

Mobile Marketing Advertising Strategies in Micro and Small Enterprises in El Salvador: A Case Study of CDMYPE, Santa Ana.

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RESUMEN: esta investigación se basa en determinar el uso de estrategias de marketing móvil en micro y pequeñas empresas (MYPES) del Centro de Desarrollo de la Micro y Pequeña Empresa (CDMYPE) en Santa Ana, El Salvador. Su objetivo principal fue diagnosticar cómo las MYPES aprovechan el gradual uso de la telefonía móvil para comercializar sus productos y servicios, cómo estas estrategias influyen en el incremento de sus ventas y finalmente presentar la propuesta de un modelo de mejores prácticas para optimizar la implementación de estrategias de marketing móvil.

Su un enfoque cuantitativo y correlacional, permitió encuestar a 100 MYPES registradas en el CDMYPE. Los resultados indican que la mayoría de las empresas utiliza marketing móvil, siendo las redes sociales la herramienta más común. Un 26% reportó un aumento del 10% en sus ventas gracias a estas estrategias, sin embargo, las MYPES enfrentan retos significativos en la adopción de estas prácticas, subrayando la necesidad de mayor capacitación.

El marketing móvil se revela como una herramienta crucial para mejorar la comunicación con los consumidores y fomentar el crecimiento sostenible de las MYPES que, a pesar de los muchos retos que enfrentan, tienen el deseo de obtener más conocimientos que les permitan desarrollarse empresarialmente.

Palabras Clave: móvil marketing, estrategias, incremento en ventas, micro y pequeñas empresas, redes sociales.

ABSTRACT: This research is based on determining the use of mobile marketing strategies in micro and small enterprises (MSEs) of the Micro and Small Enterprise Development Center (CDMYPE) in Santa Ana, El Salvador. Its main objective was to diagnose how MSEs take advantage of the gradual use of mobile telephony to market their products and services, how these strategies influence the increase in their sales, and finally to present the proposal of a best practices model to optimize the implementation of mobile marketing strategies.

Its quantitative and correlational approach allowed us to survey one hundred MSEs registered in the CDMYPE. The results indicate that most companies use mobile marketing, with social networks being the most common tool. Some 26% reported a 10% increase in sales thanks to these strategies; however, MSEs face significant challenges in adopting these practices, highlighting the need for further training.

Mobile marketing proves to be a crucial tool for improving communication with consumers and fostering sustainable growth for MSEs that, despite the many challenges they face, have the desire to gain more knowledge that will allow them to develop entrepreneurially.

Keywords: mobile marketing, strategies, increase in sales, micro and small enterprises, social networks

I. INTRODUCTION

Micro and small enterprises (MSEs) in El Salvador face significant difficulties in adopting and implementing mobile marketing strategies. Despite accounting for 99.6% of the business landscape and contributing 40% of the Gross Domestic Product (GDP), only 15% engage in digital marketing, and among this group, a mere 10% have embraced mobile marketing. A review of the literature review indicates that many of these enterprises struggle to adopt and implement mobile marketing strategies, which hampers their ability to promote their products or services, establish brand positioning, foster customer loyalty, and increase sales. These challenges are partly attributed to a lack of knowledge about various marketing strategies and insufficient training for employees, the majority of whom are family members (CONAMYPE, 2016) [1].

Previous studies (Shankar & Balasubramanian, 2009 [2]; Jain et al., 2018 [3]) highlight that, although mobile marketing holds significant potential, many micro and small enterprises (MSEs) in Latin America and El Salvador face limitations in its adoption. Recent data indicate that only 37% of MSEs in the region utilize digital marketing, and fewer than 20% have implemented mobile marketing (ECLAC, 2021) [4].

The impact of the COVID-19 pandemic underscored the importance of financial technology for small and medium enterprises (SMEs), forcing many businesses to technologically reinvent to survive and maintain or increase their sales (Banco Central de Reserva de El Salvador, 2021 [5]; Campos et al., 2022) [6]. In this context, mobile marketing presents a valuable opportunity for MSEs to enhance their communication and interaction with consumers, particularly given the increasing access to smartphones and mobile internet usage in El Salvador (CONAMYPE, 2016) [7].

Therefore, the objective of this research is to analyze the level of knowledge of MSEs regarding mobile marketing, identify the tools they employ, and evaluate their impact on sales through a correlational study. Additionally, the research aims to develop a practical guide that includes best practices for mobile marketing tailored to the needs of each MSE, thereby contributing to improved operational efficiency, strengthened product branding, and access to new markets, enhancing communication with consumers and facilitating technological modernization.

Consequently, the findings of this research aim to support MSEs in El Salvador in strengthening their communication with clients through the efficient use of mobile marketing, which will translate into increased sales and sustainable business development.

II. THEORETICAL FRAMEWORK

2.1 Importance of marketing

Ferrell and Hartline (2012) [8] assert that "marketing is essential to the success of a broader range of organization" (p. 6), facilitating the growth and profitability by creating and maintaining long-lasting relationships with customers. Mobile marketing enables organizations to better understand their customers, design products and services that meet their needs, and effectively communicate the value they offer (Kerin et al., 2014) [9].

Currently, sales levels and product acceptance are closely related to the use of mobile marketing, which has evolved constantly worldwide, benefiting both owners and consumers from technological advances (Curto & Conesa, 2014) [10]. Mobile marketing strategies, such as mobile-optimized websites, allow companies to reach a wide audience and achieve higher open and response rates compared to other channels (PyMEMedios, 2024) [11].

2.2 Definition and components of marketing

Mobile marketing has become crucial for organizations to identify their brands, goods, and services in order to capture the attention and loyalty of customers and users (Varas, n.d.) [12]. This is largely due to its increasing accessibility, driven by technological advancements and the rise of social media, which have enabled companies to expand their market more easily (Kotler & Armstrong, 2014) [13].

Consequently, marketing today is understood from the perspective of satisfying consumer needs, comprising a broad set of tools available for this purpose.

When defining the concept of marketing, it is essential to consider the various elements associated with it. It is imperative to recognize that there are complementary concepts that provide a more comprehensive description of the marketing process within a company. In this regard, Dávila (2022) [14], specifies the following fundamental concepts that intervene in the marketing process:

"Need: Needs can be defined as the absence of a basic good. The need for basic goods, such as food or personal security, is not created by society or marketing specialists, but is inherent to human nature" (Dávila, 2022) [14].

"Desire: This refers to the way in which the will to satisfy a need is expressed, according to the individual's personal characteristics, cultural, social, and environmental factors and marketing stimuli" (Dávila, 2022) [14].

"Demand: This is the explicit formulation of a desire. Such a desire will be conditioned by the resources the

individual's available resources and the marketing stimuli received" (Dávila, 2022) [14]. See figure 1.

Figure 1



Marketing process

Source: Original elaboration based on (Dávila, 2022) [14].

Note: As shown in Figure 1, during the marketing process, it is not the experts who create needs, as these are already established beforehand. Instead, they influence desires by suggesting the creation of new products or services, thereby generating demand. With the emergence of demand and the availability of resources, marketing arises, enabling desires to be fulfilled and achieving consumer satisfaction.

2.3 Marketing Mix

The marketing mix is a powerful tool that allows organizations to adapt to changes in the market and consumer demands, thereby enhancing their visibility, loyalty, and growth (Kotler & Armstrong, 2018) [15]. In this context, it is essential to understand how micro, small, and medium-sized enterprises (MSMEs) in El Salvador can effectively utilize marketing mix strategies to improve their positioning and achieve their business objectives.

2.3.1 Concept of Marketing Mix

According to Abrigo-Cordova, Celi, Briceño, and Obando (2020) [16], the marketing mix is defined as "the framework that allows for the presentation of products based on the needs and requirements of the consumer; for this purpose, market research facilitates the aforementioned process."

Consequently, the term "Marketing Mix" refers to the set of tools and variables employed by an organization's marketing manager to meet its objectives. These objectives must align with a well-defined strategic planning process that encompasses the vision, mission, and values, while considering the goals to be achieved in the marketing domain (Stanton, Etzel, & Walker, 2007) [17]. As stated in the text, "the Marketing Mix allows for the presentation of products according to the needs and requirements of the consumer; to this end, market research facilitates the aforementioned process" (Stanton et al., 2007, p. 39), as cited in (Abrigo-Cordova, Celi, Briceño, & Obando, 2020) [16].

2.3.2 Elements of the Marketing Mix

According to (Arriaga, Avalos, & De la Torre, 2012) [18]:

"The marketing mix is a term used to describe the group of instruments and various factors at the disposal of the marketing manager of a company to achieve the organization's goals. This means that the marketing mix is the combination of marketing techniques that pertain to the four components known as the Four Ps: product, price, place, and promotion."

a) **Product:** The first element of the mix, which can be defined as a tangible or intangible object: goods, services, people, or ideas (Guerrero, López, & Espinosa, 2023) [19]. It is also important to consider Arriaga, Avalos, and De la Torre's contribution (2012) [18] which states that a product "is that tangible and intangible component that fulfills a need or desire of the target market or customers, aiming to efficiently address a specific scarcity and create customer primacy."

b) **Price:** According to Arriaga, Avalos, and De la Torre (2012) [18], "it is the economic cost that customers would incur to acquire possession or use a specific good or service, reinforcing a cost alignment that meets previously set goals." Fernández (2015) [20] defines it from a more restricted perspective as "the monetary value of the product."

c) **Plaza:** For Arriaga, Avalos, & De la Torre (2012) [18], it refers to "the internal and external organization that facilitates the relationship between the organization and its consumers to ease the acquisition of the product.". On the other hand, Guerrero, López, and Espinosa (2023) [19], focus more on the contexts in which different points of sale exist, noting that "these can include distribution chains, online stores, among others."

d) **Promotion:** According to Arriaga, Avalos, and De la Torre (2012) [18], these are "activities undertaken by companies through the issuance of messages to publicize their products and services, highlighting competitive advantages with the aim of inducing purchase behavior among consumers."

2.4 Digital Marketing

According to Kotler and Armstrong (2017) [21], digital marketing refers to "the use of digital technologies to create, communicate and deliver value to customers" (p. 41). Chaffey and Ellis-Chadwick (2019) [22] define digital marketing as "the achievement of marketing objectives through the application of digital technologies" (p. 12). This evolution has enabled companies to reach their customers in a more personalized, interactive and efficient manner, adapting to changes in consumer habits and preferences in the digital environment (Kalaiganam and Varadarajan, 2012) [23].

2.4.1 Importance and Definitions of Digital Marketing

The importance of digital marketing lies in its goal to improve and optimize the performance and positioning of companies within the markets (Chunqu, 2021) [24]. Therefore, having a digital presence has become a fundamental strategy for achieving greater visibility among users or consumers. This allows organizations to strengthen their positioning and connection with their target audience in the digital environment, gaining relevance as it enables companies to enhance their performance and reach in today's markets through the development of an effective digital strategy that provides greater visibility and proximity to consumers (Chunqu, 2021) [24].

Moreover, Mejía (2020), as cited by Condori (2020) [25], highlights that "the significance of digital marketing is linked to several factors":

- **Measurability:** It is more easily measurable than traditional marketing.
- **Personalization:** It allows for more personal communication with users.
- **Brand Visibility:** Digital marketing enables companies to be seen by a larger number of users, as people increasingly use the internet for shopping and services.
- **Customer Acquisition and Retention:** It is useful for attracting potential customers and retaining existing ones.
- **Sales Growth:** The rise of digital usage translates into increased sales for companies that utilize digital marketing, as they can reach more users.
- **Community Building:** Through social media marketing, interaction with a specific community can be achieved, fostering emotional connections with customers.
- **Wide Reach:** The use of the internet and social media as primary tools in digital marketing allows companies to achieve significant impact in the reach and positioning of their products or services.
- **Experimentation:** Companies can constantly try new tactics to refine strategies that optimize results.

2.5 Mobile Marketing

Mobile marketing has emerged as a strategic discipline that explores how companies can leverage the unique capabilities of mobile devices to connect more effectively and personally with their customers (Varnali & Toker, 2010) [26]. Unlike traditional marketing, mobile marketing presents a specific set of opportunities and challenges that help identify consumer needs in order to design, promote, and advertise various products and services that meet diverse demands.

In this context, studying mobile marketing advertising strategies for micro, small, and medium-sized enterprises (MSMEs) is crucial for understanding how these businesses can adapt and optimize their marketing mix efforts in the digital and mobile environments to achieve effective results (Chaffey & Ellis-Chadwick, 2019 [22]; Krum, 2010 [27]).

2.5.1 Concepts of Mobile Marketing

In 2003, the Mobile Marketing Association defined mobile marketing as "a form of marketing, advertising, and commercial promotion aimed at reaching the consumer through a mobile channel. Communication methods for this type of marketing include voice files, SMS, MMS, WAP, messages, Java, SyncML, video, and audio messages" (Mobile Marketing Association, 2003 [28]). This definition emphasizes the use of various mobile channels to interact with consumers, allowing companies to adapt their marketing strategies to an ever-evolving digital environment (Gomez, 2010) [29].

"Mobile marketing is a strategy that seeks to interact, relate, and influence a specific audience through the functionalities of mobile devices such as cell phones, tablets, and other mobile devices" (Gabriel, 2021) [30]. According to Kalakota & Robinson (2002) [31], "the distribution of any type of message or promotion that adds value to the customer while increasing the company's revenue is known as mobile marketing; it has become an

essential tool for micro and small enterprises in the global context of the digital age, as it enables direct communication with customers and increases organizational productivity and growth."

2.5.2 Mobile Marketing Strategies

In today's digital environment, mobile marketing has become an essential tool for companies looking to establish effective communication with their customers. Given the increasing use of mobile devices, businesses must adapt their marketing strategies to maximize the potential of these tools. This involves optimizing websites to provide a seamless experience on mobile devices and leveraging social media, instant messaging, and geolocation.

Consequently, mobile marketing encompasses a wide range of strategies and tools that enable companies to reach their customers through mobile devices. This research addresses the main categories according to Chaffey & Ellis-Chadwick (2019) [22]:

- **Mobile advertising:** In-app ads provide precise targeting opportunities and high engagement with users, as noted by Kannan & Li (2017) [32]. Likewise, mobile web ads allow reaching users while they browse on mobile devices (Chaffey & Ellis-Chadwick, 2019) [22]. Mobile social media ads stand out for enabling highly segmented and personalized campaigns, as indicated by Tuten & Solomon (2018) [33].

- **SMS and MMS marketing:** Promotional text messages (SMS marketing) remain an effective tool for directly reaching customers (Sánchez-Hervás, 2020) [34]. Consequently, multimedia messages (MMS marketing) enable the transmission of visual and audiovisual content, enriching the user experience (Lim & Yazdanifard, 2014) [35].

- **Geolocation marketing:** Location-based ads allow delivering contextual and relevant advertising based on the user's location (Kotler et al., 2017) [21]. Additionally, location-based push notifications represent an important tool for directly reaching customers. Chaffey & Ellis-Chadwick (2019) [22] highlight that these notifications can trigger actions and generate greater engagement with customers.

- **Mobile application strategies:** The development of branded apps allows for greater interaction and user loyalty with the brand. As stated by Kotler & Armstrong (2017) [21] assert, engagement strategies through apps play an important role. Xu et al. (2020) [36] indicate that engagement strategies within apps, such as promotions and gamification, significantly enhance the user experience.

- **Marketing through QR codes and NFC:** QR codes facilitate access to information and digital experiences (Kannan & Li, 2017) [32]. Additionally, NFC technology enables smoother interactions, such as mobile payments and access to content, as noted by Cho & Sagynov (2015) [37].

- **Mobile advertising:**

- In-app ads
- Mobile web ads
- Social media ads

(Chaffey & Ellis-Chadwick, 2019) [22].

- **SMS and MMS marketing:**

- Promotional text messages (SMS marketing)
- Multimedia messaging (MMS marketing)

(Sánchez-Hervás, 2020) [34].

- **Geolocation marketing:**

- Location-based ads
- Location-based push notifications

(Kotler et al., 2017) [21].

- **Mobile application strategies:**

- Development of branded apps
- In-app engagement

(Kotler & Armstrong, 2017) [21].

- **Marketing through QR codes and NFC:**

- QR code marketing for accessing content
- NFC marketing for payments and other interaction

(Kannan & Li, 2017) [32].

In summary, mobile marketing strategies provide companies with a unique opportunity to interact more personally and effectively with their customers. The use of mobile discounts and promotions, collaborations with influential opinion leaders, the implementation of QR codes and augmented reality, as well as the development of mobile loyalty programs, represent valuable tools for connecting with consumers in the moment and place where they are. These innovative marketing approaches allow brands not only to generate greater engagement and loyalty but also to obtain valuable insights into the behaviors and preferences of their target audience. As the use of mobile devices continues to rise, mastering these strategies will become increasingly

crucial for companies to maintain their competitiveness and build strong, lasting relationships with their customers.

III. METHODOLOGY

3.1 Determination and Evaluation of Research Design

The study was conducted through a quantitative research approach of a correlational nature, which, according to Hernández Sampieri, R., et al. (2014) [38], consists of associating variables through a predictable pattern for a group or population. This methodology aims to determine and evaluate the components related to the issues raised as a preliminary step in diagnosing micro, small, and medium-sized enterprises (MSMEs) regarding their use of mobile marketing and advertising in Santa Ana, El Salvador.

According to Hernández Sampieri (2014) [38], correlational studies involve associating variables through a predictable pattern for a group or population. In this research, a convenience sampling method was employed, where participants voluntarily joined the sample and recommended other informants. Convenience sampling refers to selecting subjects based on their accessibility and proximity to the researcher, making it easier to recruit participants based on geographical closeness or friendship. These subjects are either accessible to the researcher or wish to participate in the study as volunteers, allowing for straightforward sample selection (Gómez & Gómez, 2019) [39].

Similarly, Malhotra (2008) [40], describes convenience sampling as "obtaining a sample of convenient elements. The selection of sampling units is primarily left to the interviewer" (p. 340). In other words, the researcher chooses elements that are readily available or easier to recruit for inclusion in the sample. Hernández-Sampieri, Fernández-Collado, & Baptista-Lucio, (2014) [38], state that in convenience sampling "samples are collected in a process that does not provide all individuals in the population with equal opportunities to be selected" (p. 390). This implies that participant selection is not random but depends on factors such as availability, accessibility, or proximity of the subjects.

Kinnear & Taylor, (1998) [41], indicate that this type of sampling "is based on the selection of sampling units that are easy to obtain" (p. 405). Therefore, the researcher selects participants based on convenience without following a probabilistic procedure.

Consequently, a survey was completed using Google Forms, which included Likert scale questions, open-ended questions, multiple-choice questions, demographic questions, and dichotomous or binary questions. Prior to the distribution of the survey, the instrument was validated. According to Hernández, et al (2010) [42], "validity is the degree to which an instrument truly measures the variable it intends to measure" (p. 201). The applied questionnaire was subjected to the review of a panel of expert judges, including the thesis director and professors from the graduate program at the Universidad Católica de El Salvador, who approved its sufficiency and applicability regarding content validity, criteria, and construct of the items. To assess reliability, Cronbach's alpha was calculated for the Likert scale questions, resulting in a value of 0.7159.

Subsequently, a pilot test was conducted with 62 companies, taking approximately 10 minutes to complete. Finally, the questionnaire was distributed to 100 MSMEs registered with CDMYPE in Santa Ana. This distribution was facilitated by the database of companies provided by the Development Center located in Santa Ana, with surveys conducted at business fairs and at the companies' physical locations.

Thus, the research design was cross-sectional. This approach involves collecting data from the sample at a single point in time, aiming to analyze the current state of the variables of interest (Bernal, 2006) [43]. The following statistical methods were applied in the research:

- **Frequency distribution:** A mathematical distribution that has the purpose of obtaining a count of the responses associated with different values of a variable and expressing them as a percentage (Malhotra, 2004) [44].
- **Cross tabulation:** A statistical technique that allows for the simultaneous description of two or more variables. This tool produces tables that display the joint distribution of variables, even when they have a limited number of categories or distinct values (Malhotra, 2004) [44].
- **Simple Linear Regression:** A statistical technique that models the relationship between one dependent variable and one independent variable. The objective is to find the equation of the line that best fits the observed data (Pardo & Ruiz, 2002) [45].

3.2 Determination of the sampling plan

The population considered for carrying out the study were the entrepreneurs registered in the CDMYPE database, which together have information on 135 companies, from which a sample of 100 companies was determined and surveyed, belonging to the sectors with which the Centre for the Development of Micro and Small Enterprises works. The type of sampling used for the research was by convenience, using the probabilistic method to avoid bias in the research (1):

$$n = \frac{N \times Z_{\alpha}^2 \times p \times q}{e^2 \times (N - 1) + Z_{\alpha}^2 \times p \times q}$$

$$n = \frac{135 \times (1.96)^2 \times 0.50 \times 0.50}{(0.05)^2 \times (135 - 1) + (1.96)^2 \times 0.50 \times 0.50}$$

$$n = 100$$

Where:

n = Desired sample size (?).

N = Population size or universe

Z = Statistical parameter that depends on the confidence level (CL)

e = Maximum acceptable estimation error (5%)

p = Probability of the occurrence of the studied event (success) (95%)

q = (1-p) = Probability of the non-occurrence of the studied event (5%)

3.3 Development of the Research

3.3.1 Data Collection and Procedures

Data collection was conducted solely by the individual responsible for the research. A total of 100 micro and small enterprises from CDMYPE in Santa Ana were surveyed to obtain objective and reliable firsthand information. Additionally, a pilot test was conducted in advance with 62 MSMEs to validate the developed questions.

3.3.2 Data analysis

Data analysis was performed to test each of the following hypotheses:

H_i: There is a positive relationship between the use of mobile marketing strategies and the increase in sales of the micro and small enterprises registered in CDMYPE Santa Ana.

H₁: There is a positive relationship between knowledge or training and the frequency of use of mobile marketing strategies by the enterprises registered in CDMYPE Santa Ana.

H₂: There is a positive relationship between mobile marketing and the allocation of budget by the enterprises registered in CDMYPE Santa Ana.

IV. RESULTS

The statistical results of the alternative hypothesis "There is a positive relationship between the use of mobile marketing strategies and the increase in sales of the micro and small enterprises registered in CDMYPE Santa Ana" support the proposed hypothesis, demonstrating a positive and significant relationship between the use of mobile marketing strategies and the increase in sales of the micro and small enterprises in CDMYPE Santa Ana. The regression model explains a considerable portion of the variation in sales, and the coefficient of the independent variable is statistically significant (0.7196).

The multiple correlation coefficient (R) is 0.71969078, indicating a moderately strong positive relationship between the variables. Likewise, the coefficient of determination (R²) is 0.517954819, meaning that 51.80% of the variation in sales can be explained using mobile marketing strategies. The p-value (probability) associated with the F statistic is 2.7834E-15, which is less than the commonly used significance level (p < 0.05). In summary, the results of the regression support the alternative hypothesis (H₁) and allow us to conclude that there is a positive and statistically significant relationship between the use of mobile marketing strategies and the increase in sales of the micro and small enterprises registered in CDMYPE Santa Ana.

For the hypothesis "There is a positive relationship between knowledge or training and the frequency of use of mobile marketing strategies by the enterprises registered in CDMYPE Santa Ana," the Chi-square (χ²) calculation was performed. This is a non-parametric statistical test used to evaluate the hypothesis of association or independence between categorical or nominal variables (Hernández- Sampieri & Mendoza, 2018) [46].

Since the calculated Chi-square (22.68) is greater than the critical value (9.48), we conclude that there is sufficient statistical evidence to affirm that there is a positive relationship between knowledge or training and the frequency of use of mobile marketing strategies by the enterprises registered in CDMYPE Santa Ana.

Regarding the hypothesis "There is a positive relationship between mobile marketing and the allocation of budget by the enterprises registered in CDMYPE Santa Ana," we also performed a Chi-square (χ²) calculation, resulting in a value of 11.16. Because this value is greater than the critical value (9.48), we conclude that there is sufficient statistical evidence to affirm that there is a positive relationship between knowledge or training and the frequency of use of mobile marketing strategies by the enterprises registered in CDMYPE Santa Ana. This indicates that the results support the proposed hypothesis, suggesting that there is a positive relationship between knowledge or training and the frequency of use of mobile marketing strategies by micro and small enterprises.

V. DISCUSSION

This study has determined the significant relationship between the application of mobile marketing strategies and the increase in sales among micro and small enterprises (MSEs) registered in CDMYPE, Santa Ana. The obtained results support the alternative hypothesis, demonstrating that the use of these strategies is not only correlated with an increase in sales but is also associated with levels of knowledge and training in mobile marketing.

The applied regression model shows that the variation in sales can be explained by the implementation of mobile marketing strategies, suggesting that these strategies are a determining factor in the commercial performance of MSEs. This finding is consistent with previous studies that have highlighted the importance of digital marketing in optimizing sales (Chaffey & Ellis-Chadwick, 2019 [22]; Kotler & Armstrong, 2018 [15]). Furthermore, the Chi-square test applied to the relationship between knowledge and the frequency of use of mobile marketing strategies reveals that companies with a solid training foundation tend to use these strategies more frequently. This result underscores the need for training programs that equip entrepreneurs with effective mobile marketing skills, which could lead to a positive impact on their business operations.

However, it is important to recognize the limitations faced by these enterprises, such as a lack of resources and access to adequate information. Despite these barriers, the study indicates that MSEs are willing to learn and adopt new technologies and tools, suggesting an openness to digital transformation. This finding is particularly significant in the current context, where the COVID-19 pandemic has accelerated the need for digital adaptation in businesses (Lavanda Reyes et al., 2021) [47].

Additionally, the proposed good practices model in this study offers a structured guide for implementing mobile marketing strategies, addressing the identified challenges. By providing a clear framework, it is expected that companies will be able to plan and execute their strategies more effectively, maximizing their opportunities in the digital environment.

In conclusion, this study not only provides evidence of the relationship between mobile marketing and sales in MSEs in Santa Ana but also highlights the importance of training and developing competencies in digital marketing. Future studies could explore more deeply the dynamics of implementing these strategies and their long-term impact on the sustainable growth of micro and small enterprises in El Salvador.

VI. CONCLUSIONS

The micro and small enterprises of CDMYPE Santa Ana are just beginning to learn about and implement mobile marketing strategies. Consequently, they possess significant untapped potential. Many of these tactics may be unfamiliar or not fully integrated into their operations, representing a substantial opportunity for owners to leverage the available technologies and tools that will allow them to promote their products and services more effectively. By doing so, they will not only increase their sales but also strengthen customer loyalty, fostering more robust and lasting relationships in the digital environment.

The research conducted demonstrates that it is important and necessary for micro and small enterprises to apply mobile marketing strategies. Many of these tools are free or require a subscription, which constitutes a necessary investment if the business aims to position itself in the market and increase its sales and profits. Therefore, it is crucial to implement outreach strategies through social media, as these platforms are widely used today and facilitate market positioning. Leveraging social media enhances communication with customers and aids in building loyalty.

Another important conclusion is that micro and small business owners at CDMYPE Santa Ana are aware of the need to gain more knowledge and training on the use of various mobile marketing strategies. The frequency of use of these strategies significantly influences their ability to achieve greater benefits in their businesses, which are reflected in increased sales and market share.

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