



# Effect of Digital Marketing Strategies on Business Creation Among Entrepreneurs in Tarauni Local Government Area: Kano State

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Abstract	Original Research Article
<p>This research evaluates digital marketing methods that influence start-up activity among entrepreneurs in Tarauni Local Government Area of Kano State. The business environment undergoing rapid transformation now considers digital marketing essential for entrepreneurial triumph through methods which achieve market growth at low costs while connecting with customers and promoting brand exposure. Many area entrepreneurs struggle to take advantage of digital marketing due to restricted digital competency alongside insufficient internet availability and high marketing expenses together with a shortage of organizational backing. An analysis of the effect of digital marketing on business creation follows the conceptual methodology where researchers examine existing literature and theoretical frameworks. Business growth and sustainability increase among digital entrepreneurs who select Search Engine Optimization (SEO) and Social Media Marketing (SMM) and Email Marketing (EM) along with Content Marketing (CM) and Influencer Marketing (IM) as their marketing tools above traditional methods only. The study reveals that digital marketing faces obstacles stemming from security doubts about the digital environment and alterations in algorithms along with difficulties measuring ROI from these initiatives. The research recommends raising digital literacy through training programs and improving infrastructure and government-supported initiatives for digital entrepreneurship. Small business owners should use data-based marketing tactics and cybersecurity tools to achieve better results in digital marketing campaigns. These proposed measures follow the study's main objectives by dealing with digital marketing integration problems while boosting regional entrepreneurial outcomes and sustainability.</p> <p><b>Keywords:</b> Digital Marketing, Entrepreneurship, Business Creation, Social Media Marketing, Digital Transformation.</p>	

## 1.0 INTRODUCTION

The fast-changing digital environment makes digital marketing an essential business growth tool and entrepreneurial startup method. Digital technology including internet usage and social media along with mobile technology continues to transform customer-business interactions which empowers business founders to market their brands to extensive audiences at reduced expenses Jagongo, A., & Kinyua, C. (2013). Startups experience better success through digital marketing because this shift connects businesses with targeted advertising and data-driven decision support and enhanced customer engagement Battisti, S., et al. (2022). Entrepreneurs now leverage digital marketing approaches of social media strategies

with SEO practices and email campaigns together with content creation to improve their brand exposure and sales generation while sustaining market competition Ikenga, U. G., & Egbule, C. N. (2024). The world recognizes digital marketing's globalization yet experts have not fully researched how it promotes business creation for grassroots economic sectors especially in developing economies such as Nigeria. Digital marketing implementation in Nigeria continues to grow rapidly due to advancing internet access and advancing FinTech solutions for e-commerce operations according to Olarinde, E. S., et al. (2024). The Nigeria Communications Commission (NCC, 2023) established the existence of over 150 million active internet users who rely on social media tools including Facebook, Instagram, and WhatsApp for their business

functions. Through these internet platforms many Nigerian business owners execute marketing campaigns while engaging customers and distributing their products which enables them to avoid conventional physical stores Ubara, M. (2020). The growth of digital business remains hindered by multiple barriers which include insufficient digital literacy as well as inadequate infrastructure and doubts about web transactions according to Sundararajan, S., & Mohammed, A. (2024). Digital marketing research actively targets the commercial sectors of Lagos and Abuja but scientists have done minimal work on its entrepreneurial development influence in Kano State specifically within Tarauni Local Government Area. This study aims to address this gap by assessing how digital marketing strategies influence business creation among entrepreneurs in the region.

Research on digital marketing’s effects on entrepreneurship grew through technological improvements as well as consumer behavioral changes since its early beginnings. Researched in early stages about e-commerce platforms and online marketplaces Vulkan, N. (2020) has expanded to include social media marketing and brand engagement powered by influencers Ahmed, S., et al. (2024). The optimization of marketing strategies is explored through artificial intelligence and data analysis according to Mohammed, A., & Sundararajan, S. (2024). The empirical evidence between digital marketing and its influence on local economy startup creation remains unclear throughout Northern Nigeria despite recent research developments. The determination of digital marketing strategy effectiveness stands as a vital priority because it helps regulate policies and directs mentorship programs and supports sustainable economic development in Kano State Barango-Tariah, M. U., & Oguru, P. G. (2024).

The research incorporates three disciplines of marketing entrepreneurship and digital transformation to establish a complete understanding of the analyzed phenomenon. Digital marketing functions as a competitive advantage for firms according to the resource-based view theory Barney, J. (1991) of the firm. The study observes practical digital marketing implementation among entrepreneurs to explore both market potentials and implementation hurdles as they conduct business operations. The efficiency of influencer marketing differs between different sectors and target audiences Mohammed, A., & Sundararajan, S. (2024) although it stimulates trustworthy consumer behavior and purchasing choices. This study connects theory to practical applications through empirical research which builds the digital entrepreneurship academic field by offering concrete guidance for Tarauni LGA's businesses and policy makers.

1.1 Statement of the Problem

Digital marketing has revolutionized the way businesses are created and sustained in the modern economy, providing cost-effective strategies for market penetration, brand awareness, and customer acquisition Pashiera, R. S., & Sardjono, W. (2024). Various industries have experienced startups and SMEs leveraging digital marketing strategies such

as SEO and social media and influencer marketing to gain advantages for their market competitiveness Loku, A., & Havolli, R. (2024). Digital platforms which include Facebook and Instagram and WhatsApp Business serve as essential ingredients for entrepreneurship through their capability to open markets and connect with customers across Nigeria according to Otokiti, B. O., et al. (2021). The widespread usage of digital marketing has not received enough academic evaluation regarding its effectiveness toward business start-up development for entrepreneurs in Kano State. Entrepreneurs from Northern Nigeria encounter various obstacles which include insufficient digital education and restricted funding possibilities and lack of online marketing competency Mohammed, A. (2024). The scientific evidence about digital marketing strategies' effect on business creation stands minimal despite the fact that Tarauni Local Government Area displays both increasing small business development and weak digital infrastructure Dano, U. L., et al. (2020).

The existing literature on digital marketing and business expansion displays research gaps because previous investigations have studied this subject. The research field mainly studies digital marketing effects on consumer interaction along with sales numbers whereas it neglects its contributions to launching new ventures Sundararajan, S., et al. (2023). The general approach of existing research studies fails to link their findings to particular geographic locations as well as specific industries and socio-economic conditions Bamberger, P. (2008).

The direct relationship between Kano State business start-ups and influencer marketing, SEO and data-driven advertising receives minimal empirical verification according to Mohammed, A., & Sundararajan, S. (2024). Several studies neglect critical barriers including insufficient digital funding together with limited technical knowledge and concerns about online transaction security which affect digital marketing success within developing markets Ahsan, S. R., & Nishadi, M. G. (2023). This research investigates the impact of digital marketing techniques on new business establishment by Tarauni LGA entrepreneurs in Kano State through a specific research design.

This study brings multiple practical and theoretical benefits that become apparent throughout the research process. Business creation policies and digital inclusion programs in Kano State should incorporate insights from this research because it investigates the practical digital marketing implications for entrepreneurship Mohammed, A. (2024). This study helps entrepreneurs improve their marketing performance and market success probability by revealing digital marketing adoption barriers as well as favorable conditions. This study adds theoretical value to the resource-based view (RBV) of the firm by showing how digital marketing functions as a strategic resource for obtaining competitive advantages in new business ventures Barney, J. (1991). This research unites digital transformation expertise with entrepreneurial principles to develop a thorough model of business formation processes relative to technology adoption practices Sundararajan, S., et al. (2023). The quick advancement of digital tech makes this study

both timely and relevant since it delivers significant knowledge to entrepreneurs and policy makers and researchers in digital entrepreneurship and economic development in Northern Nigeria.

1.3 Research Objectives

The objectives of this study are to:

1. Examine the influence of digital marketing strategies on business creation among entrepreneurs in Tarauni Local Government Area, Kano State.
2. Identify the key digital marketing tools and techniques utilized by entrepreneurs for business establishment in the study area.
3. Assess the challenges entrepreneurs face in adopting digital marketing for business creation in Tarauni LGA.
4. Evaluate the effectiveness of digital marketing strategies in enhancing entrepreneurial success and sustainability in the region.

1.4 Significance of the Study

The research delivers key understanding about digital marketing effects on startup development throughout entrepreneurs who operate in Tarauni LGA Kano State. The practical results will provide knowledge to business owner’s executives and policy makers regarding which digital marketing approaches deliver the best startup achievement results. The study presents obstacles that entrepreneurs face with digital marketing implementation before proposing solutions to enhance digital literacy levels and infrastructure as well as accessibility improvements. The study adds to digital entrepreneurship research through its theoretical application of marketing and business innovation models with technology adoption principles. The research establishes essential knowledge that future scholars can use when investigating the combination of digital marketing with entrepreneurship within emerging markets.

2.1 Review of Past Studies  
Digital Marketing and Entrepreneurial Growth

The digital marketing approach functions as a fundamental business expansion mechanism especially for startups together with small businesses. The research by Celestin, M., et al. (2024) confirmed that social media advertising and search engine optimization (SEO) combined with influencer partnerships produce major business exposure and customer interactions thus driving business growth. According to Kartajaya, H. et al (2019) digital platforms help entrepreneurs execute marketing strategies at low costs and let them tap into international markets with little investment. Ujah-Ogbuagu, B. C. (2019) conducted research about digital marketing adoption by SMEs in Lagos and Abuja where digital marketing led to higher sales and brand recognition but infrastructure limitations prevented complete utilization. Research about digital tool utilization during business creation

by entrepreneurs remains minimal throughout Northern Nigeria so it becomes necessary to investigate Kano State entrepreneurs.

Challenges in Digital Marketing Adoption  
Among Entrepreneurs

Entrepreneurial adoption of digital marketing encounters multiple barriers even though it provides numerous benefits. Rath, N. (2024) revealed that insufficient digital knowledge together with monetary restrictions and inadequate connectivity systems serve as major obstacles which prevent small and medium enterprises from taking full advantage of digital marketing platforms. Through their research Mohammed, A. (2024) established that startup businesses face difficulties with sustaining their online presence because they lack sufficient skills in digital branding and data analytics. Sundararajan, S., et al. (2023) demonstrated how influencer marketing leads to positive brand perception though many entrepreneurs lack the ability to identify appropriate influencers who can effectively reach their specific audience base. The current scenario demonstrates that Kano State entrepreneurs require targeted research which will optimize digital marketing practices for their businesses.

Social Media Marketing and Business Creation

Business creation through social media marketing enables entrepreneurs to build their brands with minimal requirement for large capital investment. The study by Read, W., et al. (2019) demonstrates that Facebook together with Instagram and Twitter create interactive platforms for consumer engagement purposes. The study conducted by Mohammed, A., & Sundararajan, S. (2024) evaluated influencer marketing across platforms to showcase how social media influencers affect consumer purchasing decisions and business reputation. According to Son, J., & Niehm, L. S. (2021) social media marketing works well in urban areas yet rural entrepreneurs encounter barriers to Internet connectivity and doubts about internet-based commerce. Research investigating how entrepreneurs within Tarauni LGA exploit social media platforms to establish new businesses should be conducted because the present research gap requires immediate attention.

Search Engine Optimization (SEO) and Online  
Business Visibility

Online business visibility gets elevated through SEO techniques which leads to potential customer acquisition because of natural search rankings. The research from Sikder, A. S. (2023) demonstrates that optimized websites receive stronger traffic flows and better conversion results thus improving startups which operate in competitive business sectors. According to Mohammed, A. (2024), agricultural businesses which combined SEO-driven content with their traditional market strategies obtained improved customer responses. Digital marketing firms require agile performance management systems according to Sundararajan, S., et al. (2022) for maintaining constant optimization of SEO strategies

that address evolving consumer actions. Research about how Search Engine Optimization affects business founding activities by Kano entrepreneurs exists in limited quantities especially among less digital-oriented communities.

**The Role of E-Commerce in Business Formation**

E-commerce revolutionized entrepreneurship through its establishment of online digital transactions along with improved customer infrastructure. Small businesses can now expand their operations to markets beyond their local domains because of online marketplace platforms including Amazon, Jumia and Shopify as Walton, N. (2022) highlighted. Mohammed, A. (2024) conducted a study on the educational significance of visiting teaching personnel in private universities while focusing on the fast-expanding digital educational platforms comparable to modern e-commerce trends. The research conducted by Sundararajan, S., & Mohammed, A. (2024) analyzed disruptive elements within online marketplaces which generate new business opportunities yet introduce cybersecurity hazards and trust-related issues for entrepreneurs. Research demonstrates why entrepreneurs in Kano must learn e-commerce techniques which enable them to establish new businesses.

**Influence of Digital Literacy on Entrepreneurial Success**

Digital marketing strategies used for business creation succeed according to the digital literacy levels of users. Data-driven marketing strategies implemented by entrepreneurs having high digital literacy result in better business performance according to Saura, J. R., et al. (2023). Mohammed, A. (2024) conducted an analysis where he explored how Industry 5.0 affects human resources management practices while showing that digital competencies are essential to handle emerging technologies. Otokiti, B. O., et al. (2021) pointed out that Nigerian entrepreneurs need additional digital training because their current skills prevent them from executing effective online marketing strategies. The region needs specific approaches which aim to improve digital education of business owners in Tarauni LGA.

**Technological Innovations and Business Sustainability**

The implementation of artificial intelligence (AI) along with automation technologies within digital marketing environments performs a dual role in reshaping business formation while ensuring sustainability. The paper by Lopez, S., & Arjunan, G. (2023) explores AI marketing analytics solutions that empower companies to use data for better customer relationships and retention rates. Sustainable livelihoods with automation form a topic examined by Mohammed, A. (2024) who proved entrepreneurs enhance operational efficiency through AI-powered customer service technology adoption. Sundararajan, S., et al. (2023) studied agile performance management in IT companies and established that regular technological evolution helps maintain

digital marketing competitive advantages. The comprehension of marketing methods based on digital technologies becomes essential because it provides power to Kano entrepreneurs.

**Policy Implications and Entrepreneurial Development**

The adoption of digital marketing by entrepreneurs depends heavily on government policies together with digital infrastructure development. Through Awa, H. O., et al. (2015) a supportive regulatory framework and accessible internet leads to better performance outcomes for Nigerian SMEs. The research work of Mohammed, A. (2024) reveals that policy-driven digital inclusion programs should assist startups located in underserved areas because of strategic planning in entrepreneurship. Digital marketing education needs specific customization according to Sundararajan, S., et al. (2022) because Nigerian entrepreneurs lack essential knowledge. Analysis of these policy implications helps establish the proper conditions for online entrepreneurship development in Kano State.

**2.2 Conceptual Framework**

Digital marketing infrastructure functions as the core principle to interpret how digital marketing drives entrepreneurial business formation. This research combines digital marketing strategies with entrepreneurial success factors together with technology adoption models and business sustainability in its theoretical foundation.

**Digital Marketing as a Business Enabler**

Digital marketing encompasses all online strategies used to promote businesses, products, or services. Digital marketing incorporates SEO with content marketing, social media marketing, pay-per-click (PPC) advertising along with email marketing according to Rezaei, S., et al. (2024). According to Kanojia, K., & Rathore, T. (2025) digital marketing delivers optimal value to new businesses due to its low-cost customer engagement solutions which boost sales performance. Businesses that adopt both data analytics and digital marketing automation strategies achieve better customer engagement rates and achievement of improved retention according to Theodorakopoulos, L., & Theodoropoulou, A. (2024). Digital marketing stands as an essential business element which helps entrepreneurs create and maintain competitive enterprises in modern markets.

**Entrepreneurial Success and Digital Transformation**

Business entrepreneurial success results from utilizing innovative methods and selecting advantageous market positions and being able to effectively implement technological advancements. The definition of entrepreneurship by Shane, S., & Venkataraman, S. (2000) describes it as the procedure of spotting openings followed by resource combination to create business opportunities. Digital transformation variations which



Kraus, S., et al. (2019) analyze have created new feasible business models through updates in entrepreneurial strategies. According to Mohammed, A., & Sundararajan, S. (2023) emerging business transformation trends require organizations to adopt digital agility and innovation in marketing strategies to maintain competitive advantage in modern economies. The evidence demonstrates that business survival demands entrepreneurial organizations to integrate digital marketing principles within their strategic plans.

**Technology Adoption and Digital Literacy Among Entrepreneurs**

The digital economy depends heavily on technology adoption as an essential factor for business development. According to the Technology Acceptance Model (TAM) developed by Davis, F. D. (1989) individuals adopt new technologies because they believe such tools are useful and easy to use. Digital literacy provides entrepreneurs with proficient digital marketing tool implementation skills according to research by Venkatesh, V., et al. (2003). Organizations need agile performance management systems as a key requirement to handle the complex nature of Industry 4.0 according to Mohammed, A., & Sundararajan, S. (2022). The research shows digital literacy development of Kano State entrepreneurs remains vital because it supports their digital marketing implementation success.

**Social Media Marketing and Business Visibility**

Social media marketing plays a significant role in enhancing business visibility and customer engagement. Macarthy, A. (2018) identified Facebook, Instagram, Twitter, and LinkedIn as primary platforms for businesses to build their brand presence. Sundararajan, S., & Mohammed, A. (2024) conducted a comparative study on gender equality in business, revealing that women entrepreneurs particularly benefit from social media marketing as it lowers entry barriers and increases networking opportunities. Moreover, Guan, Y. (2023) noted that social listening tools help businesses analyze consumer behavior and refine their marketing strategies. These insights confirm that social media marketing is an essential tool for entrepreneurs seeking market expansion.

**Search Engine Optimization (SEO) and Online Business Growth**

Search Engine Optimization stands as a vital digital marketing approach which enhances business presence in search results while boosting their website ranking positions. Jusuf, D. I. (2023) explained that Search Engine Optimization (SEO) comprises multiple techniques such as keyword optimization and backlinking and content marketing for improved website visibility in search results. Sikder, A. S. (2023) demonstrated that companies with properly optimized websites generate more website visitors and conversions. The management of global human resources requires digital tools especially SEO analytics according to Mohammed, A., & Sundararajan, S. (2023) in their research on business expansion

strategies. Business owners in Kano State will achieve their maximum digital outreach when they implement SEO strategies.

**E-Commerce and Business Scalability**

E-commerce transformed business operations by enabling entrepreneurs to enlarge their business scope past neighborhood markets. The researchers Celestin, M., et al. (2024) demonstrated that Jumia and Amazon as well as Shopify create online marketplaces which allow small businesses to connect directly with customers through reduced operational expenses. The analysis by Mohammed, A., & Sundararajan, S. (2022) focused on Industry 4.0 sustainability through digital platforms which serve as essential tools for businesses wishing to improve their operational effectiveness. Furthermore, Sundararajan, S., et al. (2024) studied HR strategies for talent management along with finding that digital workforce management systems brought advantages to e-commerce businesses. Industry leaders in Kano need to establish e-commerce practices in order to achieve durable business expansion.

**Challenges in Digital Marketing Adoption Among Entrepreneurs**

Entrepreneurs face different obstacles in their pursuit to adopt digital marketing strategies because of its numerous benefits. Bello, O., & Ajao, A. O. (2024) found that financial limitations and digital skill deficiencies together with weak internet connectivity acted as main obstacles for Nigeria. The researcher Mohammed, A. (2024) examined automation and innovation systems for securing stable employment by analyzing how digital gaps affect urban and rural business owners. Şenyapar, H. N. D. (2024) presented findings about digital marketing cybersecurity threats that lead entrepreneurs to hesitate when transitioning to complete digital platform use. The success of digital marketing by entrepreneurs requires essential support from both government entities and private organizations to tackle current obstacles.

**Policy Interventions and Entrepreneurial Development**

Government policies function as fundamental elements for advancement of digital entrepreneurship. Omowole, B. M., et al. (2024) demonstrated how expanded digital infrastructure and financial support systems lead to better performance outcomes for Nigerian SMEs. The research of Mohammed, A. (2024) showed that digital inclusion needs regulatory frameworks to support strategic planning in entrepreneurship. Sundararajan, S., et al. (2024) presented their research about talent management globally which proposed digital upskilling initiatives to build entrepreneurial competency. Policy-driven initiatives need to be developed because these perspectives show how important digital marketing adoption requires in Kano.

2.3 Theoretical Framework

The theoretical structure defines how digital marketing relates to entrepreneurial business startup activities. This research applies two theoretical frameworks: The Technology Acceptance Model by Davis, F. D. (1989) to understand digital marketing adoption as the independent variable (IV) and Resource-Based View (RBV) by Barney, J. (1991) to analyze how digital marketing resources enable business creation as the dependent variable (DV). According to TAM Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) Venkatesh, V., & Bala, H. (2008) determine when an individual will decide to adopt digital marketing. Businesses operate more efficiently when entrepreneurs recognize the usefulness and simplicity of digital tools which makes them adopt these tools in their business procedures. Business creation in Kano State benefits from digital marketing adoption that

results from external influences ranging from digital literacy to internet access to government policies. Strategic resource utilization through the Resource-Based View (RBV) enables businesses to achieve market advantage. Barney, J. (1991) established through his research that businesses can experience better success when they maintain valuable, rare, inimitable and non-substitutable (VRIN) resources. Business creation rates improve when entrepreneurs master digital marketing instruments that include SEO services and social media platforms as well as content development and data examination tools which create higher brand recognition and operational improvement alongside better customer connections. The research combines TAM and RBV to prove digital marketing serves as a strategic organizational asset which strengthens Kano State entrepreneurs in creating and maintaining their businesses.

Theoretical Framework Illustrating the Relationship Between Digital Marketing Adoption and Business Creation

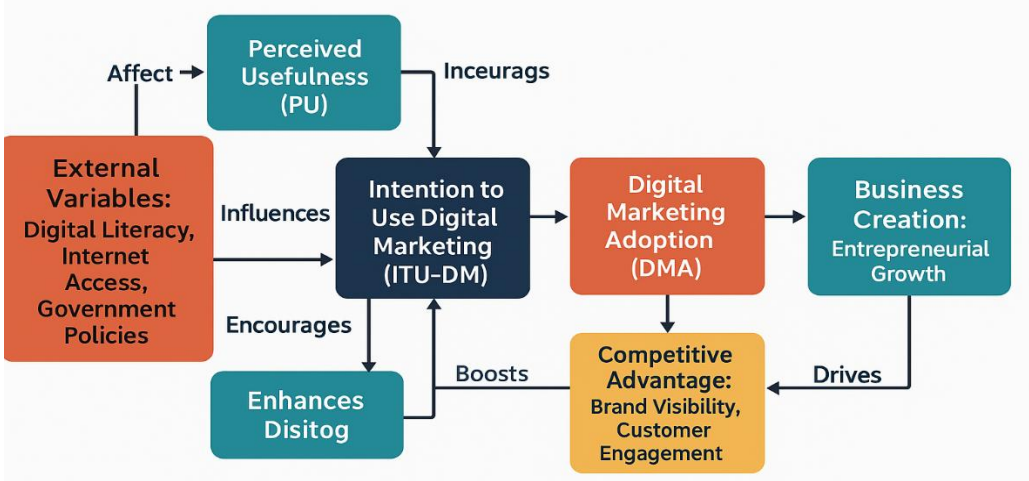


Fig. 1: Theoretical Framework Illustrating the Relationship Between Digital Marketing Adoption and Business Creation

The diagram combines Technology Acceptance Model (TAM) and Resource-Based View (RBV) to show how digital marketing acceptance drives entrepreneurial business formation within Kano State. The starting point includes External Variables that affect Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) values of digital marketing tools through digital literacy and internet access and government policies. The beneficial and easy-to-use perception of digital marketing by entrepreneurs leads them to develop a powerful Intent to Use Digital Marketing which results in Digital Marketing Adoption. Firms gain a competitive advantage through valuable and rare resources that cannot be easily duplicated or substituted according to the Resource-Based View theory because they implement digital marketing tools including SEO and analytics and social media as their business resources. Business creation occurs through new venture

development and existing business expansion because of this competitive advantage generated by increased brand visibility and customer engagement. The study finds value in this framework because it establishes that entrepreneurs require both digital marketing implementation and strategic utilization to achieve business success and acquire competitive advantage. The study demonstrates how technology (TAM) impacts adoption while emphasizing the significance of digital marketing resources (RBV) for maintaining business creation and explicating how Kano State entrepreneurial success can be improved by digital tools and education along with policy interventions. The study uses both Resource-Based View and Technology Acceptance Model to create a holistic model for understanding how digital marketing enables business development which generates helpful findings for policy analysts and business owners and academicians.

2.4 Research Gap

Studies continue to note the importance of digital marketing as a success driver for entrepreneurship despite multiple research inadequacies about its impact on business formation among Kano State entrepreneurs in Nigeria. Very little research exists about how digital market adoption specifically supports business startup growth in developing economies despite multiple studies evaluating digital strategies for business performance enhancement performance Nuseir, M. T., & Aljumah, A. (2020), Moctezuma, N. P. B., & Rajagopal. (2016). Empirical research focusing on the effects of influencer marketing and social media engagement and e-commerce adoption toward launching new businesses within Nigeria’s entrepreneurial framework has minimal representation at present Kim, H. J., & Chan-Olmsted, S. (2022). Previous research about digital marketing mainly studied big businesses yet neglected to address how this marketing tool functions for small and unregulated entrepreneurs in Kano State Amaka Cordelia, E. (2018). Very limited research exists which harnesses the Technology Acceptance Model (TAM) and Resource-Based View (RBV) to explore digital literacy effects alongside competitive advantage and business sustainability relationships in emerging market settings Komolafe, A. M., et al. (2024). The insufficient understanding of how government policies together with Internet access and training programs impact digital marketing acceptance levels by entrepreneurs represents a study limitation Neumeyer, X., et al. (2020). The research demonstrates positive

effects of digital marketing tools for business development however it does not distinguish between standard digital adoption for business expansion and the core role of digital marketing for enabling new business formation Bruce, E., et al. (2023). The research fills the examined gaps through conceptual analysis of digital marketing strategies which drive entrepreneurial business creation in Kano state while addressing theoretical and practical fields.

2.5 Model of the Study

This research study models how entrepreneurs in Tarauni Local Government Area Kano State respond to Digital Marketing Strategies (IV) that lead to Business Creation (DV). The IV operates through multiple digital marketing approaches that include Search Engine Optimization (SEO) and Social Media Marketing (SMM) and Content Marketing (CM) and Influencer Marketing (IM) and Email Marketing (EM). The implemented digital marketing strategies support Business Creation as a single variable measuring new business development while ensuring business survival plus expansion. Business creation success results from entrepreneurs who master digital marketing tools since these tools boost their market reach and customer engagement and brand awareness and operational efficiency. When businesses apply digital marketing their competitive position improves so they experience greater success and growth within Kano State's competitive market.

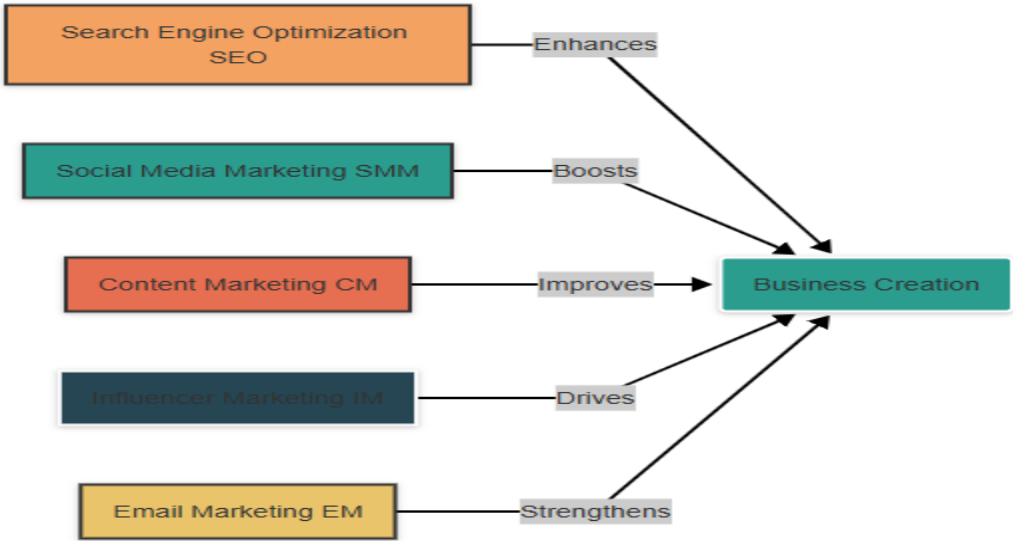


Fig. 2.: Model of the Effect of Digital Marketing Strategies on Business Creation Among Entrepreneurs in Tarauni Local Government Area, Kano State

This diagram discusses the influence of digital marketing strategies on business startup activities conducted by entrepreneurs within Tarauni Local Government Area of Kano State. The independent variable consists of five digital

marketing strategies which include SEO together with Social Media Marketing combined with Content Marketing supplemented by Influencer Marketing and Email Marketing. The strategies function as a multidimensional Independent

Variable (IV) to affect Business Creation as the unidimensional Dependent Variable (DV). All five digital marketing techniques work independently to help business expansion since SEO establishes web visibility and Social Media Marketing enhances user relationships and Content Marketing educates audiences and Influencer Marketing establishes consumer trust which leads to conversions and Email Marketing bolsters client loyalty. Business creation obtains substantial enhancement through coordinated digital marketing approaches which demonstrates its critical role for Kano State entrepreneurs to succeed in the digital economy.

## 4.0 FINDINGS

The research analyzes how digital marketing strategies affect entrepreneurial business development within Tarauni Local Government Area of Kano State. Entrepreneurs can use cost-effective digital marketing tools to create businesses because this strategy enhances their ability to penetrate markets and reach customers according to Ikenga, U. G., & Egbule, C. N. (2024). Through digital platforms business establishments can create stronger customer relationships which results in better brand loyalty and higher sales Nasti N., et al. (2024). Entrepreneurs who combine digital marketing tools that include Search Engine Optimization (SEO), Social Media Marketing (SMM), Content Marketing (CM), Influencer Marketing (IM) and Email Marketing (EM) achieve better business expansion while sustaining their operations Bhandari, R. S., & Bansal, S. (2019).

This study provides information about which digital marketing tools and techniques entrepreneurs from the study region actively employ both Google Ads and email campaigns together with Facebook and Instagram and the WhatsApp Business application. The tools succeed in reaching intended viewers while stimulating website sales and expanding business visibility Shafique, R. (2024). Digital marketing adoption faces hurdles among entrepreneurs because they experience low digital skills along with insufficient internet access and expensive paid digital marketing requirements and insufficient government funding for digital business transformation Neumeyer, X., et al. (2020). The study shows that poor technical skills together with unstable e-commerce regulations represent key barriers to digital marketing adoption according to Ariansyah, K., et al. (2021).

The research assesses how successful digital marketing strategies are at supporting entrepreneurship while preserving sustainability goals. The research shows organizations that apply digital marketing approaches get better customer loyalty and improved brand reliability with better competitive advantages Amelia, R., et al. (2024). Through personalized marketing techniques small businesses gain the ability to challenge larger corporations Loku, A., & Havolli, R. (2024). Entrepreneurs Obitovich K. M. and Utkirovna E. S. (2023) identify three significant issues for digital entrepreneurs regarding cybersecurity threats alongside social media algorithms and digital marketing Return on Investment evaluation. Digital entrepreneurship growth in Kano State depends heavily on solving these present barriers.

Summary of Findings in Table Format

Research Objective	Key Findings
Influence of digital marketing on business creation	Digital marketing strategies significantly enhance business visibility, customer engagement, and brand awareness, leading to increased business creation.
Key digital marketing tools and techniques used by entrepreneurs	Entrepreneurs rely on social media platforms (Facebook, Instagram, WhatsApp Business), Google Ads, and email campaigns for marketing their businesses.
Challenges in adopting digital marketing	Entrepreneurs struggle with digital literacy, internet access issues, high advertising costs, and lack of government support for digital transformation.
Effectiveness of digital marketing strategies	Digital marketing improves customer retention, builds brand trust, and provides competitive advantages, but challenges such as cyber security risks and algorithm changes exist.

Source: Author's Review, 2025.

## 4.1 Recommendations

Based on these results, it is going to propose the following recommendations.

1. Digital literacy programs should be pursued by the entrepreneurs who do not have an idea about digital marketing tools and strategies. An online training, mentorship programs and workshops on digital marketing practices will help you achieve this.
2. Government and business development agencies should provide financial support and internet accessibility programs to ease the burden of digital marketing adoption for small-scale

entrepreneurs. This can include subsidized data plans, grants for digital tools, and capacity-building initiatives.

3. Diversifying the digital marketing strategies for the business requires a mix of Organic and Paid Digital Marketing techniques to strengthen the presence of brand. Thus, they must also stick with social media algorithm changes and trending marketing.
4. Entrepreneurs should be trained and made aware of cyber security for the protection from online fraud, hacking and privacy breaches. Use of secure payment gateway and data protection policy, and trust building mechanism to reduce such



risks will be taken.

5. The Governments should redesign their policies to encourage digital entrepreneurship by giving tax reliefs for digital businesses, e-commerce support measures, and technology supporting SME development and should regulate the ways digital businesses interact with the public.

## 5.0 CONCLUSION

The study has shown that the Digital marketing strategies have important effect in business creation among entrepreneurs of Tarauni Local Government Area, Kano State. According to the findings, the use of SEO, Social Media Marketing, Content Marketing, Influencer Marketing and Email marketing can grant the entrepreneur a competitive edge with the result that customer engagement is increased and Sales will increase and the entrepreneur's business will be sustainable. Nevertheless, the barriers to digital marketing's full take up include a lack of digital literacy, high advertising costs, security threats and inadequate governmental support.

Therefore, for entrepreneurs, policymakers, and business development agencies to fully exploit digital marketing to promote business creation, it is important to address the identified issues in a synergized manner. The enhancement of digital entrepreneurship and sustaining business creation in Kano State requires digital literacy training, better internet accessibility and policy reforms amongst others. The integration of digital marketing into business development strategy for entrepreneurs offers them the chance to access new opportunities, expand their market reach and success in business in the digital economy.

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