Indonesian Journal of Business Analytics (IJBA)
Vol.4, No.3 (June) 2024: 1077-1100

Revolutionizing Courier Services: The Holistic Impact of Digital Marketing Strategies on Fast Delivery in Nigeria

Ajayi Olalekan Ezekiel[1], Adeyeye Charles Tolulope[2], Salau Alhaji Abdulazeez[3], Kamoru Lanre Akanbi[4], Philips Olugbenga[5], Adebayo[6]
[1,3,4,5,6]Kwara State University Malete
[2]Ajayi Crowther University

Coresponding Author : Ajayi Olaleken Ezekiel : Olalekan.ajayi20@kwasu.edu.ng

ARTICLEINFO
Keywords: Courier Service, Digital Marketing, Fast Delivery, Nigeria, Revolutionizing

Received : 10, April
Revised : 12, May
Accepted: 20, June

©2024 Ezekiel, Tolulope, Abdulazeez, Akanbi, Olugbenga, Adebayo (s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International.

ABSTRACT
The study examines the holistic impact of digital marketing strategies on fast delivery in Nigeria. A descriptive survey research design was utilized and a sample size of one hundred and forty-four was used. Data was analyzed using descriptive and inferential statistics with the help of the IBM-SPSS version 27. The result found that content marketing significantly and independently predicts fast courier services (β = .61, t = 9.12, p<.05). The result also found that search engine optimization significantly and independently predicts fast courier services (β = .48, t = 6.58, p<.05). The result also found that email marketing significantly and independently predicts fast courier services (β = .17, t = 2.09, p<.05). Finally, there was significant joint prediction of content marketing, search engine optimization and email marketing on job performance F (3,140) = 32.44, R2 = 0.41; p<.05). These results demonstrate how technological advancements and digital marketing has potentially and completely transform courier services and fast delivery of courier services in Nigeria, providing numerous chances for companies to improve their delivery capacities and clientele. In the context of fast delivery services of courier service in Nigeria, the paper work out the impact of new technology on the transformative potential of digital marketing strategies through the technological innovations.

DOI: https://doi.org/10.55927/ijba.v4i3.9906

ISSN :2808-0718 (Online)
https://journal.yp3a.org/index.php/ijba

INTRODUCTION

The traditional industries are going through a significant shift in this period of rapid technological growth. (Karyshev, 2023; Gramatikova, 2019) One such industry going through a paradigm change is the courier service sector, where the introduction of digital marketing has fundamentally changed the nature of quick service delivery. Nigeria, a developing nation, is experiencing a revolution in the effectiveness and speed of courier services due to the revolutionary impact of digital marketing. (Bhagyashree, 2023) The days of courier services operating exclusively through conventional means are long gone. The incorporation of digital marketing tactics is now essential to improving parcel delivery accuracy and speed. This change is profoundly affecting client expectations and experiences in addition to redefining the operational frameworks of courier services. (Hannah, 2023; Sunday et al., 2020; Samuel et al., 2023; Nguyen.& Vob, 2023)

According to Olubukola et al. (2023) examine the complex effects of digital marketing on Nigeria's courier services' quick delivery. The combination of digital marketing and courier services is ushering in a new era of efficiency and consumer happiness, from the use of online platforms for order placing to the optimization of delivery routes through advanced analytics, and to clarify how digital marketing is driving the development of courier services and, in the process, changing the way that Nigerians define speed as we traverse the many elements of this revolutionary trip. Technological advancements are the lifeblood of international trade, and Nigeria's courier service sector is poised for change as it follows the lead of digital marketing. (Chriataina et al.,2023; Isaac, 2023; Silas et al., 2023) It is impossible to overestimate the significance of visibility in the huge digital void. When it comes to making sure that those looking for quick and effective delivery choices can find courier services, search engine optimization is essential. Courier companies can become more visible in search results by optimizing their web material and making it more optimized for search engine algorithms. The idea of revolutionary technology which gave birth to digital marketing causes U-turn to some client to visit their previous product and services, and to gain new clients, and increased exposure establishes these services as being synonymous with dependability and quickness. SEO is driving courier services in Nigeria's cutthroat industry and putting them at the forefront of the digital delivery revolution.

A courier service's website serves as its virtual storefront, and the way this platform is designed has a big impact on how the user interacts with it. As a result of customer journey which improved by a well-designed website, which is distinguished by its adaptable interface, easy navigation, and mobile friendlier in achieving purposes. Nigerian courier businesses are using web design to expedite the order process and give customers a smooth experience from package initiation to delivery confirmation. Both the aesthetic appeal and the functioning

of these websites bear witness to the company's commitment to modernity and to providing prompt service. (Bruce et al., 2023)

One of the many tools in the digital marketing toolbox is email marketing, which provides courier services with a direct line of communication and a tailored way to interact with their audience. Email marketing allows businesses to notify clients about new services and promotions through focused campaigns, updates, and promotions. Email marketing is essential for establishing and maintaining relationships with clients, encouraging loyalty, and maintaining brand awareness in Nigeria. (Qiwei et al., 2023)

We explore the complexities of the changing Nigerian courier service business as we make our way through the maze of SEO, content marketing, web design, and email marketing. This investigation aims to shed light on the connections between these digital tactics, demonstrating how their combined influence is advancing courier services toward a future defined by quickness, effectiveness, and a client-focused mindset. (Fiiwe, et al.,2023)

Statement of Research Problem

The Nigerian courier services business is undergoing fast change, driven by rising customer expectations and technological improvements. Traditional modes of operation are encountering obstacles that prevent them from achieving optimal delivery speeds. Digital marketing methods are frequently promoted as a way to improve productivity and adapt to the shifting needs of customers. However, there is still a lack of comprehensive research and understanding regarding the specific nature, scope, and efficacy of this holistic influence. In Nigeria, traditional courier models could be defined by operational constraints that cause delays and less-than-ideal delivery speeds. Evaluating the need for and possible impact of digital marketing strategies requires identifying and resolving these inefficiencies. (Alexandra & Cătălin, 2022; Nelson, 2018) In the age of technology, digital marketing has become an essential tool, and Nigeria is no exception. It gives companies a special chance to connect with their target market, enhance client interaction, and boost revenue. Nigeria is confronted with multiple significant obstacles in the realm of digital marketing, such as insufficient internet infrastructure and a sluggish uptake of e-marketing and communications technology. Despite these obstacles, Nigerian firms now have a great chance to use digital marketing to achieve their corporate goals because to the countries increasing internet usage. There are a number of aspects to the incorporation of digital marketing Strategy that are redefining quick delivery within the Nigerian courier services industry that require a thorough understanding. Here are some facts about the development in aggressive internet and mobile technology use that led to the emergence of e-commerce and digital marketing in Nigeria.

These industries provide a range of services, including e-ticketing and e-learning. With the growing prevalence of digital marketing, companies and organizations now have access to vital tools for developing their brands and interacting with consumers. (Jadhav et al.,2023) Digital Marketing Strategy for Nigerian firms: Utilizing digital marketing strategy effectively may help Nigerian firms achieve business growth, sustainability, and profitability while also increasing client attraction, conversion, and retention. To create digital marketing strategy that work, it is essential to understand your target demographic. Nigeria's digital marketing opportunities and challenges are moving slowly in the direction of the goal. Nigeria has issues that impede the expansion of digital marketing, including a lackluster internet infrastructure and a sluggish adoption of communications and e-marketing technologies. Utilizing modern technologies to overcome these obstacles can help Nigerian businesses realize enormous potential. (Andry et at., 2023)

In Nigeria, traditional and digital marketing Depending on some factor like target audience, industry, budget, and marketing objectives, firms in Nigeria frequently combine traditional and digital marketing strategies because each has distinct benefits. Nigeria's Leading Digital Marketing Figures, Prominent figures and establishments within the Nigerian digital marketing domain have achieved noteworthy advancements in the field, aiding companies in boosting profits, offering industry perspectives, and cultivating digital marketing communities. These observations demonstrate the importance of digital marketing in Nigeria as well as its possible effects on the courier services industry. Comprehending the regulatory landscape, customer anticipations, market positioning, and the dynamic relationship between digital and traditional marketing will furnish a thorough comprehension of the obstacles and prospects linked to the assimilation of digital marketing tactics in revolutionizing expedited delivery within the Nigerian courier services industry. In addition, the National Information Technology Development Agency (NITDA)'s Nigeria, Data Protection Regulation 2019 (NDPR) significantly contributes to safeguarding consumer data and establishing the regulatory framework for the industry. However, the researcher's knowledge indicates that the two main obstacles to the expansion of digital marketing in Nigeria are the country's inadequate internet infrastructure and its sluggish adoption of e-marketing and communications technology. These difficulties highlight the requirement for legislative frameworks that can handle infrastructure constraints and enable the responsible application of digital solutions. Thorough analysis of the legal framework controlling digital marketing in Nigeria's courier sector is necessary to strike a balance between the need to safeguard consumers, moral obligations, and the promotion of industry expansion. The goal of regulatory frameworks should be to safeguard customer data, solve infrastructural issues, and encourage the proper application of digital techniques. By addressing the problems associated with digital marketing in Nigeria, this would foster an atmosphere that would benefit both users and policymakers. Presently encountering numerous significant obstacles in the realm of digital marketing, such as inadequate internet

infrastructure and inadequate provision of high-quality products and services to customers Nigeria offers fantastic prospects for companies wishing to use digital marketing and take advantage of its enormous potential despite these obstacles. Therefore, depending on factor like target audience, industry, budget, and marketing goals, firms in Nigeria should think about combining both traditional and digital marketing techniques. It's still interesting to see how much Nigerian courier firms have embraced internet marketing techniques. To determine whether the industry is ready for a digital transformation, it is critical to comprehend the rates of current adoption, the variety of tactics being used, and the extent of integration into current processes. This suggests that internet marketing has emerged as a crucial instrument in Nigeria, providing companies with a singular chance to connect with their target market, enhance client interactions, and foster brand loyalty. (Igor et al., 2023; Ilham et al., 2023; Rafiati et al., 2023)

Research Questions

The research offers responses to the following question:

i. To what extent does content marketing affect fast courier delivery services in Nigeria

ii. How does search engine optimization affect fast courier delivery services in Nigeria

iii. What is the effect of email marketing on the courier fast delivery services in Nigeria

iv. What impact does dimension of digital marketing strategy (Content marketing, Search engine Optimization and Email Marketing) affect the courier fast delivery services in Nigeria

Research Objectives

This study aims to ascertain how Revolutionizing Courier Services: The Holistic Impact of Digital Marketing Strategies on Fast Delivery in Nigeria. consequently, he key objectives of this study are to:

i. Determine the extent to which content marketing affect fast courier delivery services in Nigeria

ii. Analyze the relationship between the search engine optimization and fast courier delivery services in Nigeria

iii. Ascertain the relationship between Email Marketing and fast courier delivery services in Nigeria

iv. Evaluate the dimension of digital marketing strategy (Content Marketing, Search Engine Optimization and Email Marketing) effect on the courier fast delivery services in Nigeria

Research Hypotheses

The following hypotheses have been formulated and tested in this research work in order to draw conclusion:

1. Content marketing has no significant effect on fast courier delivery services in Nigeria

2. Search engine optimization has no significant effect on fast courier delivery services in Nigeria

3. Email marketing has no significant effect on fast courier delivery services in Nigeria

4. Combined Dimension of digital marketing strategy (Content Marketing, Search Engine Optimization and Email Marketing) has no significant effect on the courier fast delivery services in Nigeria

LITERATURE REVIEW

The emergence of digital marketing has sparked significant transformations within Nigeria's courier industry. Companies in this sector have embraced advanced technologies and customer-focused approaches to improve service efficiency and effectiveness. This aggressive adoption of digital marketing is reshaping conventional logistics models, establishing higher standards for service quality. The success of modern technology in introducing digital marketing within Nigeria's courier sector has had far-reaching effects globally. With the integration of online tracking systems and real-time monitoring, Nigerian courier firms are contributing to the evolution of global logistics standards. This not only enhances the industry's reputation but also aligns it with international best practices. A notable outcome of this innovative drive is the optimization of the delivery process, enabling customers to track their shipments in real-time. This transparency fosters confidence and reliability in the delivery process. Consequently, Nigeria has emerged as a significant player in the global logistics landscape, propelled by revolutionary technology and digital marketing strategies. The adoption of cutting-edge technologies has not only improved delivery efficiency domestically but also elevated global logistics standards. With ongoing innovation, Nigeria's courier ecosystem is poised to achieve even greater heights, ensuring dynamic and responsive services. (Supper &Effiong, 2024; (Wofuru-Nyenke, 2024;

Content marketing is a strategic practice centered around the creation and dissemination of relevant materials such as articles, videos, social media posts, and emails. Its primary objectives include attracting and engaging audiences, establishing expertise, enhancing brand awareness, and ultimately driving sales. Nearly all companies, accounting for 93 percent, prioritize the dissemination of pertinent content to connect with potential buyers and bolster revenue. This marketing approach is pivotal as it fosters trust with the audience, encourages

repeat engagement, builds authority, generates leads, and has the potential to increase conversions. Content marketing can be disseminated through both organic and paid channels, spanning websites, email newsletters, social media platforms, search engine marketing, and sponsored content. Among the common formats of content marketing are blog posts, infographics, videos, email newsletters, eBooks, white papers, case studies, podcasts, webinars, and landing pages. Consistent delivery of high-quality content marketing materials has the capacity to amplify audience engagement, elevate brand visibility, and drive sales, rendering it an indispensable growth strategy for most businesses.

Search Engine Optimization (SEO) encompasses methods aimed at enhancing both the quality and quantity of website traffic derived from search engines (Kapanadze & Bardavelidze, 2022). Its objective is to elevate a website's visibility and ranking within search engine results pages (SERPs), ultimately driving organic traffic and boosting brand exposure (Caroleo et al., 2023). The SEO process involves optimizing various aspects of a website, including content, keywords, meta tags, and backlinks, to increase its appeal to search engines (Iqbal et al., 2022). Search engines utilize intricate algorithms to assess content relevance and quality, and SEO endeavors to align a website with these algorithms to enhance its ranking (Ankalkoti, 2022).

SEO comprises three primary categories: technical optimization, content optimization, and off-site optimization (Surana et al., 2023). Technical optimization revolves around refining the technical facets of a website, such as site speed, mobile compatibility, and security, to amplify its performance in search engines (Andini & Atik, 2023). Content optimization emphasizes the creation of superior, pertinent content optimized for specific keywords and user intent (Prasad & Chandrika, 2022). Off-site optimization entails constructing backlinks and promoting a website on external platforms to augment its authority and reputation (Harsh & Komal, 2022).

SEO is a continuous process necessitating ongoing monitoring and adjustment to align with shifts in search engine algorithms and user behavior (Nilesh & Saurabh, 2021). It serves as a pivotal marketing activity capable of enhancing online visibility, driving traffic, and generating leads and sales (Diovianto & Maliana, 2022). By comprehending search engine functionalities and implementing effective SEO strategies, businesses can enhance their prospects of success in the competitive online arena (Bui & Tran, 2023).

Email marketing serves as a potent marketing channel, employing email to advertise a company's products and services directly to recipients (Adikesavan, 2014). When integrated with marketing automation efforts, it keeps customers informed about the latest offerings, contributing to lead generation, brand awareness, relationship building, and customer retention across various marketing processes. email marketing fosters improved organizational-customer relationships, enhances business reputation, and fosters customer loyalty.

Key concepts in email marketing include

Opt-in: Recipients must provide explicit consent to receive emails, obtained through an opt-in process (Thomas & Iacobucci, 2022).

Segmentation: Email campaigns can be segmented based on demographics, interests, and behavior, enabling targeted and personalized messaging to enhance engagement and conversion rates (Chen et al., 2016).

Personalization: Addressing recipients by name and including relevant content in emails can elevate open and click-through rates (Kawuri et al., 2022).

Automation: Email marketing automation involves using software to send tailored messages based on subscriber behavior, enhancing user experience and engagement (Shruti & Vijaykumar, 2022).

Metrics: Tracking metrics like open rates, click-through rates, and conversion rates enables the optimization of future campaigns (Kadam et al., 2022).

Design: Visually appealing, easy-to-read, and mobile-optimized email designs are crucial for effectiveness (Wishnu, 2021).

Compliance: Email marketing campaigns must adhere to relevant laws and regulations, such as the CAN-SPAM Act and GDPR (Wishnu, 2021).

Web marketing, or online marketing, encompasses various strategies and tactics used to promote products and services on the Internet (Hussain & Chimhundu, 2023). It offers a cost-effective and efficient means to reach broad audiences, build relationships, generate leads, and drive sales. Common web marketing strategies include SEO, email marketing, social media marketing, content marketing, and PPC advertising. While it offers advantages like 24/7 availability and global reach, compliance with laws and regulations is essential. Overall, web marketing is indispensable for businesses aiming to promote their offerings and connect with their target audience. (Kolesnyk, 2022)

DIGITAL MARKETING STRATEGIES

Digital marketing strategies are indispensable for businesses aiming to achieve specific goals across various marketing channels, including paid media, earned media, and owned media. Operating a digital marketing campaign devoid of strategy is akin to navigating a new city without GPS, potentially leading to frustration and unnecessary detours. This analogy underscores the crucial role of a well-defined digital marketing strategy in promoting a brand in the digital landscape. Small and medium-scale enterprises are increasingly encouraged to leverage specific digital marketing tools for optimal performance and cost efficiency (Hartono et al., 2020).

Targeted marketing strategies, online advertising, social media campaigns, and search engine optimization can significantly raise awareness and

attract clients for courier services. When combined with a well-conceived digital marketing approach, these strategies effectively reach and engage potential customers. Moreover, integrating direct mail with digital marketing and leveraging specialized courier services for niche markets represent innovative methods recommended to promote courier businesses.

Digital marketing enables delivery services to precisely target their ads and content to specific audiences, thereby enhancing conversions and reaching potential customers at the opportune moment and place. The importance of a user-friendly and technically sound website cannot be overstated in attracting potential clients in the digital era, underscoring the significance of a robust online presence and effective digital marketing strategies for courier services. The adept implementation of digital marketing strategies, including social media marketing, email marketing, and search engine optimization, is vital for courier services to augment their brand visibility, attract clients, and foster business growth. By harnessing the power of digital marketing, courier services can effectively reach their target audience, promote their services, and ultimately achieve business success (Akshay et al., 2021).

Concept of Performance

Digital marketing has become an essential tool for courier services to improve their business and maintain competitiveness in the industry. It offers a wide range of benefits, such as establishing a robust online presence, driving qualified site traffic, increasing sales, and expanding market reach. Furthermore, digital marketing plays a key role in enhancing customer service, promoting the brand through social media, and providing on-demand delivery solutions. It also ensures the delivery of high-quality, fast, and effective services, ultimately resulting in a consistent flow of customers and higher sales. (Sergei et al., 2017). One of the primary advantages of digital marketing for courier services is its ability to target specific demographics and customize marketing efforts to meet their requirements. For instance, a courier service focusing on urgent document delivery for small businesses can utilize targeted online advertising to reach its target audience. Similarly, a company offering on-demand delivery services can use social media marketing to enhance brand visibility and reach a broader customer base. Another benefit of digital marketing is the capability to track and measure results, enabling courier services to optimize their marketing strategies and identify the most effective approaches for their business. This data-driven approach helps businesses overcome traditional marketing challenges and facilitates the adjustment of marketing strategies to better engage their target audience.

Moreover, digital marketing can assist courier services in enhancing their customer service by providing more convenient and efficient ways for customers to interact with the company. For example, the use of chatbots can streamline customer inquiries, making it easier for customers to obtain information and support.

In conclusion, digital marketing is a valuable asset for courier services, offering a multitude of benefits that can help improve their business operations, reach new customers, and maintain a competitive edge in the industry. By leveraging digital marketing strategies, courier services can enhance their brand visibility, streamline their marketing efforts, and ultimately increase their sales and customer base.

Current Trends in Digital Marketing

In today's digital era, digital marketing has become ubiquitous, with the majority of commercial organizations leveraging it across various platforms. This widespread adoption can be attributed to advancements in technology, improved accessibility to the internet, and the cost-effectiveness and reliability of digital advertising methods. The proliferation of social media platforms such as Facebook, Twitter, Instagram, LinkedIn, YouTube, WeChat, WhatsApp, and Telegram has further fueled the growth of digital marketing (Borjas, 2020).

Businesses now utilize WhatsApp groups, Instagram pages, LinkedIn profiles, Facebook pages, Twitter handles, and WhatsApp handles as primary channels for product promotion. To manage these social media channels effectively, companies often hire dedicated marketers whose primary responsibility is to engage users and drive traffic to the company's social media platforms (Felix et al., 2016). Followers of the company's profiles on these social media platforms are exposed to advertisements promoting the company's goods and services.

Digital marketing is prominently visible on the internet today. Many businesses create YouTube video advertisements that appear when users visit YouTube websites. Additionally, businesses maintain YouTube channels where they upload videos promoting their offerings. Most businesses now have websites containing comprehensive information about their products/services and their locations. Consumers can research a company from the comfort of their homes, and some companies even offer product delivery upon placing an order (Assaad & Jorge, 2013).

Digital marketing has become a standard practice and has benefitted organizations in various ways, including boosting sales and enhancing employee comfort levels with marketing, advertising, and promotions. Its widespread adoption underscores its effectiveness as a tool for modern businesses to reach and engage with their target audiences in an increasingly digital landscape.

Practical Implications

In contemporary business practices, various social media platforms such as WhatsApp groups, Instagram pages, LinkedIn profiles, Facebook pages, Twitter handles, and WhatsApp channels serve as primary channels for product

promotion. These platforms are typically managed by company employees whose primary responsibility is to engage users across corporate-linked social media channels, including the company's Facebook page (Felix et al., 2016). Marketers share advertisements promoting the company's goods and services, and users following the company's profiles on these social media platforms are exposed to these promotional materials.

Digital marketing has become ubiquitous on the internet. For example, a significant portion of businesses produces YouTube video advertisements that are displayed to users when they visit YouTube websites (Rettie, 2017). Additionally, businesses maintain YouTube channels where they upload videos promoting their offerings. Nowadays, most businesses have websites containing comprehensive information about their name, address, and the products/services they offer. Consumers can conveniently research a company from the comfort of their homes, and some companies even offer product delivery upon order placement (Assaad & Jorge, 2013).

The prevalence of digital marketing has yielded various benefits for organizations, including increased sales and streamlined marketing, advertising, and promotional efforts. As a result, digital marketing has become an integral aspect of modern business operations, enabling companies to effectively reach and engage with their target audiences in today's digital landscape.

Theoretical Review

The researcher adapted the two theories in order to support the article for the goal of this study.

Technology Acceptance Model

The Technology Acceptance Model (TAM) provides a comprehensive framework for understanding how individuals perceive and adopt new technologies. In the context of revolutionizing courier services in Nigeria through digital marketing strategies, TAM can offer valuable insights into the acceptance and utilization of digital platforms and tools aimed at enhancing fast delivery. TAM posits that perceived ease of use significantly influences individuals' intention to use a technology. In the context of courier services, customers in Nigeria may be more inclined to adopt digital marketing strategies if they find them easy to use. a courier company's mobile app with a user-friendly interface for parcel tracking and easy booking process can enhance the perceived ease of use, encouraging more customers to engage with the service. intuitive website design and streamlined checkout processes contribute to a positive user experience, further promoting the adoption of digital platforms for fast delivery.

Another key aspect of TAM is perceived usefulness, which refers to the extent to which individuals believe that using a particular technology will

enhance their performance or productivity. In the context of courier services, customers in Nigeria are likely to adopt digital marketing strategies if they perceive them as useful in facilitating fast delivery and improving their overall experience. Features such as real-time delivery updates, secure payment options, and personalized recommendations through digital channels can enhance the perceived usefulness of courier services, driving higher adoption rates among customers.

TAM also acknowledges the influence of external variables such as social norms, cultural factors, and technological infrastructure on technology acceptance. In Nigeria, factors such as internet penetration, smartphone ownership, and digital literacy levels can impact the adoption of digital marketing strategies in the courier industry. For instance, customers in urban areas with better internet connectivity and higher digital literacy may be more receptive to using digital platforms for fast delivery compared to those in rural areas with limited access to technology. Moreover, cultural preferences and trust in online transactions may influence customers' willingness to adopt digital marketing channels for courier services.

By adopting TAM of revolutionizing courier services in Nigeria, we can assess the holistic impact of digital marketing strategies on fast delivery. Digital platforms and tools that are easy to use and perceived as useful by customers are more likely to drive higher adoption rates and improve delivery efficiency, features such as route optimization algorithms and real-time tracking systems enable courier companies to provide faster and more reliable delivery services, thereby enhancing customer satisfaction and loyalty. Additionally, digital marketing strategies such as targeted advertising and social media promotions can increase brand visibility and attract new customers, further contributing to the overall improvement of fast delivery in Nigeria. In conclusion, the Technology Acceptance Model offers valuable insights into the adoption and impact of digital marketing strategies on revolutionizing courier services in Nigeria. By focusing on perceived ease of use, perceived usefulness, and external variables, courier companies can design customer-centric initiatives that drive higher adoption rates and improve delivery efficiency. Ultimately, leveraging digital platforms and tools effectively can lead to a holistic transformation of the courier industry, enhancing fast delivery services and meeting the evolving needs of customers in Nigeria.

Johari Window Model

The Johari Window model indeed offers a compelling framework to analyze the impact of digital marketing strategies on fast delivery courier services in Nigeria. The model delineates four areas of knowledge, namely: what is known to oneself and others, what is known only to oneself, what is known only to others, and what is unknown to oneself and others.

In the context of fast delivery services, digital marketing strategies play a pivotal role in expanding the knowledge of courier services regarding their customers' needs, preferences, and their own strengths and weaknesses. Through digital channels, courier services can gather valuable feedback and insights from their audience, enabling them to refine their delivery processes, enhance customer satisfaction, and foster stronger relationships with their clientele.

Moreover, digital marketing aids courier services in increasing their visibility and awareness within the market, thereby facilitating a better understanding of their market position and competitive landscape. By leveraging digital marketing initiatives, courier services can effectively disseminate information about their offerings, promotions, and service enhancements to their target audience.

By embracing the Johari Window model, courier services can gain a deeper understanding of their customers and themselves, thus fostering more effective and efficient delivery operations. Through continuous engagement and feedback mechanisms facilitated by digital marketing strategies, courier services can expand their knowledge base, refine their service offerings, and ultimately drive sustained growth and success in the fast-paced delivery market of Nigeria.

Empirical Review

Amanda (2018) a survey reveals that 44% of firms declare they target more on acquisitions than retention, and only 18 percent of respondents said they focusing more on retaining their clients. When it comes to customer's retention, the very effectual digital marketing method is email marketing. This effective marketing instrument is here to continue and is the keystone of all effective retention marketing strategies.

Khedkar and Khedkar (2021) point out that email marketing establishes one to one communication among the businesses and its potential or present consumers. It becomes very important as there are more than four billion email users. It can be promotional campaign for new products or informational emails which provide update on the brand. It assists business with communication, better brand awareness and bigger brand loyalty. Ease of use of emails and affordability are the two important factors for utilization of email marketing. It is a most profitable marketing channel and contribute importantly to the ROIs.

Namira & Harimukti , (2016) tried to attempt to tap the mindset of Indian marketing experts and review the email marketing has as customer retention tool. This study identified that the important variables of email marketing. The outcome of the findings can assist firms to improve their email marketing so as to battle effectively.

Jeshurun, (2018), illustrates that e-mail marketing stays quite possibly the best approaches to advertise on the Internet. In any case, as the utilization of this method is expanding, it is producing to be progressively hard to dispatch a

fruitful email campaign. Email is so adaptable and moderately simple to put together, as long as the databases are in good shape. They take the sample of 200 respondents and used the percentage technique. The finding of the study reveals that it is the fastest media to create new business avenue and push the sales volume.

MATERIALS AND METHODS

The study adopted a descriptive survey research design. This is because data was collected using a structured questionnaire among a sample of population. The independent variables were content marketing, search engine optimization and email marketing while the dependent variable is courier fast delivery services.

The sample for this study was one hundred and forty-four (144) respondents. The sample technique that was adopted in this study was a purposive sampling technique. This is because the researcher already knows the characteristics of the population of study.

A self-designed questionnaire was used for data collection in this study. The questionnaire consists of four sections. Section A measured the respondent's socio demographic factors such as age, gender etc. Section B of the questionnaire contains items that tap the content marketing, Section C of the questionnaire measured search engine optimization, Section D of the questionnaire have items that captured the courier fast delivery services. All the items were measured on a 5-point Likert scale ranging from 1-strongly disagree to 5-strognly agree. Prior to use of the questionnaire in the main study, the questionnaire was subjected to a pilot study among 30 respondents which were not part of the main study and it yielded a Cronbach Alpha of 0.85.

Data collection for the study entailed a series of actions that included identifying and obtaining participants of courier services workers and potential customers; pre-testing the research instrument through a pilot study; Obtaining a research authorization from the marketing department of numerous courier services in Ilorin city.

IBM® SPSS® Statistics 27 was used to analyze the data. Data was analyzed using both descriptive and inferential statistics. The descriptive, means, frequency and percentages was used to analyze respondent's demographic characteristics while inferential statistics such as simple linear regression and multiple regression was used to test the hypotheses in the study. All analyses were carried out at 0.05 level of significant.

RESULTS AND DISCUSSION

The analysis involves the use of descriptive and inferential statistics. The descriptive statistics was used to analyzed respondents' socio-demographic data while the inferential statistic was used to test the hypotheses in the study.

Table 1

Respondents' Socio-demographics (N = 144)

Category	Level	N(%)
Gender	Male	75(52.1)
	Female	69(47.9)
Age	16-30 years	60(41.7)
	31-40 years	37(25.7)
	41-50 years	42(29.2)
	51-60 years	5(3.5)
Marital status	Single	55(38.2)
	Married	76(52.8)
	Widow/Widower	9(6.3)
	Separated	4(2.8)
Religious affiliation	Christianity	79(54.9)
	Islam	64(44.4)
	Traditional	1(0.7)
Educational qualification	Primary/secondary	7(4.9)
	OND/NCE	30(20.8)
	HND/B.Sc	77(53.5)
	M.Sc	27(18.8)
	PhD	3(2.1)
How long have you been in this organization?	Less than 6 month - 5 years	82(56.9)
	6-10 years	21(14.6)
	11-15 years	36(25.0)
	15 years and above	5(3.5)

Table 1 shows that 75(52.1%) of the respondents were Male while 69(47.9%) were Female. 60(41.7%) were 16-30 years of age, 37(25.7%) were 31-40 years of age, 42(29.2%) were 41-50 years while 5(3.5%) were 51-60 years. 55(38.2%) were single, 76(52.8%) were married, 9(6.3%) were widow/widower while 4(2.8%) were separated. 79(54.9%) were Christian, 64(44.4%) were Muslim while 1(0.7%) were traditional worshipper. 7(4.9%) had primary/secondary education, 30(20.8%) had OND/NCE, 77(53.5%) acquired HND/B.Sc., 27(18.8%) possess a master's degree while 3(2.1%) bagged a doctoral degree. 82(56.9%) have been in the organization for less than 6 month – 5 years, 21(14.6%) were there for 6-10 years, 36(25.0%) were there for 11-15 years while 5(3.5%) were in the organization for 15 years and above.

Hypotheses Testing

Hypothesis 1: Content marketing has no significant effect on fast courier delivery services in Nigeria. The hypothesis was tested using Simple linear regression analysis and the analysis presented on Table 2

Table 2
Simple linear regression showing the predictive role of content marketing on fast courier services

Predictor variable	*B*	SE	*β*	t	R	R^2	F	P
(Constant)	8.86	2.71	-	3.27	.61	.37	83.14*	.00
Content marketing	.77	.09	.61	9.12*				.00

The simple linear regression in Table 2 shows that content marketing significantly and independently predicts fast courier services (β = .61, t = 9.12, p<.05). The contribution of content marketing in explaining the variance in fast courier services was 37% (R^2= .37), and the model was significant, F (1, 142) = 83.14, p<.05) The hypothesis which stated that Content marketing has no significant effect on fast courier delivery services in Nigeria was rejected.

Hypothesis 2: Search engine optimization has no significant effect on fast courier delivery services in Nigeria. The hypothesis was tested using linear regression analysis and the analysis presented on Table 3

Table 3
Simple linear regression showing the predictive role of search engine optimization on fast courier services

Predictor variable	*B*	SE	*β*	t	R	R^2	F	P
(Constant)	13.40	3.05	-	4.39	.48	.23	43.27*	.00
Search engine optimization	.72	.11	.48	6.58*				.00

The simple linear regression in Table 3 shows that search engine optimization significantly and independently predicts fast courier services (β = .48, t = 6.58, p<.05). The contribution of search engine optimization in explaining the variance in fast courier services was 23% (R^2= .23), and the model was significant, F (1, 142) = 43.27, p<.05) The hypothesis which stated that search engine optimization has no significant effect on fast courier delivery services in Nigeria was rejected.

Hypothesis 3: Email marketing has no significant effect on fast courier delivery services in Nigeria. The hypothesis was tested using linear regression analysis and the analysis presented on Table 4

Table 4
Simple linear regression showing the predictive impact of email marketing on fast courier services

Predictor variable	*B*	SE	*β*	t	R	R^2	F	P
(Constant)	26.24	3.37	-	7.80	.17	.03	4.38*	.00
Email marketing	.26	.12	.17	2.09*				.00

The simple linear regression in Table 4 shows that Email marketing significantly and independently predicts fast courier services (β = .17, t = 2.09, p<.05). The contribution of email marketing in explaining the variance in fast courier services was 3% (R^2= .03), and the model was significant, F (1, 142) = 4.38, p<.05) The stated hypothesis is therefore accepted.

Hypothesis 4: Content marketing, search engine optimization and email marketing has no significant effect on the courier fast delivery services in Nigeria. The hypothesis was tested using multiple regression analysis and the analysis presented on Table 5

Table 5
Summary of Multiple Regression table showing joint prediction of Content marketing, search engine optimization and email marketing on the courier fast delivery services in Nigeria

Variables	β	t	P	R	R^2	F	P
Content marketing	.54	6.33	<.05				
Search engine optimization	.23	2.61	<.05	.64	.41	32.44	<.05
Email marketing	-.19	-2.47	<.05				

The Table above revealed that there was significant joint prediction of content marketing, search engine optimization and email marketing on job performance F(3,140) = 32.44, R^2 = 0.41; p<.05). The R^2 =0.41 indicates that the independent variables content marketing, search engine optimization and email marketing explained 41% variation in dependent variable (fast courier services). Further results show that content marketing (β= .54; t= 6.33; p<.05), search engine optimization (β= .23; t= 2.61; p<.05) and email marketing (β= -.19; t= -2.47; p<.00) independently predict fast delivery services in Nigeria. The hypothesis which stated that content marketing, search engine optimization and email marketing has no significant effect on the courier fast delivery services in Nigeria was rejected.

DISCUSSION

Digital marketing methods have had a huge influence on Nigeria's courier services business, transforming the way rapid delivery is done. Courier firms may now give their consumers with speedier, more efficient, and more trustworthy services because to technological advancements. Mobile

applications are one way that digital marketing has transformed courier services in Nigeria. Many courier businesses now provide smartphone apps that allow consumers to make orders, track goods, and receive real-time information on the progress of deliveries. This has made it easier for clients to acquire courier services while also improving the overall customer experience.

Social media use is another way that digital marketing has affected courier services in Nigeria. These days, a lot of courier businesses have a significant social media following that they utilize to interact with clients, advertise their services, and provide news about new offerings. Customers' confidence and credibility have grown as a result, and brand recognition has increased.

Additionally, courier services are now able to provide their clients with individualized services thanks to digital marketing. Courier firms are able to customize their services to each individual client's demands by gathering information about consumer preferences and behavior. Both consumer happiness and customer loyalty have increased as a result of this.

In conclusion, digital marketing has had a big influence on Nigerian courier services. Enhancing the effectiveness and dependability of courier services, simplifying their accessibility for clients, and fostering consumer credibility and confidence have all benefited from it. We anticipate seeing even more cutting-edge digital marketing techniques applied in Nigeria's and other countries' courier services sectors as technology develops.

CONCLUSIONS

The conclusion on how digital marketing strategy affect Nigerian courier services' fast delivery identifies a number of significant advancements and difficulties. On the one hand, digital marketing has improved Nigerian courier services' effectiveness, dependability, and clientele's experience considerably. By utilizing social media, e-commerce platforms, and mobile applications, courier businesses have been able to enhance client trust, offer customized services, and raise brand exposure. But there are a lot of obstacles Nigerians must overcome before implementing digital marketing techniques. These include a lack of trained personnel, unstable power supplies, poor internet infrastructure, and a slow uptake of new technology by both consumers and companies. Furthermore, there are issues with last-mile delivery as Nigeria's transportation and delivery infrastructure is ill-prepared to manage the growth in e-commerce.

Despite these obstacles, rising e-commerce activity is expected to fuel growth in Nigeria's courier, express, and parcel (CEP) industry. Important participants in this industry are still making investments to enhance their digital capabilities, and the government is working to resolve the structural problems at the root of the obstacles preventing Nigeria's e-commerce and digital marketing from growing.

Digital marketing techniques are expected to become more crucial in determining how courier services in Nigeria develop in the future as technology advances. As long as infrastructure, human resources, and a supporting regulatory framework are continuously improved, there is hope for more innovation in digital marketing strategy.

RECOMMENDATIONS

Based on the impact of digital marketing strategies on courier fast delivery in Nigeria, the following recommendations are suggested:

Improve internet infrastructure: The Nigerian government and private sector should invest in improving internet infrastructure to support the growth of e-commerce and digital marketing in the country.

Increase awareness and adoption of digital marketing: Courier companies should invest in educating their customers on the benefits of digital marketing and e-commerce, and encourage them to adopt these technologies.

Enhance last-mile delivery: Courier companies should invest in improving their last-mile delivery capabilities to ensure timely and efficient delivery of packages to customers.

Develop human capital: The Nigerian government and private sector should invest in developing the skills and knowledge of the workforce to support the growth of e-commerce and digital marketing.

Foster a supportive regulatory environment: The Nigerian government should create a supportive regulatory environment that encourages the growth of e-commerce and digital marketing, while also protecting the interests of consumers.

By implementing these recommendations, the courier services industry in Nigeria can continue to leverage digital marketing strategies to improve the efficiency, reliability, and customer experience of their services, while also contributing to the growth of the Nigerian economy.

FURTHER STUDY

The restriction observed during this study was a lack of motivation on the staff of licensed courier services in Ilorin metropolis to offer attention, since they were scared that replying would expose them to the competition, and additional investigations should look Conduct a survey of consumers and courier providers to learn more about their thoughts on the influence of digital marketing techniques on rapid delivery in Nigeria.

ACKNOWLEDGEMENTS

God is the only one who can truly be thanked for making everything possible. I also want to thank everyone who contributed to this study. Dr. Fagbenro, Dare, and Associate professor Brimah, A.N., my PhD supervisor, who assist in developing a researchable topic

REFERENCES

Akshay Raju Tandava.Ms. Vaishnavi Tiwadi&Raman Dayama. (2021). A REVIEW ON DIGITAL MARKETING. *EPRA International Journal of Economics, Business and Management Studies (EBMS), 8*(10).

Alexandra Andreea MIRONESCU & Cătălin Alexandru VERDEȘ. (2022). THE POST-PANDEMIC CHALLENGES OF DIGITIZATION ASCENDANCY. *PROCEEDINGS OF THE 16th INTERNATIONAL MANAGEMENT CONFERENCE.*

Andini Widia Sari &Atik Aprianingsih. (2023). Account-Based Marketing Strategy for B2B Company in Indonesia. *International Journal of Current Science Research and Review, 6*(2), 852-856.

Andry Mochammad Ramdan.Tri Febrina Melinda.Okta Karneli&Tito Irwanto. (2023). Analysis of Online Marketing Strategies Post Pandemic COVID-19. *Quantitative Economics &Managent Studies, 4*(1).

Ankalkoti, P. (2022). A Study on Types, Classification and Mechanism for Optimization in Search Engine. *International Journal of Advanced Research in Science, Communication and Technology., 3*(2).

Bhagyashree Deogaonkar. (2023). Digital Transformation in B2B Marketing. *International Journal for Research in Applied Science & Engineering Technology, 11*(11).

Bohdan Kolesnyk. (2022). ANALYSIS OF THE EFFECTIVENESS OF METHODS TO EXPAND THE AUDIENCE OF THE BRAND IN ITS OWN MEDIA. *Three Seas Economic Journa, 3*(1), 85-92.

Bruce, E., Shurong, Z., Ying, D., Yaqi, M., Amoah, J., & Egala, S. (2023). The Effect of Digital Marketing Adoption on SMEs Sustainable Growth: Empirical Evidence from Ghana. *Journal of Sustainability, 15*(6), 4760.

Bui Thanh Khoaa &Tran Trong Huynhb. (2023). The influence of social media marketing activities on customer loyalty: A study of e-commerce. *International Journal of Data and Network Science, 7*, 175–184.

Caroleo L, Giorgi G and De Amicis C. (2023). The SEO effect. Mapping the optimized landscape around controversial policy issues in Italy. *Front. Sociol., 8*.

Chen, J., Yang, X., & Smith, R. E. (2016). The effects of creativity on advertising wear-in and wear-out. *Journal of the Academy of Marketing Science,, 44*(5), 334-349.

Chriataina B. Nsien, Nsikan M. Nkutt,&Victor A. Umoh. (2023). Business Process Re-engineering and Courier Firms' Delivery Speed in South East Zone of Nigeria. *International Journal of Management Technology., 10*(1), 1-10. doi:doi.org/10.37745/ijmt.2013/vol10n1110.

Cywiński, M. (2022). Innovations in the courier services. *Globalization, the State and the Individual, 30*(2), 49-56.

Diovianto Putra Rakhmadani &Maliana Puspa Arum. (2022). Digital Marketing Transformation by Implementing SEO Concepts in MSMEs. Case Study: CV Asa Nusantara Resources Malang. *Manajemen Bisnis, 12*(1), 85–93.

Elitsa Gramatikova. (2019). Trends in Courier Services in Terms of Digitalization of Commerce. *Journal of the Union of Scientists - Varna. Economic Sciences Series, 8*(3), 17-27. doi:10.36997/IJUSV-ESS/2019.8.3.17

Fiiwe, J. L., Egele, A. E.Ozo, J. U.&Obasiabara, B. O. (2023). Customer Relationship Management and Customers Repeat Purchase. *Scholars Journal of Economics, Business and Management, 10*(1), 19-28.

Hannah Johnston, Yana Mommadova, Steven Vallas, Juliet Schor. (2023). Delivering difference: 'Unbelonging' among US platform parcel delivery workers. *Cambridge Journal of Regions, Economy and Society, 16*(2), 303-318.

Harsh Goyal &Komal Kapoor. (2022). Search Engine Optimization with Google. *International Journal for Research in Applied Science & Engineering Technology, 10*(13), 496-501.

Hartono, B., Yusuf, B., & Arifiati, A. (2020). Implementation of Digital Marketing Strategies through Social Media Marketing, Supply Chain Management and Online Sales of Bill Chilly Product. *International Journal of Supply Chain Management,, 9*, 348-354.

Hussain, S., & Chimhundu, R. (2023). Effects on Consumer Purchase Intentions Through Online Marketing Activities: Evidence From Australian Retail Sector Consumers. *International Journal of Arts and Humanities Studies., 3*(1), 16-25. doi:www//doi.org/10.32996/ijahs.2023.3.1.3

Igor Kiryakov.Alexander Godin.Uwaila Osarobo James.Ojuka Nnamdi&Agimigere Olabode Jones. (2023). Improvements activity of innovation: experience, challenges and opportunities in Nigeria.

International Scientific Conference "Fundamental and Applied Scientific Research in the Development of Agriculture in the Far East", *371*, p. 9.

Ilham Ilham.Warkianto Widjaja.I Nyoman Tri Sutaguna.Arief Yanto Rukmana&Muhammad Yusuf. (2023). Digital Marketing's Effect On Purchase Decisions Through Customer Satisfaction. *Jurnal Manajemen dan Ekonomi Bisnis, 3*(2). doi:doi.org/10.55606/cemerlang.v3i2.1154

Iqbal, M., Khalid, M., Manzoor, D., Abid, M., & Shaikh, N. (2022). Search Engine Optimization (SEO): A Study of important key factors in achieving a better Search Engine Result Page (SERP) Position. *Sukkur IBA Journal of Computing and Mathematical Sciences., 6*(1).

Isaac Dadzie. (2023). Impact of COVID 19 on Digital Marketing: A Systematic Study on Sub Saharan African. *Asian Journal of Economics, Business and Accounting, 23*(7), 71-82.

Jadhav, Gauri Girish.Shubhangi Vitthal Gaikwad&Dhananjay Bapat. (2023). A systematic literature review: digital marketing and its impact on SMEs. *emerald insight, 15*(1), 76-91.

Kadam Akanksha.Zodage Utkarsha. Kashid Sneha.Chavan Sanika&Kazi K. S. (2022). Email Security. *Journal of Image Processing and Intelligent Remote Sensing, 2*(6), 24-31. doi:https://doi.org/10.55529/jipirs.26.23.31

Kapanadze, G., & Bardavelidze, A. (2022). Development and Implementation of Search Engine Optimization Algorithm using Angular Framework. *International Journal of Computer and Information Technology, 11*(5).

Karyshev, M. (2023). To the Question of the Relevance of Statistics of Information and Communication Technologies in the Context of the Digital Transformation of the Economy. *Statistics and Economics, 20*(1), 53-63.

Kawuri, G. V., Ferdiana, R., & Nugroho , L. E. (2022). Auto-response Email based on User Habits with Privacy Model Approach and Cloud Adoption. *Journal of Computer Science and Technology Studies, 4*(2), 128–139. doi:https://doi.org/10.32996/jcsts.2022.4.2.15

Khedkar and Khedkar (2021) Email Marketing: A Cost-Effective Marketing Method, Vidyabharati International Interdisciplinary Research Journal 13(1),

Minh Tuan Nguyen.&Thi Ngoc Linh Vob. (2023). The relationship between information technology, logistics service quality and perceived. *Uncertain Supply Chain Management, 12*, 425–434. doi:doi.org/10.5267/j.uscm.2023.9.009.

Nelson Obinna Omenugha. (2018). The Utilization of Digital Platforms for Marketing in the Nigerian Entertainment and Media (E&M) Industry:

Prospects and Challenges. *Case Studies in Business and Management, 5*(1). doi:doi.org/10.5296/csbm.v5i1.13240.

Nilesh Kumar Jadav & Saurabh Shrivastava. (2021). An Analysis on Incompetent Search Engine and Its Search Engine Optimization (SEO). In D. K. In: Gupta (Ed.), *International Conference on Innovative Computing and Communications. 1165.* Singapore: Advances in Intelligent Systems and Computing. doi:https://doi.org/10.1007/978-981-15-5113-0_15

Olubukola A. Austin-Olowo, Ikpefan O. Ailemen , Akinrinola Olalekan Oladipo, Itai Muktar Monday. (2023). The Impact of Digital Financial Services on the Nigerian Economy. *African-British Journal, 6*(1).

Ovundah King Wofuru-Nyenke. (2024). Routing and facility location optimization in a dairy products supply chain. *Future Technology., 3*(2), 44-49. doi:https://doi.org/10.55670/fpll.futech.3.2.5

Prasad, D., & Chandrika, D. (2022). The Role of an On-Page Optimization for an Effective Digital Marketing. *International Journal of Research Publication and Reviews., 3*(5), 3409-3412.

Qiwei Pang.Mingjie Fang.Lu Wang.Kena Mi &Miao Su. (2023). Increasing Couriers' Job Satisfaction through Social-Sustainability Practices: Perceived Fairness and Psychological-Safety Perspectives. *Journal of Behavioral Sciences, 13*(2), 125.

Rafiati Kania&Hanumsari Nurul Salsabila. (2023). The Responsive Strategy of Courier Services Companies on Handling Customer Complaint in Social Media: The Effect on Brand Trust and Customer Loyalty. *Journal of Marketing Innovation, 3*(1). doi:doi.org/10.35313/jmi.v3i1.51.

Samuel Angwe Bem. Ugochukwu Okwudili Matthew.Charles Chukwuebuka Ndukwu&Godwin Nse Ebong. (2023). The Impact of Transition of Small Medium Enterprises (SMEs) Businesses into an Online Digital Marketing System in Nigeria. *Recent Research Reviews Journal,, 2*(2), 305-323. doi:10.36548/rrrj.2023.2.005

Sergei Naumovich Bruskin, Aleksandra Nikolaevna Brezhneva, Ludmila Pavlovna Dyakonova, Olga Viktorovna Kitova, Victoria Mikhailovna Savinova, Tamara Petrovna Danko, Vladimir Dmitrievich Sekerin. (2017). Business Performance Management Models Based on the Digital Corporation's Paradigm. *European Research Studies Journal, 20*(4), 264-274.

Shruti Mane &Bhanuse Vijaykumar Rayappa. (2022). Customized Automated Email Bot. *International Journal for Research in Applied Science & Engineering Technology, 10*(1), 1656-1658.

Silas Gontur.Adenike Odewumi Seyi.Yerima Sati Bakshak&Felix Dashe Awoena. (2023). Do Digital Marketing Impact Business Performance? Emerging

Views from Managers and Owners of Micro, Small and Medium Scales Enterprises in Nigeria. *Journal of Business & Management,, 1*(3), 206 - 224. doi:https://doi.org/10.47747/jbm.v1i3.1143

Sunday C. Eze.Vera C. A. Chinedu-Eze. Clinton K. Okike& Adenike O. Bello . (2020). Critical factors influencing the adoption of digital marketing devices by service-oriented micro-businesses in Nigeria: A thematic analysis approach. *humanities and social sciences communications , 7*(90). doi:doi.org/10.1057/s41599-020-00580-1

Sukma, A., & Nadhif, M. F. H. (2023). The impact of digital marketing and marketing psychology on amanda sweet kokona UMKM product purchase decisions in the city of Bandung. *Enrichment: Journal of Management*, *13*(1), 634-643. https://doi.org/10.35335/enrichment.v13i1.1080

Supper Roland Okijie.&Ubong Edem Effiong. (2024). Financing and Successful Micro, Small and Medium Scale Enterprise Development in Nigeria. *East African Finance Journal, 3*(1), 1-26. Retrieved from doi.org/10.59413/eafj/v3.i1.1.

Jeshurun, Subramania Bala. "A Study on the Effectiveness of Email Marketing." Shanlax International Journal of Management, 6, 1, 84–86 https://doi.org/10.5281/ zenodo.1461282

Surana, N., Gala, D., & Kanthe, D. (2023). IMPACT ON WEBSITE TRAFFIC DUE TO GOOGLE ALGORITHM UPDATE. *EPRA International Journal of Multidisciplinary Research, 9*(1).

Thomas, J. S., Chen, C., & Iacobucci, D. (2022). Email Marketing as a Tool for Strategic Persuasion. *Journal of Interactive Marketing,, 57*(3), 377-392.

Wishnu Agung Baroto. (2021). Email Analysis in Fraud Investigation: Digital Forensic and Network Analysis Approach. *Asia Pacific Fraud Journal, 6*(2).

Yogesh Kumar Swami. (2023). Why Every Business Needs a Digital Marketing Strategy. *International Journal For Multidisciplinary Research, 5*(1).