

Digital Marketing Strategies for Emerging Micro Brands: Driving Success in the Start-Up Ecosystem

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ABSTRACT

Introduction: The rise of micro brands is reshaping the business landscape by challenging traditional branding models. This study explores how micro brands leverage digital marketing and targeted content strategies to achieve scalability and competitiveness.

Research Methodology: A mixed-methods approach, including surveys, interviews, and case analyses, examines micro brands' digital marketing channels and content strategies.

Key Findings: Micro brands demonstrate agility by using social media, influencer marketing, and SEO to enhance visibility and engagement. Personalized messaging and user-generated content drive customer loyalty and revenue growth.

Recommendations: Enhancing SEO, integrating storytelling in branding, and fostering social media engagement are key strategies for growth.

Conclusion: This research highlights digital marketing's role in scaling micro brands, offering insights for start-ups and established businesses to achieve sustainable growth.

Keywords: Micro Brands, Digital Marketing, Content Strategies.

