

# THE IMPACT OF DIGITAL MARKETING ON E-COMMERCE BUSINESSES PERFORMANCE IN NAIROBI CITY, KENYA

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## ABSTRACT

This research explored the impact of digital marketing strategies on the performance of e-commerce businesses in Nairobi City, Kenya. Grounded in the Technology Acceptance Model (TAM) and the Diffusion of Innovations Theory, the study aimed to understand how various digital marketing tools influence business outcomes in the e-commerce sector. A descriptive research design was employed, targeting a diverse range of e-commerce businesses in Nairobi. Stratified random sampling ensured a representative sample across different business sizes and sectors. Data was collected through structured questionnaires and interviews, with a pilot test conducted to ensure the reliability and validity of the data collection instruments. The digital marketing strategies investigated include social media marketing, content creation, search engine optimization (SEO), and the use of artificial intelligence (AI) and chatbots. The conceptual framework visualizes the interaction between these strategies and e-commerce business performance, focusing on metrics such as customer engagement, brand visibility, conversion rates, and customer loyalty. Empirical literature underscores the significance of digital marketing in enhancing business performance. Studies highlight the role of social media in building brands and engaging customers, the effectiveness of content marketing in driving traffic, the importance of SEO in improving online visibility, and the potential of AI in personalizing marketing efforts and enhancing customer service. Despite the extensive research, gaps remain in understanding the long-term effects of digital marketing strategies

and their combined impact across different contexts. This study sought to address these gaps by providing a comprehensive analysis of integrated digital marketing strategies and their influence on e-commerce performance in Nairobi City. Ethical considerations were prioritized, with informed consent obtained from all participants and ethical clearance secured from relevant authorities. Data analysis involved statistical techniques to test the hypotheses and derive meaningful insights. The findings of this study are anticipated to contribute to academic knowledge on digital marketing and offer practical recommendations for e-commerce businesses looking to leverage digital tools for improved performance. The research highlighted the crucial role of digital marketing in driving growth and customer loyalty in the e-commerce sector, offering valuable insights for businesses aiming to optimize their digital marketing efforts.

*Keywords:* Digital Marketing, Social Media Marketing, Search Engine Optimization, Content Creation, Brand Visibility, Artificial Intelligence (AI).

## INTRODUCTION

The rapid advancement of technology has significantly transformed the landscape of commerce, giving rise to the digital marketing era. The advent of the internet and subsequent digital innovations have shifted traditional marketing paradigms, leading to the integration of digital marketing strategies as essential tools for business success (Chaffey & Ellis-Chadwick, 2019). This transformation is particularly pronounced in the e-commerce sector, where digital marketing plays a critical role in driving

consumer engagement, sales, and overall business performance (Kaplan & Haenlein, 2010; Mangold & Faulds, 2009).

Historically, marketing has evolved through various stages, from the production-oriented approach of the early 20th century to the sales and marketing orientations that followed (Kotler & Armstrong, 2018). The digital age introduced a new dimension to marketing, characterized by the use of digital channels such as social media, search engines, email, and mobile applications (Ledford, 2009). Digital marketing's ability to provide targeted, measurable, and cost-effective solutions has made it indispensable for businesses, especially in the competitive e-commerce landscape (Enge et al., 2012).

In Kenya, the e-commerce sector has experienced significant growth over the past decade, driven by increased internet penetration, mobile phone usage, and a growing middle class with disposable income (Communications Authority of Kenya, 2022). The number of internet users in Kenya has grown by 11.7% annually, reaching over 22 million users (Communications Authority of Kenya, 2020). This surge in internet usage presents a unique opportunity for e-commerce businesses to leverage digital marketing strategies effectively. However, the effectiveness and specific contributions of these strategies remain underexplored, particularly in the context of Nairobi, Kenya's capital and commercial hub.

Globally, digital marketing has revolutionized the way businesses interact with consumers. The integration of digital marketing strategies such as social media marketing, search engine optimization (SEO), content marketing, and artificial intelligence (AI) has enabled businesses to reach broader audiences, enhance customer engagement, and drive sales (Chaffey & Ellis-Chadwick, 2019). Studies by Kaplan and Haenlein (2010) and Mangold and Faulds (2009) highlight the critical role of social media in building brand awareness and fostering customer relationships. Similarly, research by Ledford (2009) and Enge et al. (2012) underscores the importance of SEO in improving online visibility and attracting organic traffic. Digital marketing spending is projected to reach \$500 billion

by 2024 (Statista, 2023). This trend is reflected locally, with Kenya's e-commerce market experiencing significant growth. The number of online shoppers in Kenya increased by 22% from 2021 to 2022 (Communications Authority of Kenya, 2022).

In Kenya, the e-commerce landscape mirrors global trends, with businesses increasingly adopting digital marketing strategies to remain competitive (GeoPoll, 2020). Major e-commerce platforms such as Jumia, Kilimall, and Naivas Online Supermarket have embraced social media marketing, SEO, and AI-driven tools to enhance their online presence and engage customers (GeoPoll, 2020). However, despite these efforts, many businesses report challenges in effectively utilizing digital marketing tools. A survey by GeoPoll (2020) found that 60% of Kenyan businesses cited difficulties in maintaining customer engagement through digital platforms, despite high investment in social media marketing. This disconnect between investment and outcome suggests a need for a deeper understanding of how digital marketing strategies impact e-commerce business performance in Nairobi.

### **Statement of the Problem**

The proliferation of digital marketing has transformed e-commerce, but its full impact on business performance remains underexplored, particularly in developing countries like Kenya. While platforms like Jumia, Kilimall, and Naivas Online Supermarket in Nairobi have embraced digital marketing strategies, their effectiveness is not well-documented. Most research focuses on developed markets, where internet penetration and digital literacy are high, but the Kenyan context presents unique challenges, such as varying consumer behavior, lower internet access, and economic disparities (Chaffey & Smith, 2017; Chaffey & Ellis-Chadwick, 2019).

Studies on social media (Kaplan & Haenlein, 2010; Mangold & Faulds, 2009) and SEO (Ledford, 2009; Enge et al., 2012) in Western markets don't fully capture how these strategies work in Nairobi's e-commerce environment. Kenya's e-commerce sector is growing rapidly, driven by increased internet usage, which reached over 22 million users in 2020 (Communications Authority of Kenya, 2020).

However, businesses face challenges in utilizing digital marketing tools effectively. For instance, a survey by GeoPoll (2020) found that 60% of Kenyan businesses struggled with customer engagement despite heavy investments in social media, and only 45% of SMEs were effectively using SEO, limiting their online visibility and sales (International Finance Corporation, 2020).

Challenges such as suboptimal customer engagement, reduced online visibility due to ineffective SEO, inefficient adoption of AI and chatbots, and limited ROI on digital marketing investments underscore the need for localized research. This study seeks to bridge these gaps by examining how digital marketing affects e-commerce performance in Nairobi and providing insights and recommendations for businesses to enhance their digital strategies and improve overall performance.

**The General Objective:** To establish the impact of digital marketing on e-commerce businesses performance in Nairobi City, Kenya

## LITERATURE REVIEW

Digital marketing is grounded in several theoretical frameworks that elucidate its effectiveness. One of the key models is the Technology Acceptance Model (TAM), developed by Fred Davis, Richard Bagozzi, and Paul Warshaw (1989). This model posits that perceived ease of use and perceived usefulness are the primary determinants of users' acceptance of technology (Davis et al., 1989). In the context of digital marketing, TAM provides valuable insights into how e-commerce businesses and their customers adopt digital tools such as social media marketing, search engine optimization (SEO), and AI-driven chatbots. Venkatesh and Davis (2000) expanded on TAM by incorporating additional factors that influence technology adoption, such as social influence and facilitating conditions, which further explain the adoption of digital marketing technologies by businesses.

Another influential theory is Everett Rogers' Diffusion of Innovations Theory (1962), which explains how new ideas and technologies spread through cultures. This theory categorizes adopters into five segments: innovators, early adopters, early majority, late majority, and laggards (Rogers, 2003). The

theory emphasizes that the rate of adoption is influenced by factors such as relative advantage, compatibility, complexity, trialability, and observability. These factors are highly relevant to understanding how e-commerce businesses adopt digital marketing strategies, particularly in emerging markets like Kenya, where technological infrastructure and consumer behavior may differ from more developed economies (Rogers, 2003).

These theoretical frameworks helped guide the research hypotheses by suggesting that factors such as ease of use, perceived usefulness, and the innovation adoption lifecycle significantly influence the effectiveness of digital marketing strategies in the e-commerce sector (Venkatesh et al., 2003).

### *Technology Acceptance Model (TAM)*

Fred Davis, Richard Bagozzi, and Paul Warshaw developed the Technology Acceptance Model (TAM) in 1989, positing that perceived ease of use and perceived usefulness are primary factors influencing the acceptance of technology (Davis et al., 1989). The TAM framework has been widely applied in understanding the adoption of various digital technologies across sectors, including e-commerce (Venkatesh & Davis, 2000). According to the TAM, when businesses find digital marketing tools user-friendly and beneficial for enhancing business performance, they are more likely to adopt them.

In the context of this study, TAM provided a theoretical basis for understanding how e-commerce businesses and their customers adopted digital marketing tools like social media marketing, SEO, and AI-powered chatbots. For instance, when businesses perceive that these tools improve their ability to reach customers and increase sales, they are more likely to implement them in their operations (Venkatesh & Bala, 2008). Similarly, customers are more inclined to engage with digital marketing strategies when they find these technologies easy to navigate and believe they add value to their shopping experience (Davis, 1989). This theory guided the hypothesis that the successful adoption of digital marketing strategies in the e-commerce sector is influenced by perceived ease of use and perceived usefulness.

## ***Diffusion of Innovations Theory***

Everett Rogers' Diffusion of Innovations Theory, first introduced in 1962, provides a comprehensive framework for understanding how, why, and at what rate new ideas and technologies spread within a society (Rogers, 2003). The theory categorizes adopters into five groups: innovators, early adopters, early majority, late majority, and lag-guards. It emphasizes that the diffusion process is shaped by several factors, including relative advantage (how much better the innovation is compared to existing solutions), compatibility (how well the innovation fits with existing values and needs), complexity (how easy the innovation is to understand and use), trialability (the ability to test the innovation), and observability (the visible results of the innovation) (Rogers, 2003).

In the case of e-commerce businesses in Nairobi City, the Diffusion of Innovations Theory was applied to explore how different companies adopt digital marketing innovations over time. For example, early adopters might quickly implement AI-driven chatbots and advanced SEO strategies to gain a competitive edge, while late majority adopters might be slower to embrace these tools, sticking to traditional methods such as basic social media marketing (Rogers, 2003). The theory also explains that the rate of digital marketing adoption is influenced by the relative advantage businesses perceive from using these tools, as well as how compatible they are with existing systems and practices (Rogers, 2003).

These theoretical frameworks offer a structured understanding of the factors that drive the adoption and success of digital marketing strategies in e-commerce. By linking these theories to the research objectives, the study was able to formulate hypotheses regarding the impact of digital marketing on business performance, emphasizing the role of perceived usefulness, ease of use, and the innovation adoption lifecycle in influencing how businesses embrace digital marketing technologies (Venkatesh & Davis, 2000; Rogers, 2003).

## **Empirical Review**

Several studies have explored the effectiveness of digital marketing strategies on business perfor-

mance, particularly within the context of e-commerce. According to Chaffey and Ellis-Chadwick (2019), digital marketing strategies such as social media marketing, content marketing, and email marketing are vital for driving customer engagement and sales. Their research, conducted across various industries, demonstrates that companies actively engaging in digital marketing report an average increase of 24% in their annual sales revenue. Kaplan and Haenlein (2010) highlighted the critical role of social media in fostering customer relationships and promoting products. Their empirical study revealed that businesses that invest in social media marketing experience higher levels of customer interaction, leading to improved brand visibility and consumer loyalty. The same sentiment is echoed by Mangold and Faulds (2009), who found that social media marketing increases engagement by creating real-time interactions between brands and customers.

However, limited research focuses on the impact of digital marketing on e-commerce businesses in developing countries such as Kenya. GeoPoll (2020) found that although 78% of Kenyan businesses use social media marketing, only a fraction of them tracks customer engagement metrics effectively, leading to less optimized outcomes.

Research by Statista (2023) noted that personalized email marketing campaigns resulted in a 3x higher click-through rate than non-personalized campaigns, with companies reporting higher customer loyalty as a direct result. Similarly, Pulizzi and Barrett (2008) emphasized the role of content marketing in customer engagement, finding that businesses that consistently create high-quality, valuable content see a 30% increase in customer retention.

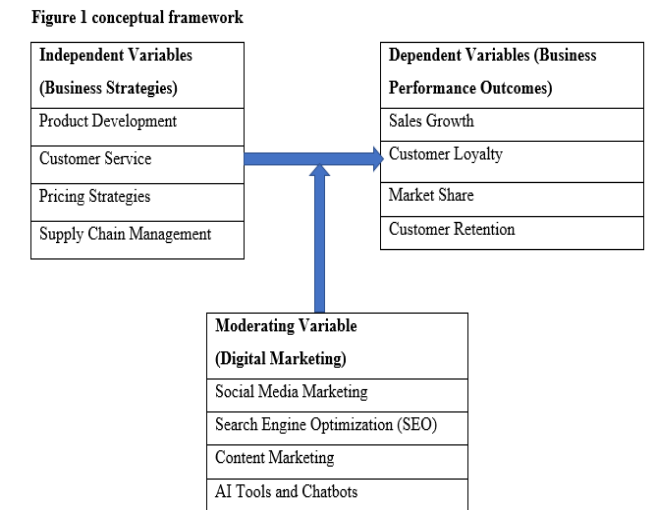
Despite the global success of these strategies, their efficacy in Nairobi's e-commerce sector is under-researched. A study conducted by the Communications Authority of Kenya (2020) found that 60% of Kenyan e-commerce businesses saw an improvement in customer engagement after implementing email marketing and content marketing strategies, although challenges in personalization and technological adoption persist.

The integration of artificial intelligence (AI) and chatbots into digital marketing strategies has been

shown to enhance customer service and personalize user experiences. Huang and Rust (2018) conducted a comprehensive study that revealed businesses using AI-driven tools reported a 20% increase in customer satisfaction. These tools, particularly chatbots, provide real-time, 24/7 customer support, which improves the overall customer experience.

In Nairobi’s e-commerce sector, GeoPoll (2020) found that 50% of e-commerce businesses have adopted AI tools such as chatbots. However, the adoption rate is lower than in more developed markets due to infrastructural and technical limitations. Businesses that do use these tools have reported increased efficiency in customer service, with 70% noting that chatbots have effectively resolved customer queries, thereby enhancing customer retention.

### The Conceptual Framework



### METHODOLOGY

**Research Design:** Effective research designs guide researchers in systematically structuring their studies, ultimately contributing to the advancement of knowledge in their fields. In this study, a descriptive research design was chosen to explore the complex relationships among factors such as training, remuneration, recognition, and work-life balance in relation to employee performance (Kothari, 2004). This approach is valuable for providing detailed descriptions without manipulating variables, making

it ideal for areas with limited existing research. By utilizing a mixed-methods approach that incorporates both quantitative data and qualitative insights, the study aims to generate a comprehensive understanding of performance metrics and contextual factors (Johnson & Onwuegbuzie, 2004). This method not only validates findings across multiple sources but also generates actionable insights for enhancing employee performance in real-world settings.

**Target Population:** The target population for this study consists of 600 formal e-commerce businesses operating in Nairobi city, Kenya. These businesses are officially registered with the government ministries or other relevant registration bodies. Nairobi is recognized as the commercial hub of Kenya, where a variety of e-commerce businesses flourish across multiple sectors. According to a recent survey (Survey, 2023), the distribution of e-commerce businesses includes wholesale, retail, services, and light manufacturing. The target population is classified based on business type, and a 10% sample size will be drawn from each category to ensure a representative cross-section for the study.

**Table 3.1: Target Population and Sample Size for E-commerce Businesses**

Type of E-commerce	Target Population	Sample Size (10%)
Wholesale	110	11
Retail	170	17
Services	240	24
Light Manufacturing	80	8
Total	600	60

**Data Collection Procedure:** In this study, the primary data collection method chosen was surveys, using structured questionnaires designed to gather self-reported data from e-commerce businesses regarding their digital marketing strategies and performance.

### RESULTS AND DISCUSSION

#### Participation Breakdown

The response rate of this study is essential in evaluating the level of participation among the surveyed e-commerce businesses in Nairobi. From the 60 questionnaires distributed to the selected businesses, the participation status is summarized in Table 4.1 below.

**Table 4.1: Participation Status Breakdown**

Response Status	Frequency	Percentage (%)
Active	50	83.3
Passive	7	11.7
Withdrew	3	5.0
Total	60	100

The table 4.1 indicates that out of the 60 questionnaires distributed, 50 were returned, yielding a response rate of 83.3%. This high response rate is attributed to effective follow-up efforts by the researcher and the interest of the respondents in understanding the impact of digital marketing strategies on their business performance.

The active engagement of 50 businesses enhances the reliability of the data collected, providing a robust dataset for further analysis. This engagement reflects the importance of digital marketing strategies among e-commerce operators in Nairobi. The participation of the remaining businesses, categorized as passive and withdrawn, indicates that while most businesses were willing to engage, a small percentage opted not to participate.

In summary, the response rate of 83.3% not only highlights the relevance of the study to the target population but also provides a solid foundation for the subsequent analysis regarding the effects of digital marketing strategies on e-commerce performance in Nairobi City.

### Social Media Marketing

Social media marketing was the most widely adopted digital marketing strategy, with 78% of businesses utilizing platforms like Facebook, Instagram, and Twitter to engage with their target audiences. The ability of social media platforms to provide targeted advertisements and foster direct communication with customers played a significant role in driving sales. Many businesses used sponsored ads and influencer marketing to reach new audiences, while others used organic posts to build customer relationships and loyalty.

**Table 4.2 : Social Media Marketing Impact on Sales Growth**

Social Media Marketing Tools	Percentage of Businesses Using the Tool	Average Sales Growth (%)
Facebook	70%	25%
Instagram	65%	20%
Twitter	50%	15%

As seen in Table 4.2, businesses that utilized Facebook saw an average sales growth of 25%, making it the most impactful platform. Facebook’s targeting features allow businesses to reach specific demographic groups, making it ideal for advertising products and promotions to the right audience. Instagram was also effective, contributing to a 20% increase in sales due to its highly visual nature, which is effective for showcasing products. Businesses reported that Twitter was less effective in driving sales but useful for real-time engagement and customer service.

### Search Engine Optimization (SEO)

SEO emerged as another critical strategy, with 72% of businesses using it to drive organic traffic to their websites. SEO focuses on optimizing website content to rank higher on search engines like Google, thus improving visibility and attracting potential customers. Businesses that invested in SEO reported significant increases in organic traffic and conversion rates, which directly translated to higher sales.

**Table 4.3: Impact of SEO on Sales Performance**

SEO Strategy	Percentage of Businesses Using Strategy	Average Sales Growth (%)
On-page SEO (Keywords, Meta tags)	70%	20%
Off-page SEO (Backlinks)	60%	15%
Technical SEO (Site speed, mobile optimization)	50%	10%

From Table 4.3, on-page SEO techniques, such as the use of keywords and meta tags, had the most

significant impact on sales, with businesses reporting a 20% sales growth. This is because optimized content helps businesses appear in search engine results when customers search for relevant products. Off-page SEO activities, such as backlinking from reputable sites, also contributed to an increase in traffic and sales, while technical SEO improvements (such as website speed and mobile optimization) helped to enhance the user experience and reduced bounce rates, which further supported sales growth.

**Content Marketing**

Content marketing was used by 60% of businesses, focusing on creating and sharing valuable, relevant, and consistent content to attract and retain customers. Content marketing strategies included blogging, video marketing, and infographics. The survey found that businesses that consistently produced high-quality content experienced better customer engagement and improved brand authority, which translated into higher sales over time.

**Table 4.4: Effectiveness of Content Marketing on Sales Performance**

Content Marketing Tool	Percentage of Businesses Using the Tool	Average Sales Growth (%)
Blogging	50%	15%
Video Marketing	40%	10%
Infographics	30%	8%

As seen in Table 4.4, businesses that used blogging as part of their content marketing strategy experienced a 15% sales growth. Blogging helps businesses provide valuable information, build trust, and improve SEO rankings, leading to better visibility and higher conversion rates. Video marketing contributed to a 10% sales growth as it allowed businesses to demonstrate product use cases and engage customers with visual storytelling. Infographics, while less widely used, were effective in simplifying complex information, leading to an 8% increase in sales.

**Email Marketing**

Email marketing was used by 65% of the businesses surveyed and was particularly effective in customer retention and nurturing leads. Businesses reported that personalized email campaigns, such as

product recommendations and special promotions, were key in driving repeat purchases and maintaining customer loyalty.

**Table 4.5: Impact of Email Marketing on Sales Performance**

Email Marketing Strategy	Percentage of Businesses Using the Strategy	Average Sales Growth (%)
Personalized Product Offers	60%	12%
Newsletters	50%	10%
Cart Abandonment Emails	45%	8%

From Table 4.5, personalized product offers were the most effective email marketing strategy, contributing to a 12% sales growth. Personalized emails help businesses target specific customers with relevant content based on their browsing behavior and purchase history, which increases the likelihood of conversions. Newsletters were also useful in keeping customers informed about new products and promotions, leading to a 10% sales growth. Cart abandonment emails, which remind customers to complete their purchases, resulted in an 8% increase in sales, highlighting the importance of follow-up communication.

**Social Media Marketing and Customer Engagement**

Social media platforms like Facebook, Instagram, and Twitter were the most widely used tools for customer engagement. The study revealed that 75% of businesses using social media marketing experienced improved customer interaction and engagement. This was primarily due to the ability of social media platforms to allow direct communication, facilitate real-time feedback, and create interactive content such as polls, giveaways, and live sessions, which encouraged active participation from customers.

**Table 4.7: Impact of Social Media Marketing on Customer Engagement**

Social Media Platform	Percentage of Businesses Using Platform	Improvement in Customer Engagement (%)
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Facebook	70%	35%
Instagram	65%	30%
Twitter	50%	25%

Table 4.7 shows that businesses using Facebook reported the highest improvement in customer engagement (35%), followed by Instagram at 30%. Facebook’s broad user base and its wide range of tools for content sharing, group discussions, and paid advertisements contributed to higher engagement levels. Instagram’s visual nature also played a role in enhancing engagement, particularly for product-based businesses that could showcase their offerings through images and videos. Twitter, while less impactful compared to Facebook and Instagram, still contributed significantly to real-time interactions, helping businesses provide instant customer support and announcements.

#### Email Marketing and Customer Retention

Email marketing emerged as a key tool for maintaining customer relationships and ensuring repeat purchases. The study found that 45% of businesses experienced improved customer retention due to personalized email campaigns. Businesses employed strategies such as segmented email lists, product recommendations, and loyalty programs to keep their customers engaged and coming back for repeat purchases.

**Table 4.8: Effectiveness of Email Marketing on Customer Retention**

Email Marketing Strategy	Percentage of Businesses Using Strategy	Improvement in Customer Retention (%)
Personalized Offers	60%	25%
Loyalty Programs	50%	20%
Product Recommendations	55%	22%

As shown in Table 4.8, personalized offers were the most effective email marketing strategy, improving customer retention by 25%. By tailoring messages to individual customers’ preferences and previous purchase behavior, businesses were able to provide highly relevant content that kept customers en-

gaged. Loyalty programs were also effective, contributing to a 20% improvement in retention by rewarding repeat customers with exclusive discounts, early access to new products, and other incentives. Product recommendations based on customer behavior led to a 22% improvement, as they encouraged customers to explore more relevant items, leading to additional purchases.

## CONCLUSION AND RECOMMENDATIONS

### 1.1.5.1 Summary of Results and Findings

#### *Effectiveness of Digital Marketing Strategies*

The findings revealed that 85% of respondents actively employed digital marketing strategies, highlighting a widespread recognition of its importance in driving business success. Among these strategies, social media marketing emerged as the most popular, with 78% of businesses utilizing it. This preference underscores the significance of platforms like Facebook, Instagram, and Twitter as crucial tools for engaging customers, enhancing brand visibility, and fostering community interaction. Search Engine Optimization (SEO) was adopted by 72% of businesses, further emphasizing its role in improving online presence. SEO techniques, such as keyword optimization and link-building, are vital for ensuring that businesses rank higher in search engine results, thus attracting organic traffic. Email marketing, with a usage rate of 65%, continues to be an effective method for retaining customers and nurturing leads. Businesses can leverage email campaigns to communicate personalized offers, updates, and engagement initiatives, maintaining ongoing relationships with their customers.

#### *Impact on Customer Engagement and Retention*

The survey found that approximately 70% of businesses experienced a marked increase in customer engagement due to their digital marketing efforts. This finding illustrates the potential of digital marketing to create meaningful interactions between brands and consumers, fostering an environment conducive to building loyalty and trust.



Effective digital marketing strategies, particularly those that incorporate personalized communication, have been shown to enhance customer retention rates. Personalized messages and targeted marketing efforts can make customers feel valued and understood, thereby increasing their likelihood of returning for repeat purchases.

Additionally, the integration of customer feedback mechanisms, such as surveys and social media interactions, allows businesses to understand their audience better and tailor their offerings accordingly. This two-way communication strengthens brand loyalty, as customers perceive their needs and preferences are being acknowledged and acted upon.

### ***Role of SEO and Content Creation***

SEO emerged as a vital strategy for improving online visibility, with 60% of businesses reporting higher organic traffic after implementing SEO practices. This increase in organic traffic is crucial, as it typically leads to higher conversion rates and ultimately more sales. The relationship between SEO and content creation is particularly important; businesses that produce high-quality, relevant content tend to perform better in search engine rankings.

The data indicated that businesses employing robust content marketing strategies—such as blogs, infographics, and videos—saw a complementary effect on their SEO efforts. Quality content not only engages customers but also improves the likelihood of backlinks, which are essential for enhancing a website's authority in search engines. Thus, businesses that integrate SEO and content marketing can effectively enhance their online visibility, driving traffic and sales.

### ***Influence of AI Tools and Chatbots***

About 50% of respondents reported implementing AI tools and chatbots to enhance customer service and personalization. The utilization of these technologies has transformed how businesses interact with their customers, providing immediate responses to queries and facilitating a more personalized shopping experience.

Notably, 70% of businesses utilizing chatbots indicated that these tools effectively resolved customer

queries, leading to increased satisfaction levels. AI technologies allow for the automation of routine customer service tasks, freeing up human resources for more complex issues. This efficiency not only improves response times but also enhances customer experiences by providing instant support and personalized recommendations.

The use of AI-driven analytics also allows businesses to gather insights into customer behavior and preferences, enabling more targeted marketing strategies. As such, the integration of AI and chatbots in digital marketing efforts significantly improves operational efficiency and customer satisfaction.

### ***Return on Investment (ROI) of Digital Marketing Strategies***

The average ROI for digital marketing campaigns was found to be 5:1, indicating that for every KES 1 spent, businesses generated KES 5 in revenue. This impressive ROI underscores the financial viability of investing in digital marketing strategies, reinforcing their importance for e-commerce businesses seeking to maximize profitability.

## **CONCLUSION**

### ***Driving Sales Growth***

The reported average sales growth of 25% attributable to digital marketing strategies is particularly noteworthy. This increase is a clear indication that businesses leveraging social media marketing, SEO, and email marketing can create effective pathways for attracting and retaining customers. As businesses capitalize on targeted advertising and personalized communication, they are better positioned to convert leads into loyal customers. The emphasis on social media marketing, with 78% of businesses utilizing it, showcases its pivotal role in driving sales, as these platforms allow for direct interaction with consumers, facilitating not just promotions but meaningful engagement that fosters loyalty.

### ***Enhancing Customer Engagement***

In an era where customer experience is paramount, the study's findings reveal that approximately 70%

of respondents experienced increased customer engagement due to digital marketing efforts. This engagement is crucial for establishing long-term relationships with customers, as businesses that effectively communicate and interact with their audience are more likely to build trust and loyalty. Digital marketing allows for a two-way dialogue, enabling businesses to gather feedback and adapt their strategies accordingly, further solidifying customer relationships.

### ***Increasing Brand Visibility***

Moreover, the importance of brand visibility cannot be understated. With 60% of businesses reporting higher organic traffic from SEO initiatives, it is evident that investing in these strategies directly enhances a brand's online presence. Improved visibility not only drives more traffic to e-commerce platforms but also ensures that brands remain competitive in a crowded marketplace. As consumers increasingly rely on online searches to make purchasing decisions, the ability to rank highly on search engines becomes a crucial factor for success.

### ***Challenges to Overcome***

Despite these positive indicators, the study identifies several challenges that e-commerce businesses face in fully harnessing the potential of digital marketing. Limited resources, particularly for small and medium-sized enterprises (SMEs), significantly hinder their ability to implement comprehensive digital marketing strategies. Furthermore, the lack of expertise in digital marketing tools and techniques among staff members creates barriers to effective execution. This is critical, as the success of digital marketing strategies often hinges on knowledgeable personnel who can navigate the complexities of digital platforms and analytics.

### **Recommendations**

Based on the findings and conclusions drawn from the research, several recommendations are proposed for e-commerce businesses in Nairobi to enhance their digital marketing efforts and overall performance:

#### **1. Increase Budget Allocation for Digital Marketing**

E-commerce businesses, particularly small and medium-sized enterprises (SMEs), should prioritize allocating a higher percentage of their marketing budget to digital initiatives. The findings of the study suggest that digital marketing strategies yield significant returns on investment (ROI), with an average ROI of 5:1. By committing more resources to digital marketing, businesses can leverage cost-effective channels such as social media, SEO, and email marketing to reach their target audiences more effectively. This increased financial commitment will allow businesses to not only expand their digital presence but also experiment with innovative marketing strategies. For instance, businesses could consider allocating at least 40% of their marketing budgets to digital initiatives, which has been shown to enhance competitiveness in a market increasingly dominated by online shopping.

#### **2. Enhance Training and Capacity Building**

To maximize the potential of digital marketing, businesses should invest in training and capacity-building initiatives aimed at developing in-house expertise. Providing employees with the necessary skills to implement and manage digital marketing campaigns effectively can lead to improved overall effectiveness and efficiency. Training programs could focus on various aspects, such as content creation, social media management, SEO optimization, and data analytics. By equipping staff with the latest digital marketing knowledge and tools, businesses can foster a culture of continuous improvement and innovation. Additionally, partnerships with educational institutions or digital marketing agencies can facilitate the development of tailored training programs that meet the specific needs of the organization.

#### **3. Leverage Data Analytics**

Companies should utilize data analytics tools to track the performance of their digital marketing campaigns actively. Implementing sophisticated analytics platforms will enable businesses to measure ROI accurately, identify successful strategies, and optimize their marketing efforts accordingly. For instance, utilizing tools like Google Analytics can provide insights into customer behavior, traffic sources, and conversion rates. By analyzing these metrics, businesses can make data-driven decisions that enhance marketing effectiveness and resource

allocation. Moreover, A/B testing and customer segmentation analyses can further refine marketing strategies to better meet the needs of diverse customer groups.

#### **4. Adopt a Multi-channel Marketing Approach**

E-commerce businesses should embrace a multi-channel marketing strategy that integrates social media, SEO, email marketing, and AI tools. A comprehensive approach will maximize customer reach and engagement, leading to improved retention and conversion rates. For instance, coordinating campaigns across different platforms can create a unified brand message that resonates with customers, regardless of how they interact with the business. Additionally, utilizing customer relationship management (CRM) systems can help businesses track customer interactions across multiple channels, allowing for personalized communication that enhances the customer experience. This integrated strategy can also facilitate a better understanding of the customer journey, allowing businesses to identify and address potential barriers to purchase.

#### **Future Research Directions**

Future research could focus on longitudinal studies to assess the long-term effects of digital marketing strategies on e-commerce performance. This approach would provide insights into how the impact of these strategies evolves over time, allowing businesses to adapt and refine their marketing efforts accordingly. Additionally, exploring the integration of emerging technologies, such as machine learning and advanced analytics, into digital marketing efforts would yield valuable insights into enhancing customer experiences and driving sales.

#### **DECLARATION**

We (Wesley & Eddah) confirm that this is my sole research and hasn't been submitted for any examination. We did self-funding and data collected are available.

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