EXAMINE THE IMPACT OF E-MARKETING ON THE INTERNATIONALIZATION OF SMALL AND MEDIUM BUSINESSES (SMES)

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ABSTRACT

This article was written with the aim of internationalization of small and medium businesses, with an approach to e-marketing. The study was carried out by international SMEs in five dimensions (export growth, export profitability, enter new markets, improve market share, awareness, mental and video) and e-marketing through the three channels (using the Internet-related activities, customer the use of the Internet in marketing research, distribution channels and internet use). For this, a questionnaire was designed, contains 27 specific questions, the validity and reliability (Cronbach's alpha = 0.82), was approved. The population of this research is, 15 managers of several commercial enterprises, due to the limited population census was used. The research model was developed using analysis of variance and linear regression, with the use of software SPSS. The findings showed that the use of Internet, client-related activities, has the most positive effect on export growth, export profitability, enter new markets, and the awareness and image, and using Internet marketing research, it is having the greatest impact on improving market conditions, and also affects the customer's awareness and image, with a beta coefficient of 0.31, but is not entered into the regression model of export growth profitability of exports and enter new markets. The use of the Internet, the distribution channels are entered in the regression model of export growth, export profitability, enter new markets, and has a positive effect on the variables mentioned. Finally, according to the findings, some recommendations are provided to the internationalization of small and medium sized businesses, according to e-marketing.

KEYWORDS: E-Marketing, Internationalization of Companies, Small and Medium Business (SMEs)

In recent decades, there has been a fundamental change in the business environment. These changes have led to a situation in which small and medium enterprises, given their role in job creation and economic development, play a large role, diverse and important development in developing countries (Cola and Tatoglo, 2003, McNaton, 2000). On the other hand, international organizations such as UNIDO (United Nations Industrial Development Organization), integration in the world economy through open economy and the establishment of democracy, have been introduced as the best way to overcome poverty and inequality in developing countries. Realization of these goals depends to a large extent, the private sector, where small and medium-sized businesses are responsible for a key role (Habner, 2000). According to the new conditions as (the open economy, downsizing and privatization of government body), as well as more specialized tasks, we need to provide new products, and sell them at a pristine markets, in order to survive growth and increasing competitive pressure and help reduce direct government support, in particular in developing countries, needs, small and medium enterprise internationalization, (Etemad, 1999). On the other hand, the application of technological innovation, has, big impact in the commercial field. Using innovative technology, a change that is affecting the process and components trading system, and to these influences, are usually positive. One of these innovations is the use of electronic devices, especially the Internet trading system. The innovation and change, which is called e-marketing has several advantages over the organizations, for this reason, many companies are willing to use it. Using e-marketing, is not an arbitrary choice, but it is mandatory, and business companies are forced into using it (Porter 2001). Studies show that the adoption of e-marketing, has created a new arena, the competition, due to a variety of features and benefits, such as globalization of trade, to remove the limitation of time and space, speed, efficiency, significantly reducing costs, improve product quality, finding new customers or suppliers, creating new ways to sell existing products, exploit opportunities, and many other benefits. The Internet has had an impact on many of the barriers of import and export, and has given hope to millions of small business. Email marketing is an important tool that will advance the process of globalization. Small companies, in most developing countries, including Iran, have an important role in the trade, GDP and employment.

The use of electronic commerce, in the main part of the national economy, will bring huge benefits. If small businesses want, walk the path of success, while
maintaining survival, development of key aspects of marketing is required. The role of small and medium enterprises, economic development, industrial development, competitive advantage, and GDP and entrepreneurship, all is bright. So Watch Global Entrepreneurship (GEM), the level of entrepreneurship in the country will be assessed using the rate of creation, death and new businesses. (Feizi et al, 2010) Thus, small businesses are familiar with the capabilities and benefits of electronic marketing and its techniques and methods, and how to use it, can solve some of the problems associated with export marketing, and to increase the effectiveness of their export marketing activities. Despite the expansion and development of e-marketing methods and techniques, and the importance of international operations, particularly in the survival and growth of export companies have not done any studies on the relation between use of electronic marketing and internationalization small businesses, which also shows the importance and necessity of such a study, scientifically, in order to clarify the role of electronic marketing in export performance.

THEORETICAL EXPRESSION

Email Marketing

E-Marketing, is the sense of the use of information and applications that are used for planning and implementing the concepts, distribution, promotion and pricing of goods and services, and can lead to transactions that will fund, individual and organizational goals. In another perspective, electronic marketing, which is formed when, technical infrastructure (databases, proper terminals, servers, software) must be provided, and customer relationship established using these technologies. In this connection, attention is placed, mainly in the form of web design. Stan, believing that, when the forms of electronic marketing, marketing mix elements (4p), the procedure is carried out electronically, (Institute of Business Studies and Research, 2004)

The definition of small and medium enterprises

Not provided, single definition of small and medium enterprises, but most definitions, is based on the number of employees and turnover rate of the company. (Hosseini - Khodami, 1389)

Definition of small and medium industries, the spread is different among different countries and regions of the world, and the economic and industrial conditions prevailing in the country are representative of small and medium industries in them. Some of the indicators that are used commonly in the definition of small and medium industries, are: number of employees, capital, total assets, sales volume manufacturing capacity. But the most common definition of small and medium industries, is the number of employees.

According to the EU definition of Europe, small and medium industries, are the manufacturing and service businesses, their employees less, than 250. Classification of small and medium enterprises, included the following:

- Micro firms (1-9 employees), small firms (10-49), medium firms (50-249 workers)
- Businesses 1 to 9 employees, 10 to 49 workers, 50 to 99 workers, and more than a hundred workers. This classification, however, it seems like, with the Europe Union's definition of small and medium firms, but the Statistical Center of Iran, the only businesses of less than ten workers, should be considered as, small and medium-sized businesses, and larger businesses than ten workers, is seen as a large industrial plant. Central Bank of Iran, on hundreds of individual businesses, should be considered as small and medium enterprises (Tabatabaci & Azhdari, 2008)

Internationalization

The most important social change that was manifesting itself in the last decade of the twentieth century (1990 AD), the phenomenon was GLOBALIZATION, the twenty-first century, is continuing, with more intensity and strength (Fathian, 2005) One of the common perceptions of internationalization is, the values of internationalization and globalization. From this perspective, the term world has, cross-border relations. In this respect, Paol Herest and Graham Thompson, internationalization is defined as the flow of massive and growing trade and investment among countries operate. Evidence of this type of internationalization can be found in the dramatic acceleration of communications and media, and transmission of messages and ideas among countries, which often takes shape around the global economy, for example, the global existence Transnational corporations and the internationalization process of developing the concept of homogeneous capital in the world, can be an outstanding dramatic acceleration (Golan, 2008)
E-marketing and SME's

Small businesses, are very important for development and economic performance of any country, and are an important source of flexibility and innovation. Small and medium-sized enterprises, in most member countries of the Organization for Economic Cooperation and Development, are included between 96 to 99 percent of companies. Today, the importance of small firms in the economy, are well known, and it is estimated that shape these institutions, about 80 percent of global economic growth. Today, the Internet has proven its efficiency in marketing activities, and countless opportunities and benefits, has brought to these companies. Pon and Soatman, studied 23 small businesses in Australia who were active users of the Internet, to find the prerequisites for success and strategic impacts of its use. The authors found that the benefits perceived to be the main reason for the adoption of the Internet and continue to use it. Their findings showed that, for small businesses, did not gain the benefits of the Internet dramatically short. However, most participants believed that the internet provides, cheap way to access global markets and the lack of use of the Internet, will soon become a competitive disadvantage. Marketing companies, greatly differs from corporate marketing. In general, e-marketing, can provide, the following four sources of competitive advantage, managers and organizations:

- reduce the cost of intermediate
- Ability to reduce costs associated with purchasing, reducing time and diligence employed in logistics and supply chain operations.
- improve the selection and processing of information, which will lead to improved supply chain management.
- Prospect of expanding market share or develop new markets by reducing costs, selection and processing of information relevant to the needs and demands of existing and potential customers (Cloete, 2013)

Assumptions

- E-marketing in SMEs, has a direct relationship with the growth of export.
- E-marketing in SMEs, has a direct relationship with the profitability of the company.
- E-marketing in SMEs, directly correlates with entry into new markets.
- E-marketing in SMEs, directly correlates with improved market share.
- E-marketing in SMEs, has a direct relationship with the customer's awareness and image.

METHODS

Since the present study is to investigate the effects of using electronic marketing, small business success, research methods, descriptive, survey study. This research, based on objective, applied research, because its aim is to provide practical application of knowledge, and on how to obtain the required data, descriptive survey research, because we want to know, consensus of experts about the subject, the effects of using electronic marketing. Independent variables in this study include activities related to customer e-marketing, e-marketing activities related to sales and distribution channels, and e-marketing activities related to market research, which was measured using a Likert spectrum.

The population in this study are 15 managers and marketing experts, in a commercial company (Company Haman tradition of Ghahestan, Inc. Gostar mahara, herbal Tozhpakhsh Company, Inc. Sorengostar and Razi Farasanat, industrial equipment manufacturer) that the e-mail marketing benefited in various fields of business, marketing, product distribution, import or export of goods, in 92. should be noted that the sample size choice, due to the limitation of managers and experts in these categories, with the statistically equal, and examples are included, 15 managers and experts, and in this study to gather information that initially was designed, a number of questions, including 27 questions, the research library, and the questionnaire, was given to all managers in different parts of the company. To check the reliability of this questionnaire, after collecting their responses, Cronbach's alpha was found equal to 0.82, by software spss, so far, research Cronbach's alpha is higher than 0.7, Bnayrayn is reliable questionnaire is reliable.

CONCEPTUAL MODEL

A conceptual model is presented by Kant Perasad and cooperation, which is based on the orientation and marketing competencies and export performance, linking together, and have investigated the role of electronic marketing in these relationships. According to research, e-marketing can be effective on marketing competencies and export performance, through the three channels, the use of Internet-related activities,
customer use of the Internet distribution channels, and use of the Internet in marketing research. Also according to Michael, 5 indicators (export growth, export profitability, enter new markets, improve market share, awareness and image), is being evaluated for the international company. Therefore, the conceptual model of this research has established an association between research models of Perasad and Michael.

**Figure 1: Model of Operational Research**

RESEARCH FINDINGS

A) Views of the respondents, relative to the size of e-marketing

According to Table 1, we reach the conclusion that managers use the Internet channel, the activities associated with the customer, understand, effective marketing medium. Also, the maximum was 4.8 comments, so few people who have been, are in good faith, to the use of Internet, client-related activities, the Directors believe that the use of Internet distribution channels, moderate impact, marketing, and the maximum feedback is equal to 5, we also have a few people who believe that the use of Internet distribution channels, has an impact on the market is very high. However, the directors believe that the use of Internet marketing research, does a poor job, marketing medium, but as a fashion degree, this dimension is equal to 3, so most people believe that, on average, the organization acts in the Next, since the range of the numbers 4, so there are strong differences of opinion in this regard.
Table 1: Descriptive statistics of electronic marketing channels

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Average</th>
<th>Median</th>
<th>mode</th>
<th>Standard deviation</th>
<th>Range of numbers</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Dimension</th>
<th>rows</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet use in activities related to customer</td>
<td>4.8</td>
<td>1</td>
<td>3.8</td>
<td>0.68013</td>
<td>3.40</td>
<td>3</td>
<td>3.0571</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Using Internet distribution channels</td>
<td>5.0</td>
<td>1.33</td>
<td>3.67</td>
<td>0.61753</td>
<td>3.33</td>
<td>3.3333</td>
<td>3.3114</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Using internet marketing research</td>
<td>5.0</td>
<td>1</td>
<td>4</td>
<td>0.77651</td>
<td>3.00</td>
<td>3</td>
<td>2.6694</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

B) Reviews Comments subjects, in relation to the criteria used, the international dimension of

According to Table 2, we reach the conclusion that, in the opinion of the directors, export growth, export profitability, enter new markets, awareness and image of moderate to large effects on the internationalization of the company. Most managers are also very helpful to know the extent of entering new markets, the internationalization. However, the minimum is 1, so few people even know of this dimension too. State of the market share, on average, managers believe that the company has been moderately effective, the internationalization of the company, and the maximum feedback has been equal to 5, we also have a few people who believe that is, it has dimension, a high impact on the internationalization of the company.

Table 2: Descriptive statistics of International Inc

<table>
<thead>
<tr>
<th>Dimension</th>
<th>average</th>
<th>Median</th>
<th>mode</th>
<th>Standard deviation</th>
<th>Range of numbers</th>
<th>Min</th>
<th>Max</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Export growth</td>
<td>3.4212</td>
<td>3.333</td>
<td>3.67</td>
<td>0.62</td>
<td>33.3</td>
<td>1.61</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Profitability of exports</td>
<td>3.5123</td>
<td>3.39</td>
<td>3.6756</td>
<td>0.6325</td>
<td>3.49</td>
<td>1.68</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Entering into new markets</td>
<td>3.8022</td>
<td>4</td>
<td>4</td>
<td>0.8063</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Awareness and image</td>
<td>3.4451</td>
<td>3.5</td>
<td>3.5</td>
<td>0.9775</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Situation of market share</td>
<td>3.3333</td>
<td>3.3333</td>
<td>0.61753</td>
<td>3.67</td>
<td>1.33</td>
<td>1</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

Evaluate models using multiple regression analysis

First, the coefficient of determination between the independent and dependent variables r, is obtained. This ratio is between 0-1, and everything is closer to 1, we conclude that there is a strong relationship between the variables. Then be determined, f-statistic and its significance level, if the level of statistical significance f, is less than 0.05, we conclude that the regression model is established between the independent and dependent variables r, then the method enter, set is multiple regression for each model, and then according to table 3, we analyze the regression assumptions.

First hypothesis: E-marketing for small enterprises (S SBE) Export growth will affect the results.

According to Table 3, which is equal to the probability or significance level F (000 / 0), from where
the value is less than the significance level of 0.05 is therefore the first hypothesis is confirmed. The regression model is significant at 95 % for the export growth there. Then the coefficient of determination (seriously relation between dimensions) to total export growth regression model 521 / 0, respectively, indicating that there is high correlation between the growth of electronic marketing and exports. The variable "use of the Internet marketing activities associated with the customer " with a beta coefficient of 0.56, has the greatest impact on growth export, as well as distribution channel, with a beta coefficient of 0.51, has an effect on export growth, but variable " market research ", will not enter the export growth model, ie, the use of Internet -related activities, market research, no significant effect on export growth.

**Second hypothesis**: E-marketing for small enterprises (SBE), may play a role in the profitability of exports.

According to Table 3, the probability or significance level of F, is equal to (0.000), therefore, the second hypothesis is confirmed. That is, the regression model is significant at 90 % level, Profitability dimensions. Then, the coefficient of determination (seriously relation between dimensions), for a total regression model respectively, equal to 0.351, which is moderate, and is indicative of the average correlation between the dimensions of e-marketing, and profitability. The variable "use of the Internet marketing activities associated with the customer", with a beta coefficient of 0.451, is most effective, on profit of export technology, as well as distribution channel, with a beta coefficient of 0.398, has an impact on the profitability of exports. But the variable "market research" is not entered, the export profitability model. In other words, the use of Internet -related activities, market research, no significant impact on the profitability of exports.

**Third hypothesis**: e-marketing by the SBE, the impact of the entry into new markets by learners SBE.

According to Table 3, the probability or significance level of F, is equal to (0.000), and since this value is less than the significance level 0.05, thus, the third hypothesis is confirmed. That is, the regression model is significant at 90 % level for the size of entering new markets. In the following, respectively, the coefficient of determination (seriously relation between dimensions), for a total regression model, entering new markets, equal to 0.532, which is high, and are indicative of the high correlation between the dimensions of e-marketing dimensions and entering new markets. The variable "use of the Internet in marketing activities associated with the customer" with a beta coefficient of 0.58, has the greatest impact on entering new markets. As well as distribution channel, with a beta coefficient of 0.438, has an effect upon the entry into new markets. But the variable " market research " is not entered into the model, enter new markets, namely, the use of Internet -related activities, market research does not have a significant impact on entry into new markets.

**Fourth hypothesis**: Email Marketing by SBEs, has an effect on improving market share.

According to Table 3, the probability or significance level F, which is equivalent to (0.001), the amount is less than the significance level 0.05, thus, the fourth hypothesis is confirmed. That is, the regression model is significant at 90 %, the size of the market situation. In the following, respectively, the coefficient of determination (seriously relation between dimensions), the regression model for the entire state of the market share, equal to 0.332, which is a modest amount, and is indicative of the average correlation between the dimensions of e-marketing, and state of the market share. Also, only the variable "market research" with a beta coefficient of 0.52, impact on improving market share, and customer and distribution channel variables related activities, shall not enter into the model to improve market share. In other words, the variable "customer -related activities" and "distribution channel", no significant impact on improving market share.

**Fifth hypothesis**: Email Marketing by SBEs, affect consciousness and mental image.

According to Table 3, the probability or significance level of F, is equal to (0.000), and since this amount is less than, the significance level of 0.05, so the fifth hypothesis is confirmed. That is, the regression model is significant at 95% level, the awareness and image of the client. Then, the coefficient of determination (seriously relation between dimensions), for a total regression model, the awareness and image of Jupiter was found to be equal, 0.58, which is a high value, and is indicative of the high correlation between dimensions e-marketing, and customer dimensions of consciousness.
and mental image. Also, the variable "use of the Internet in marketing activities associated with the customer" with a beta coefficient of 0.55, has the greatest impact on customer awareness and image. As well as marketing research, with a beta coefficient of 0.31, has an impact on the awareness and image of the client, but the variable "distribution channel" is not entered in the model and image conscious customer. In other words, the use of distribution channels, leaving no significant impact on the awareness and image of the client.

Table 3: Results of hypothesis testing, and regression coefficients between the three dimensions, and international aspects of e-marketing

<table>
<thead>
<tr>
<th>Variables</th>
<th>The coefficient of determination</th>
<th>F-statistics</th>
<th>Significance level</th>
<th>Approved variables in the regression model</th>
<th>Beta coefficient</th>
<th>Significant levels of beta coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Export growth</td>
<td>0.512</td>
<td>49.249</td>
<td>0.000</td>
<td>Internet use in activities related to customer</td>
<td>0.39</td>
<td>0.001</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Distribution channel</td>
<td>0.51</td>
<td>0.001</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Marketing Research</td>
<td>0.211</td>
<td>0.112</td>
</tr>
<tr>
<td>Profitability</td>
<td>0.35</td>
<td>33.423</td>
<td>0.000</td>
<td>Internet use in activities related to customer</td>
<td>0.451</td>
<td>0.001</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Distribution channel</td>
<td>0.398</td>
<td>0.001</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Marketing Research</td>
<td>0.198</td>
<td>0.2</td>
</tr>
<tr>
<td>Entering new markets</td>
<td>0.532</td>
<td>58.512</td>
<td>0.000</td>
<td>Customer-related activities</td>
<td>0.58</td>
<td>0.002</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Distribution channel</td>
<td>0.438</td>
<td>0.011</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Marketing Research</td>
<td>0.299</td>
<td>0.585</td>
</tr>
<tr>
<td>Improve market share</td>
<td>0.342</td>
<td>31.213</td>
<td>0.0001</td>
<td>Customer-related activities</td>
<td>0.02</td>
<td>0.102</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Distribution channel</td>
<td>0.12</td>
<td>0.11</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Marketing Research</td>
<td>0.52</td>
<td>0.001</td>
</tr>
<tr>
<td>Customer awareness and image</td>
<td>0.58</td>
<td>49.987</td>
<td>0.001</td>
<td>Customer-related activities</td>
<td>0.55</td>
<td>0.001</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Distribution channel</td>
<td>0.15</td>
<td>0.08</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Marketing Research</td>
<td>0.31</td>
<td>0.03</td>
</tr>
</tbody>
</table>

CONCLUSIONS

Today, e-marketing has become one of the most important parts in small, local businesses. The director of a business, to find potential customers, as well as your business grows, it can make use of various techniques and practices. The overall goal of this study was to investigate the relationship between e-marketing, the internationalization of small and medium sized businesses. The results indicate that the use of the Internet for various activities in the export market could be led to results such as export growth, export profitability, enter new markets, improved market share, exports, and create a positive mindset in external customers, and name brand products and services company. To confirm the hypothesis, which is why the relation between different aspects of marketing, and descriptive statistics, the dimensions of e-marketing. Model Perasad, showed that the use of Internet-related activities with the customer, the companies have the greatest impact on the internationalization of them, and this is consistent with research Hosseini (2006), entitled "Effects of the use of electronic marketing on the export performance of exporters, for example, in industry, in the years 2000-2005 ". According to the results of research, marketing can be, and its activities in the field of customer-related marketing, which includes promotion and advertising (activities such as online catalogs, electronic newsletters, email, banner ads, web forums site), and responding to customer inquiries (accountability and commitment to product information and purchase) and the ability to order online and order situation awareness, using the model Perasad, and the two dimensions of e-marketing. And distribution channels, which include online access to information (information on customers, products updates, promotions, prices, competitors) Online Support. Can also be achieved positive results in economic, financial and strategic aspects, in small businesses, which will lead to growth, exports and profitability, and to enter larger markets, entry into globalization, and image creation clearer in the minds of foreign customers, products / services and brand name of the company.

SUGGESTIONS
That said, in today's world of cyberspace and the Internet in particular, are at an advantage to small businesses in the face of larger competitors. However, the Internet protocol, is not always cheap, and if you are not careful, may be exorbitant cost. According to research findings, in a small company, who have used the Internet as a new tool, in order to conquer global markets can be presented, the strategies that small businesses succeed, they have used, and the results have taken advantage of it. The solution, according to the marketing aspects of

- **Put the clip on the web**

Today, the main problem with marketing is to be fined by others, and the answer is video. It has been proven that, put a video on the company website, will lead to the transfer of the site to the first page of Google search within 30 minutes after loading, and also get it in the first link, Google, after one day. These videos besides that, cause potential customers to come to your website, it has been demonstrated, leading to an increase of 172 percent, the probability of purchasing goods or services from you. It is not necessary to build a career in the video below delegate, and consequently, incur high costs if companies are able to provide amateur clip.

- **Active participation in forums**

One of the effective methods is to participate in forums, similar to the subject company's product or service. Please find the list of these forums, and then review them, (in terms of number of members, active Forum extent, the discussion often takes place in the halls, etc.) Choose a hall, and from here Next, we must attend to them regularly, and read the questions and problems that members have raised, and if the goods are somehow responsive to the needs of that person, try to answer the question, and get tips. But be careful, any of the goods, do not advertise, directly. Because it leads to, escape, and create a bad image of the brand, the people.

- **Placement of company locations in Google Maps**

This technique is useful, especially for small businesses and the local area, because the result is pushing consumers towards them. In addition, it leads to, a higher ranking in the search results, the engine is Google. As well, Google Maps, it will allow the clients to review and make comments about the service or item, which leads to, receive feedback, and to better understand customer needs.

- **Creating online content associated with Product / Service**

For example, if the company activities related to skis, all the news about skiing competitions will begin soon, weather forecasts, and also at the ski resort, the days can be discounted the paste can be used, properly dressed Close fixed, whatever their rookie should know about skiing, or safety precautions that must be observed, to be located at the company's website. It is the search engines are looking for people who have such information, they are redirected to the company website, and indirectly, are encouraged to use skis.

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