



The Role of Free Digital Tools on Marketing Strategies of Small Businesses

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Abstract

This article examines the role of free digital tools such as Google Analytics and free email marketing tools on the marketing strategies of small businesses. The study's statistical population consisted of managers from small companies active in the field of food product sales in Tehran Province. A random and convenience sampling method was employed, and a total of 243 samples were considered. The research data were analyzed using confirmatory factor analysis after cleaning, and the results indicated that free digital tools have a significant impact on product positioning strategies, product promotion strategies, the improvement and



efficiency of market information systems, greater coordination and integration in marketing strategies, and pricing strategies in small businesses.

Keywords: Free digital tools, marketing strategies, small businesses, food industry

Introduction

Today, with the expansion of digital technologies, marketing has been significantly influenced, and digital tools have become an essential part of businesses' marketing strategies. In the modern era, digitalization has continuously brought about fundamental changes in people's lifestyles as well as in business models. People spend most of their time on social media platforms like Facebook, Instagram, Twitter, and LinkedIn, which has created unique opportunities for businesses in digital marketing. Research has shown that social networks play a crucial role in brand awareness, customer engagement, and even increasing sales (Faruk et al., 2021). These changes have compelled businesses to extensively use digital tools and social media to reach their customers.

In recent decades, digital marketing has firmly established itself as one of the most effective marketing methods. Marketers have utilized a combination of traditional and modern marketing tools, including online advertising, one-to-one marketing, and social media marketing (Keller, 2008; Kotler & Keller, 2007). Today, social media marketing, due to its broad communication reach and the ability to create direct engagement with customers, has become one of the most important digital tools for businesses. This approach has led to significant successes in marketing campaigns for various brands, including luxury brands. Factors such as customization, interaction, and entertainment are among the most important components that influence customers' purchase intentions (Sabahat et al., 2022).

With the growth of social media, businesses quickly realized the importance of effective customer interactions. For instance, studies show that social networks had a significant impact on consumer purchase intentions, even during crises such as the COVID-19 pandemic (Ara Eti et al., 2021). According to Suman et al. (2021), social interactions on digital platforms significantly influence consumer behavior, pushing businesses toward adopting digital marketing strategies.

Traditional marketing, which included offline advertising such as billboards, television commercials, and print ads, was often costly and difficult to measure for effectiveness. However, with the emergence of digital marketing, the use of free or low-cost tools like social media, email, and search engines has become a more suitable option for small businesses. These tools have been embraced due to their ease of use and the reduction in advertising costs they offer (Interobserver, 2022).



Using free digital tools is highly effective not only for increasing customer engagement but also for analyzing their behavior. These tools allow businesses to easily track their customers' activities and optimize their marketing strategies. Research indicates that digital marketing, leveraging data gathered from social media, can provide businesses with a significant return on investment (ROI) (Alalwan et al., 2017). Moreover, digital platforms allow companies to create personalized campaigns and use analytical tools for a precise understanding of customer behavior.

Digital tools have brought a major transformation not only for large businesses but also for small businesses. These tools are particularly effective for small businesses due to their simplicity and the fact that many are available for free. However, achieving success with these tools requires precise strategizing. One of the biggest challenges for small businesses is the lack of resources and experience in digital marketing, but free tools like social media can help alleviate these challenges (Akter & Iqbal, 2020).

Start-ups, due to their inherent agility and innovation, have a high capacity to leverage digital tools for growth. Digital marketing enables small businesses to optimize their marketing strategies using precise data and analysis, allowing them to reach target markets more quickly (Kuester et al., 2018). Thus, the use of free digital tools can help small businesses gain competitive advantages at a lower cost and capitalize on the opportunities available in the digital space

Theoretical Foundations

Social media includes blogs, online forums, consumer review sites, social networking sites (Twitter, Blogger, LinkedIn, and Facebook), and wikis (Arrigo, 2018). Cheung et al. (2021) state that social networkers, government organizations, and businesses use social media for communication, and its usage has been significantly increasing. In a study by Nugroho, S. D. P. et al. (2022), advertising activities as part of marketing strategies, particularly through social media, require influencers as endorsers. Tafesse and Wien (2018) suggest that integrated marketing activities can facilitate seamless interactions and communications between consumers, partners, events, media, digital services, and retailers through social media with less cost and effort.

Digital marketing has undergone a dramatic transformation with the advent of digitalization. Marketing and advertising are no longer limited to traditional sources. The term "digital marketing" encompasses various marketing processes that use different digital channels to create brand images and promote a product or service in the best possible way (Bhojaraja1, and Muniraju, M., 2012). The channels mainly used in digital marketing include websites, social



media platforms, email marketing, mobile marketing, web TV, video marketing, SEO, and pay-per-click campaigns (Bhagowati, A., and Datta; D. M., 2018).

Digital marketing transmits information digitally through social media platforms. This information can be accessed via computers, smartphones, or any other digital devices aimed at enhancing brand image, delivering brand messages, and boosting sales through product advertisements. In today's internet world, digital marketing has become an integral part of everyone's life. Social media marketing provides a platform for individuals to stay updated and create a network of potential customers that helps businesses grow. According to statistics, India, with about 462 million internet users, is the second-largest country in the world (Bhagowati, A., and Datta, D. M., 2018).

Bala, M. and Verma, D. (2018) state that marketing has become increasingly digital, with ongoing technological developments creating new challenges and opportunities for marketers: mobile marketing, the Internet of Things, data analytics, big data, 3D printing, cloud computing, artificial intelligence, and consumer neuroscience/neuromarketing are among the most exciting and challenging areas where future marketers are expected to excel.

In a critical review by Bala, M. and Verma, D. (2018), digital marketing is described as involving the use of a company's website along with online advertising techniques such as banner ads, search engines, pay-per-click (PPC) ads, email, and links or services from other websites to attract new customers. Many might think internet marketing is just about a website with its content, but it is far more complex. Internet marketing involves interconnections between the website portal, search engines, partner sites, blogs, links from other sites, B2B partners, customers, outsourcing partners, and more. For any marketing type, having a larger audience is essential; in the case of internet marketing, the number of potential customers is tied directly to the reach of the internet.

In the study by Hafez, M. (2022), it was found that higher engagement on social media pages enhances brand value and experience. He also believes that social media is an interactive and cost-effective medium for sharing brand-related information with followers, allowing marketers to use it easily as a tool for enhancing brand equity and assets.

When social networks are used to market a company's products through Facebook or Instagram ads, influencer use, or building an online presence to engage with customers, it is referred to as social media marketing. According to Anwar, M. (2019), the current digital era has changed the trajectory of individual and collective thoughts of people and the perspective of service providers. The rapid growth of information and communication technology and its dependent contributions have transformed human living standards. Information and communication



technology has led to numerous revisions regarding social media and similar communication media. Kim, A. J. and Ko, E. (2012) suggest that with the exponential increase in social media marketing usage, not only existing social networkers but also commercial companies and government organizations have joined them and are using them as communication tools.

At the beginning of the computer and internet era, people thought these would be the most important tools for their lifetime tasks. But with the rise of social media, people have witnessed major changes in global communication. The increasing use of social media and its impact on consumer behavior and marketing practices have been largely driven by social media platforms themselves. In the early days of social media, social networking sites like MySpace and Friendster were popular, as some readers may remember. They served as predecessors to Facebook and everything else that developed over the past decade (Appel G. et al., 2019).

Nyagadza, B. (2020) states that building strong connections with customers through social media can develop loyalty and encourage people to recommend the business to other potential customers. Social media marketing is about building customer relationships through platforms like Facebook, Twitter, and Instagram. These platforms allow businesses to connect with potential new customers or followers interested in their products or services.

According to Anwar, M. (2019), social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through online networks and communities. Social media is internet-based, providing rapid electronic communication of content such as personal information, documents, videos, and photos to users. Users use web-based applications or software through computers, tablets, or smartphones to access social media.

Initially, social media was created for interaction with friends and family. But later, it was adopted by businesses and companies to leverage a new and popular communication method to reach end-users. The power of social media lies in its ability to communicate and share information with anyone on the planet or with many people simultaneously. There are over 3.8 billion social media users worldwide. The nature of the social media landscape is constantly changing and evolving, with new applications like TikTok and Clubhouse being launched every year, joining the ranks of widely-used social networks like Facebook, YouTube, Twitter, and Instagram. The number of social media users in the United States is expected to reach around 257 million by 2023.

According to a Pew Research Center report, social media users are primarily young. Nearly 90% of people between 18 to 29 years old are connected to at least one type of social media. Additionally, these users tend to have higher education levels and are relatively affluent or earn



over \$75,000 annually. The top 10 social media applications are: Facebook, YouTube, WhatsApp, Messenger, Instagram, TikTok, QQ, Douyin, Sina Weibo, and Reddit.

The Extended Impact of Digital Marketing in the Startup Environment

Startups, by their very nature, are designed to address a specific customer problem. In the early stages, these businesses face severe resource constraints and time pressure to achieve quick success and provide a superior solution to their customers' problems (Conway and Hemphill, 2019). Solely focusing on technological solutions does not guarantee survival or further maturity (Giardino et al., 2015). During this period, the value proposition remains unrefined and may undergo minor or major changes. At this stage, digital marketing is used as a core element, not only to announce the startup's presence but also to conduct initial market tests (Bland and Osterwalder, 2020). Insights gained from digital marketing during testing contribute to critical decision-making in various business processes.

Marketing tools that support startup growth must be chosen in relation to their life cycle stages (Svetlana, 2018). Delivering messages to a specific user community at the right time, along with data analysis, inevitably falls within the scope of startup usage. For digital startups, one of the most crucial questions in the early stages is how to effectively build and maintain their user community (Standing and Mattsson, 2016). Trust-building, low-cost engagement, and prototype testing are key points that startups focus on at this stage, where digital marketing can have a significant impact.

In the early stages, diversity among startups varies between understanding problem/solution fit and optimizing processes to pursue product/market fit (Giardino et al., 2014). All these processes heavily depend on the limited resources of managers and their need to formulate effective strategies. Although adopting digital marketing faces challenges such as a lack of resources, skills, and sometimes implementation costs, free digital tools enable startups to continue growing with limited resources. By using web traffic analytics and customer behavior analysis tools, startups can optimize their marketing strategies and better understand customer behavior (Bland and Osterwalder, 2020).

The search for product/market fit is a continuous process, and at the same time, customer relationships are being formed. Early users need to be made aware of the product, test it, and provide feedback. Focusing solely on maximizing profits and planning business models without proper testing and marketing can lead to startup failure (Giardino et al., 2014). For example, the startup Zomato, which is a restaurant aggregator and food delivery service, in its early stages used email newsletters targeting young professionals at specific times of the day



with special weekend offers (Raman and Raman, 2018). Insights from these email campaigns helped Zomato optimize its marketing strategies for achieving sustainable growth.

When appropriate strategies and tactics are employed in digital marketing, the risk of startup failure in the early stages is minimized. Digital marketing, as a risk management tool, can contribute to startup growth through precise data analysis, feedback, and the use of free digital tools.

As a startup moves from its early stages toward maturity, new challenges such as product development, market research, and customer relationship management arise. At this stage, digital marketing tools can continue to help mitigate challenges and support the value chain of the startup's activities. Startups can use digital tools to increase customer engagement, improve customer satisfaction, and better manage customer relationships.

Literature Review

Ashaari & Yusoff (2025) explored the factors influencing the adoption of digital marketing among small businesses using the decomposed Theory of Planned Behavior (TPB) model. They noted the rapid growth of digital marketing, with millions of dollars spent on digital marketing tools. The increased investment in digital marketing has been driven by its impact on boosting sales, enhancing brand image, increasing customer awareness, and reducing overall marketing costs for companies. Despite these advances and their effects on marketing, such phenomena are not significantly observed among small and medium-sized enterprises (SMEs) in developing and less-developed countries. This observation motivated the study to analyze the factors affecting the adoption of digital marketing among a group of low-income entrepreneurs supported by a state government organization in Malaysia. The study sample consisted of 60 entrepreneurs who had recently participated in digital marketing training and responded to a questionnaire. A quantitative method was used, employing the decomposed TPB model, which combines the TPB theory and the Technology Acceptance Model (TAM). The results showed that the dependent variable (digital marketing adoption) was significantly explained by independent variables (except for subjective norms). Additionally, the findings highlighted the importance of internal factors such as perceived ease of use (PEU), perceived usefulness (PU), and perceived behavioral control (PBC) in improving the adoption rate of digital marketing. This study provides valuable insights into the future development of e-marketing among low-income entrepreneurs in Malaysia, emphasizing the role of effective training in e-marketing.

Almansour (2024) investigated food startups' use of digital marketing and disruptive information systems to survive in the post-COVID environment. The study highlighted that the



COVID-19 pandemic severely impacted the food and beverage sector, causing a complete collapse in supply chains and a shortage of customers, especially challenging for startups in this industry. Those who managed to survive were those who adapted their business models towards technology in a timely and smooth manner. However, the practical challenges these startups faced are not well-documented in the academic literature, with most reports being anecdotal. This paper aims to address these gaps through a qualitative study, collecting data from 35 owners/employees of food and beverage startups and using grounded theory to code and identify key themes. The content analysis revealed three main themes: the impact of the pandemic on food and beverage startup operations, pandemic-related challenges, and strategies for coping, which further divided into seven sub-themes. This study provides new insights into how food and beverage startups adapted to the pandemic, the innovations they introduced, and their understanding of the role of transformative technologies in post-pandemic operations.

Moedeen et al. (2024) studied social media marketing in the digital age, focusing on empowering consumers for significant wins. The study proposed and tested a research model that explains the cascading effects of social media marketing activities (SMMA) on brand value, including the potential mediating roles of self-congruence, consumer empowerment, and brand experience. An online survey gathered 241 valid responses, which were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) and Artificial Neural Network (ANN) analysis as a supplement. The findings revealed that social media marketing activities can enhance self-congruence and consumer empowerment. These psychological reactions were identified as key factors in strengthening positive brand experiences, ultimately leading to brand value. The study introduces a significant innovation by considering the simultaneous roles of self-congruence, consumer empowerment, and brand experience and evaluating their sequential mediation roles in the relationship between social media marketing activities and brand value.

Hassan et al. (2024) explored whether digitalization is a source of innovation by examining the role of digital diffusion in SME innovation performance. Drawing on strategic management theory, this study investigated the relationship between digitalization and innovation performance in small and medium enterprises (SMEs). The hypothesis was that SMEs with higher levels of digital diffusion would have greater innovative performance, with absorptive capacity moderating this relationship. The study used a sample of 1,100 German SMEs from the Mannheim Innovation Panel by the Centre for European Economic Research. Multivariate probit and multinomial estimates showed that digital diffusion is a positive and significant driver of innovation in SMEs. Moreover, the findings indicated that absorptive capacity only moderated the relationship between digital diffusion and product innovation, with no such effect on other types of innovation.



Khanom (2023) examined the use of social media marketing in the digital age, questioning whether it is a necessity or a choice. The study highlighted that today's world is increasingly digital, with people preferring to connect their lives to social networks like Facebook, Instagram, Twitter, YouTube, and LinkedIn. As a result, producers in this digital age use social networks extensively to reach their customers. Social media marketing has thus become a popular method for businesses to promote their products or services, engage with their customers, and enhance brand awareness. The study analyzed the mediating role of multiple social media platforms in capturing consumer interest, comparing social media marketing with other forms of marketing communication. Using a qualitative descriptive method, the study aimed to help businesses decide whether to rely solely on social networks for marketing or consider other options. The main findings emphasized the importance of responsible use of social networks and the need for balancing social media marketing with other communication strategies.

Bruce et al. (2023) studied the impact of digital marketing adoption on the sustainable growth of SMEs, providing empirical evidence from Ghana. The study noted that online presence is rapidly becoming a marketing hub for modern businesses, commonly referred to as digital marketing, which offers significant opportunities for companies. SMEs utilize their online presence to run strong competitive advertising and engage with consumers. In the face of intense competition, digital marketing is used to develop sustainable strategies for SMEs. Using the Theory of Planned Behavior (TPB), the study examined the impact of digital marketing adoption on the sustainable growth of SMEs in Ghana. Structured questionnaires were distributed to 533 owners/managers of SMEs, and data were analyzed using SmartPLS version 3.3. The findings indicated that while attitudes towards digital marketing did not influence the intention to use digital marketing, perceived behavioral control and subjective norms did. Furthermore, a positive direct relationship was found between subjective norms and actual use of digital marketing. Ultimately, the study confirmed that digital marketing significantly improves the sustainable growth of SMEs in developing countries.

Yulianti et al. (2023) examined empowering digital marketing strategies for micro-entrepreneurs through social media applications in Mekar Jaya Village, Sukmajaya, Depok City. The study highlighted that in the era of globalization, business competition is rapidly increasing, and people's economic challenges are becoming more complex. Thus, using digital marketing strategies and empowering micro-businesses through the digitalization of the creative economy can be effective measures for addressing post-pandemic economic challenges. This research aimed to empower micro-business practitioners as part of social services, in line with government programs to accelerate economic growth through training and awareness-raising activities. It aimed to encourage continuous participation of micro-



business practitioners in government, private, and university programs to support increased incomes for micro-businesses.

Rizvanović et al. (2023) published a paper on bridging the expansive potentials of digital marketing and startup growth, developing a dynamic macro framework of growth drivers for startups supported by digital marketing. They noted that the contemporary market positions digital marketing as a powerful intermediary in effective digital interactions, data interpretation opportunities, and business growth, while extending its capacity to address various growth challenges. Given that startups often have limited resources and face challenges like customer engagement, digital marketing tools can be used to support impactful digital interactions that influence startup growth. The study conducted a systematic literature review, providing a comprehensive overview of startup growth areas utilizing digital marketing. It also discussed how digital marketing efforts evolve with startup maturity, analyzing differences in the use of digital marketing in B2B and B2C models and the impact of emerging technologies on digital marketing. The study proposed a dynamic macro framework that identifies growth drivers for startups from the domains of product, market, team, and finance, introducing digital marketing tactics linked to these growth drivers.

Panda & Mishra (2022) conducted a study on digital marketing, describing a framework for research in the field that emphasizes strategies in the marketing process, the effectiveness of the marketing process, and the impact of various technology tools and social media platforms. They organized research methods related to different elements and reviewed the literature in the broad field of digital marketing. The study focused on evaluating the effectiveness of digital marketing strategies and different social media options used for marketing. It mainly explored the importance of digital marketing, differences between digital and offline marketing, and the effectiveness of technology tools and social media platforms in the success of digital advertising methods. The study aimed to help small businesses integrate digital advertising into their business models and understand the advantages of social media marketing compared to traditional advertising strategies.

Research Methodology

The present study is descriptive, survey-based, and correlational. In a descriptive correlational design, the researcher measures multiple variables using a questionnaire and aims to assess potential relationships between them. Descriptive data is collected through questionnaires, interviews, or observations. The statistical population of this research consists of managers of small companies active in the field of food product sales in Tehran province. The sampling method was random and accessible, leading to a final sample size of 243 individuals. A questionnaire designed to assess the marketing strategies of small and medium-sized



enterprises, as used in the studies of Sheetal & Kumar (2012), was utilized. After drafting the questionnaire based on the derived theory, its validity was assessed. Finally, the validated questionnaire was distributed, and quantitative data were collected. Inferential statistical methods were used to analyze the collected data. The statistical methods applied in this study include structural equation modeling (SEM) and the data analysis was conducted using AMOS software.

Research Hypotheses

- Hypothesis 1: Free digital tools have a significant impact on product positioning strategies in small businesses.
- Hypothesis 2: The use of free digital tools has a positive impact on product promotion strategies in small businesses.
- Hypothesis 3: Free digital tools help improve the efficiency of market information systems in small businesses.
- Hypothesis 4: The use of free digital tools results in greater coordination and integration in the marketing strategies of small businesses.
- Hypothesis 5: Free digital tools have a significant impact on pricing strategies in small businesses.

Process of the Study

In this study, 270 questionnaires were collected. After excluding incomplete questionnaires and those with contradictory responses, 243 valid questionnaires remained. The effective response rate is 96.42%. During the questionnaire review process, researchers aimed to avoid social desirability bias. They believe that there are three main reasons for the occurrence of social desirability bias: subjects themselves have higher social desirability, test situations trigger the social desirability bias of subjects, and the statements themselves cause social desirability bias (Caputo, 2017).

Data Analysis

Currently, Cronbach's alpha is commonly used to assess the reliability of questionnaire data. The higher the alpha value, the greater the internal consistency and reliability of the questionnaire. A Cronbach's alpha greater than 0.70 is required (Nunnally, 1994). The Cronbach's alpha for the designed questions ranges between 0.752 and 0.869, which exceeds the threshold of 0.70, indicating that the questionnaire's stability and internal consistency meet the requirements and are acceptable. In terms of content validity, all questionnaire items refer to research findings from reputable journals and are adjusted to align with the conditions of the



studied companies to ensure the content validity of the questionnaire items. In examining convergent validity, the standardized factor loadings of each item exceed 0.50, the T-values exceed the threshold of 1.96, the composite reliability (CR) of each variable is greater than 0.70, and the average variance extracted (AVE) is above 0.50. All of these conform to the criteria for convergent validity tests as per Hair (2006) and Wu (2010), making the convergent validity acceptable.

Demographic Analysis of the Sample

Based on the results, 18% of respondents are under 30 years old, 13% are aged 31 to 35, 12% are aged 36 to 40, 23% are aged 41 to 45, 16% are aged 46 to 50, and 19% are over 50 years old. Therefore, the majority of respondents fall within the age range of 41 to 45 years.

The results of the hypotheses

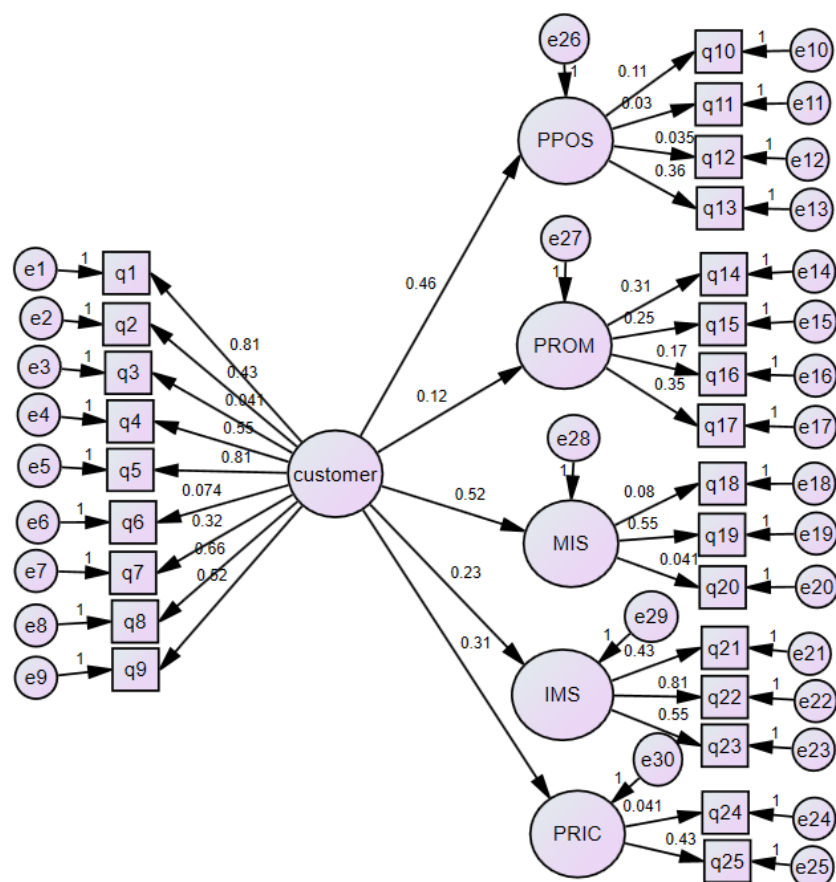




Table 1- Examining the relationship between research variables

Reject/Accept	ESTIMATE	C.R	Dependent Variable	Independent Variable
Accept	0.46	2.19	Product Positioning Strategies	Free Digital Tools
Accept	0.12	4.23	Product Promotion Strategies	
Accept	0.52	3.48	Market Information System Strategies	
Accept	0.23	3.19	Integrated Marketing Strategies	
Accept	0.31	2.14	Pricing Strategies	

The table below shows the impact of free digital tools on various marketing strategies. The results show that these tools have been able to have a positive impact on different aspects of marketing strategies.

Conclusion

In examining the impact of free digital tools on product positioning strategies, the C.R. value is 2.19, indicating a significant relationship, and confirming the positive effect of free digital tools on product positioning. The impact coefficient is 0.46, which means these tools have helped improve product positioning. Regarding the impact of free digital tools on product promotion strategies, with a C.R. of 4.23 and an impact coefficient of 0.12, the positive effect of free digital tools on product promotion is also confirmed. Although the impact coefficient is relatively low, its significance indicates that free digital tools play a positive role in product promotion strategies. In analyzing the effect of free digital tools on market information systems, a C.R. of 3.48 and an impact coefficient of 0.52 confirm that free digital tools have a substantial impact on improving market information systems. This means that using these tools enhances the availability of market data and insights. For the impact of free digital tools on integrated marketing strategies, a C.R. of 3.19 and an impact coefficient of 0.23 indicate that free digital tools have positively influenced the development and implementation of integrated marketing strategies. This relationship is significant and the impact is confirmed. Regarding the influence of free digital tools on pricing strategies, a C.R. of 2.14 and an impact coefficient



of 0.31 show that free digital tools have a positive effect on pricing strategies, and this relationship is also validated.

Considering the impact of free digital tools on product positioning, it was found that these tools can effectively improve and strengthen the positioning of products in the market. Greater access to data and information through these tools helps businesses better analyze the market and identify better opportunities for positioning their products. Similar research has also confirmed that digital tools, by enhancing access to information, enable more precise positioning. Product promotion strategies have also been influenced by free digital tools. These tools help promote products more effectively by reducing advertising costs and providing the possibility of direct communication with customers. In fact, these tools expand advertising opportunities, thereby improving marketing campaigns. Regarding market information systems, free digital tools have had a significant impact. These tools provide access to more accurate and comprehensive data, helping businesses make better marketing decisions. Additionally, the rapid collection and analysis of information through these tools allow for more accurate and faster competitive analysis and marketing decision-making.

Free digital tools play a crucial role in integrated marketing strategies. These tools enable businesses to manage their marketing processes in an integrated manner, coordinating all marketing channels effectively. This is especially important in optimizing customer interactions and enhancing user experience. Pricing is another area that has been influenced by free digital tools. These tools provide detailed analyses of market conditions and competitors, helping companies to set dynamic and competitive pricing strategies.

It is recommended that businesses use free digital tools such as Google Analytics to analyze customer behavior and market trends, allowing for more precise and competitive product positioning. Additionally, using these tools enables businesses to manage their various marketing channels in an integrated manner, thereby increasing customer engagement and strengthening their brand message through better channel coordination. Furthermore, it is suggested to use these tools for price comparison and analysis to update pricing strategies dynamically and align them with competitive market conditions, helping businesses achieve better performance in the market.

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