

Literature Review Outline

Title

"Digital Marketing of Small and Medium Scale Enterprises, in a city of your choice".

Aim and Purpose

Being directly involved in the launch of a small eCommerce company (nuggetandco.co.uk), this literature review will assess digital marketing strategies used for this particular industry and target market, taking into account online purchasing changes following COVID.

The aim of the study is to provide recommendations for further investment into digital marketing to maximise ROI.

Method

1. Google Scholar search for Digital Marketing , Jewellery , COVID , Millennial Women
2. Read selection of articles to obtain back-ground knowledge.
3. Use this additional knowledge to refine keyword search within reputable database (Science Direct).

Exclusion Criteria: Due to cultural differences, discussion of target audience are limited to UK, European and US based researchers. The same exclusion criteria was not used for technical discussion.

Discussion outline

- From the above, identify key digital marketing methods for products (Jewellery)
- Discuss how COVID has changed online purchasing habits.
- Discuss Target market online habits and use of digital technology
- Devise strategy utilising methods and habits.

Conclusion

A Digital Marketing plan for a start-up online Jewellery company with limited physical presence. Identifying a list of priorities to maximise ROI.