

DIGITAL MARKETING STRATEGY FOR NON-STORE MICROENTERPRISE: A CASE STUDY OF NON-STORE HEALTH AND NUTRITION MICROENTERPRISE IN THAILAND

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Abstract - This research will focus on digital marketing strategies of non-store microenterprise in Thailand. The purpose of this research is to identify how non-store microenterprises use the digital marketing tools, which strategy they choose to apply in each stage of the buying process, why they choose that strategy and how the performance of each strategy is. The investigation relies on the qualitative research method and uses multiple case study research strategy to explore in-depth about digital marketing strategy context issues. This research uses interviews as the data source to investigate research questions. Interview data source or the primary data gathering from interview four owners of non-store health and nutrition microenterprise in Thailand. The four microenterprises are NC Human Development Company Limited, Nutrition Health Pharma Company Limited, RV Network Company Limited and PC Global Service Company Limited. This study will use a developing a case description strategy to develop a descriptive framework of digital marketing strategy of non-store health and nutrition microenterprise. For analytic techniques, this research chooses a pattern matching logic to analyse data of case study evidence. This technique compares an empirically base pattern with a predicted one or with several alternative predictions. This research found that the effect of digital marketing strategy on firm's performance come from many factors. Key metrics to evaluate performance of microenterprise in this study is return on digital marketing expense (RODME). This study has found the strategy that support firm to achieve in digital marketing, there are; (a) achieving brand consistency on social media; (b) integration of digital marketing tools; (c) knowledge and expertise in digital marketing tools and platform; and (d) increasing budget. Finding of this research can be a guideline for person or company who aim to success in digital marketing. This finding not only benefits for non-store business but also benefit for business that have physical store and expect to enhance number of their customers. Finding of this research can be a guideline for person or company who aim to success in digital marketing. This finding not only benefits for non-store business but also benefit for business that have physical store and expect to enhance number of their customers.

Keywords- Digital Marketing, strategy, microenterprise, non-store business, e-commerce

I. INTRODUCTION

Digital marketing become an important part of growing business in any industry. Various reports have shown that global e-commerce and online retail sales have grown continuously. In March 2018, Statista, the statistic portal company in Germany, revealed that retail e-commerce sales worldwide were 2,304 billion US dollars in 2017, then increase to 2,842 billion US dollars in 2018 [1]. Thus, global e-commerce sales are predicted to show 20% growth, which is a large number for business and certainly a steady trend with no signs of decline. The value of Thailand e-commerce market also growth continuously. Latest report from ETDA Thailand (Electronic Transactions Development Agency) showed that e-commerce value in Thailand has growth every year. In 2017, the value of e-commerce in Thailand had grown up from 2016 by 14.03%, in 2018, the value of E-commerce in Thailand was growing up from 2017 by 14.04% [2]. According to these statistics, any businesses cannot refuse to apply digital marketing to their marketing strategy. Especially, non-store enterprises, there are no physical store or showroom so they don't have chance to meet with customers. Non-store microenterprises have been chosen on this study because they have limit resources and the location is

not affect with their sales. Digital marketing strategy is almost the only one factor that involve with their sales.

There are numerous of digital marketing tools at this moment are both paid tools and free of charge tools. Each tool has different advantages and disadvantages. Some digital marketing tools might be suitable to for some industries but may not be positive to some other. The differentiation of countries and different of culture are also effect with the result of digital marketing strategy. In Thailand, there are many successful non-store microenterprises especially in health and nutrition business industry. This research will focus on digital marketing strategies of non-store health and nutrition microenterprise in Thailand. Which digital marketing strategy they used and which digital marketing strategies are effective?

II. LITERATURE REVIEWS

2.1 Non-store Microenterprise

European Union describes of micro, small and medium-sized enterprises in User guide to the SME Definition, European Commission (2015). Microenterprise is a business those that meet two of the following three criteria. The three criteria are; fewer than 10 employees, balance sheet total below €2 million (2.25 million US dollars) and turnover

below €2 million (1.7 million US dollars) [3]. Non-store retailing is a common term describing retailing business that operating and selling goods or services without a physical store [4]. So, non-store micro-enterprise is defined firm that have no physical store, has employee less than 10 peoples, and has balance sheet and turnover below 2.25 million US dollars.

Retail sales through non-store retailing grow up significantly. In 2015, Euromonitor International from trade sources has reported expansion of non-store retail in the world. This report shown that entire sales of non-store retail increase from 480 billion US dollar in 2010 to 828 billion US dollars, total sales of non-store retail are including sales from vending machine, internet retailing and direct selling. Especially, sales from Internet retailing is compelling growth from 350 billion US dollars in 2010 to 647.7 billion US dollars in 2015 [5]. It was raise form 2010 to 2015 almost 85%. Much of current literature on non-store retailing pays particular attention to digital marketing strategy because attract customers by using digital marketing and digital channels cost less than traditional advertising or sometimes it free of charge [6].

2.2 Digital Marketing

Digital marketing formerly referred to as e-marketing or internet marketing is at the heart of digital business [7]. Firms need to be connected to their technological business environment through social media because interacting with external sources of knowledge can improve their capabilities about industry benchmark and competitive advantage (Kasemsap, 2014a) [8]. Digital marketing is a transition of marketing. Kaufman and Horton defined the definition of digital marketing as 'A marketing action is digital if it is reliant on a digital medium to execute its specific function or complete its intended action', they termed 'medium' in the sense of channel, instrument, manner or device [9]. Chaffey and smith introduced 5s, the general type of goals for digital marketing, there are sell (grow sales), serve (add value), speak (get closer to customers), save (save cost) and sizzle (extend the brand online).

Digital marketing strategy is the approach by applying digital technology platforms to support marketing and business objectives. To apply digital marketing, it is not only just put the budget to agency and wait for success. Chaffey and Ellis-Chadwick explained seven types of digital marketing strategy initiative in 'Digital Marketing - Strategy, implementation and practice', there are: (1) New customer proposition, (2) Customer acquisition or inbound marketing strategic initiatives, (3) Customer conversion and customer experience strategic initiatives, (4) Customer development and growth strategic initiatives, (5) Social media, content marketing or social business initiatives, (6) Enhance

marketing capabilities through site infrastructure improvements, and (7) Resourcing and governance strategies. Brands have to plan and develop strategic of digital marketing which suitable with the company's goal [10].

2.3 Objective of Internet Marketing in each stage of the buying process

Digital Marketing can be used in several purposes for business. Chaffey and Smith (2012) described the set of outcomes that have been considered in the digital market in six stages, there are; (1) problem recognition (2) information search (3) evaluation (4) decision (5) purchase (6) post-purchase [11]. Rimbach (2010) compiled and represented generically three objectives of Internet marketing there are create awareness, create desire, and create transactions (or actions, conversions) [12]. Contrasting business perhaps prioritized contrasting objectives. Different of business strategy regulated structure of the objectives of Internet marketing.

- Create awareness within specific target groups; create awareness is the key factor to success for small and medium size online stores with uncompromising price products. According to Ward and Morganosky (2002), create awareness means provide product or service information online and gain the likeliness of purchase in other offline channels [13]. For Internet marketing, characteristics of creating awareness are created advertising or provided information for brand, products or services to the right target group as much as possible, as fast as possible and as efficiently as possible.

- Create interest or desire for products and services; there are a different between awareness and desire in marketing process. Creating awareness is delivered function but creating desire for product and services is depended on the product design. For sustainable strategic Internet marketing, Rimbach (2010) recommended characteristics of creating the desire for product and services are created desire for product and services to the right target group as strong as possible, as fast as possible and as efficiently as possible.

- Generate value adding transactions (or actions);

- a large number of Internet transaction has been created every second such as purchase, payment, comment, subscribe, registration. Value of different type of transactions depends on each business marketing strategy but most of Internet retailer will focus on financial return. Rimbach (2010) presented characteristics of generating transactions are generating transaction to the right target group as many as possible, as easy as possible and with the highest return. Table 1 shows summary of Internet objective's characteristics according to Rimbach framework [12].

Table 1. Summary of Internet objective's characteristics according to Rimbach framework

Objective of Internet marketing	Characteristic
Create AWARENESS	as MUCH as possible (of the right target group)
	as FAST as possible
	as EFFICIENTLY as possible
Create DESIRE	as STRONG as possible (of the right target group)
	as FAST as possible
	as EFFICIENTLY as possible
Generate TRANSACTIONS	as MANY as possible (of the right target group)
	as EASY as possible
	With the HIGHEST RETURN

2.4 Digital marketing tools and tactics.

There are numerous digital marketing tools and tactic can use to convey and promote brand message [12]. These are tactics and tools that online marketer always use in digital marketing strategy [6],[12]

- Website - a common apparatus of digital marketing tool. Benefit of website is not only selling products or services, but website also contributing brand and business value to customers.
- Email marketing - the use of email to attract or engage customers.
- Content marketing - create valuable, relevant and consistent content to attract and acquire a target audience.
- Social media marketing - the big seven social channels are Facebook, Instagram, LinkIn, YouTube, Pinterest, and Twitter.
- Paid Social Promotion - invest budget to advertise on big seven social channel to enhance reach and audience.
- Search Engine Optimization (SEO) – tactic to increase visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (Google, Bing, Yahoo and others).
- Paid Search - invest budget to increase chance to obtain a high ranking placement in the search results page of a search engine.
- Online marketplace - promote product or services on e-commerce site provided by third parties such as amazon, ebay, lazada, taobao.

Each tactic and tool has different advantage and disadvantage. Brands have to consider about the objective and purpose before they apply a tactic in digital marketing strategy. In Thailand, the popular and effective popular and effective digital marketing

tools are website, e-mail marketing, content marketing, social media marketing, Facebook Ads, Search Engine Optimization (SEO), Google AdWords, retargeting marketing and online marketplace (Lazada and Shopee).

2.5 Performance evaluation

There are plenty metrics can use for evaluating performance of digital marketing strategy such as counting metrics (like, comment, share from social media or fan count, website traffic), foundation metrics (interaction, engagement, influence, advocacy and impact), outcome metrics (awareness, interest, involvement, commitment, loyalty, advocacy and champion) and business value metrics (revenue, market share, profit, brand awareness) [14]. This research will focus on digital marketing strategy of non-store microenterprise. The key responsible person in digital marketing campaign is the owner. Because of limitation of human resource and budget, to evaluate performance of non-store microenterprise digital marketing tools can be measured just only some key KPIs. For microenterprise sale volume might be one of the most important and obvious key performance indicator (KPI) to measure effectiveness of the chosen digital marketing strategy. Performance evaluation for non-store microenterprises in this study can measure from Return of Digital Marketing Expense (RODME). RODME come from ratio of annual sales and digital marketing expense in each year.

2.6 Conceptual framework of digital marketing strategy of non-store microenterprises

To understand the connection between objective of marketing, digital marketing tools and performance evaluation, figure 1 is the conceptual framework shown strategy of using digital marketing tools base on the three objective of Internet marketing and evaluate performance of each digital marketing tool.

III. METHODOLOGY

3.1 Research Design and Research Strategy

Qualitative research method has been applied in this research because this research purpose is to understand in deep about strategic implementation on each objective of digital marketing, including result and performance of the strategy and keep up with issues that occur after implementation process. Regarding to Bluhm et al. (2011), qualitative research methods are suitable for develop a deeper understanding of experiences, processes, problems, events, complex topics and phenomenon [15]. The objective of this research is to identify how non-store microenterprises use the digital marketing tools, which strategy they choose, why they choose that strategy and how is the performance of each strategy. The research base on qualitative questions, how and why. Research strategy of this research is case study

research. The case study has applied to this research as it allowed for and in-depth exploration of process, activity, and the events of several individuals [16]. Case study research is a suitable design for conducting marketing research [17]. Researcher design to use holistic – multiple case study. Multiple case studies are a variant that includes two or more case of the same phenomenon (Yin, 2009). A number of previous study related with digital marketing strategy use a multiple case study design to investigate and answer the research question such as Digital Marketing Strategy within Manufacturing Industries - A qualitative case study [18] and Small Business Use of Internet Marketing: Findings from Case Studies [19]. This research will collect data by interview owners of non-store health and nutrition microenterprise in Thailand.

3.2 Participants

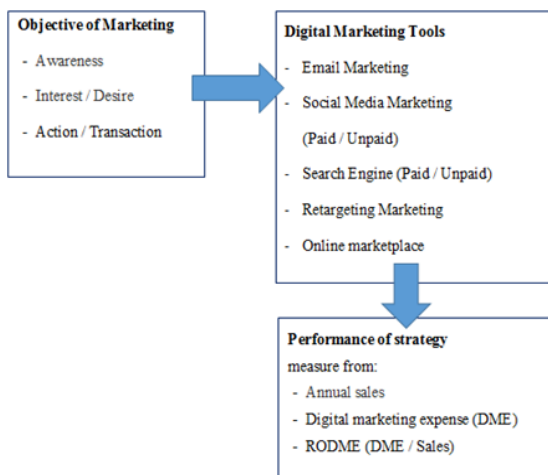


Figure 1. Conceptual framework of digital marketing strategy of non-store microenterprises

The companies that have been selected as a non-store health and nutrition microenterprise in Thailand mean they have all of these attributes:

- They have less than 10 employees
- They have annual balance sheet that does not exceed 2.25 million US dollars or 78 million Thai Baht
- They do not have physical store, all sales and income come from online channel
- They provide products or services in health and nutrition industry
- They provide products or services in Thailand

The four companies are NC Human Development Company Limited, Nutrition Health Pharma Company Limited, RV Network Company Limited and PC Global Service Company Limited.

3.3 Data collection

This research collects both primary data and secondary data. Primary data source is collected from

an interview data and secondary data source is collected from each company's documents and digital marketing KPIs. Examples of company's documents are balance sheet and budget and plan on digital marketing. Examples of digital marketing KPIs are website visits, conversion, engagement and click through rate (CTR).

An interview questions have 5 sections, there are;

- (1) General business information; company's name, how many product they have? , what are their products or services? , what is their marketing segmentation? (Geographic / Demographic), how long has their company been in business? , who is the key person of digital marketing plan? , how many employees in their company?
- (2) Overview about digital marketing tools and platform; how important is digital marketing to their business? , which digital marketing tools you have applied with your business?
- (3) Digital marketing strategy; overview of their digital marketing tools and strategy, why they choose each digital marketing tool? , what is their digital marketing budget? , how do they manage your digital marketing budget?
- (4) Digital marketing tool and strategy on each Internet marketing objective; which digital marketing tools that they've used to create awareness / interest (desire) / action (transaction) for new purchase and action (transaction) for repeat purchase? , what is their digital marketing strategy on creating awareness / interest (desire) / action (transaction) for new purchase and action (transaction) for repeat purchase?
- (5) Efficiency of digital marketing; their annual total sales and digital marketing expense in 2017

IV. DATA ANALYSIS

This study will use a developing a case description strategy to develop a descriptive framework of digital marketing strategy of non-store health and nutrition microenterprise. This strategy is less preferable than relying on theoretical proposition but serves as an alternative when the study has a difficulty. For analytic techniques, this research chooses a pattern matching logic to analyse data of case study evidence. This technique compares an empirically base pattern with a predicted one or with several alternative predictions [15].

Four participants of this research are the owner of non-store health and nutrition microenterprises in Thailand. To protect the confidentiality of business information and technique of the participants, this research will represent each participant as microenterprise A, microenterprise B, microenterprise C and microenterprise D. Summary of general business information, digital marketing tools and platforms they have used are shown in table 2 and 3.

Table 2. Summary of general business information of participants

	Microenterprise			
	A	B	C	D
Type of business	Healthcare product retailer (B2C)	Healthcare product retailer (B2C)	Healthcare product retailer (B2C)	Healthcare product retailer (B2C)
Number of products	1	2	4	1
Targeted geographic	Bangkok and main city of each region	All over Thailand	All over Thailand, capital city of Laos and Cambodia	All over Thailand
Number of employees	3	5	7	3
Number of key person on digital marketing	1	2	3	1 and Outsourcing
Length in business	2 years and 10 months	6 years and 4 months	9 years and 3 months	2 years and 3 months
Annual sales in 2017 (USD)	\$35,649.76	\$52,454.36	\$177,888.70	\$46,597.22
Digital marketing expense (DME) in 2017 (USD)	\$4,785.66	\$8,761.36	\$24,858.20	\$12,372.35

From table 3, even they use similar digital marketing tools and platforms but their digital marketing strategy based on three Internet marketing objective are slight different.

Microenterprise A uses paid social media (Facebook Ads) as a main digital marketing tool to create awareness. Microenterprise A also uses Google AdWords, a paid search engine to enhance

Table 3. Summary of digital marketing tools and platforms used by participants

Digital Marketing Tools / Channels	Microenterprise			
	A	B	C	D
Website	Yes	Yes	Yes	Yes
Email Marketing	No	No	Yes	No
Social Media Marketing				
Paid				
- Facebook Ads	Yes	Yes	Yes	No
Unpaid				
- Facebook	Yes	Yes	Yes	Yes
- YouTube	Yes	Yes	Yes	Yes
- LINE	Yes	Yes	Yes	Yes
- Instagram	No	Yes	No	No
Search Engine				
- Paid: Google AdWords	Yes	Yes	Yes	Yes
- Unpaid: SEO	No	Yes	Yes	Yes
Retargeting Marketing				
- Facebook Ads	Yes	Yes	Yes	No
- Google AdWords	No	No	Yes	Yes
Online marketplace				
- Lazada	No	No	No	Yes

chance to be found when target audience search some keywords that relate with her product. Beside of paid social media marketing and paid search engine, Microenterprise A used Facebook and YouTube, unpaid social media to create a value content and video content. Microenterprise A expected that a value content and value video content can create awareness and increase organic reach of company website or product's landing page. For creating interest and desire, at the first step, Microenterprise A uses their website to provide information about their products to their website visitor. Apart from website, they also use social media including Facebook, YouTube and LINE to provide more information and

sales promotion to their fans or followers and used retargeting marketing to do remarketing advertising through Facebook pixels on Facebook Ads to their previous website visitor. To create transaction or sale, Microenterprise A use their website to receive online purchase and use LINE and Facebook Messenger as a customer service to support other payment method such as bank transfer or cash on delivery (COD) for customers who does not have credit or debit card to purchase on website.

Microenterprise B use both social media marketing and search engine marketing to create awareness. They use paid social media - Facebook Ads to display their product's advertising to target audience and use paid search - Google AdWords to create awareness of their product when people search some keywords that relate with their product. Their put budget in Facebook Ads and Google AdWords in not much different proportion, average is 62.5 and 37.5 percent of total budget. Microenterprise B attach great importance to SEO, they add many of codes and algorithms on every pages of their website to become top ranking when people search on their target keyword. Microenterprise B still uses unpaid social media like Facebook and YouTube to create awareness by creating a value content and video. They expect for organic reach and share on these platforms to increase their website traffic. To create interest or desire, Microenterprise B applies social media marketing tools as a key digital marketing tool of this objective. They create consistently new value content to create interest and desire on their product in every platform including on Facebook fan page, Instagram, Google Plus, LINE and YouTube. For generating transaction, website of Microenterprise B does not support online purchase, they use website only to provide information of their products, to generate purchase transaction they use LINE and Facebook Messenger as a customer service to support other payment method for customers such as bank transfer or cash on delivery (COD).

Microenterprise C put most of their effort to create awareness on search engine marketing both paid – Google AdWords and unpaid – SEO. They also spend a lot of budget on retargeting marketing by Google AdWords to create desire on their products. Besides search engine marketing, they also use paid and unpaid social media to create awareness; there are Facebook Ads, Facebook fan page and YouTube. Microenterprise C also use Email marketing, retargeting on Facebook Ads through Facebook pixels and unpaid social media like Facebook, YouTube and LINE to create desire on their products. To generate purchase transaction, Microenterprise C use their website to receive online purchase and use LINE and Facebook Messenger as a customer service to support other payment method such as bank transfer or cash on delivery (COD) or electronic data capture (EDC) for customers who cannot make online purchase on website.

Microenterprise D uses outsource agency to deal with the first Internet marketing objective, creating awareness. They give priority to search engine marketing both paid - Google AdWords and unpaid – SEO, as the main digital marketing tools. About creating interest and desire, Microenterprise D use retargeting marketing through Google AdWords and unpaid social media marketing including Facebook fan page, YouTube and LINE as the digital marketing tool to create interest and desire in their products. They uses outsource agency to handle retargeting marketing and handle unpaid social media marketing by themselves. To generate purchase transaction, Microenterprise D use LINE and Facebook Messenger as a customer service to support other payment method for customers such as bank transfer or cash on delivery (COD) same as Microenterprise B because their website does not support online purchasing. Microenterprise D also uses Lazada, an online marketplace, to create awareness, create desire and generate purchase. On this digital marketing tool - Lazada, customer can search, learn product's information and purchase in this platform. Summary of digital marketing tools and strategy based on three Internet marketing objective of each participant is shown in table 4.

Table 4. Summary of digital marketing tools and strategy base on three Internet marketing objective

Objective Microenterprise	Create awareness				Create interest / desire				Create action / transaction			
	A	B	C	D	A	B	C	D	A	B	C	D
Tools / Platforms												
Website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Email Marketing	No	No	No	No	No	No	Yes	No	No	No	No	No
Social Media Marketing												
Paid												
- Facebook Ads	Yes	Yes	Yes	No	Yes	Yes	Yes	No	No	No	No	No
Unpaid												
- Facebook	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
- YouTube	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No
- LINE	No	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
- Instagram	No	Yes	No	No	No	Yes	No	No	No	No	No	No
Search Engine												
- Paid :	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	No	No	No
- Unpaid : Google AdWords	No	Yes	Yes	Yes	No	No	No	No	No	No	No	No
- Unpaid : SEO	No	Yes	Yes	Yes	No	No	No	No	No	No	No	No
Retargeting Marketing												
- Facebook Ads	No	No	No	No	Yes	Yes	Yes	No	No	No	No	No
- Google AdWords	No	No	No	No	No	No	Yes	Yes	No	No	No	No
Online marketplace												
- Lazada	No	No	No	Yes	No	No	No	Yes	No	No	No	Yes

Four microenterprise participants have both similar and different digital marketing tools. This research use Return of Digital Marketing Expense (RODME), one of business value metrics KPI, to evaluate performance of microenterprise's digital marketing strategy. RODME can calculate from proportion of annual digital marketing expense (DME) and annual sales. Table 5 shows annual sales, annual digital marketing expense and RODME in 2017 of

Table 5. Return of Digital Marketing Expense in 2017 of participant microenterprise

Digital Marketing Tools / Channels	Microenterprise			
	A	B	C	D
Annual sales in 2017 (USD)	35,649.76	52,454.36	177,888.70	46,597.22
Digital marketing expense (DME) in 2017 (USD)	4,785.66	8,761.36	24,858.20	12,372.35
RODME in 2017	745%	599%	716%	377%

participant microenterprise. RODME from table 5 shows that spend more expense not always increase more sales. Microenterprise B has more RODME than Microenterprise D, it means than

Microenterprise B can create sales more than Microenterprise D even though they spend on digital marketing advertising less than Microenterprise D. There are many success factors of digital marketing beside money budget. From summary of participant's digital marketing strategy in table 4, choice of digital marketing tools and strategy also impact on performance of digital marketing plan and sales. Information from table 2 and table 4 show that besides digital marketing tools and strategy, there are might have some factors that impact on firm's performance such as number of products, range of product and geographic / demographic of target market.

V. RESEARCH FINDINGS

This research try to find related between RODME and activities on each participant's digital marketing strategy. After analysis data, this research found the strategy that support firm to achieve in digital marketing.

(a) Achieving brand consistency on social media. Social media marketing is a digital marketing tool that all of participant had used especially Facebook, YouTube and LINE. As Microenterprise B's suggestion, consistency on creating a value content is one of their success key. Having a great brand with a well-structured communication plan on social media will help firm have a unique personality and an identity. Being differentiated can increase outstanding image in customer's minds and increase customer engagement and loyalty [20].

(b) Integration of digital marketing tools. There are many digital marketing tools to help marketer to achieve their business objective. To become success in digital marketing, marketer should have a skill of integration each tool together. Microenterprise C is a good example of expertise on integrating many digital marketing tools. Base on three internet marketing objective, they used both search engine and social media to create awareness; they use Email marketing, social media and retargeting marketing to create interest and desire; and they also use e-commerce on website to receive online purchase and use social media to receive payment from other payment method.

(c) Knowledge and expertise in digital marketing tools and platform. More knowledge and expertise in digital marketing tool and platform that you have used, more efficiency you can conceive from that digital marketing tool and platform. Microenterprise A, even they have not a large amount annual sale but they have a high RODME and their RODME is higher than Microenterprise C who have the largest annual sales. On the other hand, Microenterprise D who have not a knowledge and expertise in digital marketing tool and platform that you have used, so they hire an digital advertising agency but they still

have not a good rate of RODME because the expense of hiring expertise such as operation cost and fee, are costly than do it by their own. Microenterprise A state that, they will not invest budget in any digital marketing tools that they are not expertise enough. If firm learn more to be an expertise in digital marketing tool and platform that you have used, they will able to increase their RODME.

(d) Increase budget. If firms have a consistency on social media, have skill of integrating digital marketing tools and have expertise in digital marketing tools they have used, when they increase their digital marketing budget they will get a good result and high RODME rate. Microenterprise C still a perfect case study on this discussion, they have high RODME rate and high annual sales because they put high investment in the right digital marketing tool with the right digital marketing strategy.

CONCLUSION

This research found that each microenterprise has a different tools and strategy, depends on their expertise and their digital marketing budget. Sometime they apply same digital marketing tools but use different digital marketing strategy, result and performance are also different. Key metrics to evaluate performance of microenterprise in this study is return on digital marketing expense. This study has found the strategy that support firm to achieve in digital marketing, there are; (a) achieving brand consistency on social media; (b) integration of digital marketing tools; (c) knowledge and expertise in digital marketing tools and platform; and (d) increasing budget. Finding of this research can be a guideline for person or company who aim to success in digital marketing. This finding not only benefits for non-store business but also benefit for business that have physical store and expect to enhance number of their customers. The findings of this study inform best practices that microenterprise can apply to raise their digital marketing performance. Microenterprise or even though small business can adopt how to setup objective of Internet marketing, how to choose digital marketing tools, how to apply digital marketing strategy or tactics on each tool and how to evaluate performance of their digital marketing strategy.

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