

**THESIS**

# **Summary**

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**Digital David vs. Goliath:**

**Creative strategies for small Asian-owned businesses in  
Budapest in the digital marketing era**

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This research explored how digital marketing impacts small business growth and success, emphasizing small Asian-owned businesses in the dynamic city of Budapest. Several important revelations, which have highlighted the significance of digital marketing for these ventures, have been brought to light by this study.

The report further indicates that small Asian-owned businesses operating in Budapest have used social media marketing quite effectively and they have gained a great deal of success. These platforms include Facebook, and Instagram, which is in the process of being replaced by a new platform called TikTok. With engaging content, they have advertised their products and marketed services thus creating engagement for customers as well, thereby building an online community. The success shows the possibilities that small businesses can tap into using social media to meet their clients.

These results also include website development and optimization as part of its critical components. The small Asian-owned businesses in Budapest realized that having the website user-friendly and SEO enabled was crucial. Their sites function as informational centers that carry menus, contacts, and ads. With SEO, they have become visible on local search results, hence giving them a much-needed advantage against the competition.

Therefore, content marketing became one of the key aspects of their digital marketing strategy. It engages its audience based on consistency and quality of content creation and distribution. These businesses have educated their customers by regularly producing and sharing content that is related to Asian culture, food as well and their unique offerings.

Small Asian-owned businesses have been able to use email marketing campaigns effectively for their strategies in digital marketing. These campaigns are not only used to provide information about promotions and new menu items to existing clients but are also an effective approach to capturing new customers. Personalized and targeted email that continues to be sent to customers consistently has made great contributions to customer retention and business growth.

## **Contribution**

The significance of this study regarding digital marketing in small, Asian-owned businesses is considerable. This highlights the major success elements of business in this area and identifies

techniques that have yielded positive results. These results clearly demonstrate how crucial many elements of digital marketing are such as social media marketing, website development and improvement, content marketing, and email marketing.

Also, the report offers useful insight that could be valuable to small business owners and marketers who want to increase the effectiveness of digital marketing initiatives. Small business owners should consider the findings of this study to provide workable solutions on how they can improve their online presence to boost their profits. The report highlights the importance of recognizing and involving the local culture and food in marketing for it to be appealing to consumers.

### **Practical Implications**

Small Asian-owned businesses in Budapest are directly affected by the practical implications of this research. These implications guide businesses on the path to digital marketing success:

Therefore, in the first place, companies must give importance to social networks like Facebook or Instagram, as well as TikTok for advertising purposes. Such activities as developing interesting content and continuously interacting with customers will result in strong support for companies' websites.

Additionally, it is important to invest in user-friendly websites. Thus, businesses have a duty to ensure their sites are proper in arrangement, easy to use, and compatible with search engines. It offers vital information, improves local search result visibility, and helps draw in new clients.

Another critical aspect is consistent content creation. Therefore, businesses are encouraged to produce and publicize their content in relation to their culture, meals, as well as their distinct offers. Blog posts, videos, or other types of content can help educate the audience as well as entertain it, deepening connections with the latter.

Existing customers should be notified through email marketing campaigns of upcoming

promotions and new menu offerings. Customized and focused email could play vital roles in keeping the customers and more revenue.

### **Closing Remarks**

To conclude, through this research we have highlighted the immense importance of productive digital marketing campaigns for small Asian-operated companies in Budapest. In addition, those findings confirm that properly directed digital marketing including social media marketing, user-friendly websites with consistently created content, and email marketing have a great influence on business performance. However, it stresses that digital marketing is not just a tool, but a creative way of serving fresh tastes into the newly found market and ensuring the companies' profitability.

The future of the small Asian-owned business in Budapest will be shaped by these important lessons learned. With an increase in these kinds of ventures in this city, it will be essential to understand as well as apply the right digital marketing strategies to sustain and further grow these businesses so that compete favorably with other companies.