reply immediately to posts on your platforms using digital marketing pros. It does not take long for advertisements to improve the possibilities and benefit your organisation most from digital marketing. You are missing many golden possibilities if you do not yet use the potential of digital marketing for your business. Your future clients in the digital world are waiting for you. Now that you know how digital marketing may aid your company, move forward without delay.

Additionally, most of people today spend more their time with phone by s surfing internet and open the social media. With digital marketing, marketers work become simple because they can reach audience and customers easily. Not just that, digital marketing saves more cost than traditional marketing where marketers need to do more efforts such as create billboard or reach out customers physically at outside.

E-marketing is the future platform for the social businesses and social enterprises. In order to follow the results of your digital marketing efforts with unbelievable precision and to identify easily which techniques are profitably providing results and which ones require some work, you will also find the benefits described by authors in this article.

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