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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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1. Introduction

1.1. Background

As we are in the 4th Industrial Revolution, the era of technological developments, many aspects of our lives are influenced by the internet. Therefore, businesses are presented with amazing opportunities, but along with that they also have to face a great deal of challenges. The playground for marketers has changed drastically with online platforms becoming an essential part of customer engagement and relationships. Small businesses are the ones who can feel this transformation clearly, especially in the way they operate and how they perceive the market. The emergence of digital marketing has made a significant impact on small businesses, it has become a great tool for them to not only survive but also thrive in a highly competitive environment.

To small businesses, digital marketing can be the way to reach and build a larger and stronger customer base. They can easily create more meaningful connections with their customers and boost their brand visibility. Moreover, digital marketing is more cost-effective and versatile compared to traditional marketing. However, with great opportunities comes great challenges, from competition to difficulties in navigating the digital marketing landscape.

1.2. The Significance of Digital Marketing for Small Businesses

Digital marketing has a wide range of approaches and tactics and that is what makes it a powerful tool for small businesses. Digital marketing gives small companies a way to connect with their target audience and build a stronger customer base. They can create a unique digital imprint of their own helping them increase brand awareness and establish actual connections with their customers. Moreover, with small businesses who don't have a huge budget for marketing, this might just be their savior. Compared to traditional marketing channels like newspapers, leaflets, commercials, etc., digital marketing is way more cost-effective, and it brings along many benefits.

While the digital environment is full of opportunities, but also at the same time it's filled with challenges. It is not easy to make a transition from traditional marketing to digital marketing, especially when you do not have the leverage like „the bigger guys”. Small businesses have to deal with a certain amount of competition, ever-changing algorithms, and the complex digital marketing terrain. Success doesn't just come from adapting modern digital marketing tools, but it heavily lies on the creative and strategic use of these tools.

1.3. Research Objectives

This thesis is totally committed towards ensuring that the small enterprises perform well especially those located in budget with special reference to the small Asian-owned businesses. Here they had a solid reason for discovering how not just to survive, but to succeed in the fast-paced world of e-marketing. This study is meant to identify, examine, and advertise the best practices of digital marketing that can be employed by these firms, in the bid to explore their biggest growth fronts.

In general, the goal of this research is to find the ways that helps small Asian-owned companies in Budapest to navigate the complicated digital landscapes. I'm aiming on revealing creative digital marketing strategies that had helped many small businesses, as well as startups, that brought them back from the brink of failing.

This research embarks on a journey straight to the center of the dynamic and innovative marketing campaigns, to discover the secrets behinds successful digital footprints created by compelling content, and to navigate the way through the jungle of digital marketing strategies. The final destination of this journey is the promise land of expertise along with an in-depth handbook that leads the way to towards honey laden success in the realm of digital marketing.

Accordingly, this thesis will explore the changing landscape of digital marketing, analyze proven techniques intensively, and offer practical tips tailored specifically to small Asian businesses located in Budapest.

1.4. Scope

This study focused on many different aspects and strategies of digital marketing and its application within the context of small businesses. The research digs deeper into the challenges that these businesses face while implementing digital marketing strategies, at the same time it also explores the tactics that have brought them success.

While this study acknowledges the impact of digital marketing on small businesses in general, it primarily examines the experiences of small businesses in Budapest, especially, small Asian-owned businesses.

2. Literature Review

Since social media has made its way into basically everyone's life, marketing through social media platforms has skyrocketed. Along with that, academic research on social media marketing and UGC (user-generated content) has increased rapidly. To get a hold of the big picture regarding digital marketing, we will review relevant studies focusing on the 3 main pillars of digital marketing for small businesses: TikTok, Facebook, and Instagram.

2.1. Digital Marketing for Small Businesses

In the realm of business marketing for the last decade, things are not like how they used to be. We have witnessed many transformations, some of them are for the better, but some of them bring more trouble to the table. All of this is happening thanks to the rapid advancement of digital technologies. This is the chance for small businesses to realize the true potential of digital marketing and wield it to their will.

In their book "Digital Marketing Excellence", D. Chaffey and PR Smith go on a journey to investigate the latest changes in social media technology and demonstrate how these new changes can be incorporated into your marketing plans. They go deep into analyzing different digital models, digital customers, social media marketing, how to manage digital marketing for your business, and show how marketers can use those data to their advantage. Digital marketing methods include search engine optimization (SEO), PPC advertising, content marketing, email marketing, social media marketing, and other strategies. These solutions give small businesses an approach to a global audience, and they also help track user behavior, and quickly change marketing strategies. (Chaffey & Smith, 2017).

2.1.1. Technical Terms and Concepts

It's critical for small businesses to understand important technical terms and concepts as they deal with the complexities of digital marketing. Effective digital marketing tactics revolve around these terms:

Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is a fundamental component of digital marketing. SEO is the process of making the content and structure of a website more search engine friendly with the goal of increasing the website's ranking (Smith et al, 2012). It improves the online presence of small businesses and hosts traffic without them having to pay. SEO is crucial

because it helps businesses and websites attract organic (non-paid) traffic, increasing their online presence and potential customer base (Fishkin, n.d.).

Content Marketing

In order to attract and keep your target audiences, content marketing relies on producing and sharing high-quality content. This is a crucial strategy for small businesses since it helps them to interact with potential customers and increase their brand visibility. Epic content marketing, according to Pulizzi (2014), helps businesses stand out among competition by creating a unique digital footprint, and ultimately drawing in more customers while not having to spend too much on traditional advertising (Pulizzi, 2014).

Pay-Per-Click Advertising (PPC)

Small businesses can learn how to utilize Pay-Per-Click Advertising (PPC) is a paid advertising model, since it is an amazingly effective way to promote their products and services online. Basically, what this means is that businesses will have to pay a fee each time a click is made on their advertisement. In order to maximize return on investment and to understand the efficiency of PPC ads, we have to emphasize the importance of measurement and methodology in marketing research (Tull, D. S., & Hawkins, D. I., 2018).

Social Media Marketing

Social media marketers use social media channels to engage customers, increase brand visibility, and build communities. Kaplan and Haenlein (2010) highlight the advantages and disadvantages of social media, highlighting its importance in the current marketing environment. Small businesses can connect with their target market using these platforms to build loyalty and a sense of community (Kaplan, A. M., Haenlein, M., 2010).

Conversion Rate Optimization (CRO)

Dahlén, Lange, and Smith (2015) define CRO as the execute of optimizing a digital platform or website to increase the rate at which visitors become customers. Because it maximizes the amount of current traffic, this strategy is crucial for small businesses as it increases revenue growth and business expansion (Dahlen et al, 2015).

Email Marketing Automation

Kaushik (2010) introduces the concept of email marketing automation, which streamlines the process of sending personalized and targeted email campaigns to subscribers. This automation helps small businesses stay ahead of their competition, maintain a strong and personal customer

relationships, make their attempts in digital marketing more efficient and effective (Kaushik, 2010).

Google Analytics

Google Analytics is another powerful tool for small businesses to leverage their marketing strategies by using website traffic and user behavior, as highlighted by Smith, Fischer, and Yongjian (2012). By analyzing data from this platform, small businesses gain valuable insights into their online audience, helping them make informed decisions and refine their digital marketing strategies (Smith et al, 2012).

2.1.2. The Evolving Landscape

In this digital era, it's important to stay alert to the latest trends. As the digital landscape changes, our strategies need to change also. Several sources provide valuable insights into this dynamic environment. They constitute such platforms as google and social media. "SEO 2022: Adam Clarke's book "Learn Search Engine Optimization With Smart Internet Marketing Strategies" touches on updating with algorithm changes (Clarke, 2021)

Because of rising dependence on the web, handsets, and social media, consumer search and purchasing pattern has been altered. Customers these days have adapted to their buying behaviors by going online. For instance, as noted by Meerman Scott in his book "The New Rules of Marketing and PR", customers nowadays rely on the Internet to find information that will help them make purchasing decisions (Scott, 2021).

2.2. Benefits of Digital Marketing

The emergence of digital marketing has dramatically changed the business environment for small businesses trying to succeed in the digital era. It is important to understand these advantages to understand the revolutionary power of digital marketing in helping small businesses grow and succeed.

2.2.1. Affordable marketing

Digital marketing for small businesses being affordable is a key advantage. Advertisements in traditional media, such as television and print, sometimes need a great amount of financial investment and can become a big struggle for smaller firms. The effectiveness of online advertising and marketing compared to traditional methods is one of the biggest advantages

(Garg, R., & Rahman, Z., 2017). Small businesses use targeted online advertising to reach an

audience that may be interested in their goods or services without having to pay too much for traditional advertising.

2.2.2. Reaching a Targeted Audience

Digital marketing makes it possible for small firms to widen their targeted audience. Businesses can utilize various channels to discover and reach out to the global audience. Especially with the growth of social media, small businesses are presented with an opportunity to pinpoint their targeted customers based on demographics, interests, and behavior. This will not only enhance the impact of your marketing strategies but also reduce wasted efforts on customers who are not interested (Kordupleski et al, 2014).

2.2.3. Boosting Brand Visibility and Recognition

In the digital era, creating and upholding a strong online presence is critical to brand growth. Digital marketing platforms such as social media, content marketing, and search engine optimization (SEO) help small businesses increase their brand visibility (Naylor et al, 2012). Regular interactions with online communities and a stable rate of content creation will also help with brand recognition and build a loyal customer base. The ability to measure and evaluate marketing activities in real-time is also an advantage. Customer engagement and exposure are also enhanced through digital marketing. Small businesses can create relationships with their audiences through content creation, email marketing, and social media, which will increase brand loyalty and make your customers come back for more. (Mangold, W. G., & Faulds, D. J., 2009)

2.2.4. Measurable Outcomes

Compared to traditional marketing strategies, which sometimes rely on approximations and difficult-to-measure demands, digital marketing provides precise measurement and analytics. Small businesses can track and adjust their campaigns using a digital marketing platform that provides detailed analytics. This approach increases efficiency and return on investment (ROI) (Karjaluo et al, 2015).

2.2.5. Improving Customer Engagement and Interaction

Forming meaningful relationships with customers is key to success in the long run. Digital marketing allows straightforward and dynamic interactions with customers. Businesses can use

social media platforms to have real-time conversations, respond to inquiries, and gather feedback. Email marketing plans offer personalized communication while also maintaining consumer relationships. Moreover, consumer information collected through digital marketing channels can be used to adjust advertisements and offers, making customers feel appreciated and understood (Ryan, D., & Jones, C., 2012).

In conclusion, digital marketing offers numerous advantages to small businesses, including affordable marketing, reaching a targeted audience, boosting brand visibility and recognition, measurable outcomes, and improving customer interaction. These benefits help small businesses to get through the digital landscape smoothly, compete with larger rivals, and achieve long-term growth in the digital age.

2.3. Challenges and Obstacles in Digital Marketing for Small Businesses

Although digital marketing provides several benefits, it also has a specific number of obstacles, particularly for smaller companies. Acknowledging these obstacles is critical for small businesses to properly navigate the digital world and create strategies to solve them.

2.3.1. Limited resources

Lack of resources is one of the most important problems small businesses face when starting digital marketing. Small businesses don't have a huge budget for marketing expenses like larger companies, this prevents them from investing in full digital marketing efforts. This limitation may limit their capacity to compete with well-funded competitors (Karjaluoto et al, 2015).

2.3.2. Expertise and Skill Gap

Since digital marketing is always changing, some skills and continuous learning are necessary. Small business owners and employees may not have the necessary skills to deal with the complexities of digital marketing, such as SEO, content marketing, and data analytics. Successful implementation of strategies can be limited by this knowledge gap (Finkelstein, 2015).

2.3.3. Platform selection

Choosing the right platforms is also a critical strategy. There are hundreds of platforms or ways to promote your business online like social media, email marketing, search engines, etc. By selecting the most suitable platforms and understanding how they work can help you go a long way, but sometimes it can be daunting (Karjaluoto et al, 2015). Just by looking at the social media section only, small business owners can feel overwhelmed, there are too many to go around with such as Facebook, Instagram, X (formerly Twitter), TikTok, YouTube, etc. And with the recent rise of TikTok, it made marketers realize that digital marketing is always changing, and you can only make forecasts or predictions to a certain point, you always have to prepare for many different scenarios to happen. That's why choosing the right platforms for

your business can be important, nobody wants to waste too much time and resources on a sinking ship.

2.3.4. Content development

Content marketing is the flagship of digital marketing at the moment. With a limited budget, small businesses might have trouble pumping out high-quality content consistently. Content marketing covers many different formats such as blogs, videos, shorts, social media posts, etc. Creating valuable and quality content or staying relevant in the market can be very demanding (Constantinides, E., & Fountain, S. J., n.d.). With low-funded or low-quality content, small businesses might become a “one-hit-wonder” or never make it in the digital marketing era at all.

In conclusion, small businesses have to deal with a great number of challenges and obstacles while navigating their way through this digital jungle. The most common problems they might face include limited resources, expertise and skill gaps, platform selection, and content development. To be able to deal with these challenges, small business owners need careful planning, resource allocation, and always keeping up with the evolving digital world.

2.4. Digital Marketing Strategies

The success in digital marketing of your business lies heavily in the way you choose to initiate your strategies. In this digital era, everything is constantly evolving, and everything can change in the blink of an eye, so, in order to stay ahead of the game, you need lots of creativity and a well-prepared plan of action.

2.4.1. Content Marketing

Content is an important aspect of digital marketing. Your content is what attracts customers and raises their curiosity. Higher quality and relevant content means more attention from the online audience. Content can come in many forms like blog posts, articles, videos, social media updates, etc. It is the equivalent of killing two birds with one stone because it provides an online audience with value and, at the same time, improves search engine visibility through SEO (Naylor et al, 2012). Content marketing is a budget-friendly option for small businesses, and it helps them highlight their expertise, products, and services, and build trust among their target audience.

2.4.2. Social Media Marketing

Social media platforms have taken over the advertising world for the last couple of years, so this is a great way for small businesses to engage with their audience. Building a strong presence on three main social media pillars Facebook, Instagram, and TikTok will help small businesses go a long way. They will be able to connect with their customers in real-time, share updates,

and respond to inquiries (Naylor et al, 2012). Social media is also a holy grail for user-generated content and word-of-mouth referrals. Your brand can benefit from positive content created by your customers posting on social media platforms talking about your products, services, and their experience with your brand. A lot of people these days are heavily influenced by recommendations and reviews from social media. You should also be careful because it can act like a double-edged sword.

2.4.3. Search Engine Optimization (SEO)

SEO is something that small businesses will want to pay attention to if they want to boost their visibility on search engines like Google. Properly optimized websites rank higher in search results, leading to increased organic traffic (Naylor et al, 2012). Small businesses can use on-page and off-page SEO techniques, for example optimizing their website, creating high-quality content, and building backlinks to move up on the search engine rankings. SEO is a long-term strategy that attracts more people to access your business website.

2.4.4. Email Marketing

Email marketing is an effective strategy that helps you improve customer relationships (Naylor et al, 2012). Small businesses should categorize their email lists, by doing that, they can send personalized messages and offers to different customer groups. To get a positive result out of email marketing, you should create compelling content, design responsive templates, and monitor open and click-through rates. Email campaigns can be automated with the help of programming, small businesses can engage with their customers consistently.

2.4.5. Influencer Marketing

With the rise of social media, collaborating with influencers can be a great strategy for small businesses. Influencers have a certain amount of impact on their followers or fans, the more followers they have, the more impact they make. Choosing influencers who are related to your products and services can help your business reach more potential customers (Dholakia, U. M., & Rego, L. L., 2018). Your campaign can be as simple as putting influencers on a PR list that would get updated consistently, and sending out new products or flagship products that you would want them to share with their followers or fans. Some small businesses also ask for help from influencers to launch a product or marketing campaign together.

2.4.6. Content Proportionate

To optimize the reach of your content, small businesses can utilize many platforms at

at the same time. Choosing the right platforms also depends on the type of market that your business targets. This includes distributing content on social media, modifying content to fit various platforms, engaging with customer posting like leaving a comment or answering them, or sharing content on authoritative platforms (Naylor et al, 2012). With a limited budget, small businesses should choose the highest traffic ones like Facebook, X (formerly Twitter), YouTube, TikTok, Instagram etc. Choosing the right platforms also depends on the type of market that your business targets. A good proportion that fits your business can help you effectively carry out your online marketing strategies, reach more audience and generate more engagement.

In conclusion, small businesses have the freedom to use a variety of online marketing strategies, such as content marketing, social media marketing, SEO, email marketing, influencer marketing, and content proportionate. These strategies make it possible for “small guys” to fight “the giants” in the digital age by creating an online presence, connecting with their target audience, and being successful.

3. Key Digital Marketing Strategies

In this chapter, we will go deeper into analyzing four key digital marketing strategies that play an important role in the context of small businesses. These strategies include website development and optimization, social media marketing, content marketing, and email marketing. Knowing how to utilize these strategies will help small businesses create a strong online facade and engage with their audience effectively.

3.1. Website Development and Optimization

3.1.1. The Importance of Having a website

A website is like a physical store where customers can have access from anywhere and at any time, the difference is a website can provide customers with more things that would help you promote your business. A good website can bring you hefty benefits. A well-designed website can significantly enhance a business's online visibility, making it easier for potential customers to find and engage with the brand (Hollingsworth, 2021). A professional, user-friendly website conveys trust and credibility to visitors, which is crucial for building a positive brand image.

Criteria for a good website:

- **Clear purpose:** A good website should have a clear and well-defined purpose, whether it's to sell products, provide information, generate leads, or offer customer support.
- **User-Friendly Design:** The website should have an intuitive and user-friendly design, with easy navigation and a logical layout that guides visitors to their desired information.
- **Mobile Responsiveness:** It should be responsive, meaning it functions and looks good on various devices and screen sizes, including smartphones and tablets.
- **High-Quality Content:** Content should be well-written, engaging, and informative, catering to the needs and interests of the target audience.
- **Clear Calls to Action (CTAs):** Effective CTAs prompt visitors to take desired actions, such as signing up for newsletters, making purchases, or contacting the business.
- **Contact Information:** Ensure that contact information is readily accessible, typically in the website's header or footer, including a contact form, email address, phone number, and physical address.
- **Feedback Mechanism:** Include options for user feedback, such as surveys or comment sections, to understand user preferences and make improvements.

Below is three websites from three small businesses that was rated as some of the best websites for small businesses.

Bakesale Cookie Liqueur

Build with Shopify

Bakesale Cookie Liqueur is a company that specializes in creating alcohol, but they do it with a twist by making their liquor taste like cookies. Their philosophy is to create liquor to truly enjoy for its flavor, not just for its alcohol content.



Figure 1: Drinkbakesale's home page - Source: drinkbakesale

Their website introduces their business by showing their name right at the top of the page with a nicely made font that suits their products theme. At the top left of the page are 3 main sections: the background story of their business, recipe suggestions for customers, who purchased their product, can use it in many fun ways, and finally the e-commerce section where they list all their available-to-purchase products.

In the background story section, they display their unique selling point in the form of a funny and silly story. Their story is narrated by using a fiction/cartoon character Bakesale Bill, an eccentric young drinks enthusiast. The story is short and comprehensive, it describes the journey of how they built their company and what they have achieved so far.



Figure 2: Drinkbakesale's awards - Source: drinkbakesale

Overall, we can see the design of this website, from color scheme to logo and the overall design of the webpage suits their products and story perfectly, it helps create a cohesive online presence. Customers visiting their webpage can easily navigate the section that they need. Their website design gives a pleasant feeling looking at it, and this will create a positive user experience.

They also have a section where they display testimonials and social proof from their customers, this helps them build credibility, trust and persuade visitors of their website to take specific actions like purchasing a product.

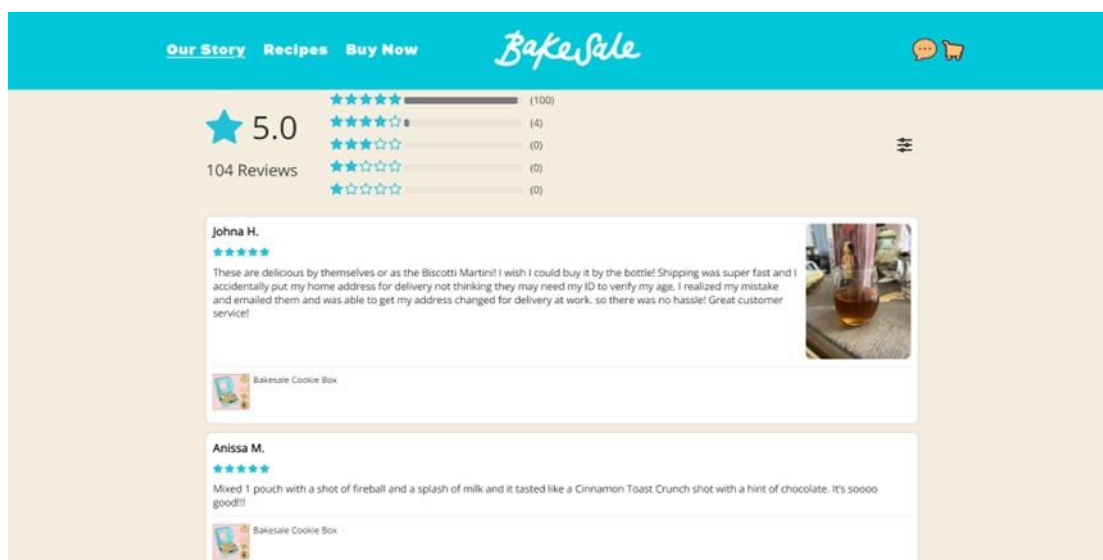


Figure 3: Drinkbakesale's testimonials from customer - Source: drinkbakesale

They also have a section where they display testimonials and social proof from their customers, this helps them build credibility, trust and persuade visitors of their website to take specific actions like purchasing a product.

The website shows real testimonials from actual customers with detailed feedback about what they like about the products and how good the customer service was, they even include photos, which makes the testimonials more relatable and trustworthy.

Drinkbakesale also provides their contact information via links to their social media accounts, this will help customers to get in touch with their business and how to engage with them. This will keep their customers in the loop for the latest launches and promotions.

Bowery

Built with WordPress

Bowery is a company whose mission is to help secure the future of food by growing smart produce, they use AI to facilitate more sustainable farming. Bowery's website gives us a refreshing experience in this digital era. Their design is creative, and it makes them stand out from their competition. Their website introduces customers to their products while also guiding them through their core mission statements.

When customers access their website, they will see the company name right at the center of the page. The design and color contrast give visitors a refreshing and pleasant feeling. The image of the green verdant leaves promotes the organic aesthetic of their company. They have different sections for specific purposes that help their customers navigate the webpage better. As users scroll down, they will see Bowery's product details organized in a clean and neat design. Bowery's website is clean, dynamic and interactive with high quality images and skilled HTML design which makes user experience more exciting and increases customer engagement. The website is responsive, ensuring a seamless experience on both desktop and mobile devices. It loads quickly and provides intuitive navigation. The content of their website is engaging and informative, conveying their company's commitment to secure the future of food. They also have clear and compelling CTAs are strategically placed throughout the site, inviting visitors to "Discover Now," "Find in Store," "See More Stories."

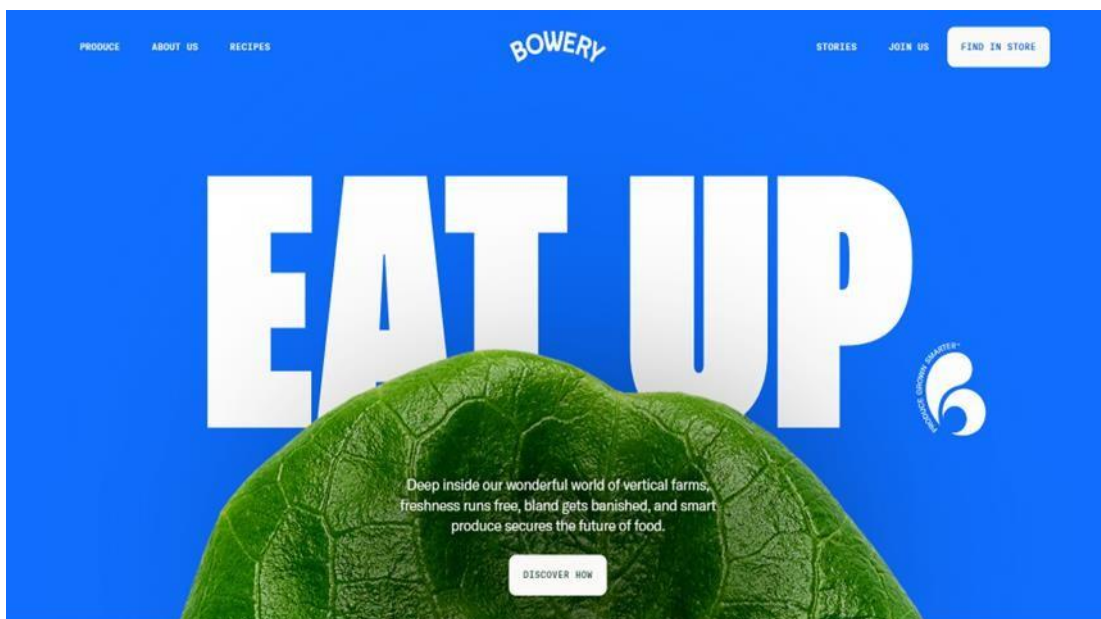


Figure 4: Bowery's website main page - Source: Bowery

They take their customers on a journey where they start from scratch, from choosing good seeds to how they grow their indoor crops with the help of BoweryOS and AI, software, and hardware to guarantee the quality of their products. As their crops grow, BoweryOS keeps track of every crop, so it gets everything it needs, when it needs it. Once the crops are ready to be harvested, BoweryOS sends out a signal to their “modern farmers” who are responsible for the system. After that, the crops will be harvested at the right time and reduce delivery time to local shelves.

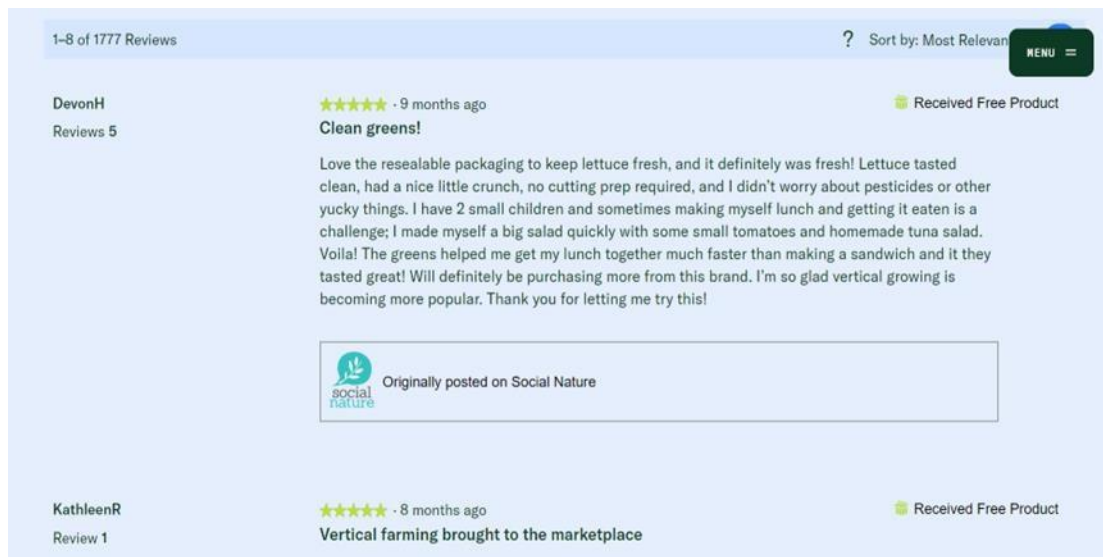


Figure 5: Bowery’s testimonials from customers - Source: Bowery

Under each product on their website, there is a testimonial section where they display authentic feedback from their customers. They mention specific products they bought and how they feel about the quality, how fresh the products are, how good they taste, and how convenient and easy to use the products. Bowery also includes third-party reviews from Social Nature, where they have excellent ratings and many positive reviews from customers. They also handle negative reviews in a professional manner, which shows their commitment to addressing customers’ concerns.

In conclusion, Bowery’s website incorporates all the criteria effectively to attract and engage potential customers. It communicates the company's unique offerings, builds credibility through social proof, and provides a user-friendly experience to drive sales and visitor satisfaction.

Fat Cat Creamery

Built with WordPress

Fat Cat Creamery is a small business specialized in handcraft unique, small-batch ice cream with local ingredients. Their website’s design exudes a creative and cute vibe that perfectly complements the nature of their business, which is selling ice cream. The choice of color scheme aligns with the sweet and delightful taste of ice cream, creating an immediate connection to the product.



Figure 6: FatCatCreamery's website - Source: Fat Cat Creamery

Navigating the website is a user-friendly experience. The layout is well-organized and intuitive, making it easy for visitors to find what they're looking for. This simplicity enhances the overall user experience. One of the standout features of the website is that it effectively communicates the essence of their business. From the moment visitors land on the site, it's clear that "Fat Cat Creamery" is all about delicious, artisanal ice cream. The design and imagery help set the mood and convey the brand's personality.



Figure 7: FatCatCreamery's signature ice-cream flavors - Source: Fat Cat Creamery

The content on the website is highly informative. It doesn't just focus on selling ice cream but also shares the story of how the business started. This personal touch adds an authentic and relatable element to the brand. Providing information about vendors and their products demonstrates transparency and reinforces trust. Visitors get a deeper understanding of where the ice cream comes from, which can be an important selling point for a brand that values quality and sourcing. Displaying the menu with all the seasonal ice cream flavors, special offers, gift cards, and merchandise is a fantastic addition to the website's content. It not only

informs visitors of the available products but also encourages them to explore the offerings and make purchases. Featuring seasonal ice cream flavors adds a dynamic element to the content, keeping it fresh and enticing for returning visitors. Special offers, gift cards, and merchandise are presented as opportunities to enhance the customer experience, encouraging engagement and conversions.

Their website includes a comprehensive set of contact information. The presence of a contact form simplifies the process for visitors to reach out and ask questions or provide feedback directly through the website. The inclusion of an email address and phone number provides multiple options for communication, allowing visitors to choose the method that suits them best. Moreover, listing the physical address is an excellent practice, particularly for local businesses like ice cream parlor. It reassures customers of the business's legitimacy and provides a clear location for those interested in visiting in person.

"Fat Cat Creamery" has effectively integrated social media elements on their website. They provide links to their social media profiles, making it easy for visitors to connect with and follow the brand on platforms like Instagram, Facebook, or Twitter. This integration not only expands their online presence but also enables users to engage with the brand on their preferred social networks. Additionally, displaying their email address prominently offers another channel for communication. It ensures that customers can easily get in touch for inquiries or support.

In summary, "Fat Cat Creamery" has succeeded in creating a website that aligns with the creative and cute identity of their business. The website's design and color scheme immediately convey the sweetness and joy associated with ice cream. The user-friendly layout ensures a seamless experience for visitors, making it easy for them to navigate and discover information about the products and the brand. Moreover, the website's content quality goes beyond the mere presentation of products. By sharing their origin story and information about vendors, "Fat Cat Creamery" establishes a deeper connection with its audience and communicates its commitment to quality and transparency. This approach not only engages visitors but also fosters trust in the brand.

3.1.2. Optimizing for Search Engines

In this digital era, having an online presence is a must for businesses, especially the smaller ones, but it's not enough to just exist on the internet. To truly stand out and reach potential customers, businesses must harness the power of Search Engine Optimization (SEO). SEO involves a set of strategies and practices that enhance a website's visibility on search engines like Google, Bing, and Yahoo. The goal is to ensure that when potential customers search for products, services, or information, your website appears prominently in the search results. This visibility can be the difference between thriving in the digital realm and being lost in the vast expanse of the internet.

There are some key considerations for effective SEO:

Keyword research:

At the heart of SEO lies keyword research, a process that involves identifying and selecting the most relevant keywords and phrases used by potential customers when searching for information, products, or services. Keyword research forms the foundation of your SEO

strategy. By optimizing your website for the right keywords, you increase the likelihood of your site appearing at the top of search results when potential customers are looking for what you offer.

Conducting keyword research is a very complicated process. It requires the researcher or marketer to understand underlying elements like search volume, competition, and user intent behind each keyword. So, it is important to dig into keywords that are popular but also align with your business and serve the needs of your target audience (Muller, B. and the Moz staff, Keyword Research)

On-Page SEO:

On-page SEO is a fundamental aspect of optimizing a website for search engines. It involves considering various elements within the website itself, such as content, meta tags, headings, URLs, and the overall structure of web pages. Improving the website's search engine friendliness is the main goal of on-page SEO, which aims to make sure that the website is correctly indexed and ranked in search results. The value of on-page SEO should not be underestimated.

Firstly, meta tags, comprising meta titles and meta descriptions, play a vital role in providing concise summaries of a page's content. These tags not only offer a snapshot of what a page is about but also influence click-through rates from search results. Second, the foundation of on-page SEO is content optimization, where readers are provided with meaningful information, relevant headings are used, and keywords are strategically placed inside the text. Furthermore, the URL structure of the website is critical for improving both user and search engine crawler comprehension. Having a meaningful and easy-to-use URL structure helps make websites more usable. Finally, on-page SEO requires optimizing multimedia and pictures in order to improve both SEO and the user experience overall. This is achieved by guaranteeing faster loading times and by using descriptive alt tags for photos. (Source: Moz - On-page SEO)

Content Quality:

The key to SEO is producing high-quality content. The most valuable and relevant material is what search engines are looking for, and your website should be providing just that. There are two main reasons why producing valuable, interesting, and educational information is crucial. First and foremost, high-quality content is what keeps visitors on your website longer. Visitors are encouraged to explore further, dig deeper into your content, and take the desired actions. This also results in lower bounce rates and increased user engagement, both of which are highly favorable signals for search engines.

Additionally, high-quality content is crucial in establishing your website as an authoritative source within your industry. When your content consistently offers valuable insights, educates, or solves problems, it becomes a trusted resource, and other websites are more likely to link to it. These inbound links are a testament to your site's authority and credibility, which helps improve your SEO efforts significantly. But be aware, do not just focus on written content if you want to improve your content strategy. Incorporating multimedia elements like videos, infographics, and interactive tools can come in handy. These versatile factors will not

only make your content more diverse, but they will also increase interaction with or from customers. A well-rounded content strategy provides you with a complete SEO approach, boosting your website exposure, increased organic traffic, and a more dominant position in search engine rankings.

In conclusion, SEO is an important tool for small businesses to fight the battle against big corporations in this digital era. By doing in-depth keyword research, applying the best on-page SEO strategies, and giving top priority to excellent content, you can improve your website's visibility, attracting more visitors, more access and achieve online success. Because SEO is a dynamic sector, by always updating to keep up with the latest trends and algorithms, your business will be able to maintain and improve your search ranking gradually.

3.2. Social Media Marketing

In this digital marketing era, small businesses have started to feel the powerful influence of social media platforms as it has quickly become an essential part of their marketing strategies. The rise of platforms like Facebook, Instagram, and especially TikTok has mesmerized marketers with their ability to facilitate engagement, brand building, and direct customer communication. These three platforms have some key aspects in common:

Audience reaches: Social media platforms provide businesses with access to global audiences, helping them reach a bigger market. Not only that, but social media also has the ability to target specific demographics.

Engagement: Interactions with customers or potential customers through content, comments, and messages can increase engagement and brand loyalty.

Content sharing: Social media is a resourceful way to share content, promote products launch or special offers, link to your website can also be included to boost traffic to your web.

3.2.1. The Role of 3 Pillars Social Media Marketing Platforms

Facebook:

Facebook is not a new name when it comes to social media platforms, with 2.95 billion monthly active users (according to statista.com), Facebook provides small businesses with a massive audience reach. Facebook allows small businesses to connect directly with different demographics at the same time. Companies can tailor ads on their page to specific groups of audience. Posts, comments, likes and shares are some of the most effective ways that Facebook uses to drive engagement. This level of engagement also helps with brand loyalty. Facebook has become a famous platform for attracting users and promoting brands thanks to its high content sharing capabilities. Platform features like Facebook Marketplace gives businesses the ability to sell products directly through their profiles.

Instagram:

Instagram is known for its visually appealing and image-driven nature which is an ideal platform for businesses with a strong visual identity. As a piece of the Meta family, Instagram also has some of Facebook's targeting capabilities, allowing businesses to reach a specific and engaged audience. With over a billion monthly active users (according to statista.com), Instagram has a vast and diverse audience. Small businesses use this to their advantage connecting with a broad spectrum of individuals, regardless of their geographic location. Content can be tailored for specific customer groups, making sure that it reaches a suitable audience. This platform makes it easier for business accounts to communicate with their followers through likes, comments, direct messages, and shares. These engagement opportunities help businesses build stronger relationships with customers by maintaining a sense of community and brand loyalty. The platform's Stories feature provides an immediate, interactive mechanism to share exclusive material, promotions, and behind-the-scenes photos. Since the Stories feature can only last for 24 hours per story, this will make followers get on-time updates, making them feel the need to constantly follow and update news on your business. Instagram Live is a feature that provides real-time interaction with the audience. This feature can be used for product launches or livestreaming events, thereby strengthening the bond between businesses and their followers.

Businesses with appealing images or videos to offer will find Instagram to be a sanctuary thanks to its emphasis on visual content. Since this platform's limelight is visual content, businesses are encouraged to use carefully selected images to make their products and services stand out, and effectively define brand personality. Additionally, Instagram's shoppable posts feature allows businesses to tag and sell products directly in their posts, making it easier for consumers to make purchases. By turning Instagram into an e-commerce platform, users can browse, select and purchase goods within their app, enhancing its benefits for businesses.

Another interesting thing about Instagram is their strategic use of hashtags to facilitate content discovery. Companies can use relevant and popular hashtags to make their content easier to find. Users who follow or search for specific hashtags will be exposed to a wider variety of material. This makes it a useful tool for increasing brand reach and customer pool. Companies can connect with a wider and more interested audience, including those who have not yet followed their profile, with the help of this tool.

In conclusion, Instagram stands as a dynamic and versatile platform that offers small businesses a variety of tools to boost their online presence. Instagram gives businesses the tools they need to successfully market goods and services, build customer relationships, and ultimately thrive in the cutthroat online marketing battlefield. Visual storytelling and e-commerce are some of the tools, allowing businesses to reach and interact with global audiences. Instagram has become an important resource for anyone trying to connect, engage, and grow in the digital world using unique business features.

TikTok:

For small businesses, TikTok, a social media platform famous for its short video content and cultural phenomenon, has helped them flip the table. Its rapid leap to fame has given small business owners and startups an unprecedented opportunity to promote their goods, engage consumers in creative ways, and advance company growth. TikTok attracts small businesses thanks to several different influences and trends that differentiate it from other social platforms, but just like Facebook and Instagram, it also has ads and shoppable content.

TikTok offers many unique advertising opportunities for companies of all sizes. Companies can create engaging marketing campaigns, from in-feed ads to branded hashtag challenges. Using the platform's sophisticated targeting features, companies can target specific demographic groups. This ensures that their content is seen by the most relevant audience. TikTok has introduced shoppable posts, allowing businesses to tag and sell products directly within their video content. This feature allows their user to make purchases within the app without having to connect to any third-party app, and it provides the users with a seamless shopping experience. Another interesting feature is TikTok Business Hub. Small businesses can have access to their Business Hub, in which they provide business owners with tips, case studies, and tools to help them maximize their presence on the platform. It offers insights on content strategy, advertising best practices, and creative guidance. Accounts that are made for business purposes on TikTok can have some additional features, including analytics that provide insights into content performance. These metrics help businesses get a hold of their business situation and adjust their strategies to be more effective. Thanks to the creative and engaging nature of TikTok, businesses can experiment with many different formats, trends, and difficulties. They can engage and entertain people in unique ways using the platform's artistic features, such as effects, filters, and music. And especially, in the recent years, TikTok music has become such an influential thing that pumped out so many trending phenomena, many small businesses also jump onto those trends and draw a huge audience to their site.

The social media sensation TikTok has made a huge contribution to the expansion and prosperity of small companies. The charm of this platform lies in its ability to give everyone a fair chance to fight, offering even the smallest business or startups a shot at massive exposure and virality. TikTok attracts small companies with its "For Your Page" (FYP) algorithm, carefully crafted to recommend content to a wide and diverse audience. This means that if their content resonates with users, small businesses of any size have the potential to go viral and receive great exposure. TikTok has a big impact on its audience because it promotes authenticity beyond mere visual presentation. Small businesses are free to interact personally with customers by sharing their stories and values and make their brand standout. In today's chaotic and complicated digital environment, genuine storytelling helps with followers' loyalty and raises their trust.

TikTok is famous for its trending viral trends and challenges, offering small businesses a fun way to participate or even start their own trends or challenges. They get better brand visibility, and interactive participation with users is encouraged. Community development is another important element of the platform. Small businesses can actively engage with their audiences through messages and comments. They can provide quick answers to their questions and feedback. TikTok uses this approach to help create a dedicated community that ultimately turns into a strong customer base for a particular brand. On top of that, user-generated content is what makes TikTok thrive. Small businesses may encourage customers to post reviews,

testimonials, or product demonstrations, providing authentic and interesting material that boosts their online presence.

Countless success stories in recent years have proven that TikTok can boost small businesses. The platform has grown into a vital resource, supporting activities ranging from selling goods to promoting brands. Small businesses have found TikTok to be a great platform to not only support growth but also level the digital playing field using engaging content and authentic connections with their audiences. TikTok is more than just a social media platform, it is a vibrant stage where small businesses can shine, engage with global audiences, and share their own stories in creative and exciting ways that align with their customers' interests.

3.3. Content Marketing

3.3.1. The Use of Content Creation and Distribution

Content marketing is a vital tactic for businesses looking to engage their audiences in the ever-changing world of digital marketing. Content marketing is about getting your target audience attracted and engaged with valuable information. Each component of this multi-dimensional strategy is essential to the state of content marketing:

Blog Posts: Establishing Industry Authority and Enhancing SEO

Publishing regularly on a blog is an important part of content marketing. A blog is a platform that businesses can use to communicate with their audiences and share the latest ideas and information. But their significance goes beyond just exchanging information. With carefully designed blog posts, a company can turn itself into an authority in the field. By regularly providing comprehensive documentation, companies can attract dedicated readers and improve search engine optimization (SEO). Bloggers are dynamic tools for answering user questions, resolving issues, and demonstrating subject-matter expertise. Search engines give preference to new and relevant information. *(Source: HubSpot - Blogging)*

Video Marketing: Engaging Visual Stories for Brand Visibility

Video marketing is a compelling part of content marketing. Videos are shared very easily across many digital media because they are so engaging. They have the unique ability to enhance brand reach and reach by using the visual elements of modern storytelling. Companies can closely interact with their audiences thanks to video, a versatile medium. They can be used to tell a brand story or showcase a product. Businesses can now reach a wider audience thanks to platforms like YouTube, Instagram and TikTok, which have become important venues for video content. Additionally, video content provides viewers with a rich experience, humanizes the brand, and communicates complex concepts. *(Source: Wyzowi - State of Video Marketing 2021)*

Infographics and Visual Content: The Power of Digestible Information

Visual content, especially infographics, has grown to be a vital commodity in content marketing in the age of information overload. Infographics turn complex concepts and information into easy-to-understand visualizations. Because they are highly instructive and shareable, they are the right type of content for times when people's attention spans are short. Companies can present data, trends, and insights in a visual, engaging, and easy-to-understand

way using infographics. They are designed to meet the audience's need for quick, easy-to-understand information that can be successfully shared across multiple channels, increasing brand exposure. (*Source: Venngage - Infographic Marketing*)

In conclusion, content marketing is a flexible and variable strategy that has the ability to change a company's online visibility. Blog posts serve as a source of knowledge and information with the ability to build industry credibility and improve SEO. Video marketing draws on the imagery of contemporary media through compelling visual narrative and shareability. The digital landscape is rapidly focusing on images served by infographics and visual materials, by providing information that is easy to understand and distribute. By making a strong splash in the digital age by including these key components in their content marketing strategy, companies can have significant influence.

4. Material and Method

4.1. Research design

This chapter outlines the methodology deployed to get a deeper understanding of the digital marketing strategies used by small businesses, especially small Asian-owned businesses in Budapest. The research design chosen for this study involves both qualitative and quantitative research methods to give us a closer look to the exciting world of digital marketing in the context of small businesses, understanding their challenges and the effort to make a breakthrough.

4.2. Data Collection

4.2.1. Qualitative Data Collection

Qualitative data collection will be conducted through in-depth interviews.

In-Depth Interviews: Semi-structured interviews will be conducted with small business owners in Budapest. These interviews will provide rich qualitative data, offering insights into digital marketing strategies, challenges, and outcomes.

4.2.2. Quantitative Data Collection

Quantitative data collection will be in the form of a customer or user survey.

Customer/User Survey: A survey will be designed to collect quantitative data from customers or users regarding small businesses. The survey will be sent to a sample of customers or users to gather information about their experiences, preferences, and interactions with small businesses digitally.

4.3. Sample Selection

4.3.1. Qualitative Data Sample Selection

The subjects chosen for this research are four small Asian business owners in Budapest with different and dynamic business models. I have designed the interview questions that focus on their experiences, challenges, and strategies in digital marketing in order gain more insights on how their businesses are operated, how they deploy digital marketing strategies, and what

challenges they might face. The businesses that I have chosen are **Pho 18**, **Little Geisha Can Cook**, **Erawan Thai Massage**, and **Bonboncha**. Three of the interviews were in Vietnamese, so I have translated them and kept a record of the transcriptions.

4.3.2. Quantitative Sample Selection

Sample size and sampling method

To support my research, I have conducted a survey on 203 people with a variety of age ranges. The survey was made in the form of a questionnaire, and it consisted of sixteen questions. The questionnaire was sent out to 203 random people who are living in Budapest, with different gender and age range from eighteen to above 50 years old. My questionnaire was self-administered so that the respondents can work at their own pace and do it at any time. The questionnaire was made in English and every respondent is capable of understanding it.

Research location and time

With the spirit of the digital era, this research was made and sent out digitally. I sent my questionnaire to random people via social media platforms and emails. The questionnaire was made in English and being sent out in a month time.

Data collection tool and data processing

With quantitative primary data, I scheduled several in person interviews with small business owners. By doing this, I got the chance to really talk with the owners and being able to gain more insights. I found that the most suitable way of collecting qualitative primary data was in the form of an online survey, i.e., through questionnaire. The benefit of it is that I do not have to meet the respondents in person to get the answers from them, it also reduces the time to collect the needed data. There are many online questionnaire tools, but I have chosen Google Forms (Google Form link: <https://forms.gle/bkHLrDGysXLnSKmk6>) as my data collection tool. The raw data, which was collected via the questionnaire, was processed by Google Forms into charts and excel file. This helps me to get a better understanding and easier to read the data. The relationship between components will be analyzed by using SPSS (Statistical Package for the Social Sciences).

The secondary data was collected via many online sources such as articles, research reports, finance reports, blogs, books, conference papers etc.

5. Results and Their Evaluation

5.1. Quantitative Data and Their Analysis

Below are the transcripts of my interviews with four owners of the business that I have chosen, along with the interview, business analysis.

5.1.1. Pho 18

Pho 18 is a small Vietnamese restaurant that specializes in Pho, a traditional Vietnamese noodle soup. They are located at Raday utca 18, ninth district, Budapest. I got the chance to sit down and have a talk with the owner, Le Hong Nhung, in which she gave me an inside of how her business operates and all the struggles that she had since the opening of the restaurant.

Background and Business Profile

- *Can you tell me a bit about your business, its history, and the products or services you offer?*

LHN: I opened my restaurant in 2017, at that time there were not a lot of Vietnamese restaurants in the area, plus the location was great with high tourist traffic and lots of offices around, and it's also near the metro station. The name "Pho18" comes from my hometown area code. We offer a variety of traditional dishes like pho, wok dishes and fresh spring rolls.

- *How long have you been operating your business in Budapest, and what motivated you to start it?*

LHN: I moved to Budapest a decade ago and noticed a gap in the market for Vietnamese cuisine but not until 2017 did I start my own business. I am passionate about the food I grew up with, especially my mom's cooking, so I decided to start my own restaurant.

Digital Marketing Strategies

- *What digital marketing strategies do you currently use to promote your business, both online and offline?*

LHN: Well currently we do not have a website, but we do have social media accounts for our business. We are mostly active on Facebook, part of the reason is because in Vietnam it is the most popular social media platform, so it's more like a habit for me to focus more on Facebook marketing. We are working on our first website for the restaurant, in which we will showcase our menu with pictures, special offers and promotions, opening hours and contact details.

- *Which social media platforms do you utilize for marketing, and how do you engage with your audience on these platforms?*

LHN: As I have said before, we are mostly active on Facebook, and recently we have also taken on Instagram and TikTok. I heard from many of my friends, who are also business owners in Budapest, that TikTok has helped their business a lot. Our plan is to regularly post mouthwatering photos of our dishes and engage with our followers by sharing Vietnamese culture and recipes.

- *Can you discuss your content marketing efforts, such as blogging or video content? How do these strategies align with your business goals?*

LHN: We often post articles about Vietnamese cuisine, travel tips for Vietnam, and cooking tutorials. Some of our regular customers said that they really like our recipes and cooking videos that we posted, they even tried to make it at home themselves. And there was one time a customer brought Pho that she cooked herself and asked for our opinion. It was such a fun experience when you get that kind of interaction with your customers. It is truly rewarding to me. This kind of content also helps us connect with food enthusiasts and potential customers.

- *In what ways do you use email marketing to connect with your customers, and how effective has this been for your business?*

LHN: At the moment, we do not put much focus on email marketing, but a lot of our customers are office workers, so we still include that in our digital marketing strategies. We use email marketing to inform our customers about promotions, special events, and new menu items. It is a great way to keep our customers informed and engaged.

Challenges and Successes

- *What are some of the biggest challenges you have faced when it comes to digital marketing for your small business?*

LHN: One of our challenges is keeping up with changing SEO trends. We are a small business, and we have limited resources to invest in digital marketing. Another thing we struggled with was social media marketing. When TikTok became trending, we also hopped up on all kinds of trends, just pumping out videos without any specific plans or direction, because we did not know where to start and how to start.

- *Can you share any successful digital marketing campaigns or strategies that have notably boosted your business's growth?*

LHN: Our 'Taste of Vietnam' campaign last year, which included videos of our chefs preparing signature dishes, was a huge success. We saw a 20% increase in online orders

during the campaign. Not only that, the number of customers visiting our restaurant also increases, and lots of tourists also.

Customer Interaction

- *How do you encourage online customer interactions, such as reviews, comments, or direct messages, and how do you manage these interactions?*

LHN: We encourage online customer reviews on platforms like Google Maps and TripAdvisor. We also respond to comments and messages on our social media profiles promptly.

- *What strategies do you use to collect customer feedback and insights that help you improve your products or services?*

LHN: We use feedback forms in the restaurant and online surveys to gather customer opinions and preferences. This helps us improve our menu and customer service.

Cultural Influence

- *Have you found that the cultural aspect of your business plays a significant role in attracting customers and building brand loyalty? If so, how do you leverage this in your digital marketing?*

LHN: Our cultural authenticity is a big part of our business. We proudly display Vietnamese art and decor in the restaurant, and even kitchen equipment is imported from Vietnam. We try to convey this online through our website and social media. We are involved in local food festivals and cultural events. We often collaborate with other Asian-owned businesses in Budapest to promote our cuisines together.

The Future of Digital Marketing

- *How do you envision the future of digital marketing for your business, and what changes or innovations are you planning to implement?*

LHN: In the future, we are keen on pumping out more content on TikTok and also exploring YouTube to reach younger audiences. Even though we are using Foodora and Wolt, we also want to enhance our website for online ordering.

- *What advice would you give to other small Asian-owned businesses in Budapest looking to improve their digital marketing strategies?*

LHN: I would advise other small Asian-owned businesses in Budapest to be authentic, engage with their local community, and invest in user-friendly websites and social media.”

Interview summary

- **Business Passion:** Le Hong Nhung's passion for Vietnamese cuisine, nurtured by her mother's cooking, drove her to start "Pho 18" in 2017, filling a gap in the market for Vietnamese cuisine in Budapest.
- **Digital Marketing Efforts:** While the restaurant does not currently have a website, they are active on social media platforms, particularly Facebook, Instagram, and TikTok. The future plan includes the development of a website to showcase the menu and provide customers with information about special offers, opening hours, and contact details.
- **Content Marketing:** "Pho 18" engages with its audience by posting articles about Vietnamese cuisine, travel tips for Vietnam, and cooking tutorials. This content connects with food enthusiasts and potential customers, fostering an engaging and interactive relationship.
- **Email Marketing:** Although not a primary focus, email marketing is used to inform customers about promotions, special events, and new menu items, keeping the customer base informed and engaged.
- **Successful Campaign:** The "Taste of Vietnam" campaign, featuring videos of chefs preparing signature dishes, led to a significant increase in online orders and restaurant foot traffic.
- **Cultural Influence:** The restaurant's cultural authenticity plays a vital role in attracting customers. They authentically convey their cultural influence online, participating in local food festivals and collaborating with other Asian-owned businesses to promote their cuisines together.
- **Challenges:** "Pho 18" faces challenges in keeping up with changing SEO trends and had difficulties initially in navigating social media trends like TikTok without a clear strategy.

Business Analysis and Overall Evaluation

Le Hong Nhung's journey with Pho 18 reflects the role of digital marketing in small, culturally focused businesses. While she acknowledges the significance of digital marketing, she faces challenges in staying current with evolving trends. Her commitment to delivering authentic Vietnamese cuisine and leveraging digital marketing tools is admirable. The success of their

"Taste of Vietnam" campaign lime lighted the impact of well-executed digital marketing strategies. Encouragingly, the business plans to enhance its online presence by focusing on website development and exploring platforms like TikTok and YouTube. Customer interaction and feedback collection contribute to improved service and menu offerings. The focus on cultural authenticity is a distinguishing factor, contributing to the restaurant's identity and community engagement. Nhung's plans for future digital marketing expansion align with the changing landscape of social media and online food delivery.

Le Hong Nhung's advice to other small Asian-owned businesses in Budapest highlights the importance of authenticity, community engagement, and investment in user-friendly websites and social media. "Pho 18" exemplifies the potential for small businesses to thrive through a combination of passion, cultural influence, and effective digital marketing efforts.

5.1.2. Little Geisha Can Cook

Little Geisha Can Cook is a Vietnamese restaurant opened since 2018 by Heni Nguyen. They are located at Baross utca 6, eighth district, Budapest. They show a focus on user-friendly online channels, engagement on social media, content marketing, and the power of email marketing in building and retaining their customer base.

Background and Business Profile

- *Can you tell me a bit about your business, its history, and the products or services you offer?*

HN: Little Geisha Can Cook opened its doors in 2018. We are a small Vietnamese restaurant in the heart of Budapest. We specialize in traditional Vietnamese dishes, and to cater to diverse tastes, we also serve sushi and Thai food. Our goal is to bring authentic Asian flavors to the people of Budapest.

- *How long have you been operating your business in Budapest, and what motivated you to start it?*

HN: We have been serving the community here for about five years now. The idea stemmed from our passion for Vietnamese cuisine and a desire to introduce these flavors to a new audience. We felt that there was a gap in the market for authentic Asian dishes.

Digital Marketing Strategies

- *What digital marketing strategies do you currently use to promote your business, both online and offline?*

HN: We have taken on several digital strategies to reach our customers. This includes maintaining an informative website, active social media presence on platforms like Facebook and Instagram, and especially TikTok, running email marketing campaigns to keep our customers updated on promotions and new dishes, and engaging with online review platforms.

- *Could you describe your approach to website development and optimization for your business? How has this contributed to your online presence?*

HN: Our website is designed to be user-friendly, with our menu, opening hours, and contact information readily available. We have also worked on search engine optimization to ensure that we appear in local search results for Vietnamese and Asian cuisine in Budapest.

- *Which social media platforms do you utilize for marketing, and how do you engage with your audience on these platforms?*

HN: We are active on Facebook and Instagram, where we post mouthwatering images of our dishes, share customer reviews, and interact with our followers. Social media has been fantastic for showcasing our food and connecting with our customers. We started our TikTok account not too long ago and it has been a great success. We consistently pump out content about our food and some comedy videos and they went viral.

- *Can you discuss your content marketing efforts, such as blogging or video content? How do these strategies align with your business goals?*

HN: We regularly update our blog with articles about Vietnamese culture, food tips, and recipes. It is a way to share our passion and educate our customers. Video content, like cooking demonstrations, is also in the pipeline to engage our audience further.

Challenges and Successes

- *What are some of the biggest challenges you have faced when it comes to digital marketing for your small business?*

HN: One of the significant challenges we have encountered is competition. Budapest has a thriving restaurant scene, and standing out in the digital landscape can be tough. Additionally, managing online reviews and maintaining a consistent online presence requires constant attention and can be time-consuming.

- *Can you share any successful digital marketing campaigns or strategies that have notably boosted your business's growth?*

HN: Our most successful campaign was a month-long promotion on Facebook and Instagram. We offered special discounts to customers who shared their dining experience with us on social media, which not only increased engagement but also led to a spike in new customers. It was a win-win for us and our loyal customers.

Customer Interaction

- *How do you encourage online customer interactions, such as reviews, comments, or direct messages, and how do you manage these interactions?*

HN: We actively encourage online interactions. We respond to every comment and message promptly, showing appreciation for feedback, whether positive or negative. We also politely request reviews after a customer dines with us. It's vital to us that our online presence reflects our commitment to customer satisfaction.

- *What strategies do you use to collect customer feedback and insights that help you improve your products or services?*

HN: Feedback is gold for us. We collect it through online reviews, surveys, and feedback forms on our website. It's instrumental in shaping our menu, service, and overall customer experience. Listening to our customers has been the driving force behind our growth.

The Future of Digital Marketing

- *How do you envision the future of digital marketing for your business, and what changes or innovations are you planning to implement?*

HN: We see a future where personalization and local targeting become even more critical. We plan to invest in data-driven marketing strategies to tailor our content to individual preferences. Also, we're looking into more video content, interactive menus, and strengthening our mobile presence.

- *What advice would you give to other small Asian-owned businesses in Budapest looking to improve their digital marketing strategies?*

HN: My advice would be to stay true to your brand's identity and embrace the culture you represent. Authenticity is appealing in digital marketing. Be consistent with your online presence, engage with your customers genuinely, and never underestimate the power of online reviews. And, most importantly, listen to your customers—they often provide the best insights for growth.

Interview summary

In terms of digital marketing strategies, the restaurant employs a multifaceted approach. They maintain an informative website designed for user-friendliness and optimized for search engines. Active social media engagement on platforms like Facebook, Instagram, and TikTok plays a crucial role in showcasing their food and connecting with customers. Email marketing campaigns are used to keep customers informed about promotions and new menu items. They also actively engage with online review platforms.

The owner emphasized their success in a recent social media promotion, where discounts were offered to customers who shared their dining experiences on platforms like Facebook and Instagram. This campaign not only boosted engagement but also attracted new customers.

Customer interaction and feedback are vital for the business. They actively encourage online interactions, promptly responding to comments and messages, and politely requesting reviews. Feedback, collected through various channels including online reviews, surveys, and feedback forms, guides improvements in the menu, service, and overall customer experience.

Looking to the future, the restaurant envisions personalization and local targeting as critical in digital marketing. They plan to invest in data-driven marketing strategies and explore more video content and interactive menus.

Business Analysis and Overall Evaluation

Little Geisha Can Cook has recognized the significance of digital marketing in the competitive Budapest restaurant scene. They have effectively leveraged various online channels, from a user-friendly website to active engagement on social media platforms. The incorporation of TikTok, known for its viral potential, indicates their adaptability to emerging trends.

The success of their social media promotion underscores the power of user-generated content and incentives in driving customer engagement and attracting new patrons. Their approach to collecting customer feedback and actively responding to it reflects a commitment to customer satisfaction and continual improvement.

The owner's focus on future personalization and data-driven marketing aligns with broader trends in the industry. By tailoring their content to individual preferences, they aim to enhance the customer experience. Their commitment to authenticity and cultural representation through digital marketing is a valuable lesson for small Asian-owned businesses.

The owner of **Little Geisha Can Cook** demonstrates a strong understanding of the role of digital marketing in the restaurant industry. Their multifaceted approach, including website optimization, social media engagement, and email marketing, has contributed to their success. The restaurant's ability to adapt to emerging trends, as seen with their TikTok presence, bodes well for their continued growth.

Their success in online promotions showcases the potential of incentivizing user-generated content in engaging existing customers and attracting new ones. Their dedication to customer feedback and commitment to improvement are commendable.

Looking ahead, their focus on personalization and data-driven marketing positions them well for the future. Their emphasis on authenticity and cultural representation through digital marketing sets a positive example for small Asian-owned businesses.

5.1.3. Erawan Thai Massage

Erawan Thai Massage is a Thai-owned massage parlor located in the downtown area of Budapest. They have 4 branches all around one of the highest tourist traffic areas, Deák Ferenc tér. Their business has been operating for 6 years now, and the owner is Nagy Sakuntala, a single mom with 4 kids. She single-handedly took care of her business and her children after her husband passed away in a tragic car accident. This is one of the most interesting and exciting interviews I have ever taken part in, because I'm very invested in the story of how she started her business and managed everything while also being a mom of four.

Background and Business Profile

- *Can you tell me a bit about your business, its history, and the products or services you offer?*

NS: I started my business with my husband a few years back because I've always wanted to have something of my own and it's my life dream. My husband, who worked in IT, helped me start and I'm grateful for him every day. My parlors provide Thai massage therapy from our professional therapists from Thailand. My business for me is like my fifth child. I take pride in them and take care of them.

- *How long have you been operating your business in Budapest, and what motivated you to start it?*

NS: We have been running for 6 years now since 2018. I come up with the idea to open this massage chain because I want to promote Thai culture and provide customers with premium massage sessions.”

Digital Marketing Strategies

- *What digital marketing strategies do you currently use to promote your business, both online and offline?*

NS: We primarily focus on online marketing. We have a user-friendly website that showcases our services, and we use search engine optimization (SEO) to ensure it's discoverable on Google. We also maintain active social media profiles on Facebook and Instagram, where we post about promotions, wellness tips, and client testimonials.

- *Could you describe your approach to website development and optimization for your business? How has this contributed to your online presence?*

NS: Our website is designed to be clean, easy to navigate, and mobile-friendly. We regularly update it with new content, such as blog posts on the benefits of Thai massage and self-care tips. SEO is a priority; we optimize our content for relevant keywords to ensure that potential clients can find us easily.

- *Which social media platforms do you utilize for marketing, and how do you engage with your audience on these platforms?*

NS: Facebook and Instagram are our main social media platforms. We engage with our audience by sharing daily posts about Thai massage benefits, behind-the-scenes glimpses of our therapists, and special promotions. We also respond promptly to messages and comments, ensuring excellent customer service.

- *Can you discuss your content marketing efforts, such as blogging or video content? How do these strategies align with your business goals?*

NS: We run a blog on our website where we publish informative articles about wellness, the benefits of Thai massage, and related topics. We've found that this not only provides value to our clients but also boosts our SEO. We're also exploring video content, as it's highly engaging and shareable on social media.

- *In what ways do you use email marketing to connect with your customers, and how effective has this been for your business?*

NS: Email marketing is a crucial tool for us. We send monthly newsletters to our subscribers with promotions, wellness tips, and updates about our services. We've seen that this keeps our customers engaged and often leads to repeat bookings.

- *How do you measure the effectiveness of your digital marketing efforts, and what key performance indicators (KPIs) do you track regularly?*

NS: We track several KPIs, including website traffic, social media engagement, email open rates, and conversion rates for online bookings. Google Analytics and social media insights are our go-to tools for measuring our online performance.

Challenges and Successes

- *What are some of the biggest challenges you've faced when it comes to digital marketing for your small business?*

NS: One of our challenges has been keeping up with the ever-evolving digital marketing environment. Algorithms change, and new platforms emerge. It's essential to adapt quickly to stay visible. Also, as a small business, budget constraints sometimes limit the scale of our marketing efforts.

- *Can you share any successful digital marketing campaigns or strategies that have notably boosted your business's growth?*

NS: One successful strategy has been our referral program, where we encourage customers to refer friends through social media. They get a discount, and we gain new clients. This not only boosts our revenue but also builds a sense of community among our clients.

Customer Interaction

- *How do you encourage online customer interactions, such as reviews, comments, or direct messages, and how do you manage these interactions?*

NS: We encourage customer reviews on platforms like Google Maps. We also run online contests and giveaways to engage customers. All interactions, including messages, are managed by our dedicated social media team, ensuring prompt and friendly responses.

- *What strategies do you use to collect customer feedback and insights that help you improve your products or services?*

NS: Feedback is gold for us. We collect it through online reviews, surveys, and feedback forms on our website. It's instrumental in shaping our menu, service, and overall customer experience. Listening to our customers has been the driving force behind our growth.

Cultural Influence

- *Have you found that the cultural aspect of your business plays a significant role in attracting customers and building brand loyalty? If so, how do you leverage this in your digital marketing?*

NS: Absolutely, the Thai cultural aspect of our business is a significant draw. We leverage this in our digital marketing by sharing content about the Thai massage tradition, the benefits of traditional Thai therapies, and wellness practices. It resonates with our clients, as they appreciate the authenticity of our services.

Community Engagement

- *Are there community involvement or local events that you participate in or support through your business, and how do these activities affect your online presence and marketing efforts?*

NS: We actively support local wellness events and Thai cultural festivals. Our participation enhances our visibility in the community and generates positive online content, which, in turn, boosts our social media engagement and strengthens our online presence.

Interview summary

In the interview, Nagy Sakuntala shared insights into her business's history, services, and her motivation for starting the massage chain. She emphasized her desire to promote Thai culture and provide premium Thai massage services to her customers.

Regarding digital marketing, she described a comprehensive online marketing strategy that includes a user-friendly website with SEO optimization, active social media engagement on Facebook and Instagram, content marketing efforts through blogging, and email marketing to engage customers. She also stressed the importance of promptly responding to customer interactions on social media.

Nagy Sakuntala outlined challenges related to evolving digital marketing environments and budget constraints, which are common for many small businesses. She also discussed a

successful referral program as a key strategy, enhancing both revenue and a sense of community among clients.

Cultural authenticity is a significant draw for **Erawan Thai Massage**, and Nagy Sakuntala actively incorporates Thai cultural elements into their digital marketing to resonate with clients.

Additionally, the business participates in local wellness events and Thai cultural festivals to enhance community engagement, improve online visibility, and strengthen their online presence.

Business Analysis and Overall Evaluation

Nagy Sakuntala's journey as a single mother and business owner is compelling and inspiring. Her dedication to promoting Thai culture through her massage chain is not only a business venture but also a cultural mission. This authenticity in her business's cultural representation serves as a unique selling point that can resonate with customers seeking genuine Thai experiences.

Her digital marketing strategy reflects a comprehensive and modern approach. The use of a user-friendly website, active social media profiles, content marketing, and email marketing showcases her commitment to leveraging the power of the internet. Prompt responses to customer interactions demonstrate her dedication to providing top-notch customer service.

Challenges related to evolving digital marketing landscapes are common for businesses of all sizes. However, Nagy Sakuntala's successful referral program is a noteworthy strategy. It not only drives customer acquisition but also creates a sense of community among clients, increase loyalty.

Nagy Sakuntala's approach to community involvement is another strategic advantage. Supporting local wellness events and Thai cultural festivals not only generates positive content and strengthens community ties but also contributes to improved online visibility.

In summary, **Erawan Thai Massage**'s success can be attributed to a combination of factors, including a commitment to cultural authenticity, effective digital marketing, community engagement, and a strong sense of community among clients. Nagy Sakuntala's ability to manage her business and her family single-handedly underscores her dedication and resilience in the face of adversity.

5.1.4. Bonboncha

Bonboncha is a Viet-owned bubble tea shop located at Muzeum krt 10, 8th district, Budapest. The owner, Du Ngoc, found her passion back when she was a college student in Vietnam. She loves bubble tea, and she loves showing her creativity with her drinks.

Background and Business Profile

- *Can you tell me a bit about your business, its history, and the products or services you offer?*

DN: Bonboncha started as a passion project a few years ago. I learned how to make these recipes back in Vietnam when I was a college student, which was the time I enjoyed most. So, when I came to Budapest, I decided to share my passion with others. We offer a variety of bubble teas with unique flavors and combinations. Our goal was to introduce the wonderful world of bubble tea to the people of Budapest.

- *How long have you been operating your business in Budapest, and what motivated you to start it?*

DN: We've been here for three years now. I was inspired by my time working at a bubble tea shop in Vietnam when I was in college. Budapest had a growing interest in international cuisines, and I saw an opportunity to introduce something new.

Digital Marketing Strategies

- *What digital marketing strategies do you currently use to promote your business, both online and offline?*

DN: We maintain an active social media presence on Instagram and Facebook, where we showcase our latest bubble tea creations and engage with our customers. We also use Google Ads to increase our online visibility. Currently, we are thinking about ways to improve our TikTok profile and promote our shop.

- *Which social media platforms do you utilize for marketing, and how do you engage with your audience on these platforms?*

DN: We have a user-friendly website that not only showcases our menu but also allows online ordering and delivery. SEO has been crucial in helping us appear in local searches for 'bubble tea in Budapest.

Challenges and Successes

- *What are some of the biggest challenges you've faced when it comes to digital marketing for your small business?*

DN: The competitive landscape in the food and beverage industry can be tough. Keeping up with trends and standing out in a crowded digital space has been a challenge. We really struggled in the first few months because we didn't know how to promote our store properly since we didn't have much experience in online marketing.

- *Can you share any successful digital marketing campaigns or strategies that have notably boosted your business's growth?*

DN: Our Instagram campaigns, like 'Bubble Tea Tuesdays,' have gained traction. We've seen increased foot traffic and online orders on those days.

Customer Interaction

- *How do you encourage online customer interactions, such as reviews, comments, or direct messages, and how do you manage these interactions?*

DN: We actively respond to customer comments and messages on social media. Encouraging user-generated content and offering small incentives for reviews has helped us build a loyal online community.

- *What strategies do you use to collect customer feedback and insights that help you improve your products or services?*

DN: We use online surveys, both on our website and through email, to gather feedback. This information has been invaluable in refining our menu and services.

The Future of Digital Marketing

- *How do you envision the future of digital marketing for your business, and what changes or innovations are you planning to implement?*

DN: I believe the future of digital marketing for Bonboncha lies in personalization and sustainability. We're planning to implement more data-driven marketing strategies to provide tailored offers to our customers. Sustainability is a growing concern, so we're looking into promoting our eco-friendly practices in our digital marketing. Additionally, we aim to explore emerging platforms and technologies, such as virtual reality, to create unique customer experiences.

- *What advice would you give to other small Asian-owned businesses in Budapest looking to improve their digital marketing strategies?*

DN: To fellow small Asian-owned businesses in Budapest, I'd advise embracing digital marketing as an essential tool for growth. Start with a strong online presence through social media and a user-friendly website. Consistency in posting and engaging with your audience is key. Do not be afraid to experiment with content – share stories about your culture and the journey of your business. Collect customer feedback actively and adapt your strategies based on their preferences. Lastly, always stay true to your cultural authenticity; it can be a unique selling point that resonates with your audience in Budapest.

Interview summary

Du Ngoc has been actively utilizing digital marketing strategies to promote her business, both online and offline. Their strategies include maintaining an active social media presence on Instagram and Facebook, leveraging Google Ads for online visibility, and considering the use of TikTok to further promote the shop.

The website plays a pivotal role, allowing online ordering and delivery. Du Ngoc highlighted the importance of SEO in local searches for "bubble tea in Budapest." Successful digital marketing campaigns, like "Bubble Tea Tuesdays" on Instagram, have boosted the shop's visibility, leading to increased foot traffic and online orders.

Du Ngoc actively encourages online customer interactions, responding to comments and messages on social media, and incentivizing user-generated content and reviews. The collection of customer feedback through online surveys, available on their website and email, has been crucial in refining the menu and services.

Looking to the future, Du Ngoc envisions personalization and sustainability as key elements of Bonboncha's digital marketing strategy. They plan to implement data-driven marketing strategies to offer tailored customer experiences and are exploring promoting eco-friendly practices in their digital marketing. Additionally, they are open to exploring emerging platforms and technologies like virtual reality to enhance customer experiences.

Business Analysis and Overall Evaluation

Du Ngoc's journey with Bonboncha represents the success story of a small Asian-owned business in Budapest, driven by passion and creativity. The interview showcases the significance of digital marketing in the modern business landscape. The owner's strategic use

of social media, Google Ads, and the website for online orders demonstrates the importance of an online presence in attracting and engaging customers.

The success of Instagram campaigns like "Bubble Tea Tuesdays" highlights the impact of creative digital marketing initiatives in driving customer engagement and sales. Active customer interaction through social media and the collection of feedback via online surveys reflect a commitment to building a loyal customer community and continuous improvement.

Looking to the future, the emphasis on personalization, sustainability, and the exploration of emerging technologies aligns with evolving digital marketing trends. Du Ngoc's advice to other small Asian-owned businesses emphasizes the importance of a strong online presence, content experimentation, and staying true to cultural authenticity as unique selling points.

In summary, Du Ngoc's journey with Bonboncha exemplifies the potential of small Asian-owned businesses in Budapest to thrive through effective digital marketing strategies, customer engagement, and a commitment to growth and innovation.

5.2. Qualitative Data and Their Analysis

Quantitative data collected through the customer/user survey will be partially analyzed using statistical techniques:

Descriptive Statistics: Descriptive statistics will be employed to summarize survey responses. Measures such as means, medians, and standard deviations will be calculated to provide a quantitative overview of the data.

After sending out the questionnaire, I received 203 responses, and the raw data was processed into different types of charts.

The processed data is presented below:

5.2.1. Demographic

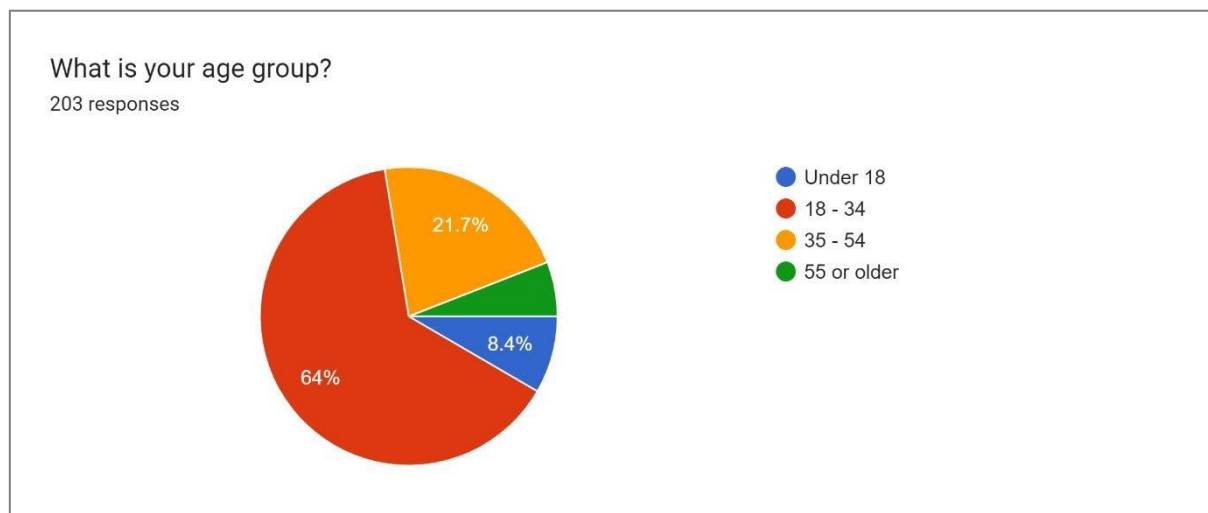


Figure 8: Age Group

The frequency distribution visually represents the distribution of respondents across different age groups. The data provided represents the age distribution of 203 survey respondents. The majority fall into the 18-34 age group, accounting for 64% of respondents. The 35-54 age group is the second largest, making up 21.7% of the total. Those under 18 and those aged 55 or older represent 8.4% and 5.9%, respectively, of the survey sample. These age group proportions give insight into the demographic makeup of the respondents and can be useful for segmentation and analysis in your survey findings.

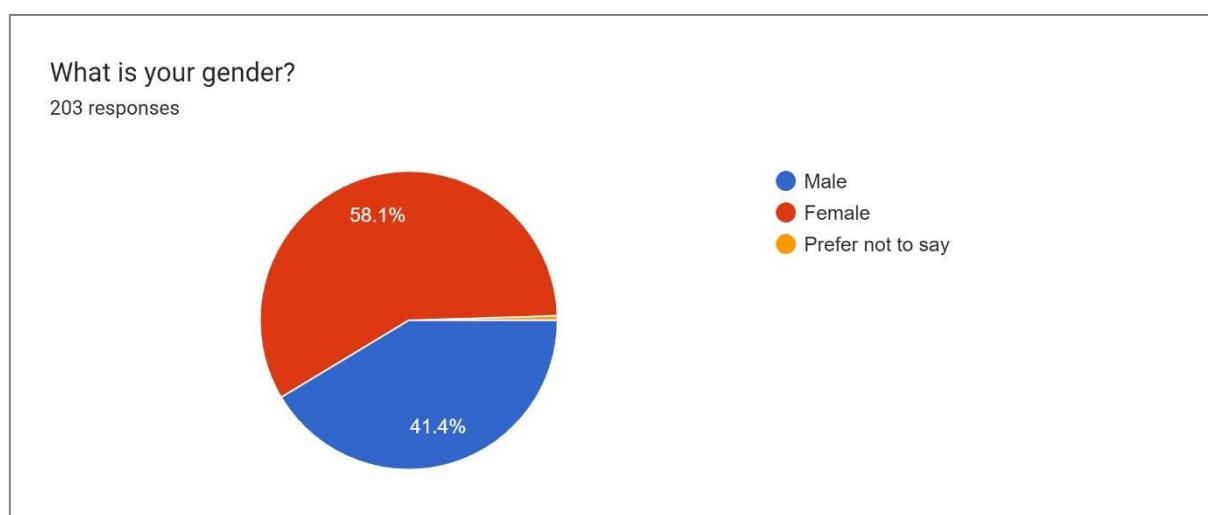


Figure 9: Gender

Since there was only 1 person out of 203 responders chose “Prefer not to say” option, I will not consider it here. I performed a z-test for given data on gender distribution, I'll compare the observed proportions of males and females in the sample to a null hypothesis.

Hypotheses:

- Null Hypothesis (H0): There is no significant difference in gender proportions in the sample.
- Alternative Hypothesis (Ha): There is a significant difference in gender proportions in the sample.

Test Statistics: $\alpha = 0.05$

Proportions:

p_1 (proportion of males) = $84/203 \approx 0.4138$

p_2 (proportion of females) = $118/203 \approx 0.5813$

Expected Proportion under the Null Hypothesis:

Assuming no significant difference, the expected proportion of males and females would be the same:

$$\text{Expected proportion (p)} = \frac{p_1 + p_2}{2} = \frac{0.4138 + 0.5813}{2} \approx 0.4976$$

Standard Error:

$$SE = \sqrt{[p(1 - p)(1/n_1 + 1/n_2)]}$$

Where:

p = expected proportion = 0.4976

n_1 = sample size of males = 84

n_2 = sample size of females = 118

$$SE \approx \sqrt{[0.4976 * (1 - 0.4976) * (1/84 + 1/118)]} \approx 0.0714$$

Z-Score:

$$z = \frac{\sqrt{(p_1 - p_2)}}{SE}$$

$$|z| = |(0.4138 - 0.5813) / 0.0714| \approx 2.346$$

Conclusion

At the 0.05 significance level ($\alpha = 0.05$), the critical z-value for a two-tailed test is approximately ± 1.96 . Since the calculated z-score (-2.3457) is outside the range of -1.96 to

1.96, we can reject the null hypothesis (H_0). This means that there is a significant difference in gender proportions in the sample.

We can conclude that there is a significant difference in gender proportions in the sample. In this case, the proportion of females is significantly higher than the proportion of males, and the result is statistically significant at the 0.05 significance level.

This suggests that the gender distribution in the sample is not evenly balanced, and there is a notable gender difference among the respondents.

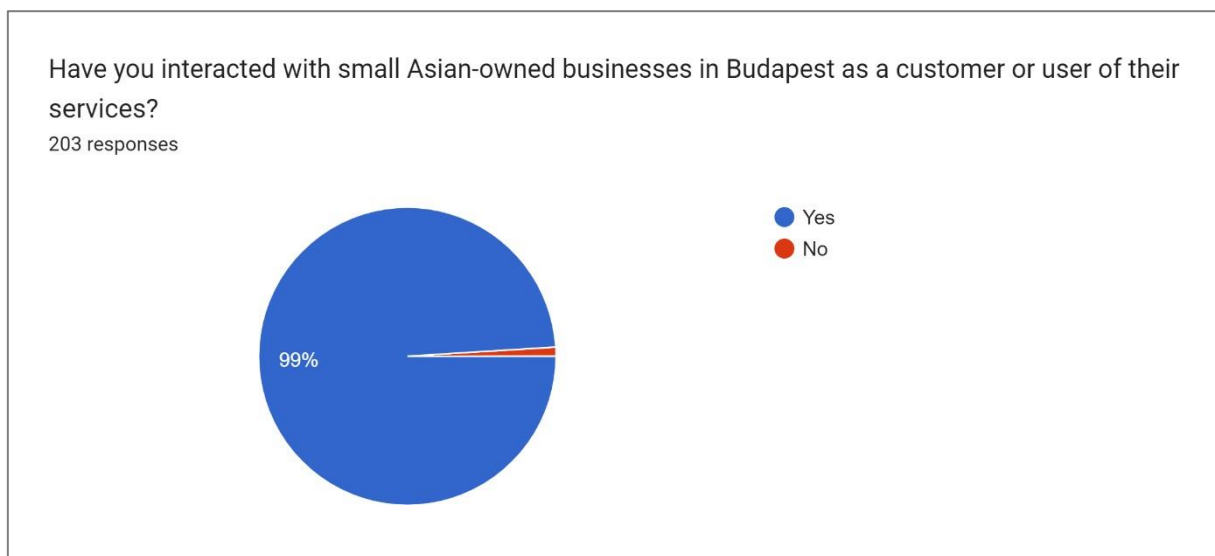


Figure 10: Business Interaction

Total Responses: 203 responses.

Number of "Yes" Responses: 201 respondents (99%) answered "yes," indicating that they have interacted with small Asian-owned businesses in Budapest.

Number of "No" Responses: 2 respondents (1%) answered "no," indicating that they have not interacted with such businesses.

Hypotheses

- Null Hypothesis (H_0): The proportion of respondents who have interacted with small Asian-owned businesses is 90% or less ($p \leq 0.90$).
- Alternative Hypothesis (H_1): The proportion of respondents who have interacted with small Asian-owned businesses is greater than 90% ($p > 0.90$).

Test Statistics

I use the Z-test for proportions to compare the observed proportion (99%) with the expected proportion (90%). The formula for the test statistic is:

$$Z = \frac{p - P_0}{\sqrt{\frac{P_0(1-P_0)}{n}}} = \frac{0.99-0.90}{\sqrt{\frac{0.90(1-0.90)}{203}}} \approx 2.76$$

Critical Value: With a significance level of 0.05, we can find the critical value from the standard normal distribution table. For a one-tailed test (since we are interested in whether the proportion is greater than 0.90), the critical Z value is approximately 1.645.

Conclusion:

Compare the calculated Z value (2.76) with the critical Z value (1.645).

Since the calculated Z value is greater than the critical value, we reject the null hypothesis (H₀). This suggests that the proportion of respondents who have interacted with small Asian-owned businesses in Budapest is significantly greater than 90%.

In other words, we have statistical evidence to support the conclusion that a higher proportion of my survey respondents have interacted with small Asian-owned businesses than what would be expected (90%) under the null hypothesis.

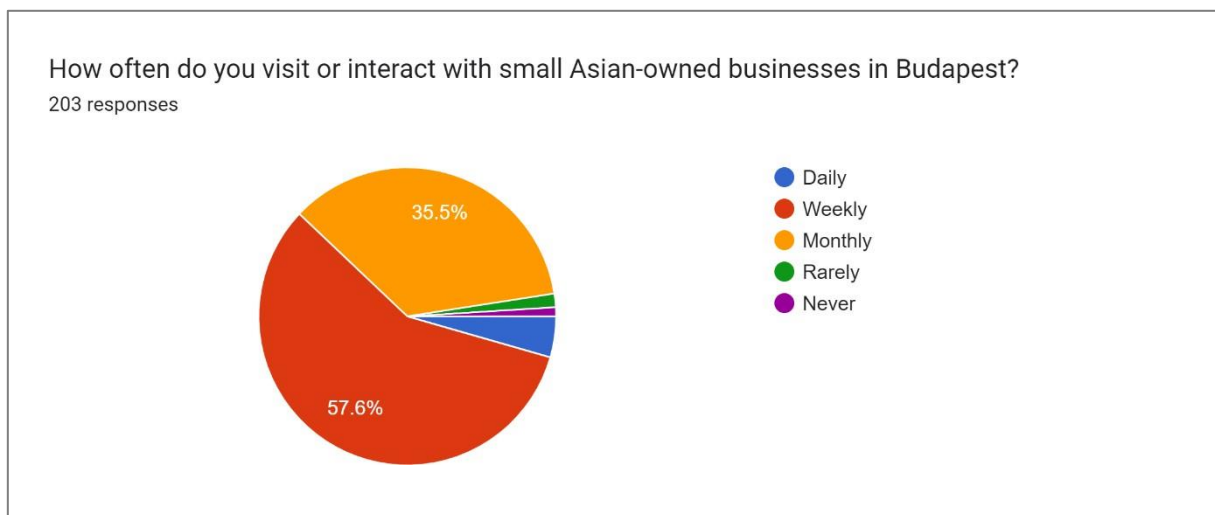


Figure 11: Frequency

The data illustrates the frequency of interactions between 203 survey respondents and small Asian-owned businesses in Budapest. The majority, 57.6%, reported visiting or interacting with these businesses on a weekly basis. About 35.6% engage with them on a monthly basis. A smaller percentage, 4.4%, interacts with them daily. Rare interactions are reported by 1.5% of respondents, while 1% never interact with these businesses.

This data highlights a significant level of weekly and monthly engagement, indicating a strong presence of small Asian-owned businesses in respondents' routines. The relatively low percentage of daily interactions suggests that these businesses may not be a part of daily activities for most respondents. Understanding these interaction patterns can inform strategies for enhancing customer engagement and retention for these businesses in Budapest.

5.2.2. Digital Marketing and User Experience

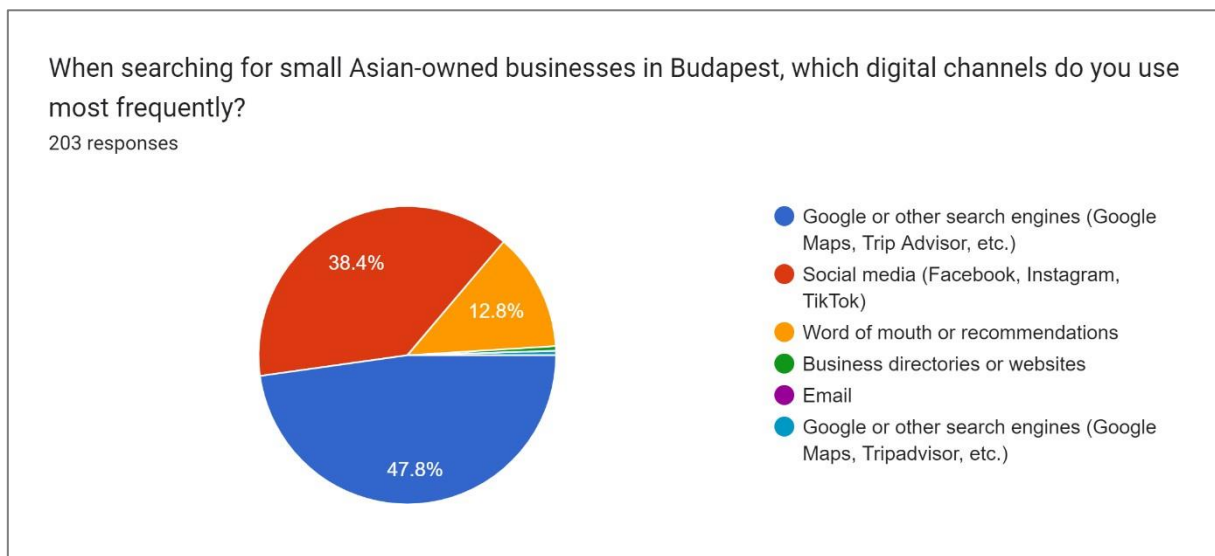


Figure 12: Most Frequent Channel

The data represents the digital channels frequently used by respondents when searching for small Asian-owned businesses in Budapest. Among the 203 respondents, the most common choice was Google or other search engines (48.3%), followed by social media (38.4%). Word of mouth or recommendations accounted for 12.8%, while business directories or websites were used by only 0.5% of respondents. Email was not selected as a preferred channel for this purpose. This data sheds light on the predominant digital channels that individuals rely on when seeking small Asian-owned businesses in Budapest.

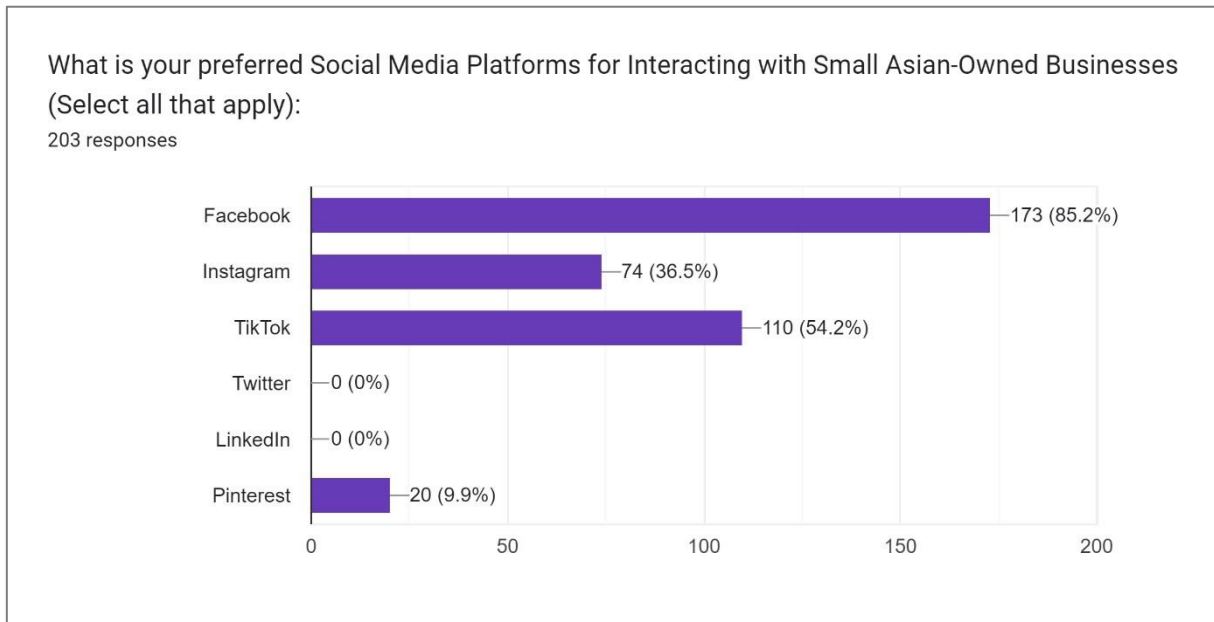


Figure 13: Preferred Channels

The data reveals the preferred social media platforms for interacting with small Asian-owned businesses among 203 survey respondents. Facebook is the most favored, with 173 respondents (about 85.2%) selecting it. TikTok is also a popular choice, with 110 respondents (approximately 54.2%) indicating its preference. Instagram is favored by 74 respondents (around 36.5%), and Pinterest is selected by 20 respondents (approximately 9.9%). Twitter and LinkedIn are less preferred, with no respondents choosing them. This data highlights the significance of Facebook and TikTok as key platforms for interacting with small Asian-owned businesses.

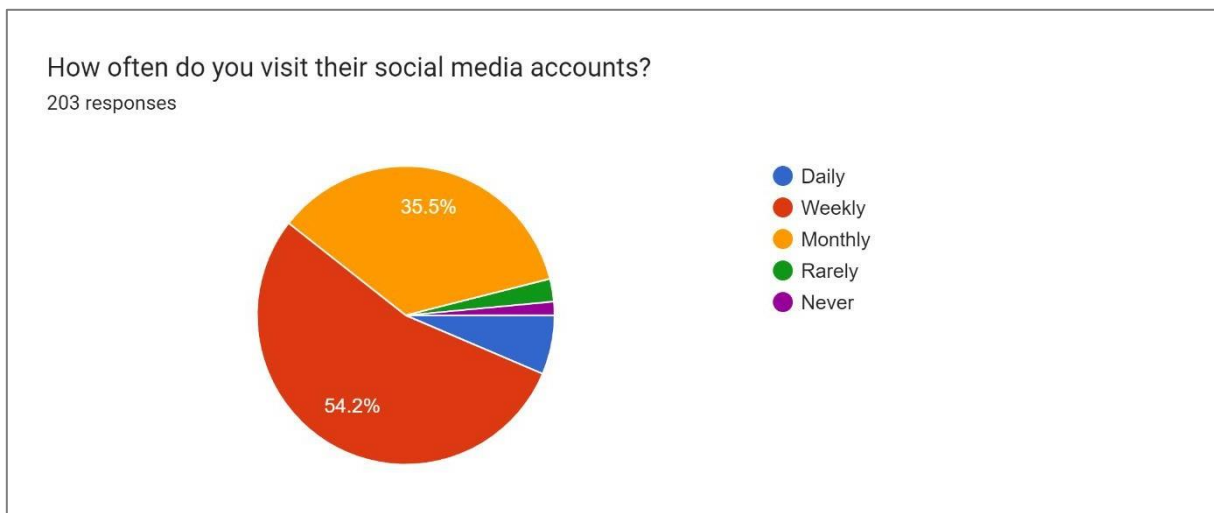


Figure 14: Frequency of Social Media Engagement

The data shows how often survey respondents visit the restaurant's social media accounts. The majority, 110 respondents (54.2%), visit on a weekly basis, indicating regular engagement. About 72 respondents (35.5%) visit monthly, suggesting moderate interaction. A smaller group, 13 respondents (6.4%), checks the accounts daily, indicating high engagement. Only a few respondents visit rarely (5 individuals, or 2.5%) or never (3 individuals, or 1.5%). This data highlights the varying levels of social media engagement among the surveyed individuals, with the most common pattern being weekly visits. Frequent visits suggest an active and engaged audience, which could be valuable for the restaurant's digital marketing efforts. This information is valuable for understanding the frequency of customer interaction with the business's social media presence.

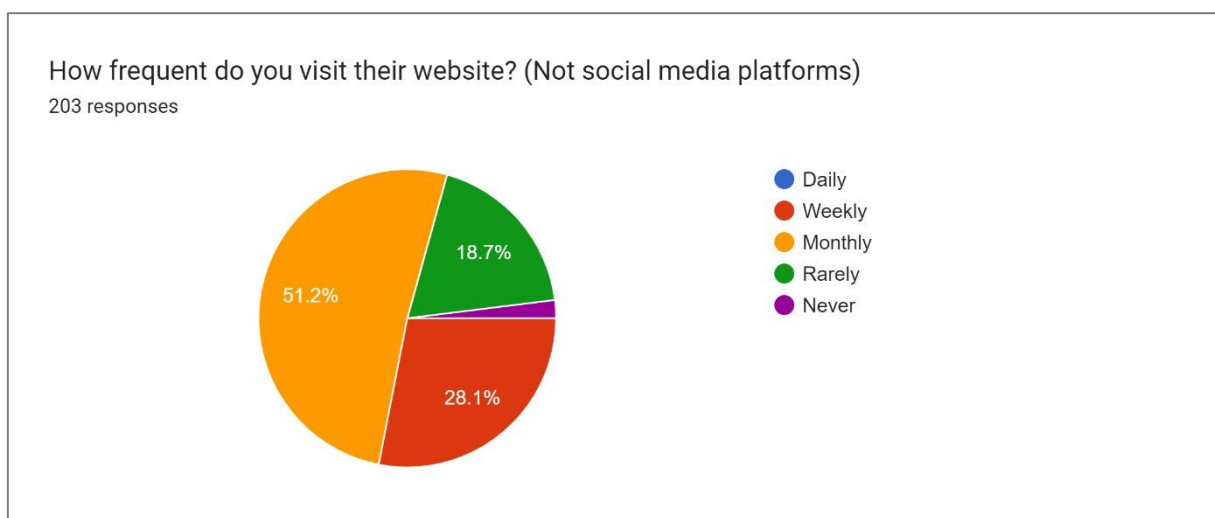


Figure 15: Website Interaction

The data illustrates the frequency of respondents visiting the website of the surveyed entity, excluding social media platforms. The majority, accounting for 104 out of 203 respondents (approximately 51.2%), visit the website on a monthly basis. 57 respondents (about 28.1%) access the website weekly, while 38 (roughly 18.7%) do so rarely. Only 4 respondents (approximately 2%) have never visited the website. This data indicates that the majority of respondents visit the website monthly, followed by weekly visitors. The relatively low number of daily visitors suggests that the website may not be the primary point of interaction for most users, but rather a source for periodic information or engagement. The small percentage of respondents who never visit the website implies that most respondents have at least visited the site at some point. These insights can inform strategies for website engagement and content management.

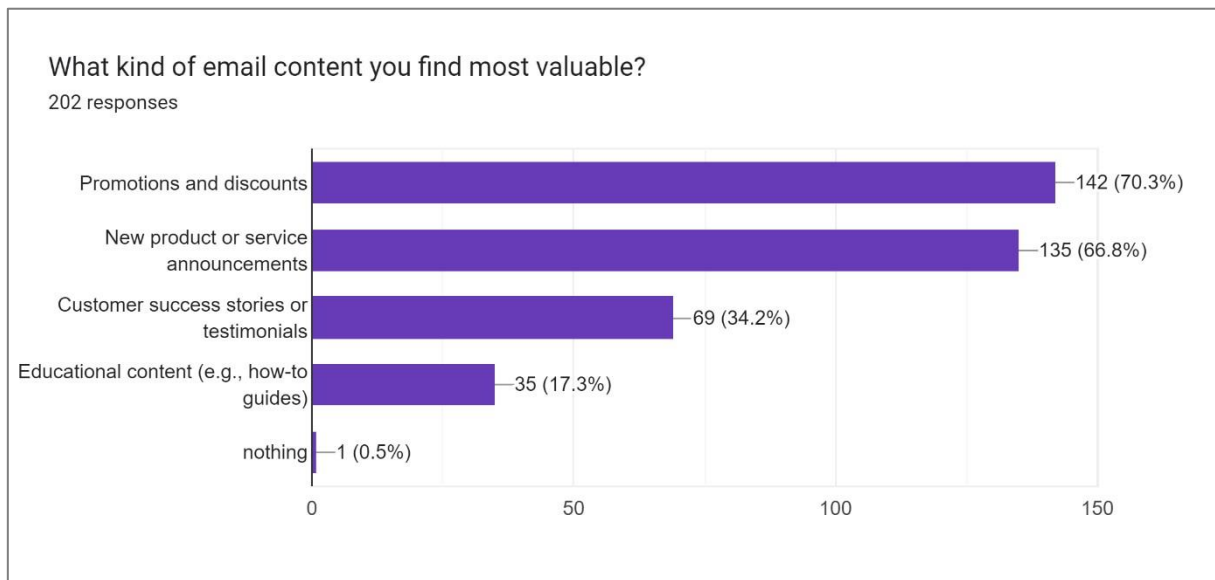


Figure 16: Valuable Email Content

The data reveals the preferences of 203 survey respondents regarding the type of email content they find most valuable. The majority, 142 respondents (about 70%), favor promotions and discounts. Close behind, 135 respondents (approximately 66.5%) value new product or service announcements. A significant but smaller group of 69 respondents (around 34%) appreciates customer success stories or testimonials. Educational content, like how-to guides, is valued by 35 respondents (about 17.2%). Only 1 respondent (0.5%) indicated that they find none of these email content types valuable. This data offers insights into the email content preferences of the surveyed individuals.

5.2.3. Perceptions and Recommendations

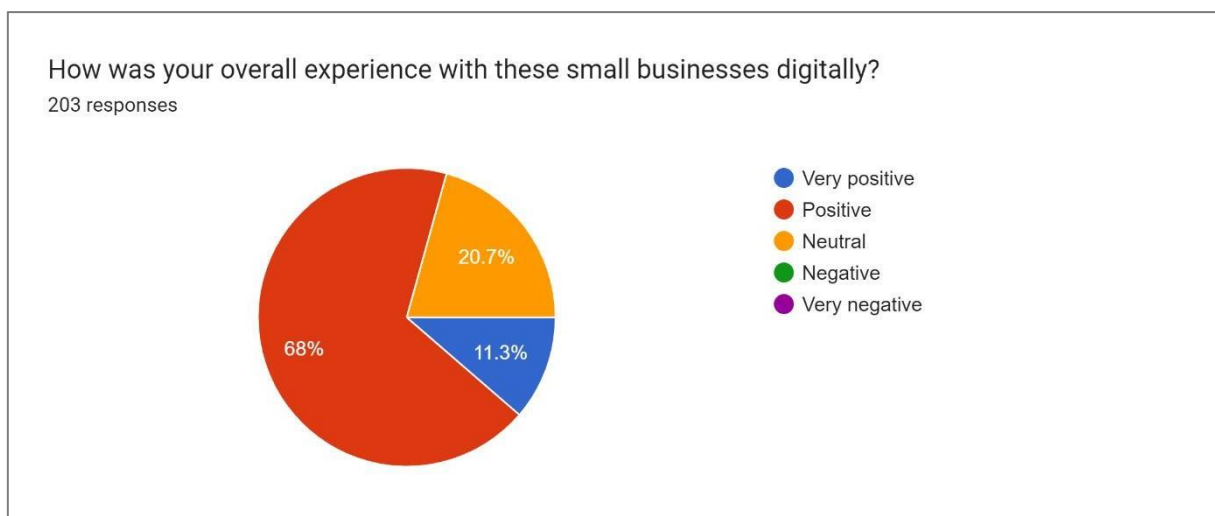


Figure 17: Overall Experience

The data reflects the overall digital experience of 203 respondents with small businesses. Notably, 138 respondents (approximately 68%) reported a positive experience, while 23 (around 11%) had a very positive experience. Additionally, 42 respondents (about 21%) expressed a neutral stance. Interestingly, none of the respondents reported a negative or very negative experience. This data indicates a predominantly positive digital experience with these small businesses, suggesting a high level of satisfaction or at least a lack of significant dissatisfaction among the survey participants. This high level of positivity can indicate that these businesses have effectively leveraged digital marketing and customer engagement strategies to create a pleasing and satisfactory online experience for their customers. The absence of negative or very negative responses further underscores the success of these businesses in maintaining a positive digital presence. This data reflects the importance of digital marketing and its potential impact on overall customer satisfaction.

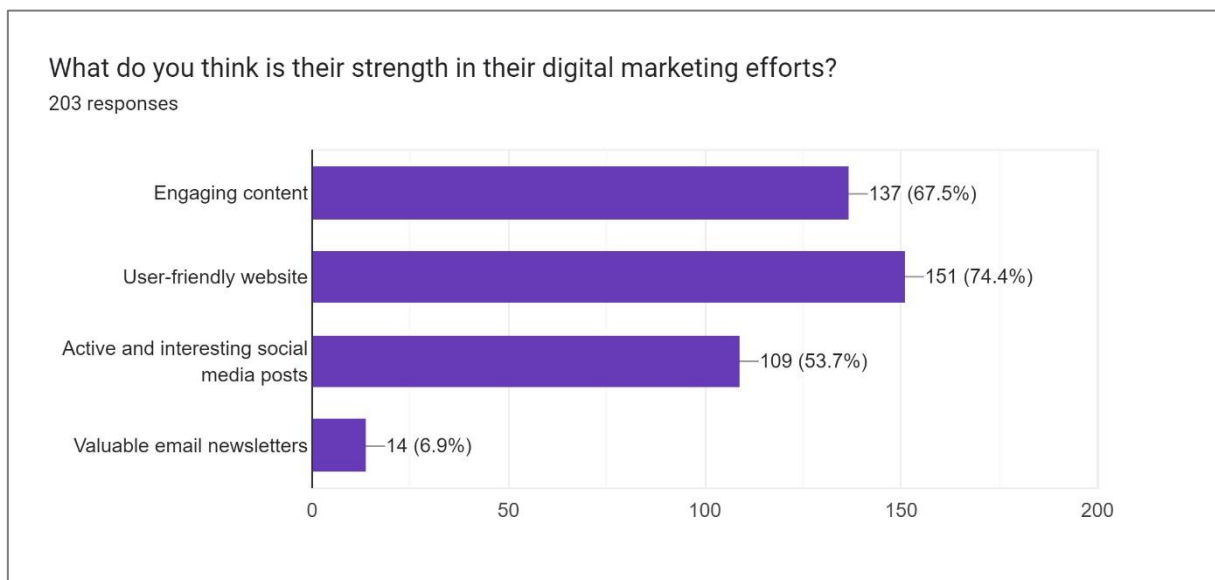


Figure 18: Strengths in Digital Marketing Efforts

The data reveals the perceived strengths in the digital marketing efforts of the surveyed respondents. Among the options provided:

- **User-Friendly Website:** This option received the highest recognition, with 151 out of 203 respondents (about 74.4%) acknowledging it as a strength. A user-friendly website is seen as a significant asset in their digital marketing efforts.
- **Engaging Content:** The majority, 137 out of 203 respondents (around 67.5%), considered engaging content to be a strength, emphasizing the importance of compelling and relevant content in digital marketing.

- **Active and Interesting Social Media Posts:** A significant portion, 109 out of 203 respondents (approximately 53.7%), appreciated active and interesting social media posts as a strength, highlighting the impact of engaging social media content.
- **Valuable Email Newsletters:** While valuable email newsletters received recognition, it was noted by 14 out of 203 respondents (about 6.9%), indicating that there is room for improvement in this aspect of their digital marketing efforts.

These insights help identify the strengths in the surveyed audience's perceptions of digital marketing efforts, emphasizing the importance of a user-friendly website, engaging content, and active social media presence.

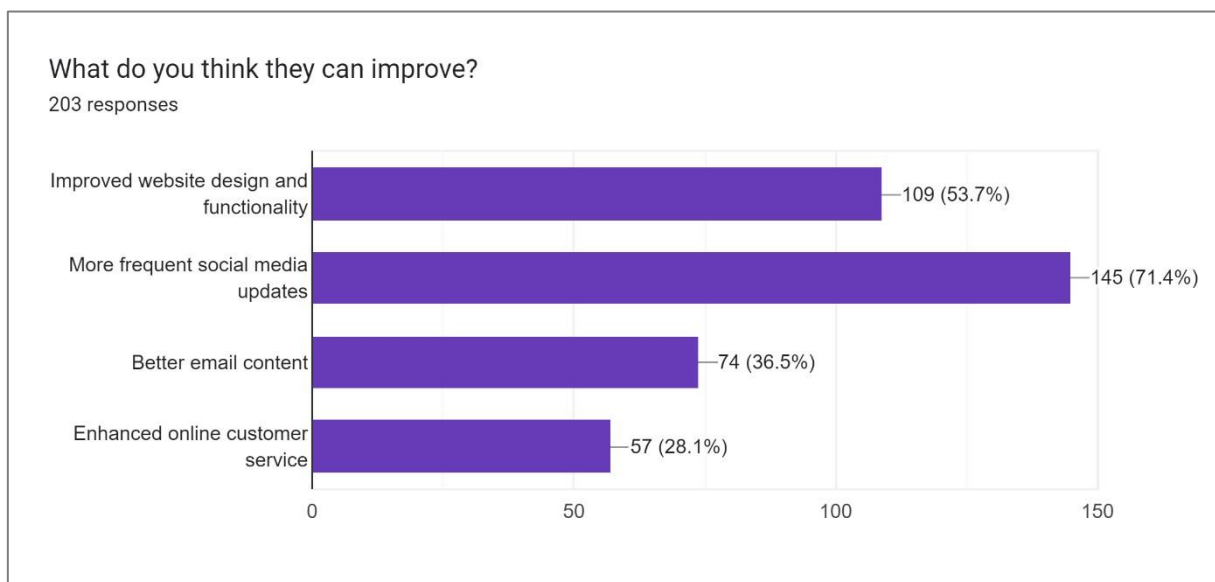


Figure 19: Areas for Improvement in Digital Marketing

The data indicates survey respondents' suggestions for improvements. Among 203 respondents, the most common suggestion was for more frequent social media updates, with 145 (approximately 71.4%) expressing this opinion. Improved website design and functionality were mentioned by 109 (around 53.7%) respondents, while better email content was recommended by 74 (about 36.5%). Enhanced online customer service was suggested by 57 (about 28.1%) respondents. These insights highlight areas where respondents believe the business can enhance its digital presence and customer engagement.

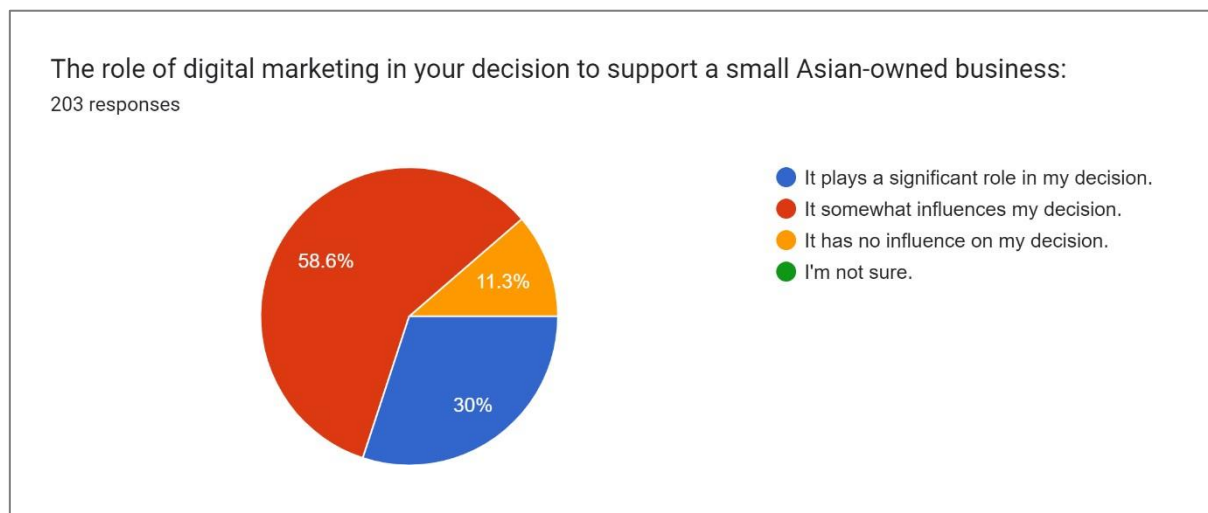


Figure 20: Influence

The data reveals how digital marketing influences the decision-making process of customers when supporting small Asian-owned businesses. Among the 203 respondents, 61 (approximately 30%) stated that digital marketing plays a significant role in their decision. A larger majority of 119 respondents (around 58.6%) mentioned that it somewhat influences their decision. In contrast, 23 respondents (about 11.3%) indicated that digital marketing has no influence on their decision to support such businesses, and none were unsure.

This data suggests that digital marketing holds a substantial influence over a significant portion of customers, making it an essential tool for small Asian-owned businesses to attract and engage with their audience. The majority of customers are at least somewhat influenced by digital marketing efforts, indicating its importance in shaping their purchasing decisions. Therefore, effective digital marketing strategies can significantly impact a business's success by reaching and convincing potential customers. It emphasizes the critical role of digital marketing in the modern customer decision-making process, underlining the need for businesses to invest in this area to remain competitive and appealing to their target audience.

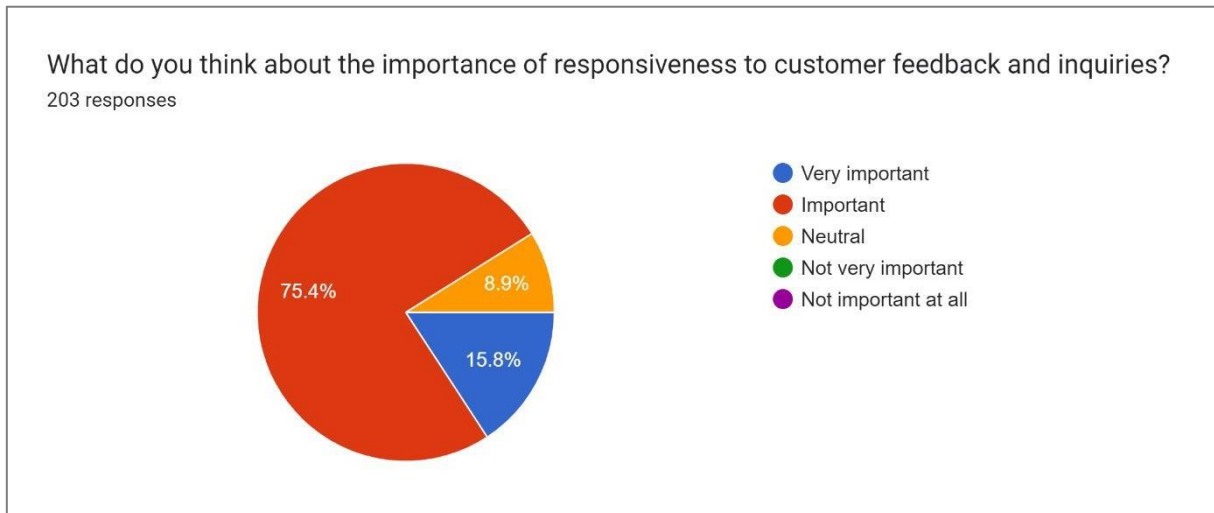


Figure 21: Importance of Responsiveness

The data reveals that the majority of survey respondents, 153 out of 203 (about 75.4%), consider responsiveness to customer feedback and inquiries as "important," while 32 respondents (approximately 15.8%) rate it as "very important." Only 18 respondents (around 8.9%) expressed a "neutral" stance, and none regarded it as "not very important."

This data emphasizes the strong importance placed on responsiveness to customer feedback and inquiries by the majority of the respondents. It highlights the critical role of prompt and effective customer engagement in building and maintaining positive customer relationships. Timely responses and attentiveness to customer inquiries are vital for customer satisfaction and can lead to increased loyalty and brand advocacy. Businesses that prioritize responsiveness are more likely to foster trust and goodwill among their customers, which can contribute to long-term success and growth.

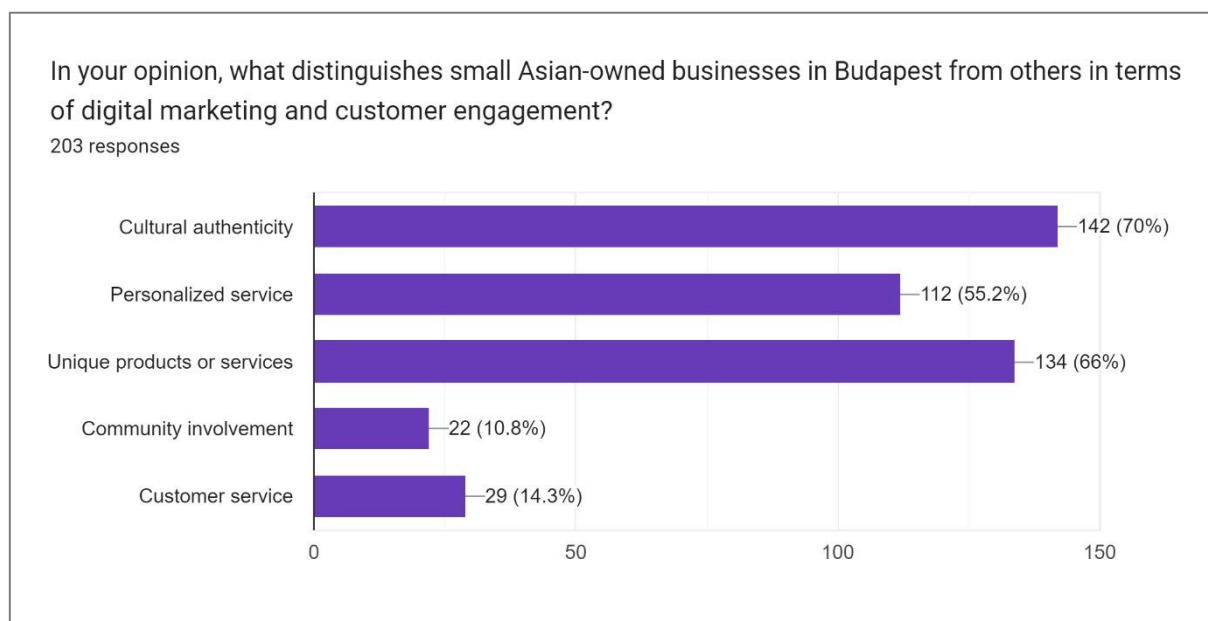


Figure 22: Standout Features

The data represents respondents' opinions on what distinguishes small Asian-owned businesses in Budapest in terms of digital marketing and customer engagement. The top factors cited are cultural authenticity, with 142 respondents (about 70%) recognizing its significance. Additionally, unique products or services garnered recognition from 134 respondents (around 66%), while personalized service was mentioned by 112 respondents (approximately 55%). Fewer respondents highlighted community involvement (about 11%) and customer service (about 14%) as distinguishing factors. These insights reflect the perceived strengths of Asian-owned businesses in Budapest in the context of digital marketing and customer engagement.

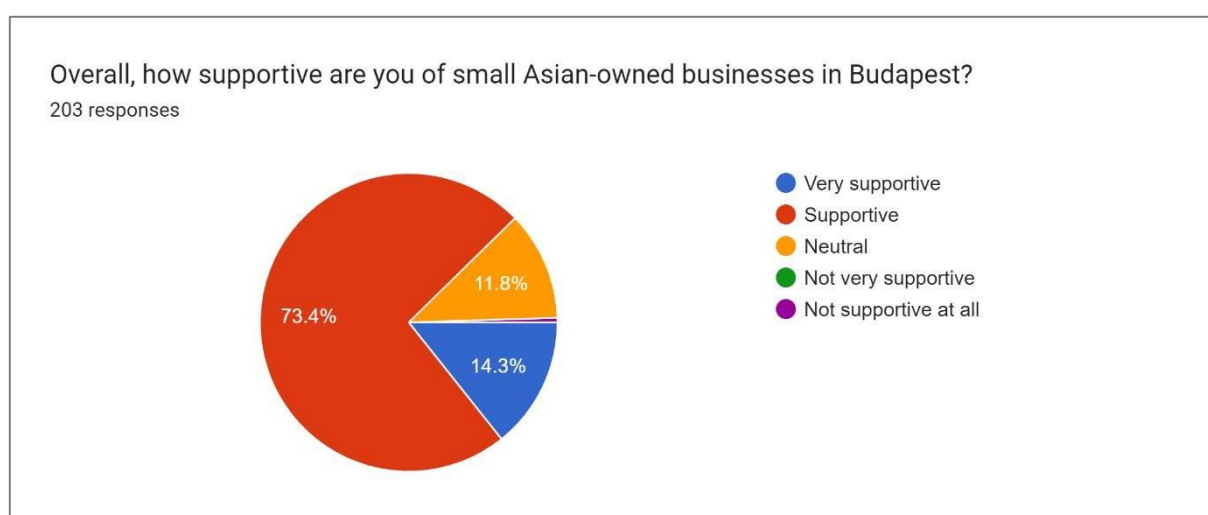


Figure 23: Supportiveness

The data reveals the level of supportiveness of 203 respondents toward small Asian-owned businesses in Budapest. A significant portion, 149 respondents (about 73.4%), indicated that

they are supportive, with 29 (around 14.3%) expressing that they are very supportive. 24 respondents (approximately 11.8%) maintained a neutral stance. Interestingly, none of the respondents declared that they are not very supportive, and only one respondent (0.5%) stated that they are not supportive at all.

This data indicates a substantial level of support and a generally positive disposition toward small Asian-owned businesses in Budapest. The majority of respondents either support or strongly support these businesses. The lack of responses indicating "not very supportive" suggests a favorable environment. For small Asian-owned businesses in Budapest, this high level of supportiveness is essential as it can translate into increased patronage, positive word-of-mouth, and overall success in the local market. It underscores the significance of community support in fostering the growth and sustainability of such businesses.

6. Conclusion and recommendations

6.1. Summary of findings

In this research, we have explored the impact of digital marketing on the growth of small businesses in general, with a specific focus on small Asian-owned business in Budapest.

The study revealed several key findings:

Social Media Marketing

Small Asian-owned businesses in Budapest have achieved notable success through the effective utilization of social media marketing. The study revealed that platforms like Facebook, Instagram, and TikTok have emerged as powerful tools for connecting with the target audience, showcasing products and services, and engaging with customers.

Website Development and Optimization

Maintaining a user-friendly website and optimizing it for search engines has proven to be a cornerstone of successful digital marketing for these businesses. Websites serve as a hub for information, menus, contact details, and promotions. Search engine optimization (SEO) efforts have ensured visibility in local search results.

Content Marketing

The consistency and quality of content creation and distribution play an important role in engaging the audience. Small Asian-owned businesses actively employ content marketing, such as blogging about culture and cuisine, to connect with customers and educate them about their offerings.

Email Marketing

Email marketing campaigns have been effective in not only keeping existing customers informed about promotions and new dishes but also in attracting new customers. Regular emails have contributed to customer retention and growth.

6.2. Contributions

This study contributes significantly to the understanding of digital marketing strategies for small Asian-owned businesses in Budapest. It highlights the following key contributions:

Insights into Success Factors

The research underscores the critical success factors for businesses in the small Asian-owned segment. It offers valuable insights into the strategies that have returned positive results, especially in the context of social media marketing, website development, content creation, and email marketing.

Practical Guidance

Small business owners and marketers can draw practical lessons from the findings of this study. The recommendations and insights provided can serve as actionable guidelines for those seeking to improve their digital marketing strategies. The significance of understanding the local culture and cuisine in the marketing context is emphasized.

6.3. Practical Implications

The practical implications derived from this research have a direct impact on small Asian-owned businesses in Budapest:

Leverage Social Media Platforms

Small businesses should prioritize social media marketing on platforms like Facebook, Instagram, and TikTok. Engaging content and consistent interaction can help create a strong online presence and build customer loyalty.

Invest in User-Friendly Websites

Maintaining a user-friendly website with essential information readily available is crucial. Optimizing the website for search engines can increase visibility and attract potential customers.

Consistent Content Creation

Regularly creating and sharing content related to Asian culture, cuisine, and the business's unique offerings can enhance engagement. Blog posts, videos, and other forms of content can educate and entertain the audience.

Email Marketing for Customer Retention

Email marketing campaigns should be used to keep existing customers informed about promotions and new menu items. Personalized and targeted emails can contribute to customer retention and increased revenue.

6.4. Closing Remarks

This highlights the importance of effective digital marketing for these small Asian-owned businesses in Budapest. This is where digital marketing will be applied in these companies so that some success stories and key findings of this research can provide success stories that can transform these companies' operations in a different direction as the digital age is here to stay. Some of the things that one should do to succeed in this competitive market include having a good internet presence, efficient use of social networks, and understanding local customs. Information garnered in conducting this research shall contribute significantly towards the direction Budapest will take as it continues experiencing an increase of small Asian-owned firms. It is a strategy that gives fresh flavors to new customers and is not just a tool for digital marketing.

Businesses in this segment can be able to connect with their audience, showcase their uniqueness, and survive in a digital era by following this report's findings and suggestions.

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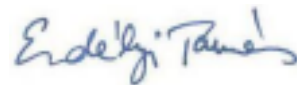
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As a supervisor of Nguyen, Cac Tuong Nhi (Student's name) D46T4E (Student's NEPTUN ID), I here declare that the final thesis¹ has been reviewed by me, the student was informed about the requirements of literary sources management and its legal and ethical rules.

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Appendix 2: Declaration of Consultations with Supervisor

Declaration of Consultations with Supervisor

Name of Student: Nguyen Cac Tuong Nhi

Programme and specialization: Business Administration and Management


Name of Thesis Supervisor: Dr. Erdélyi Tamás

First personal consultation

Date and time: 2023. 08. 10

Topic discussed: Literature review and research plan.

Signature of Supervisor:



Second personal consultation

Date and time: 2023. 09. 23

Topic discussed: Data analysis and results interpretation.

Signature of Supervisor:




Third personal consultation

Date and time: 2023. 10. 15

Topic discussed: Feedback and corrections.

Signature of Supervisor:



DECLARATION

on authenticity and public assess of thesis

Student's name: Nguyen Cac Tuong Nhi

Student's Neptun ID: D46T4E

Title of the document: Digital David vs Goliath_ Creative strategies for small businesses in the digital marketing era

Year of publication: 2023

I declare that the submitted thesis is my own, original individual creation. Any parts taken from another author's work are clearly marked, and listed in the table of contents.

If the statements above are not true, I acknowledge that the Final examination board excludes me from participation in the final exam, and I am only allowed to take final exam if I submit another thesis.

Viewing and printing my submitted work in a PDF format is permitted. However, the modification of my submitted work shall not be permitted.

I acknowledge that the rules on Intellectual Property Management of Hungarian University of Agriculture and Life Sciences shall apply to my work as an intellectual property.

I acknowledge that the electric version of my work is uploaded to the repository sytem of the Hungarian University of Agriculture and Life Sciences.

2023 year 11 month 05 day



Nguyen Cac Tuong Nhi

User Perceptions of Digital Marketing by Small Asian-Owned Businesses in Budapest

Hi everyone! I hope you're having a great day! I'm a senior at MATE university and I'm working on my thesis regarding digital marketing strategies for small Asian-owned businesses in Budapest. It would give me a tremendous help if you can spend a fraction of your time to help me fill this out.

* Indicates required question

1. Have you interacted with small Asian-owned businesses in Budapest as a customer or user of their services?

Mark only one oval.

☐ Yes

☐ No

2. How often do you visit or interact with small Asian-owned businesses in Budapest?

Mark only one oval.

☐ Daily

☐ Weekly

☐ Monthly

☐ Rarely

☐ Never

3. When searching for small Asian-owned businesses in Budapest, which digital channels do you use most frequently?

Mark only one oval.

- ☐ Google or other search engines (Google Maps, Trip Advisor, etc.) Social
☐ media (Facebook, Instagram, TikTok)
☐ Word of mouth or recommendations
☐ Business directories or websites Email
☐ Other: _____
☐

4. What is your preferred Social Media Platforms for Interacting with Small Asian-Owned Businesses (Select all that apply):

Check all that apply.

- ☐ Facebook
☐ Instagram
☐ TikTok
☐ Twitter
☐ LinkedIn
☐ Pinterest
☐ Other: _____

5. How often do you visit their social media accounts? *

Mark only one oval.

- ☐ Daily
☐ Weekly
☐ Monthly
☐ Rarely
☐ Never

6. How frequent do you visit their website? (Not social media platforms)

Mark only one oval.

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Rarely
- ☐ Never

7. What kind of email content you find most valuable?

Check all that apply.

- ☐ Promotions and discounts
- ☐ New product or service announcements
- ☐ Customer success stories or testimonials
- ☐ Educational content (e.g., how-to guides)
- ☐ Other: _____

8. How was your overall experience with these small businesses digitally? *

Mark only one oval.

- ☐ Very positive
- ☐ Positive
- ☐ Neutral
- ☐ Negative Very
- ☐ negative

9. What do you think is their strength in their digital marketing efforts? *

Check all that apply.

- ☐ Engaging content
- ☐ User-friendly website
- ☐ Active and interesting social media posts
- ☐ Valuable email newsletters
- ☐ Other: _____

10. What do you think they can improve? *

Check all that apply.

- ☐ Improved website design and functionality
- ☐ More frequent social media updates
- ☐ Better email content
- ☐ Enhanced online customer service
- ☐ Other: _____

11. The role of digital marketing in your decision to support a small Asian-owned business:

Mark only one oval.

- ☐ It plays a significant role in my decision. It
- ☐ somewhat influences my decision.
- ☐ It has no influence on my decision. I'm
- ☐ not sure.

12. What do you think about the importance of responsiveness to customer feedback and inquiries?

Mark only one oval.

- ☐ Very important
- ☐ Important
- ☐ Neutral
- ☐ Not very important Not
- ☐ important at all

13. In your opinion, what distinguishes small Asian-owned businesses in Budapest from others in terms of digital marketing and customer engagement?

Check all that apply.

- ☐ Cultural authenticity
- ☐ Personalized service Unique
- ☐ products or services
- ☐ Community involvement
- ☐ Customer service
- ☐ Other: _____

14. Overall, how supportive are you of small Asian-owned businesses in Budapest? *

Mark only one oval.

- ☐ Very supportive
- ☐ Supportive
- ☐ Neutral
- ☐ Not very supportive Not
- ☐ supportive at all

15. What is your age group?

Mark only one oval.

- ☐ Under 18
- ☐ 18 - 34
- ☐ 35 - 54
- ☐ 55 or older

16. What is your gender?

Mark only one oval.

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

Thank you for taking the time to complete this survey. Your feedback will contribute to my research on small Asian-owned businesses in Budapest and their digital marketing strategies.

Cheers!!

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