

Commercial strategy**Estrategia Comercial**

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Abstract

The new era of technology and digital marketing contributes to companies joining new markets and therefore helps to achieve inclusion. Unfortunately not all companies have the possibility to develop appropriate strategies or implement them. Small and medium-sized enterprises (SMEs) are the most affected by this problem, but how important is this? All of these companies are the main source of income. In Mexico alone, 99% of businesses are small businesses. In addition, they generate 80% of current jobs and produce more than 36% of gross domestic product (GDP). That 65% of SMEs in Mexico are of a family nature. The creation of a platform for advertising aimed at SMEs will influence the strengthening of them, including them in this era of online advertising encouraging the economic development of companies.

Platform, PIB, PYMES**Resumen**

La nueva era de la tecnología y del marketing digital contribuye a que las empresas se incorporen a nuevos mercados y por ende ayuda a lograr la inclusión a la misma. Desafortunadamente no todas las empresas tienen la posibilidad de desarrollar estrategias adecuadas o bien implementarlas. Las pequeñas y medianas empresas (Pymes) son las más afectadas con este problema, ¿pero qué importancia tiene esto? Todas estas empresas son la principal fuente de ingreso, tan solo en México el 99% de los negocios son pequeñas empresas, además generan el 80% de los empleos actuales y producen más del 36% del producto interno bruto (PIB), además cabe resaltar que el 65% de las Pymes en México son de carácter familiar. La creación de una plataforma en publicidad orientada a pymes influirá en el fortalecimiento de las mismas, incluyéndolas en esta era de la publicidad online fomentando el desarrollo económico de las empresas.

Plataforma, PIB, Modelo Pymes

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Introduction

The concept of digital marketing, so in vogue in recent times, summarizes all those marketing and commercial actions that apply since the years 90 to the Internet. Like there is marketing in other media (radio, television, press, etc...) from the beginning of the network specialists knew how to put in value the future of this medium. From the revolutionary appearance of the websites, the forums or the penultimate Phenomenon of social networks, digital marketing has undergone a radical, deep and frantic change both endogenous (in their techniques and tools) as exogenous (in the possibilities offered to the recipients) therefore the marketing arise new Challenges in your business.

Justification

The new era of digital marketing contributes to companies entering new markets and therefore help to achieve inclusion to them.

Unfortunately, not all companies manage to establish adequate strategies or do not know how to establish them. Small and medium-sized enterprises (SMEs) are the most affected by this type of problem, but how important is this? All these companies are the main source of income, in Mexico alone 99% of the businesses that exist in our country are SMEs, in addition to generating 80% of current jobs and producing more than 36% of GDP. that 65% of SMEs in Mexico are family-owned.

Problem

The new era of advertising in Mexico and globalization, allows Mexican companies to be included in new markets and seek more people to know about them. Unfortunately not all companies are benefited by this new stage in advertising, in a way the Small and medium companies are the least benefited.

Either for lack of a strategy plan or resources for the development of the same. While digitization exists and is easy to access, companies in specific SMEs do not. They take advantage of the tool to one hundred percent because they do not know its use and correct way to apply.

Objectives

General objective

Design and implement an advertising platform, commercial oriented to small and medium enterprises (SMEs) located in San Martin Texmelucan for that through strategies.

Of commercial and digital marketing and an analysis of them contribute to the increase of their profits and decrease of their costs encouraging the inclusion of the same ones to the new digital age.

Specific objectives

- Investigate the platforms used in the San Martin Texmelucan region to disseminate the products and services offered by SMEs located in this region.
- Investigate if there are such platforms in other states.
- Design a Marketing platform as a commercial strategy.

Theoretical Framework

Marketing.- It is the social and administrative process by which groups and individuals meet their needs when creating and exchanging goods and services.

SMEs.-is the acronym for small and medium-sized enterprises. These are commercial, industrial or other companies that have a small number of workers and who register moderate income.

Research Methodology

It was generated under a mixed approach that is field research and descriptive research.

Kind of investigation

Field research:

It is applied research to interpret and solve a situation, problem or need at a certain time. The investigations are worked in a natural environment in which the people, groups and scientific organizations are present, which fulfill the role of being the source of data to be analyzed.

Descriptive Research

Also known as statistical research, it describes the data and this should have an impact on the lives of the people around it.

The objective of descriptive research is to get to know the prevailing situations, customs and attitudes through the exact description of activities, objects, processes and people. It aims to measure or collect information independently or jointly on the concepts or variables to which these refer.

Database.- is a collection of information organized so that a computer program can quickly select the pieces of data you need. A database is an electronic file system. Traditional databases are organized by fields, records and files.



Figure 1 Platform
Source: Self Made

Results

Through the linking of the business sector with the support of the chambers of commerce and coparmex, it is envisaged to implement the design of this platform outside the region of San Martin with the aim of having marketing options in other entities of the San Martin Texmelucan region.



Figure 2 Start screen
Source: Own Elaboration

Conclusions

The investigation of the different platforms that exist in the San Martin Texmelucan region with the purpose of being able to know what their research conditions were known was that there are only platforms that serve as directories.

According to the magazine Forbes Mexico indicates that in Mexico is a country with more index of fans of social networks and the market that is most attacked by advertising is dairy, carbonated beverages, cereal sweets among many more.

It is intended to carry out the marketing platform according to the experience of San Martin Texmelucan merchants, since the internet is.

Arriving at a level of superior importance as a means of communication, and this affects the way people communicate and market for what is intended to be up to date in technology and business, so we can say that brand does not have a strategy adequate to enter the universe of social networks, at least in Mexico, you are sure you are losing a large market.

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