



Digital Marketing Plan for Market Manufacturers of San Martin Texmelucan Puebla

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Abstract. Currently, the market is more competitive, the rapid development of TICS and its implementation in companies is continually generating new businesses and markets. Use of the Internet to meet the need of real trade and services has increased, which companies see a business opportunity to the power advertise and sell products and services in a different way, is the study of techniques and strategies is called digital marketing. In the present work plan for digital marketing through strategies and tactics, we proposed alternative marketing has traditional for manufacturers of the flea market of San Martin Texmelucan Puebla. For the preparation of this plan, a logical order will be established as to the actions that have to go made, in which both detailing the steps in each part of the plan.

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1. Introduction:

San Martin Texmelucan is one of the most dynamic towns in the State of Puebla and one of its most important economic activities are represented by textiles and clothing. The municipality has a channel to market clothing, selling traditional face-to-face in San Martin Texmelucan market, which meets every week to more than 15 thousand merchants and about 60 thousand buyers. Most clothing companies in the municipality, are made up of MSMEs and it is estimated that about 80% of them have disappeared in the last decade (Municipality of San Martin Texmelucan, 2012).

Digital marketing takes place every day at an accelerated rate, is immersed in each daily task performed. Digital marketing is based on the basic principles of traditional marketing, which means it does not replace it, complements it, by helping to ensure wider dissemination, greater market segmentation, measurement results and speed in decision-making. To develop a digital marketing plan professionally, It is an advantage that can be used for manufacturers of the flea market of San Martin Texmelucan Puebla can become more competitive, remain and are positioned in the market, seize digital communication as a business, increase customers, achieve more sales and reduce marketing costs.

2. Theoretical Framework:

2.1 Digital Marketing

Digital marketing is one of the activities within the system of e-commerce which is expected to generate positive impacts in this system, and a way to measure it is considering whether there effectiveness of this activity to sales, as do (Hudák & Kianickova, 2017). It can be summarized as a set of techniques and studies that aims at improving marketing a product or service through digital channels (internet).

2.2. Tools for Digital Marketing Strategies

Tools the digital marketing plan and develop and implement strategies for logo main objectives are e-commerce, e-mailing, social media, social networking, website, SEO and SEM, which will be described below:

2.2.1. e-commerce

The so-called e-commerce is the trade of products or services over computer networks such as the Internet. Electronic commerce is based on technologies such as mobile commerce, electronic funds transfer, management of the supply chain, sales of the Internet, processing transactions online, electronic data interchange (EDI) systems management inventory systems and automated data collection (Manzoor, 2016).



2.2.2. E-mailing

Email Marketing is the process of delivering messages attractive, timely and relevant marketing about your products and services to a specific group of recipients via email. Should take into account: Strategy, type of shipment, subscribers, and metrics tool (AMIPCI, 2016).

2.2.3. Social media

This is an important part of the strategy and is about actions to capture the attention of consumers through relevant content, informative and entertaining they wish to share and comment, to generate traffic to the website of your brand, product or service. As marketing strategies, we must be to the slope of each comment, complaint or suggestion made by users on social channels to respond in a timely and effective manner. If we respond in this way, the user will feel cared for and supported at all times (AMIPCI, 2016).

2.2.4. Social networks

Tools designed to create spaces that promote or facilitate the creation of communities and instances of social exchange (Cone and Brown 2007). Among the major social networks are Facebook, Instagram, Twitter, Snapchat, and WhatsApp business.

2.2.5. Web page

A website (or web page) is a document that usually has content and facilitates navigation links to other content on the web. A web page usually part of a website or website (Internet Association, 2016). There are also platforms for page creation and economic and practical websites like Word press, Wix, Joomla or Drupal, among others. These (Content Management Systems or CMS) content management systems do not require writing code pages from scratch, because they have content publishers that we should only add text content and images. These tools are very practical and allow also optimizes and edit images in the required size without additional programs.

2.2.6. SEO

Search engine positioning, optimization search engines or SEO (from the English search engine optimization) is the search engine optimization or optimization for search engines, is the process of improving the visibility of a website in the organic results of different searchers (AMIPCI, 2016).

It is to apply various techniques aimed at ensuring that Internet search engines placed a particular website in a high position and status (positions) within their search results page for certain key terms and phrases.

2.2.7. SEM

When we talk about SEM (Search Engine Marketing) we usually refer to ad campaigns paid search. It is the set of marketing activities aimed at obtaining

visibility in search engines. It is a term that arises from the importance of acquired searchers in commercial activities.

The goal of any SEM strategy is to position a link on the first results to deliver a search engine when a user enters a term related to the supply of the site. "Being located" by people looking for what they need is key. It may sound simple, but achieving this requires deep technical knowledge, communication and above all know and understand the habits of Internet users (AMIPCI, 2016).

2.3. Strategic and Tactical Marketing:

Implementation of strategic and tactical marketing assumes a dual approach to the company. The objectives of the strategic marketing typically include a systematic and continuous analysis of the needs and requirements of key customer groups, as well as the design and production of a package of products or services that enable the company to cater to selected groups or segments so more efficiently than its competitors. An attending these objectives, the company ensures a sustainable competitive advantage.

The tactical marketing function involves organizing distribution policies, sales, and communication to inform potential buyers and promote the distinctive qualities of the product while reducing information costs. These goals, which complement each other, are implemented by the brand policy of the company; a key instrument for implementing the concept of market orientation in a market economy. That said, we propose the following definition of the marketing process: In a market economy, the role of managing for the market is to design, communicate and deliver value-added solutions to the problems of individuals and organizations, which ultimately provides a benefit to the company. The term refers to design strategic marketing and communicating the terms and deliver operational marketing; for value-added solutions, we refer to products or services that meet customer needs (articulated or unarticulated) in a better way than your competitors' products (Lambin, Gallucci, & Sicurello, 2009). The following figure shows the two sides of the marketing process.

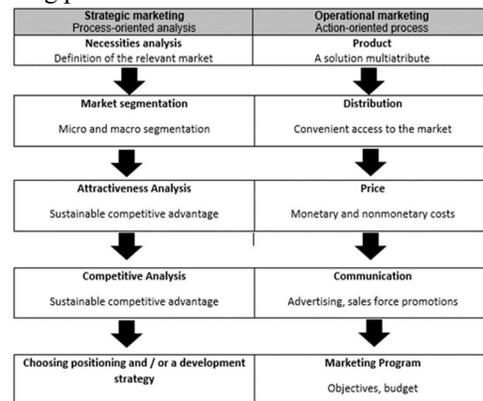


Figure 1. The two faces of the marketing process. Source: Lambin, Gallucci, & Sicurello, 2009.



3. Proposed Marketing Plan

It is noteworthy that the manufacturers of the flea market of San Martin Texmelucan Puebla, do not have a digital presence proposal for them to the digital marketing plan is to relate the strategic, tactical marketing and digital marketing tools.

The following correlations were performed, according to data collected with manufacturers and customers of the flea market of San Martin Texmelucan Puebla, then shows the correlation between the variable sales and advertising production capacity for the company:

Correlations

			PRODUCTI ON CAPACITY	COMPANY FOR ADVERTISI NG
SALES	Pearson correlation	one	.960 **	.634 **
	Sig. (Bilateral)		.000	.000
	N	41	41	41

** Correlation is significant at the 0.01 level (bilateral).

Pearson correlation was performed to analyze the ratio of sales to production capacity and advertising for the company, indicating that:

- Variables for sales and production capacity have $r = .96$, indicating a 99% confidence that you have a positive relationship between the two variables.
- Variables for sales and advertising for the company have $r = .634$, indicating a 99% confidence that you have a positive relationship between the two variables.

Then the correlation of knowledge is presented in digital media purchases if they have internet service and current use of digital media buying for the disposition to buy online underwear manufacturers of the Tianguis of San Martin Texmelucan Puebla.

		KNOWLEDGE IN DIGITAL MEDIA SHOPPING	It HAS INTERNET SERVICE	DIGITALES PA RA MEDIA USE SHOPPING
WILLINGNESS TO BUY	Pearson Correlations	.772 **	.786 **	.708 **
ONLINE	SMT Sig. (Bilateral)	.000	.000	.000
manufacturers	N	385	385	385

** Correlation is significant at the 0.01 level (bilateral).

4. Prepared Source

Pearson correlation was performed to analyze the relationship between the variables of knowledge in digital media for purchases, internet service and current use of digital media buying for the disposition to buy online underwear manufacturers of the Tianguis of San Martin Texmelucan Puebla, indicating that:

- For variables available to purchase online SMT manufacturers regarding knowledge on digital media for purchase you are $r = 0.772$, indicating a 99% confidence that it has a positive relationship between the two variables.
- For variables available to buy online SMT manufacturers as to whether internet service features have $r = .786$, indicating a 99% confidence that you have a positive relationship between the two variables.
- For variables available to purchase online SMT manufacturers regarding whether digital media currently used for purchases, we have $r = 0.708$ which indicates a 99% confidence that it has a positive relationship between the two variables.

According to the above, the following methodology is proposed:

Stage	Each stage steps
Analysis of the current situation	Market study
	Foda
Strategic marketing	Goals
	Segmentation strategy
	Market research strategy
	Ecommerce strategy
	Positioning strategy
	Loyalty Strategy
Tactical marketing	Tactic product
	Tactic Price
	Promotion and advertising tactics
	Tactic POS
	Budget and Control
Digital marketing plan	The mix of strategies and tactics developed

Figure 2. Methodology Proposal.

Source: Own elaboration.

Then the development of each of the stages shown above mentioned for the market makers San Martin Texmelucan Puebla:

Analysis of the Current Situation

Market study	Determine the sample.
	Develop a questionnaire.
	Apply questionnaires through surveys and e-surveys.
	Analyze the data.



SWOT	According to the results of the market research strengths, weaknesses and opportunities and threats manufacturers the flea market of San Martin Texmelucan Puebla, subsequently crossing variables was performed for the strategic matrix are analyzed.
Strategic marketing	
Stage	Actions
Goals	Establish objective, turn vision and mission into specific performance objectives should be SMART: specific, measurable and measurable.
Segmentation strategy	Once defined the target audience for each campaign target audience to make it more efficient is specified.
Market research strategy	Social networking to collect user data, interact and meet customers, proposed networks are Facebook, Instagram, Twitter, and WhatsApp Business.
Ecommerce strategy	Creating a website (Wix) and how much free market.
Positioning strategy	Analysis of traffic through google analytics tool.
Loyalty Strategy	The main loyalty strategies are product performance, customer service, after-sales service, and preferential incentives.

Figure 4. Strategic marketing.
Source: Own elaboration based on Lambin, Gallucci, & Sicurello, 2009.

Tactical marketing

Stage	Actions
Tactic product	The structure of the content and context of the website must be relevant to the target market. Do a good job of labeling the website. The aim is to adapt the website for customers to find what they were searched according to selected keywords.
	Create content and organic activations useful information social networks and even excited for communities segmented by interest to the brand visibility on the internet to increase visibility activities such as contests, quizzes and special promotions online which will increase the visibility of pages and the products sold.
	Introduce segmented products through email marketing and WhatsApp Business with the consent of the consumer, this will be implemented conversions forms that will create our database.
Price tactics	Using psychological prices rounded down, which allow eliciting an emotional response to the client to cause the purchase decision.

Promoti on and advertis ing tactics	Analyze social networks through social media Analytics or Social bakers to define hashtags that cause a greater impact on communication with customers to have the greatest impact on ad campaigns.
	For sales campaigns using AdWords to achieve the best ranking in the search SEM, it is important to have keywords by-product to optimize the cost per click as well as publishing on social networks offers late seasons.
POS tactics	Set office hours and have a greater presence is recommended to register in google business.
	Set the time to track orders and quotes.
Budget	Review the financial resources must be assigned the tactics identified in the plan of action and the feasibility of carrying out each of these.
Control	Implement controls that help measure the results as they are implementing defined strategies and tactics, and identify any problems or variation in performance that need corrective action

Figure 5. Analysis of the current situation.
Source: Own elaboration based on Lambin, Gallucci, & Sicurello, 2009.

The following figure shows how the situation analysis, marketing strategic and tactical marketing relates:



Figure 6. Digital marketing plan methodology budget
Source: Own elaboration.

3. Conclusions:

For a business to be successful today, you must have an Internet presence and also is positioned in the pages of major search engines. This requires having a digital marketing plan that will serve as a roadmap for the success of the organization within digital platforms.

This paper has developed a proposed plan of basic and flexible digital marketing stages which have been described clearly manner and in accordance with free resources and low cost, which aims manufacturers the flea market of San Martin Texmelucan Puebla can suit your

business model, in addition to the traditional sale and can implement complementary elements it deems appropriate, to be more competitive, remain and are positioned in the market, seize the digital communication as a business, increase customers achieve greater number of sales and reduce marketing costs.

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