

The level of digitalization of marketing in Italian craft SMEs

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Abstract

In recent years, the socio-economic context has undergone profound changes, mainly due to the evolution of the Internet and the development of the digital economy.

Together with the globalization of markets and the pandemic effect, which has undoubtedly been a push towards the digitalisation of management, the digital revolution has also contributed to a significant transformation of SMEs in the craft sector.

Business models must necessarily be revised in the light of this change and, in relation to it, the digitization of marketing that takes on the key role of integration with other business functions. SMEs are also interested in this transformation.

Since the craft sector is an important part of the production system in Italy, this paper aims to verify the level of digitalization of the marketing function in SMEs in the sector, highlighting the differences with large companies. Although there is a large literature on SMEs in relation to the Internet, less attention has been paid to aspects related to the development of digital marketing of small craft enterprises.

The work plan consists of three parts: the first part describes the main characteristics of small businesses, the second part is devoted to the analysis of literature, tracing the relationship between SMEs in the sector and the Internet, while the last part deals with the methodology adopted and focuses on the questionnaire to be submitted to a sample of companies in order to force the level of digitalization of marketing in Italian craft SMEs.

Keywords: digital marketing, craft SMEs, digitalization, digital transformation