

Exploring Nano-Driven Social Media Marketing Practices In Micro Enterprises

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In the evolving digital ecosystem, micro enterprises are increasingly adopting nano-driven social media marketing strategies to achieve targeted reach with minimal resources. This study explores the effectiveness of key nano-driven strategies such as hyper-targeted content, micro-influencer collaboration, personalized engagement, local community marketing, and short-form content. A descriptive research design was employed, and primary data were collected from 120 micro enterprises using the interview schedule method through snowball sampling. Percentage analysis was used to understand demographic and business characteristics, while weighted average analysis identified the most effective strategies. The chi-square test was applied to examine the association between demographic variables and satisfaction levels. The findings reveal that personalized engagement and hyper-targeted content are the most effective nano-driven strategies, while demographic variables show no significant influence on satisfaction levels.

Keywords: Nano Marketing, Micro Enterprises, Social Media Marketing, Personalization, Hyper-targeting.

INTRODUCTION

With the rapid expansion of digital platforms, micro enterprises are increasingly leveraging social media marketing to enhance visibility and customer engagement. However, due to limited financial and human resources, these enterprises face difficulty competing with large organizations that possess extensive marketing budgets. This limitation has encouraged the adoption of nano-driven marketing strategies, which focus on highly targeted, cost-efficient, and personalized approaches to reach niche audiences effectively. Nano-driven marketing emphasizes depth rather than breadth, focusing on building meaningful relationships with a smaller, more relevant audience. Strategies such as hyper-targeted content, personalized engagement, and short-form content have become crucial in improving engagement and

conversion rates. Therefore, identifying the most effective nano-driven strategies is essential for micro enterprises to sustain and grow in the digital marketplace.

STATEMENT OF THE PROBLEM

Micro enterprises often struggle to identify the most effective marketing strategies due to limited resources and lack of structured guidance. While social media offers vast opportunities, the effectiveness of nano-driven strategies remains unclear. Businesses frequently invest time and effort without understanding which approaches yield the best results. This study addresses the problem by evaluating and identifying the most effective nano-driven strategies and examining whether demographic factors influence their effectiveness.

SCOPE OF THE STUDY

The study focuses on micro enterprises actively using social media marketing strategies. It examines nano-driven approaches such as personalized engagement, hyper-targeting, micro-influencer collaboration, and short-form content. The research is limited to a sample size of 120 respondents and is based on primary data collected through interviews. The scope also includes analyzing the relationship between demographic variables and satisfaction levels using statistical tools.

RESEARCH QUESTION

RQ1: Which nano-driven strategies are most effective for micro enterprises?

LITERATURE REVIEW

Smith (2018), in the study “Micro-Targeting Strategies in Digital Marketing”, found that highly targeted content significantly improves engagement rates among niche audiences. This supports the current study’s focus on hyper-targeted strategies.

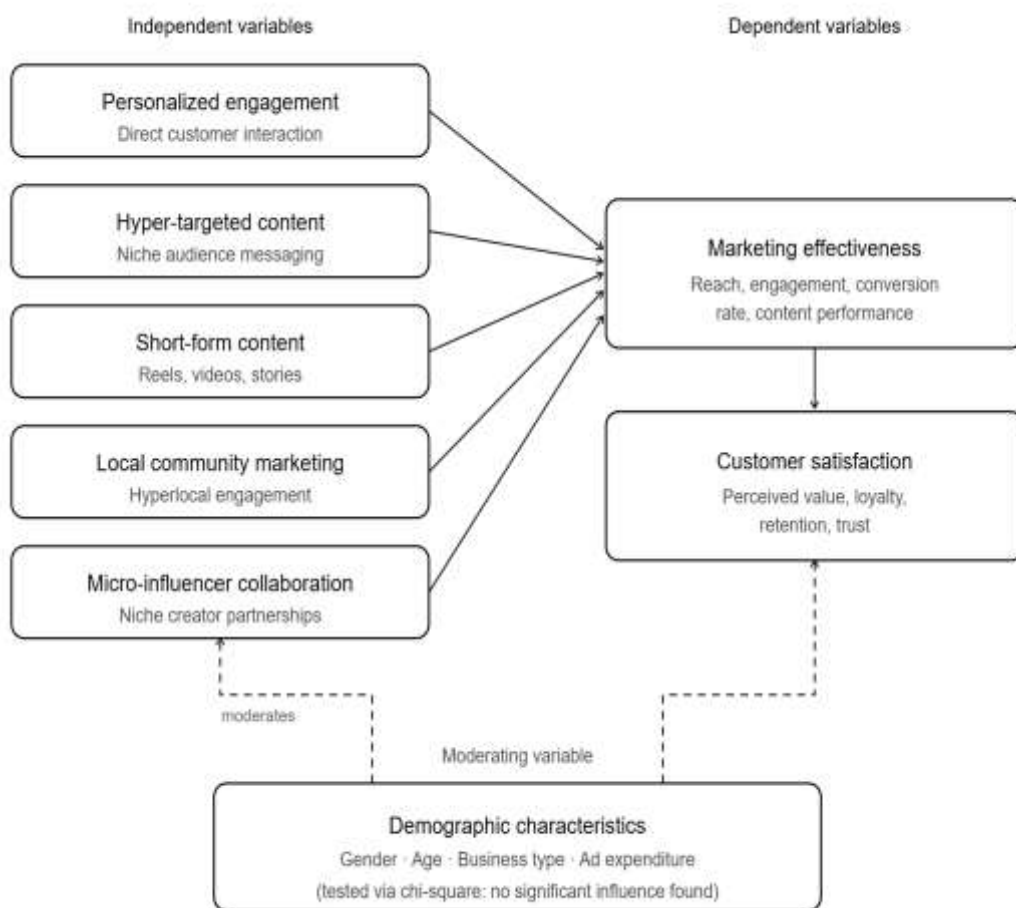
Johnson (2019), in “Personalization and Consumer Engagement in Social Media”, concluded that personalized communication increases customer loyalty and satisfaction. This aligns with the importance of personalized engagement identified in this research.

Lee and Kim (2020), in “Influencer Marketing in Small Business Growth”, observed that micro-influencers are effective but require strategic alignment with brand identity. This connects with the moderate effectiveness found in this study.

Brown (2020), in “Local Community Marketing and Business Growth”, highlighted that local engagement builds trust and improves customer retention. This supports the role of community marketing in nano strategies.

Garcia (2021), in “Short-form Video Content and Consumer Behavior”, found that short-form content significantly increases user engagement and retention, validating its importance in this research.

Davis (2022), in “Cost-effective Digital Marketing for Small Enterprises”, emphasized that nano-level marketing strategies provide high returns with minimal investment, which directly aligns with the core concept of this study.



RESEARCH DESIGN AND METHODOLOGY

The study adopts a descriptive research design to systematically analyse nano-driven marketing practices among micro enterprises. Primary data were collected from 120 respondents using an interview schedule method, which allowed for structured and consistent data collection. Snowball sampling was used to identify respondents, ensuring access to a wider network of micro enterprises. The responses were measured using a five-point Likert scale ranging from “Very High” to “Very Low.” The collected data were analyzed using percentage analysis to understand respondent characteristics, weighted average analysis to rank the effectiveness of strategies, and chi-square tests to determine the association between demographic variables and satisfaction levels.

DATA ANALYSIS AND INTERPRETATION

Demographic Profile of Respondents

The demographic profile provides an overview of the characteristics of the respondents, including gender, age, and business type. Understanding these variables helps in interpreting whether demographic factors influence marketing strategy effectiveness.

Table 1 Demographic Profile

S.No	Variable	Category	Frequency	Percentage
1	Gender	Male	68	56.7
		Female	52	43.3
2	Age	21–30	54	45.0
		31–40	36	30.0
		Above 40	30	25.0
3	Business Type	Retail	38	31.7
		Service	52	43.3
		Manufacturing	30	25.0

Source : Primary data

The majority of respondents belong to the service sector and fall within the 21–30 age group, indicating that younger entrepreneurs are more actively engaged in social media marketing.

WEIGHTED AVERAGE ANALYSIS

Before presenting the table, it is important to understand that this analysis is used to determine which nano-driven strategy is most effective based on respondent ratings. Each response category (Very High to Very Low) is assigned a weight from 5 to 1. The total weighted score is calculated and divided by the number of respondents to obtain the mean score, which helps rank the strategies.

The strategies analyzed include personalized engagement (direct interaction with customers), hyper-targeted content (content tailored to niche audiences), short-form content (reels and videos), local community marketing (engaging local customers), and micro-influencer collaboration (partnering with small influencers).

Table 2 Weighted Average Analysis of Strategies

S.No	Strategy	VH (5)	H (4)	M (3)	L (2)	VL (1)	Total Score	Mean	Rank
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1	Personalized Engagement	34	32	20	18	16	366	3.66	1
2	Hyper-targeted Content	30	34	24	18	14	358	3.58	2
3	Short-form Content	28	30	26	20	16	342	3.42	3
4	Local Community Marketing	26	28	30	22	14	330	3.30	4
5	Micro-Influencer Collaboration	22	26	32	24	16	314	3.14	5

Source: Primary Data

The results indicate that personalized engagement is the most effective strategy, followed by hyper-targeted content. Micro-influencer collaboration ranks lowest, suggesting it requires better execution for effectiveness.

CHI-SQUARE TEST

The chi-square test is used to examine whether there is a significant association between demographic variables and satisfaction levels. The observed frequencies (O) are compared with expected frequencies (E), and the chi-square value is calculated using the formula:

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Table 3 Age and Satisfaction Level

Age	High	Medium	Low	Total
21–30	22	20	12	54
31–40	14	12	10	36
Above 40	10	11	9	30

Total	46	43	31	120
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Chi-Square Calculation

O	E	(O-E)	(O-E)²/E
22	20.7	1.3	0.081
20	19.4	0.6	0.018
12	13.9	-1.9	0.259
14	13.8	0.2	0.002
12	12.9	-0.9	0.063
10	9.3	0.7	0.053
10	11.5	-1.5	0.196
11	10.7	0.3	0.008
9	7.8	1.2	0.184

Calculated Value = 0.944

Table Value (df=4, 5%) = 9.49

Since the calculated value is less than the table value, the result is not significant. Therefore, there is no significant association between age and satisfaction level. Similar results were observed for gender, business type, and advertising expenditure.

FINDINGS AND SUGGESTIONS

The findings of the study indicate that nano-driven strategies are highly effective for micro enterprises, particularly those focusing on personalization and targeted engagement. Personalized engagement emerged as the most impactful strategy, highlighting the importance of direct communication with customers. Hyper-targeted content also plays a crucial role in reaching niche audiences effectively. Based on these findings, it is suggested that micro enterprises should focus more on personalized communication, adopt short-form video content, and invest in niche audience targeting rather than broad advertising approaches.

LIMITATIONS OF THE STUDY

The study is limited by its sample size of 120 respondents, which may affect the generalizability of the results. The use of snowball sampling may introduce bias, and the study is restricted to a specific geographical area.

FUTURE SCOPE OF THE STUDY

Future research can expand the sample size and include multiple regions to improve generalizability. Studies can also explore industry-specific nano marketing strategies and incorporate advanced analytical tools such as AI-based marketing insights.

CONCLUSION

The study concludes that nano-driven social media marketing is an effective and practical approach for micro enterprises. Personalized engagement and hyper-targeting are the most impactful strategies, enabling businesses to achieve better results with limited resources. These

findings highlight the importance of adopting focused and efficient marketing techniques in the digital era.

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