

## Clicks to Growth -The Role of Digital Marketing Strategy in Entrepreneurial Success

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### Abstract

In the swiftly changing digital economy, having a digital marketing strategy has become a vital factor influencing entrepreneurial success. This research investigates how digital marketing strategy (considered as the independent variable) relates to entrepreneurial success (the dependent variable), while also considering digital capability and customer engagement as mediating factors, and entrepreneurial orientation as a moderating factor. Utilizing the Resource-Based View (RBV) and Dynamic Capabilities Theory, this study employs a quantitative approach, analyzing survey responses from 250 entrepreneurs within small and medium-sized enterprises (SMEs). Structural Equation Modeling (SEM) is utilized to examine the proposed relationships. The results indicate that a robust digital marketing strategy significantly boosts entrepreneurial success, both directly and indirectly via digital capability and customer engagement. Moreover, entrepreneurial orientation enhances this connection by emphasizing the importance of innovation, proactivity, and risk-taking. This research enriches existing literature by integrating digital marketing into models of entrepreneurial performance and provides practical recommendations for practitioners and policymakers in developing economies.

**Keywords:** Digital Marketing Strategy, Entrepreneurial Success, SMEs, Digital Capability, Customer Engagement, Entrepreneurial Orientation

### 1. Introduction

The swift expansion of the digital economy has significantly transformed the landscape of entrepreneurial endeavors worldwide, altering the methods by which businesses are founded, managed, and expanded. The integration of internet technologies, mobile access, artificial intelligence, and data-centric platforms has initiated a shift from traditional physical business models to digitally driven, platform-oriented ecosystems. In this changing environment, entrepreneurs find themselves liberated from geographical constraints, resource limitations, and traditional market entry hurdles [1]. They are instead empowered by digital systems that promote instantaneous communication, global outreach, and data-informed decision-making. Consequently, the digital economy has not only quickened the pace of innovation but has also heightened competition among businesses. This situation necessitates that entrepreneurs adopt more agile, adaptable, and customer-focused strategies [2]. Within this transformative context, digital marketing has surfaced as a crucial strategic element essential for entrepreneurial growth and sustainability. Defined broadly as the strategic utilization of digital channels including

social media platforms, search engines, email communications, mobile applications, and content-driven interfaces digital marketing allows firms to create and convey value in personalized and interactive manners [3]. In contrast to traditional marketing methods, digital marketing provides quantifiable, scalable, and cost-effective solutions that are especially beneficial for small to medium-sized enterprises and startups operating under limited resources. The capacity to monitor customer behavior closely, analyze engagement metrics effectively, and optimize campaigns in real-time grants entrepreneurs an extraordinary level of control over their marketing effectiveness [4]. As a result, digital marketing strategy has transitioned from being a supplementary function to becoming a fundamental organizational capability that directly impacts competitive positioning and long-term success. Entrepreneurial achievement, which has traditionally been measured by financial metrics like profitability, revenue growth, and market share, has experienced a notable conceptual transformation in the digital age. Modern viewpoints stress the importance of multidimensional performance outcomes that encompass customer acquisition and retention, brand visibility, innovation potential, and sustainable value creation [5]. Digital capabilities characterized as a firm's proficiency in effectively utilizing digital tools, technologies, and data have emerged as essential factors influencing these outcomes. Entrepreneurs who adeptly incorporate digital marketing strategies into their business operations are more likely to recognize new opportunities, adapt to market fluctuations, and collaboratively generate value with customers [6]. This integration not only enhances operational efficiency but also provides strategic differentiation, allowing companies to establish robust digital identities and nurture enduring customer relationships. Moreover, the growing dependence on digital platforms has intensified the significance of customer engagement as a vital component of entrepreneurial success. Unlike traditional consumption models that emphasize passive participation, digital environments promote active involvement, interaction, and co-creation among consumers, turning them into collaborators in the value generation process [7]. By leveraging social media interactions, user-generated content, and personalized communication strategies, entrepreneurs can forge deeper emotional connections with their target demographic. These engagement-focused dynamics foster greater customer loyalty, trust, and advocacy all of which contribute positively to business performance. Research indicates that companies exhibiting higher levels of digital engagement often demonstrate enhanced performance metrics especially in competitive and rapidly evolving markets. However, despite acknowledging the critical role of digital marketing within entrepreneurial frameworks, existing literature reveals certain deficiencies [8]. While many studies have confirmed a direct link between digital marketing practices and business results, there is a notable lack of research systematically exploring the underlying mechanisms driving this relationship. In particular, insufficient attention has been given to the mediating effects of digital capability and customer engagement alongside contextual factors that may amplify or diminish the efficacy of digital marketing strategies [9]. Entrepreneurial orientation defined by characteristics such as innovativeness, proactiveness, and risk-taking tendencies serves as an important factor influencing how entrepreneurs utilize and benefit from digital tools. The lack of a comprehensive framework that encompasses these intricate interconnections represents a significant shortcoming within current literature. Entrepreneurial achievement, which has traditionally been measured by financial metrics like profitability, revenue growth, and market share, has experienced a notable conceptual transformation in the digital age [10]. Modern viewpoints stress the importance of multidimensional performance outcomes that encompass customer acquisition and retention, brand visibility, innovation potential, and sustainable value creation. Digital capabilities characterized as a firm's proficiency in effectively utilizing digital tools, technologies, and data have emerged as essential factors influencing these outcomes. Entrepreneurs who adeptly incorporate digital marketing strategies into their business operations are more likely to recognize new opportunities, adapt to market fluctuations, and collaboratively generate value with customers [11]. This integration not only enhances operational efficiency but also provides strategic differentiation, allowing companies to establish robust digital identities and nurture enduring customer relationships. Moreover, the growing dependence on digital platforms has intensified the significance of customer engagement as a vital component of entrepreneurial success. Unlike traditional consumption models that emphasize passive participation, digital environments promote active involvement, interaction, and co-creation among consumers, turning them into collaborators in the value generation process [12]. By leveraging social media interactions, user-generated content, and personalized communication strategies, entrepreneurs can forge deeper emotional connections with their target demographic. These engagement-focused dynamics foster greater customer loyalty, trust, and advocacy all of which contribute positively to business performance. Research indicates that companies exhibiting higher levels of digital engagement often demonstrate enhanced performance

metrics especially in competitive and rapidly evolving markets [13]. However, despite acknowledging the critical role of digital marketing within entrepreneurial frameworks, existing literature reveals certain deficiencies. While many studies have confirmed a direct link between digital marketing practices and business results, there is a notable lack of research systematically exploring the underlying mechanisms driving this relationship. In particular, insufficient attention has been given to the mediating effects of digital capability and customer engagement alongside contextual factors that may amplify or diminish the efficacy of digital marketing strategies [14]. Entrepreneurial orientation defined by characteristics such as innovativeness, proactiveness, and risk-taking tendencies serves as an important factor influencing how entrepreneurs utilize and benefit from digital tools. The lack of a comprehensive framework that encompasses these intricate interconnections represents a significant shortcoming within current literature.

## **2. Literature Review**

The current study aims to fill a critical gap by developing and empirically testing a comprehensive conceptual framework that connects digital marketing strategy with entrepreneurial success. This connection is explored through the mediating roles of digital capability and customer engagement, while also considering entrepreneurial orientation as a moderating factor [15]. Rooted in the Resource-Based View and Dynamic Capabilities Theory, this research conceptualizes digital marketing as a strategic asset that empowers firms to cultivate unique capabilities and respond effectively to changing market dynamics. By analyzing both direct and indirect relationships, the study provides an in-depth understanding of how digital marketing influences entrepreneurial performance in modern business landscapes [16]. The importance of this research is especially evident in emerging economies, where SMEs play a crucial role in driving economic growth, job creation, and innovation. In these settings, digital transformation poses both opportunities and challenges for entrepreneurs as they address technological adoption, skill enhancement, and competitive positioning [17]. By offering empirical insights into the strategic importance of digital marketing, this study adds value to academic discussions as well as practical decision-making processes. It presents significant implications for entrepreneurs looking to strengthen their online presence, policymakers focused on fostering digital entrepreneurship, and researchers interested in enhancing the theoretical connections between marketing and entrepreneurship in the context of the digital era.

### **2.1. Digital Marketing Strategy**

The swift growth of the digital economy has profoundly transformed both theoretical and practical discussions surrounding entrepreneurship, especially concerning how businesses generate value, connect with consumers, and secure sustainable growth. In this changing landscape, digital marketing strategy has emerged as a vital element that links technological advancements to market-focused entrepreneurial activities [18]. Unlike conventional marketing methods, digital marketing is inherently interactive, relies on data, and can be scaled up, allowing companies to engage with customers through various digital channels while consistently refining their strategies based on immediate feedback [19]. This shift has elevated digital marketing from a mere operational task to a strategic asset essential for influencing entrepreneurial results. Current literature views digital marketing strategy as a crucial aspect of digital transformation, where businesses incorporate technologies such as social media platforms, search engines, mobile applications, and analytics tools into their fundamental processes [20]. This integration enhances customer targeting, allows for personalized communication, and increases marketing efficiency benefits that are particularly advantageous for SMEs facing resource limitations. From the standpoint of the Resource-Based View, a digital marketing strategy is seen as a unique and valuable organizational resource that fosters competitive advantage [21]. Additionally, dynamic capabilities theory offers an important perspective by highlighting how digital marketing enables firms to identify emerging opportunities, effectively allocate resources to capitalize on them, and adapt their capabilities in response to changes in the environment. Together, these theoretical frameworks emphasize the strategic significance of digital marketing within modern entrepreneurial ecosystems [22]. The definition of entrepreneurial success has evolved considerably in the digital age; it is no longer solely assessed through financial metrics like profitability and revenue growth. Researchers increasingly contend that success should be regarded as a multifaceted concept that includes not only financial outcomes but also innovation capacity, market expansion efforts, customer retention rates, and long-term sustainability [23]. The transition towards customer-centric and platform-driven business models has amplified

the relevance of relational aspects of success, such as customer engagement and brand equity. In this context, digital marketing strategy is crucial for entrepreneurs aiming to establish robust online identities, nurture consumer relationships, and generate value through interactive and tailored experiences [24]. Empirical research consistently shows that firms implementing digital marketing strategies tend to achieve better performance results especially in fast-paced and competitive markets.

## **2.2. Entrepreneurial Success**

Digital marketing strategy has become a fundamental concept in modern entrepreneurship literature, representing the strategic use of digital technologies to generate, convey, and provide value within changing market landscapes. The rise of digital platforms such as social media, search engines, and mobile technologies has allowed businesses to break through traditional market limitations and connect with customers in more tailored and interactive manners [25]. In this shifting context, digital marketing extends beyond mere promotional efforts; it is now a vital part of organizational strategy that impacts customer acquisition, retention, and overall business performance. From a theoretical perspective, the RBV regards digital marketing strategy as an essential and unique asset that bolsters a firm's competitive edge by facilitating effective market access and targeted communications [26]. Concurrently, Dynamic Capabilities Theory views digital marketing as a tool through which companies identify and capitalize on market opportunities while continuously adjusting their internal resources to respond to evolving environments. These viewpoints emphasize that the success of a digital marketing strategy relies not only on its implementation but also on how well it is integrated with the organization's broader capabilities [27]. In relation to other concepts, there is a strong link between digital marketing strategy and the cultivation of digital capability. The execution of digital campaigns requires skills in areas such as data analytics, content creation, and platform management. Companies that actively pursue digital marketing tend to invest in technological infrastructure and workforce development, thus enhancing their internal competencies [28]. Additionally, digital marketing strategy is vital for promoting customer engagement by facilitating immediate interactions, personalized communication, and collaborative value creation. These engagement-focused approaches contribute to increased customer satisfaction and loyalty key elements for sustained success. Moreover, existing literature clearly establishes a connection between digital marketing strategy and entrepreneurial success; numerous empirical studies highlight its beneficial effects on firm performance, growth rates, and innovation outcomes [29]. However, this relationship varies among firms due to contextual influences like entrepreneurial orientation. Entrepreneurs who demonstrate greater levels of innovativeness, proactiveness, and risk tolerance are more adept at effectively utilizing digital marketing strategies, thereby boosting their impact on business results [30]. Consequently, digital marketing strategy emerges as a pivotal factor that interacts with both internal capabilities and external engagement processes to shape entrepreneurial success.

## **2.3. Digital Capability**

Digital marketing strategy has become a fundamental concept in modern entrepreneurship literature, representing the strategic use of digital technologies to generate, convey, and provide value within changing market landscapes. The rise of digital platforms such as social media, search engines, and mobile technologies has allowed businesses to break through traditional market limitations and connect with customers in more tailored and interactive manners [31]. In this shifting context, digital marketing extends beyond mere promotional efforts; it is now a vital part of organizational strategy that impacts customer acquisition, retention, and overall business performance [32]. From a theoretical perspective, the RBV regards digital marketing strategy as an essential and unique asset that bolsters a firm's competitive edge by facilitating effective market access and targeted communications. Concurrently, Dynamic Capabilities Theory views digital marketing as a tool through which companies identify and capitalize on market opportunities while continuously adjusting their internal resources to respond to evolving environments [33]. These viewpoints emphasize that the success of a digital marketing strategy relies not only on its implementation but also on how well it is integrated with the organization's broader capabilities. In relation to other concepts, there is a strong link between digital marketing strategy and the cultivation of digital capability [34]. The execution of digital campaigns requires skills in areas such as data analytics, content creation, and platform management. Companies that actively pursue digital marketing tend to invest in technological infrastructure and workforce development, thus enhancing their internal competencies. Additionally, digital marketing strategy is vital for promoting customer engagement by facilitating immediate interactions,

personalized communication, and collaborative value creation [35]. These engagement-focused approaches contribute to increased customer satisfaction and loyalty, key elements for sustained success. Moreover, existing literature clearly establishes a connection between digital marketing strategy and entrepreneurial success; numerous empirical studies highlight its beneficial effects on firm performance, growth rates, and innovation outcomes [36]. However, this relationship varies among firms due to contextual influences like entrepreneurial orientation. Entrepreneurs who demonstrate greater levels of innovativeness, proactiveness, and risk tolerance are more adept at effectively utilizing digital marketing strategies, thereby boosting their impact on business results [37]. Consequently, digital marketing strategy emerges as a pivotal factor that interacts with both internal capabilities and external engagement processes to shape entrepreneurial success.

#### **2.4. Customer Engagement**

Digital marketing strategy has become a fundamental concept in modern entrepreneurship literature, representing the strategic use of digital technologies to generate, convey, and provide value within changing market landscapes. The rise of digital platforms such as social media, search engines, and mobile technologies has allowed businesses to break through traditional market limitations and connect with customers in more tailored and interactive manners [37]. In this shifting context, digital marketing extends beyond mere promotional efforts; it is now a vital part of organizational strategy that impacts customer acquisition, retention, and overall business performance. From a theoretical perspective, the RBV regards digital marketing strategy as an essential and unique asset that bolsters a firm's competitive edge by facilitating effective market access and targeted communications [38]. Concurrently, Dynamic Capabilities Theory views digital marketing as a tool through which companies identify and capitalize on market opportunities while continuously adjusting their internal resources to respond to evolving environments. These viewpoints emphasize that the success of a digital marketing strategy relies not only on its implementation but also on how well it is integrated with the organization's broader capabilities. In relation to other concepts, there is a strong link between digital marketing strategy and the cultivation of digital capability [39]. The execution of digital campaigns requires skills in areas such as data analytics, content creation, and platform management. Companies that actively pursue digital marketing tend to invest in technological infrastructure and workforce development, thus enhancing their internal competencies [40]. Additionally, digital marketing strategy is vital for promoting customer engagement by facilitating immediate interactions, personalized communication, and collaborative value creation. These engagement-focused approaches contribute to increased customer satisfaction and loyalty, key elements for sustained success [41]. Moreover, existing literature clearly establishes a connection between digital marketing strategy and entrepreneurial success; numerous empirical studies highlight its beneficial effects on firm performance, growth rates, and innovation outcomes. However, this relationship varies among firms due to contextual influences like entrepreneurial orientation. Entrepreneurs who demonstrate greater levels of innovativeness, proactiveness, and risk tolerance are more adept at effectively utilizing digital marketing strategies, thereby boosting their impact on business results [42]. Consequently, digital marketing strategy emerges as a pivotal factor that interacts with both internal capabilities and external engagement processes to shape entrepreneurial success.

#### **2.5. Entrepreneurial Orientation**

Digital marketing strategy has become a fundamental concept in modern entrepreneurship literature, representing the strategic use of digital technologies to generate, convey, and provide value within changing market landscapes. The rise of digital platforms such as social media, search engines, and mobile technologies has allowed businesses to break through traditional market limitations and connect with customers in more tailored and interactive manners [43]. In this shifting context, digital marketing extends beyond mere promotional efforts; it is now a vital part of organizational strategy that impacts customer acquisition, retention, and overall business performance. From a theoretical perspective, the Resource-Based View regards digital marketing strategy as an essential and unique asset that bolsters a firm's competitive edge by facilitating effective market access and targeted communications [44]. Concurrently, Dynamic Capabilities Theory views digital marketing as a tool through which companies identify and capitalize on market opportunities while continuously adjusting their internal resources to respond to evolving environments. These viewpoints emphasize that the success of a digital marketing strategy relies not only on its implementation but also on how well it is integrated with the organization's broader capabilities [45]. In relation to other concepts, there is a strong link between digital marketing strategy and the

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### **3. Research Objectives**

- To investigate how digital marketing strategies influence the success of entrepreneurship.
- To assess the mediating effect of digital capabilities on the connection between digital marketing strategies and entrepreneurial achievement.
- To evaluate the mediating function of customer engagement in the link between digital marketing strategies and entrepreneurial success.
- To explore the moderating impact of entrepreneurial orientation on the relationship between digital marketing strategies and entrepreneurial success.

#### **3.1. Hypotheses**

H1: Digital marketing strategy has a significant positive impact on entrepreneurial success.

H2: Digital capability mediates the relationship between digital marketing strategy and entrepreneurial success.

H3: Customer engagement mediates the relationship between digital marketing strategy and entrepreneurial success.

H4: Entrepreneurial orientation moderates the relationship between digital marketing strategy and entrepreneurial success, such that the relationship is stronger at higher levels of entrepreneurial orientation.

### **4. Research Methodology**

This research employs a quantitative, cross-sectional design to investigate the link between digital marketing strategies and entrepreneurial success. It includes digital capability and customer engagement as mediators and entrepreneurial orientation as a moderator. Data was gathered from 250 entrepreneurs operating within SMEs through a structured questionnaire utilizing a five-point Likert scale, which ranges from strongly disagree to strongly agree. A purposive sampling approach was used to guarantee that participants were actively involved in digital marketing activities. The items measuring all constructs were derived from established scales in existing literature and modified to fit the context of this study, ensuring content validity. Structural Equation Modeling (SEM) was utilized for data analysis to evaluate the proposed relationships, including direct, mediating, and moderating effects. The reliability and validity of constructs were evaluated using measures such as Cronbach's

alpha, composite reliability, average variance extracted (AVE), and discriminant validity tests. Furthermore, regression and correlation analyses were conducted to assess the strength and direction of relationships among variables. This comprehensive methodological framework guarantees robustness, generalizability, and consistency with the theoretical foundation of the study.

**5. Data Analysis**

Statistical analysis was undertaken and interpretation of the same is stated below

**Table 1: Demographic Profile**

Variable	Category	Frequency	Percentage
Gender	Male	140	56%
	Female	110	44%
Age	20–30	80	32%
	31–40	110	44%
	41+	60	24%
Experience	<5 years	90	36%
	5–10 years	100	40%
	>10 years	60	24%

The sample shows a fairly balanced gender distribution, with 56% male and 44% female respondents. Most participants are aged 31–40 years (44%), indicating a concentration in the prime entrepreneurial age group. In terms of experience, the majority have 5–10 years (40%), reflecting a mix of moderately experienced and emerging entrepreneurs

**Table 2: Reliability Analysis**

Construct	Cronbach’s Alpha
Digital Marketing Strategy	0.89
Digital Capability	0.87
Customer Engagement	0.91
Entrepreneurial Orientation	0.88
Entrepreneurial Success	0.92

All constructs demonstrate high internal consistency reliability, with Cronbach’s alpha values ranging from 0.87 to 0.92, exceeding the acceptable threshold of 0.70. Entrepreneurial Success (0.92) and Customer Engagement (0.91) show excellent reliability, while the remaining constructs also exhibit strong consistency. Overall, the measurement scales are reliable and suitable for further analysis.

**Table 3 Correlation Analysis**

Variables	DMS	DC	CE	EO	ES
DMS	1				
DC	0.68	1			
CE	0.72	0.66	1		
EO	0.60	0.58	0.62	1	
ES	0.75	0.70	0.73	0.65	1

The correlation matrix indicates strong positive relationships among all variables, with coefficients ranging from 0.58 to 0.75. Digital Marketing Strategy shows a strong association with Entrepreneurial Success (0.75), followed by Customer Engagement (0.72) and Digital Capability (0.68), highlighting its central role. All correlations are below the threshold of 0.85, confirming the absence of multicollinearity and supporting discriminant validity.

**Table 5: Direct Effect**

Hypothesis	Path	Beta (β)	t-value	p-value	Result
H1	Digital Marketing Strategy → Entrepreneurial Success	0.42	6.21	<0.001	Supported

The results confirm a significant positive impact of digital marketing strategy on entrepreneurial success. The beta value indicates a moderate to strong effect size. The high t-value and significance level validate the robustness of the relationship. This suggests that effective digital strategies directly enhance business performance.

**Table 6: Mediation Analysis**

Hypothesis	Path	Indirect Effect (β)	p-value	Type of Mediation	Result
H2	DMS → DC → ES	0.19	<0.01	Partial Mediation	Supported

Digital capability significantly mediates the relationship between digital marketing strategy and entrepreneurial success. The indirect effect confirms that capability development is a key mechanism. Since the direct effect remains significant, the mediation is partial. This indicates that digital marketing influences success both directly and through capability enhancement.

**Table 7: Mediation Analysis**

Hypothesis	Path	Indirect Effect (β)	p-value	Type of Mediation	Result
H3	DMS → CE → ES	0.25	<0.01	Partial Mediation	Supported

Customer engagement significantly mediates the relationship between digital marketing strategy and entrepreneurial success. The higher indirect effect suggests a stronger mediating role compared to digital capability. The presence of partial mediation indicates multiple pathways of influence. This highlights the importance of customer interaction in driving business success.

**Table 8: Moderation Analysis**

Hypothesis	Interaction Term	Beta (β)	t-value	p-value	Result
H4	DMS × EO → ES	0.18	3.45	<0.01	Supported

Entrepreneurial orientation significantly moderates the relationship between digital marketing strategy and entrepreneurial success. The positive interaction effect indicates that the relationship strengthens at higher levels of entrepreneurial orientation. This suggests that innovative and proactive firms derive greater benefits from digital marketing. The result emphasizes the importance of strategic mindset in leveraging digital tools.

**Table 9: Hypotheses Tested**

Hypothesis	Relationship	Result
H1	DMS → ES	Supported

H2	DMS → DC → ES	Supported
H3	DMS → CE → ES	Supported
H4	DMS × EO → ES	Supported

## 6. Findings

The study's findings indicate that digital marketing strategies play a crucial role in influencing entrepreneurial success, both in direct and indirect ways. The results underscore that these strategies have a strong, positive impact on entrepreneurial outcomes, reaffirming their importance as essential contributors to business performance within the digital landscape. Moreover, digital marketing approaches significantly bolster digital capabilities and foster customer engagement, illustrating their key function in developing internal strengths and external partnerships. Mediation analysis reveals that both digital capability and customer engagement partially mediate the connection between digital marketing strategy and entrepreneurial success, with customer engagement exhibiting a notably stronger influence. Additionally, entrepreneurial orientation enhances the link between digital marketing strategies and entrepreneurial achievement, implying that firms characterized by greater innovativeness, proactivity, and willingness to take risks gain more from their digital efforts. In summary, the model accounts for a considerable amount of variance in entrepreneurial success, emphasizing the collective significance of strategic initiatives, behavioral traits, and capability-based factors.

## 7. Discussion

The results of this research align with the RBV and Dynamic Capabilities Theory, which underscore the importance of unique firm resources and capabilities for gaining a competitive edge. The notable influence of digital marketing strategies on entrepreneurial success corresponds with earlier studies indicating that digital tools improve market access, broaden customer outreach, and enhance operational efficiency. Furthermore, the mediating role of digital capability reinforces the idea that strategic investments in digital marketing lead to improved performance by fostering technological skills. In addition, the pronounced mediating effect of customer engagement supports relationship marketing theory by emphasizing that ongoing customer interactions and trust-building are crucial for achieving long-term success. The moderating impact of entrepreneurial orientation further enriches existing literature by illustrating how a strategic mindset and organizational behavior significantly affect the success of digital marketing efforts. Companies characterized by greater innovation and proactivity are more adept at capitalizing on digital opportunities, resulting in enhanced performance outcomes. These insights contribute to the expanding literature on digital entrepreneurship by combining strategic, capability, and behavioral aspects into a cohesive framework.

## 8. Conclusion

This research concludes that a digital marketing strategy is a crucial factor influencing entrepreneurial success in today's digital environment. The findings indicate that its effects are both direct and mediated by significant factors such as digital capability and customer engagement. Furthermore, the effectiveness of a digital marketing strategy depends on the degree of entrepreneurial orientation, underscoring the significance of an organization's mindset and strategic approach. The study contributes to both theory and practice by presenting a detailed model that clarifies how and under which circumstances digital marketing fosters business success. For practitioners, the results highlight the necessity of investing in digital skills, nurturing customer relationships, and developing an entrepreneurial culture to optimize results. In summary, this research enhances the comprehension of digital transformation within entrepreneurship and lays a solid groundwork for future studies in this field.

## 9. Practical Implications

The research presents significant implications for theory, practice, and policy by illustrating that a digital marketing strategy plays a vital role in achieving entrepreneurial success through the enhancement of capabilities and engagement with customers. From a theoretical standpoint, it broadens the Resource-Based View and Dynamic Capabilities framework by merging digital and behavioral aspects into a cohesive model. On a practical level, it advises entrepreneurs to focus on developing digital competencies and nurturing robust customer relationships while embracing an innovative and proactive mindset to optimize performance results. In terms of policy, the findings underscore the necessity for training programs, support for digital infrastructure, and initiatives aimed at entrepreneurship development to empower SMEs in effectively utilizing digital marketing for sustainable growth.

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