

Disruptive Marketing Strategy and Sales Growth of Small and Medium Scale Enterprises in Taraba State

SAMOYARE, THERUNG FIDELIS¹, ELAM ELIJAH DORBOH², RUFAI TIMON MAISAMARI³,
JACOB ELI⁴

^{1,2,3,4}Department of Business Administration, Taraba State University Jalingo

Abstract- *Disruptive Marketing Strategy and sales growth of Small and Medium Scale Enterprises In Taraba State. The Specific objectives are; i) to determine the effects of content marketing on small and medium scale enterprises growth in Taraba State, ii) to find out the types of social media and viral campaign strategies adopted by small medium and scale enterprises in Taraba State as well as to examine their influence over market powerful, and iii) to ascertain the impact of influencer marketing on growth of small and medium scale enterprises in Taraba State. The study was based on theory of disruptive innovation. The study also employed a research design which was descriptive research design and it was used to carry out study with a target population of top 8 small and medium enterprises registered and operating in Jalingo LGA. The study concentrated only on the high 8 SMEs as they should have structured marketing programs, marketing personnel, social media policy and influencer marketing. Purposive sampling technique was used and the study sampled a population of 264 respondents among the top 8 small and medium enterprises. The information to be used in the analysis was obtained from the questionnaires prepared by the researcher as the instrument of the study. Primary data was recorded by means of a structured questionnaire with close-ended items. The collected data were analyzed for completeness and accuracy, and also coded in a Statistical Package for Social Sciences (SPSS) Version 25. The analysis of the data employed both descriptive and inferential statistics, with the findings displayed in tables and figures. The regression analysis was employed to validate the research hypotheses. The analysis results indicated that disruptive marketing (contentment marketing, social media and viral campaigns, and influencer marketing) have positive, significant, and combined*

effects on the growth of SMEs, with coefficients and p-values of β_1 0.850= (p-value <0.000), β_2 0.854= (p-value <0.000), and adjusted. R^2 = 0.718. And β_3 0.789= (p-value <0.000) with F-stat=5.943 (0.000) and adj. R^2 = 0.605. Hence, it is concluded that the growth of SMEs can be attained through content marketing, social media, viral campaigns, and influencer marketing. It is advised that SMEs in Taraba State embrace content marketing, social media, viral campaigns, and influencer marketing in all their transactions to foster growth in profitability and expand their market share.

Indexed Terms- *Disruptive Marketing, Content Marketing, Social Media and Viral Campaign, Influencers' Marketing, SMEs Sales Growth.*

I. INTRODUCTION

This article guides a stepwise walkthrough by Disruptive marketing represents a fundamental change from conventional marketing methods, distinguished by innovation and the establishment of new value networks. It entails approaches that confront conventional standards, frequently leading to the removal of currently dominant market figures and the emergence of completely new markets (Xu, M., David, J.M. and Kim, S.H., 2018). In contrast to incremental innovations that improve current products and services, disruptive marketing presents new solutions that significantly alter consumer behavior and market dynamics.

Disruptive marketing strategies involve innovatively and challengingly executing marketing to capture customers' attention regarding the products and services offered by organizations across various sectors. A disruptive marketing approach urges the company to abandon the traditional marketing principles they've adhered to since their inception and

throw them away. It allows companies to take chances to introduce something entirely innovative to the market. Parth and Sonu Choudhary (2020).

Based on current marketing trends, established and recognized organizations or brands are reluctant to alter their marketing strategies as they believe that doing so might cause their customers to lose brand loyalty and begin seeking alternatives or shifting to competitors, according to Gavin (2021). Therefore, a disruptive marketing strategy will assist them in preserving the firm's market prestige while offering an innovative approach to their market presentation, ensuring their customers remain engaged and eager for new offerings from their brands.

Effective disruptive marketing initiatives can assist established brands in addressing any gaps in their marketing strategies and introducing new elements to the market, which is greatly advantageous for the brands over an extended period.

Statement of the Problem

Implementing disruptive marketing strategies can pose various difficulties for SMEs (Small and Medium Enterprises). Some of these difficulties include an insufficient content marketing strategy marked by limited resources, expertise, and time demands. SMEs might not have the financial resources or staff to produce high-quality, compelling content on a regular basis; crafting effective content strategies necessitates a thorough comprehension of the target audience and market trends, presenting a significant learning challenge for small businesses. Producing worthwhile content can also take a lot of time, which could pose difficulties for SMEs that have a small workforce.

Another significant challenge is the inadequate use of Social Media and Viral Campaigns. Social media platforms often change their algorithms, making it challenging for SMEs to stay visible without ongoing modifications. Successful viral campaigns typically necessitate spending on advertisements and promotions, which can impose a financial burden on small companies. Additionally, Risk Management related to viral campaigns can be erratic; a campaign

that deviates from expectations may harm the brand's reputation.

Insufficient implementation of Influencer Marketing presents another hurdle, which includes identifying the Right Fit. Finding and collaborating with influencers that match the brand's values and resonate with the target audience can be difficult. Additionally, partnering with well-known influencers can be costly, and the Return on Investment may not consistently warrant the spending for small and medium enterprises. Additionally, SMEs might find it challenging to uphold Content Marketing and manage how their brand is portrayed, which could result in possible problems with Content Marketing and messaging.

For SMEs, addressing these challenges requires strategic planning, effective use of available resources, and occasionally beginning with smaller, more manageable campaigns to gain experience and confidence. In view of the aforementioned, this research aims to evaluate disruptive marketing strategies and the expansion of small and medium-sized enterprises in Taraba State.

Objectives of the Study

The main objective of this study is to assess disruptive marketing Strategy and growth of small and medium scale enterprises in Taraba State. While the specific objectives includes

- i. To assess the impact of content marketing on growth of Small and medium scale enterprises in Taraba State
- ii. To assess the types of social media and viral campaign adopted by small and medium scale enterprises in Taraba State
- iii. To assess the impact of influencer marketing on growth of small and medium scale enterprises in Taraba State

Research Questions

- i. What is the impact of content marketing on the growth of small and medium scale enterprises in Taraba State?

- ii. What are the types of Social Media and Viral campaign adopted by Small and Medium scale enterprises in Taraba State?
- iii. What is the impact of influencers marketing on growth of Small and medium scale enterprises in Taraba State?

Research Hypothesis

Hoi: There is no any significant impact of content marketing on the growth of small and medium scale enterprises in Taraba State

Hoi: There are no any form of Social media and Viral campaign adopted by small and medium scale enterprises in Taraba State

Hoi: There is no any significant impact of influencers marketing on the growth of Small and medium scale enterprises in Taraba State

Significance of the Study

Research of this kind will offer practical insights for SMEs aiming to implement disruptive marketing tactics to boost their growth and competitiveness. This research can enhance the theoretical insights into disruptive marketing and its impact on the growth of SMEs.

Comprehending how disruptive marketing affects SMEs can assist policymakers in developing favorable conditions for innovation and development. Emphasizing the significance of resources like financing, education, and guidance in the implementation of innovative marketing tactics.

Scope of the study

This study is on disruptive marketing strategy and growth of small and medium scales enterprises in Taraba State with focus on some selected SME's within Jalingo and Ardo-Kola Local Government Area of Taraba State. Theses selected SME's includes: Taraba Gas Ltd, Brim Gas, Natu Table Water C2C Table Water, Next Tsaraba Bread, TSU Bakery, Deby Classy Restaurant and Sisfen Kitchen.

II. LITERATURE REVIEW

Disruptive Marketing Strategy

A disruptive marketing strategy focuses on questioning the existing norms and establishing new market areas. It entails creative strategies that diverge from conventional marketing methods, concentrating on providing new solutions that fulfill unmet or evolving consumer demands (Gavin, 2021). This approach focuses not merely on gradual enhancements but on revolutionary shifts that reshape market dynamics and consumer habits.

In 1997, Clayton Christensen presented the idea of disruptive innovation in his book "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail." It involves presenting new innovations that are markedly different from current ones, capable of completely changing an industry (Rusine, 2022).

Concept of Content Marketing

Content marketing is a strategic method that emphasizes producing and sharing valuable, pertinent, and consistent content aimed at attracting and keeping a well-defined audience, ultimately driving profitable customer engagement (Pulizzi, 2023). It includes sharing information, narratives, and insights that captivate customers and motivate them to take actions that are advantageous for the business.

Concept of Social Media and Viral Campaigns:

Leveraging social media channels to develop campaigns that become viral, thus expanding reach rapidly and economically. These campaigns frequently utilize trending subjects, content produced by users, and influencers to generate excitement.

Social media denotes the platforms and technologies that enable the creation, sharing, and distribution of information, ideas, and content via virtual communities and networks (Scott, 2017). Social media comprises platforms and apps that allow users to generate and share content or engage in social networking. Instances consist of Facebook, Twitter, Instagram, LinkedIn, and TikTok.

Concept of Influencer Marketing:

Influencer marketing is a type of social media marketing that includes endorsements and product

placements by influencers—people or organizations with a loyal social following and recognized as authorities in their niche (Chae, 2021). Influencers utilize their platforms to endorse products or services to their followers, capitalizing on their trustworthiness and audience to boost engagement and drive sales.

Partnering with influencers who possess a large audience to endorse products. This approach utilizes the trust and reliability that influencers have established with their followers, frequently challenging conventional celebrity endorsements.

Small and Medium Enterprises (SMEs) in Taraba State, This seminar concentrates on Small and Medium enterprises (SMEs) based in Jalingo. These businesses are regarded as essential for facilitating economic growth and generating employment (SEDA, 2017). SMEs differ in scale and yearly revenue. The Companies Act of 1975 in the United Kingdom specified that an organization with a revenue of under £1.4 million was classified as small, those with revenue between £1.4 million and £5.7 million were categorized as medium, and enterprises with revenue exceeding £5.7 million were designated as large. It additionally categorized the businesses according to their employee counts – enterprises with fewer than 50 employees were labeled small, those with 50 to 250 employees were considered medium, and those with more than 250 employees were defined as large. In a similar manner, the European Union (EU) in 1995 characterized SMEs as any business with fewer than 250 employees and further classified them into micro (fewer than 10 employees), small (between 10 and 49 employees), and medium (ranging from 50 to 249 employees).

In Nigeria, the National Council of Industry, 2003 categorized enterprises based on three criteria:

Size	No. Of Employees	Total Cost Including Working Capital But Excluding Land
Micro	1-10	Less than 1 Million
Small	11-35	1Million – less

		than 40Million
Medium	36-100	40Million – less than 200Million
Large	101 and above	200Million and Above

Nonetheless, the asset base standard is more frequently utilized in Nigeria. The Central Bank of Nigeria, in its 2005 guidelines regarding the Small and Medium Enterprise Investment Scheme (SMEIS), defined an SME as any business having a maximum asset base of 200 million naira (excluding land and working capital), with no specified minimum or maximum staff limit.

Consequently, it is crucial for all SMEs to incorporate new technologies such as Big Data, IoT, and AI into their business models and strategic plans, since technology influences business strategy (Raskino, 2017). Bennett (2019) proposes that “embracing technology involves a mindset shift that welcomes disruption and utilizes technology to foster innovation and develop new procedures.”

Lately, the phrase Industry 4.0 has been employed to define the forthcoming phase in industrial technology encompassing robotics, IoT, and advanced machine algorithms (Towers-Clark, 2019), while certain authors refer to it as the 4th industrial revolution (4IR) (Erasmus et al., 2019). These challenges of digital transformation affect business performance and the way a company provides value. Due to this, certain companies in South Africa are reluctant to embark on their digital transformation journey (Bennett, 2019).

Impact of Disruptive Marketing Strategy on SMEs:

Disruptive marketing tactics can be especially beneficial for small and medium-sized enterprises (SMEs) according to Anthony (2018). These approaches allow small and medium-sized enterprises to:

- Distinguish Themselves: Shine in a competitive market by providing distinctive value propositions that connect with consumers.
- Attain Swift Expansion: Rapidly grow by exploring new or overlooked markets and

building robust brand awareness through creative marketing strategies.

- Improve Customer Interaction: Foster stronger relationships with customers via tailored and engaging marketing efforts.

Theory of Disruptive Innovation

The concept of disruptive innovation, known as Christensen's theory of disruptive technology, is a framework most effectively applied to analyze how new and revolutionary innovations affect a company's survival. The concept was introduced by Professor Christensen while he was studying the disk-drive industry. It was subsequently made well-known through his 1997 book on the innovator's dilemma.

The theory is applied to describe a scenario where it modifies and reshapes an industry or market by introducing solutions that are simple, convenient, accessible, and affordable (Christensen institute, 2022). Christensen detailed that these innovations often originate in a niche market that is seen as unappealing or trivial by established companies in the sector, but ultimately the new offering or solution transforms the entire industry.

In his theory, Christensen differentiated between sustainable innovations and disruptive innovations. He mentioned that sustainable innovations enhance the value of current and established products, whereas disruptive innovations alter or redefine performance standards and establish a new market (Anthony, 2018). The theory offers valuable perspective to business leaders and managers regarding how these innovations can affect their operations and why numerous companies struggle when faced with those innovations.

Christensen states that the unpredictable nature of these innovations can also adversely impact successful and well-managed companies. This theory aids managers in identifying when a concept or technology has turned disruptive. It additionally offers guiding principles to emerging companies on the commercialization of these innovations (Chishakwe and Smith, 2012)

III. METHODOLOGY

The research embraces an interpretative philosophy to explore present insights and challenges regarding disruptive marketing strategy. Both qualitative and quantitative methods were utilized for this study to ather extensive information from participants in the case study (Harrison et al., 2017) through an interview schedule and a questionnaire in focus groups as the research tools for data collection (Antwi and Hamza, 2015). The focus group was made up of registered SMEs functioning in Jalingo and Ardo-Kola LGA. The location was selected due to its diverse character and closeness to the researcher. Data was collected through a questionnaire. A random sampling method was employed to identify qualified SME owners who were chosen as the sample size and took part in the study. The SMEs under consideration are diverse, and to guarantee proper representation, SME owners were selected to meet the outlined goal. Closed-ended surveys, featuring a five-point Likert scale from strongly disagree (1) to strongly agree (5), were used to collect views on the effect of disruptive marketing strategies on the growth of SMEs. The gathered data was displayed in a table format, featuring descriptive statistics, and the established hypothesis was evaluated using correlation coefficients to examine the respondents' views on the topic. The study sample included 264 participants chosen at random.

IV. RESULT AND DISCUSSION OF FINDINGS

SME	Content Posts (Monthly)	Engagement Rate (%)	Revenue Growth (%)
Brim Gas	20	15	10
Taraba Gas	6	8	6
Natu Table Water	30	25	20
Deby Classy Restaurant	25	20	15
C2C Table Water	10	5	5

SME	Content Posts (Monthly)	Engagement Rate (%)	Revenue Growth (%)
Sifen Kitchen	32	28	26
Next Tsaraba Bread	15	8	7
TSU Bakery	8	4	5

Source: Field Survey 2024

The table above displays the monthly content posts, engagement rates, and monthly revenue increases for SMEs in Jalingo and Ardo-Kola Metropolis. The outcome shows that increased content from SMEs correlates with greater customer engagement and revenue growth, and the opposite is also true.

Test of Hypotheses

H01: There is no any significant impact of content marketing on the growth of small and medium scale enterprises in Taraba State.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.850 ^a	.723	.671	.5990

a. Predictors (Constant): Content Marketing

Source: (Field Survey, 2024).

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	31.053	1	31.053	28.098	.000 ^b
	Residual	55.154	109	0.561		
	Total	86.207	110			

a. Dependant Variable: SME's Growth

b. Predictors(Constant) Content Marketing

Source: (Field Survey, 2024).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	37.550	1.536		24.444	.000
	Content Marketing	11.437	.009	.850	13.221	.000

Source: (Field Survey, 2024).

The analysis presented above summarizes the regression outcomes. In terms of Content Marketing, the T-statistics of (T=13.221; P<0.000) validated the relevance of the explanatory variable. The adjusted R² of 0.671 indicated that 67.1% of the variation in SME growth is attributed to the impact of the explanatory variable (Content Marketing). The F-statistics (F= 28.098, P=0.000) indicated the significance of the regression equation and the parameter estimates in the model at a level below 5%. Consequently, it was discovered that Content Marketing positively and significantly impacts the growth of SMEs in Taraba State, Nigeria.

Hypothesis Two

H0ii: There are no any form of Social media and Viral campaign adopted by small and medium scale enterprises in Taraba State.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854 ^a	.729	.718	.7678

Source: (Field Survey, 2024).

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13.548	1	13.548	25.450	.000 ^b
	Residual	57.988	109	0.532		
	Total	71.536	110			

C. Dependant Variable: SME's Growth

D. Predictors (Constant) Social Media and viral Campaign

Source: (Field Survey, 2024).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.489	.476		1.027	.00
	Social Media and viral Campaign	.253	.020	.854	12.622	.000

Source: (Field Survey, 2024).

The analysis presented above summarizes the regression results. For Social Media and Viral Campaigns, the T-statistics of (T=12.620; P<0.000) validated the importance of the explanatory variable. The adjusted R² of 0.718 indicated that 71.8% of the variation in SME Growth is attributed to the impact of the explanatory variable (Social Media and Viral Campaign). The F-statistics (F= 25.450, P=0.000)

indicated the significance of the regression equation and the parameter estimates in the model at a level below 5%. Consequently, it was found that Social Media and Viral Campaign positively and significantly influence the development of SMEs in Taraba State, Nigeria.

Hypothesis Three

H0iii: There is no any significant impact of influencers marketing on the growth of Small and medium scale enterprises in Taraba State.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789 ^a	.623	.605	.98663

Source: (Field Survey, 2024).

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	43.288	1	43.288	5.943	.000 ^b
	Residual	107.256	109	0.984		
	Total	150.544	110			

e. Dependant Variable: SME's Growth

f. Predictors (Constant) Influencer Marketing

Source: (Field Survey, 2024).

Coefficients^a

Source: (Field Survey, 2024).

The data presented in the table indicates a moderate degree of interdependence between marketing by influencers and the growth of SMEs ($\beta=.789$, $T=0.543$, $P<0.05$). The table additionally indicated an adjusted R2 of .605, demonstrating that 60.5% of the variation in SME growth is attributed to the impact of the explanatory variable (Influencer Marketing). The F-statistic of 5.943 and a p-value of 0.000 suggest a fairly strong level of correlation.

IV. DISCUSSION OF FINDINGS

The aim of this research is to examine disruptive marketing strategies and the sales growth of small and medium-sized enterprises in Taraba State. Hypothesis One indicates that content marketing yields positive and significant results, suggesting that it plays a crucial role in the growth variation of SMEs in Taraba State. This aligns with Mathey's (2015) study, which describes content marketing as: "The art of communicating with your audience without directly selling anything (branded content falls under the content marketing umbrella)." It is referred to as non-intrusive advertising because it should not disrupt your audience's experience. It is not about promoting or making cold pitches yet relies more on the content you have created, organized, and shared with them.

Hypothesis Two suggests favorable and noteworthy results, indicating that Social Media and viral campaigns significantly aid in the expansion of SMEs in Taraba State, Nigeria. Consequently, both models demonstrate a strong overall importance, showing that they are suitable. These results align with Scott's (2017) view that social media and viral marketing have transformed marketing by allowing direct and instant communication with customers. He offers techniques for using these tools to develop engaging content that captures and maintains customer attention.

Hypothesis Three indicated that influencer marketing also had a notable impact on the growth of SMEs in Taraba State, Nigeria. The results of the analysis validate the claim made by Patmawati & Miswanto (2022) that influencer marketing leverages the charm and influence of these individuals to advertise

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.955	6.880		0.139	.000
	Influencer Marketing	.575	1.116	.789	0.514	.000

products, services, or particular brands to their followers.

CONCLUSION

A disruptive marketing strategy will revolutionize the marketing approaches of organizations across various sectors. By consistently introducing new elements over a specific timeframe, the customers' interest and trust in their brands will remain strong.

We are currently at the onset of the fourth industrial revolution, which stands out in speed, scale, complexity, and transformative capability compared to earlier revolutions. As industrial revolutions progressed from the mechanization of production in the first phase, to mass production in the second, and then to production automation in the third, global living standards and customer expectations have significantly enhanced. As a result, both existing and emerging companies ought to implement this groundbreaking marketing approach to reinvent themselves and remain favored by consumers.

RECOMMENDATIONS

The subsequent suggestions were provided to assist in formulating a strategic method for small and medium-sized enterprises to guarantee growth and sustainability amid a disruptive marketing landscape after gathering extensive qualitative data from SMEs in Jalingo:

SMEs in Taraba State need to embrace effective Content Marketing by setting specific objectives like brand awareness, lead generation, or customer retention. Additionally, they should perform market research to grasp the target audience's preferences, challenges, and content consumption behaviors.

This research suggests that SMEs should get ready for disruptive changes to improve their path towards adopting new technologies by selecting the appropriate social media platforms where their target audience is most engaged. SMEs ought to concentrate their efforts on these platforms to enhance reach and interaction, as well as to cultivate a community by actively connecting with followers through comments, likes, shares, and direct messages.

The research suggests enhancing the effectiveness of influencer marketing by establishing specific goals prior to initiating an influencer campaign. Regardless of the aim being to enhance brand visibility, drive sales, or meet other particular targets. Establishing a solid collaboration with the influencer to grasp their audience and confirm that the influencer aligns with their brand values and way of life. This can be accomplished through effective communication, clear role definitions, and well-defined expectations. Perform thorough market analysis to pinpoint influencers that align with the SME's target demographic and brand values. Combine influencer campaigns with the broader marketing strategy, incorporating social media, advertising, and additional content, to enhance overall synergy.

REFERENCES

- [1] Anthony, S. D., Johnson, M. W., Sinfield, J. V., & Altman, E. J. (2018). *Innovator's Guide to Growth: Putting Disruptive Innovation to Work*. Harvard Business School Press.
- [2] Antwi, S.K. and Hamza, K., 2015. Qualitative and Quantitative Research Paradigms in Business Research: A Philosophical Reflection. *European Journal of Business and Management*, Vol.7, No.3, pp.217-225.
- [3] Babbie, E. and Mouton, J., 2012. *The practice of social research*. Cape Town: Oxford University Press South Africa.
- [4] Bennett, G., 2019. Snapshot of digital transformation in South Africa. [online] Available at: <https://businesstech.co.za/news/industry-news/316742/snapshot-of-digital-transformation-in-southafrica/> (Accessed on 8/10/2019).
- [5] Berger Jonah (2013) *Contagious: How to Build Word of Mouth in the Digital Age*.
- [6] Brown, B. C. (2020). Customer-Centric Marketing: Supporting SME Growth. *Journal of Business Research*, 117, 115-128.
- [7] Brown, D., & Fiorella, S. (2013). *Influencer Marketing: How to Create, Manage, and Measure Brand Influencers in Social Media Marketing*. Que Publishing.
- [8] Chae, Jiyoung (2021 "Explaining Females' Envy Toward Social Media Influencers." *Media Psychology*, vol. 24, no. 3, 2021, pp. 297-314.
- [9] Chishakwe, DB. & Smith, W. An analysis of the impact of disruptive technology on the success of small and medium enterprises (SMES) in a developing nation. A case of king Williams Town, South Africa. *African Journal of Business management*, 2012; 6 (36).
- [10] Christensen institute 2022. *Disruptive innovation*. Retrieved from <https://www.christenseninstitute.Org/keyconcepts/disruptive-innovation-2/>
- [11] Cresswell, J.W., 2012. *Qualitative inquiry and research design: Choosing among five approaches*. London, UK: Sage Publications.
- [12] Gans, J. S. (2016). *The Disruption Dilemma*. MIT Press.
- [13] Gavin Ashley CHAPMAN (2021) *Anticipating the Impact of Disruptive Technologies on SMEs in Kwazulu-Natal: A Case Stud*. *Expert Journal of Business and Management*, Volume 9, Issue 1, Published by Sprint Investify, pp.42-54
- [14] Harrison, H., Birks, M., Franklin, R. and Mills, J., 2017. *Case Study Research: Foundations and Methodological Orientations*. *Forum Qualitative Sozialforschung / Forum: Qualitative Social*

- Research, Vol 18, No 1, Art.19. [online] Available at: <http://nbn-resolving.de/urn:nbn:de:0114-fqs1701195> [Accessed on 12/12/2019].
- [15] Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. Wiley.
- [16] Kumar, V., & Reinartz, W. (2016). Creating Enduring Customer Value. *Journal of Marketing*, 80(6), 36-68.
- [17] Mathey, A. (2015). Content Marketing 101: Creative Content Marketing for Canadian Artist and Cultural Organizations. <http://bit.ly/1QofA0a>
- [18] Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). *Value Proposition Design: How to Create Products and Services Customers Want*. Wiley.
- [19] Parth and Sonu Choudhary (2020) *Disruptive Marketing Strategy*, Iconic Research And Engineering Journals
- [20] Patmawati, D., & Miswanto, M. (2022). The Effect of Social Media Influencers on Purchase Intention: The Role Brand Awareness as a Mediator. *International Journal of Entrepreneurship and Business Management*, 1(2), 170-183. <https://doi.org/10.54099/ijebm.v1i2.374>
- [21] Pulizzi, J. (2014). *Epic Content Marketing*. McGraw-Hill Education.
- [22] Pulizzi, Joe, and Robert Rose (2023). *The Content Marketing Benchmarks, Budgets, and Trends*
- [23] Raskino, M., 2017. CEO survey: CIOs Must Scale Up Digital Business. [online] Available at: www.Gartner.com/en/documents/3645407/2017-ceo-survey-cios-must-scale-up-digital-business [Accessed on 13/12/2019].
- [24] Ries, E. (2011). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Business.
- [25] Rogers, D. L. (2016). *The Digital Transformation Playbook: Rethink Your Business for the Digital Age*. Columbia Business School Publishing.
- [26] Rusine, R. 2022. *Howe disruptive innovation impact business-to-business marketing*. Retrieved fom <https://www.Socialsuccessmarketing.com/how-disruptive-innovations-impact-business-to-businessmarketing>
- [27] Schmitt, B. (2010). *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, Relate*. Free Press.
- [28] Scott, David Meerman (2017) *The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly*.
- [29] Small Enterprise Development Agency (SEDA), 2017. *SEDA - Annual Report*. [online] Available at: www.seda.org.za/Publications/Annual%20Reports/seda%20Annual%20Report%2016-17.Pdf (Accessed on 12/12/2019).
- [30] Towers-Clark, C., 2019. *Big Data, AI and IoT Part Two: Driving Industry 4.0 one step at a time*. [online] Available at: www.forbes.com/sites/charlestowersclark/2019 [Accessed on 8/10/2019].
- [31] Tuten, T. L., & Solomon, M. R. (2017). *Social Media Marketing*. Sage Publications.
- [32] Xu, M., David, J.M. and Kim, S.H., 2018. The Fourth Industrial Revolution: Opportunities and Challenges. *International Journal of Financial Research*, Vol.9, No.2, pp. 90-95. doi:10.5430/ijfr.v9n2p90