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Digital Marketing as a strategy to increase the income of the company "Rutas Turísticos el Chico" in Hidalgo

Mayra L. González-Mosqueda[1], *Héctor Gil-Pérez*[3], *Karla Martínez-Tapia*[1], *Eric León-Olivares*[2], *Ma. Guadalupe Ibarra Huesca*[1]

[1]Tecnológico Nacional de México - Instituto Tecnológico de Pachuca, Departamento de Ciencias Económico Administrativas
[2]Tecnológico Nacional de México - Instituto Tecnológico de Pachuca, Departamento de Sistemas y Computación
[3]Tecnológico Nacional de México-Instituto Tecnológico de Pachuca - Estudiante del PE de Licenciatura en Administración
E-mails: l19201124@pachuca.tecnm.mx, eric.lo@pachuca.tecnm.mx, karla.mt@pachuca.tecnm.mx, guadalupe.ih@pachuca.tecnm.mx
*corresponding author: mayra.gm@pachuca.tecnm.mx

Abstract. The research was conducted with the aim of improving the revenue of 'Rutas Turísticos El Chico,' a company that experienced a decline in sales due to a reduced customer base, a consequence of the COVID-19 pandemic. This decline was exacerbated by insufficient advertising efforts, outdated content, and limited interaction with the public on social networks, which have become today's most effective means of attracting and retaining customers. The study is grounded in Digital Marketing methodology and its five techniques: customer loyalty, interactivity, personalization, tone, and communicative coherence. This descriptive, explanatory, and field study utilized a questionnaire-based data collection instrument applied to a stratified sample of 384 individuals. The results indicate an overall increase and diversification of revenue, enhanced interaction on social networks, and improved positioning in regional tourism services.
Keywords: Digital marketing, Social networks, tourism, income, e-commerce.

1   Introduction

Content is responsible for building relationships; trust is achieved in relationships; and trust generates revenue, a phrase that reflects the importance of content creation in digital media said by the author-speaker Davis & Handley (2012), regarding the current dynamics that follow the interaction between providers of products, services and consumers, denoting the importance of keeping pace with the changes of the so-called digital transition, whose multiple benefits unfortunately are not yet fully exploited by small and medium-sized Mexican tourism companies.

Currently, the number of SMEs in Mexico that use internet media for electronic commerce went from 46.2% in 2018 to 85% in 2019, according to figures from the Fourth Survey (2019) of Users of Telecommunications Services of the IFT (2019), figures that show the remarkable migration and hybridization of traditional commerce to social networks and other platforms; however, Despite this notable improvement, tourism companies do not seem to be fully integrated into the use of social networks and other tools to enhance their promotional reach and therefore improve their income obtained from digital media (e-commerce) and traditional; this being a situation of alert that raises a deeper question, why have mPymes in Mexico not managed to boost their income with the use of social networks and other digital tools?

In this context, it is evident that the causes of this problem lie in the lack of knowledge of techniques and methodologies that allow the creation of marketing strategies based on the creation of content close to the client, which allow to potentiate the promotion and sale; and not in the lack of digital platforms where the various products and services can be disseminated. The previous problem, together with the effects of the COVID-19 pandemic, has generated a series of consequences that are manifested in the decrease in company income, low influx of customers from the communicative contact of social networks and / or traditional media, loss of positioning within the tourism sector against more competitive companies in their digital strategy and therefore a great loss of customers.

Being Mexico a country with a wide diversity of tourist destinations, and more specifically the State of Hidalgo with 7 magical towns, as indicated by the Ministry of Tourism of the Government of Mexico (Secretaría de Turismo del Gobierno de México, 2020; Datatur, 2021), which year after year receive tourists from various parts of the republic and the world, it is difficult to understand the reason behind the decrease in income, and even more so because of the little success of multimedia content and interaction strategies in social networks such as Facebook. Although the possible causes of this problem are diverse, perhaps the most notorious of them is the lack of expertise on the part of Hidalgo entrepreneurs in the management and implementation of Digital Marketing strategies in social networks, which allow them to develop content on digital platforms according to their target market, as well as the lack of equipment and trained personnel.

The growing digitalization of products and services implies a challenge of adaptability that will only be faced by those companies whose response capacity allows them to face and take advantage of the changes that social networks imply, by exploiting to the maximum the new spaces of interaction with potential customers. In this context, Digital Marketing becomes relevant for its wide range of widely demonstrated techniques and strategies.

Digital Marketing, in the words of Kotler & Armstrong (2008), can be defined as a set of strategies based on the use of the internet, mainly oriented to the promotion of goods and services to achieve goals related to aspects such as increased income, positioning in social networks, public relations, advertising, propaganda, etc. This strategy is characterized by being dynamic in constant Innovation By periodically renewing its advertising techniques and content in digital media, it can contribute greatly to the improvement of corporate image, increase traffic in social networks of the company, a greater advertising propagation through the creation of links with the client and therefore higher revenues. On the other hand, it is important to mention that the availability of technology is only part of the equation, as trained personnel are required to implement digital MK techniques successfully.

2 State of the art and description of the problem

Modern marketing is the result of a series of changes in consumer behavior and the technological development of society, which in turn is linked to existing needs and the means available to satisfy them, which over time have modified the way of offering products to the public. According to Suarez (2018) the evolution of modern marketing can be encompassed in 4 stages characterized by its focus on:

- The production of goods.
- Added value.
- Emotions and experiences.
- Digitalization.

Taking as a reference what was postulated by Kotler & Armstrong (2008), Digital Marketing arises as an effect of the appearance of web pages and promotion channels, derived from technological progress reaching new dimensions and becoming an indispensable tool for current companies that seek to expand the scope of their services, specifically in the tourism sector, in which it has become an essential tool to massify attractive audiovisual content to attract greater consumers, this being a methodology increasingly used for its importance in the digitization of commerce and social interaction.

Since its appearance, digital marketing has been the subject of study by multiple authors who seek to give their own interpretation of the subject, however, the vast majority converge on the fact that it is a set of activities or efforts that use technological advances as a means for the commercialization of goods that are profitable and retain consumers. For Cangas & Guzmán [2] Digital marketing is defined as the application of digital technologies to contribute to marketing activities aimed at achieving the acquisition of profitability and customer retention.

This marketing strategy is defined by the authors Cangas & Guzmán (2010) as:

The application of digital technologies to contribute to marketing activities aimed at achieving the acquisition of profitability and customer retention, through the recognition of the strategic importance of digital technologies and the development of a planned approach, to improve customer knowledge, the delivery of targeted integrated communication and online services that match their particular needs.

According to Blanco & Herrera (2017), the most important digital trend at the content level in the coming years will focus on using images, banners and platforms aimed at users involved in specific conversation topics who interact with certain types of publications such as discussions, short videos and promotional ads. On the other hand, it is expected that the so-called Social Media or social networks will be trending, that could reach its greatest popularity in the coming years to be a medium that incorporates novel techniques and practices in constant evolution in which short videos represent an important means to channel the attention of consumers to valuable content.

Figure 1. Digital Marketing Trends.

As for content marketing, it is considered the most complete strategy of digital marketing, thanks to its tactics focused on customer loyalty. Mejía Trejo (2018) states that the content will be more personalized, the user has a lot of content available daily, so it is more important than ever for marketers to reach their audience in a more personalized way and thus create a link.

Below are other expected trends for the year (2023) with the chart below:
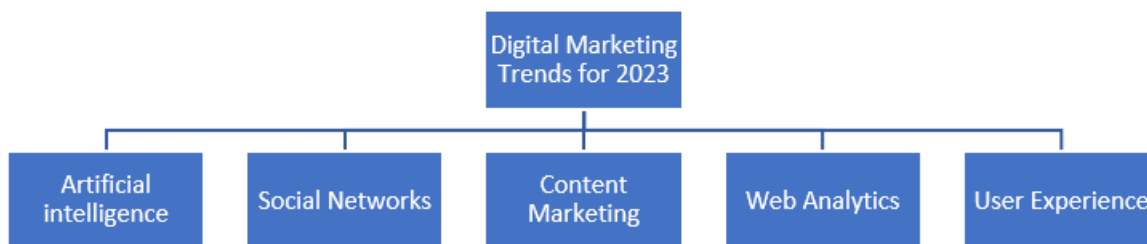
Figure 2. Digital Marketing Trends for the Year 2023. [8]

Currently, emerging trends in digital commerce, electronic banking and in general the migration of traditional business models to the digital environment has accelerated significantly, which has generated a notorious differentiation among companies that have been able to capitalize on social networks as a means to improve their positioning inside and outside e-commerce, diversify their sources of income and create continuous interaction and loyalty channels for their most frequent customers, while those who have not been able to migrate or hybridize their business model present a clear difficulty in maintaining their income

flow in the midst of an increasingly noticeable technological and social change. Given this panorama, Digital Marketing means the opportunity to recover and increase the presence of companies in the tourism sector of Hidalgo in a new environment.

A high percentage of SMEs oriented to provide tourism services in the state of Hidalgo, lack a defined Digital Marketing strategy that allows them to venture or position themselves within social networks, presenting shortcomings in the approach of a general content strategy that allows developing images, videos, links, dynamics, brand archetypes among other differentiating elements. This panorama demonstrates the need to have a methodology for the development, feeding, management and continuous improvement of digital interaction strategies to increase revenue, in which Digital Marketing and its five expansion techniques serves as a structured method of intervention.

Given the characteristics of tourist tour services it is technically impossible to migrate the business model in its entirety, however, this does not necessarily mean an impossibility, because if you can digitize at least a part and reinforce it through promotion strategies and digital content, which integrates the advantages of traditional and digital strategies.

The Digital Marketing of social networks implies a process of integral readaptation of the content established in networks, likewise it also involves the design of new strategies that interrelate the five techniques of the Digital Mk, which work through the interdependence of their strategies, from which it results, an articulation that minimizes the soft areas and reinforces with forceful techniques focused on covering emerging marketing trends. In this sense, launching the Digital Marketing of social networks, implies adopting a process of transformation of the marketing techniques within which are:

A. Loyalty
Under the above context, the Loyalty technique is considered as that set of strategies focused on creating and reinforcing the positioning of the brand, company and service in the mind of the consumer, through activities, dynamics and benefits obtained through the interaction of the company's stakeholders with personalized interactive content on social networks.

B. Interactivity
The interactivity technique refers to the creation of content focused on increasing the interaction of social network users with services, promotions and events through images, videos, links and other brand archetypes and tone identity.

C. Personalization
It includes all the modification of the services and contents to readapt them to the specific needs of the user so that the offer of services and the strategy of Mk Digital are in synergy with the requirements of the public, optimizing the efforts and results obtained.

D. Tone
It involves qualitative aspects of language such as warmth, closeness or humor, which can contribute to creating and reinforcing the brand archetypes used in loyalty, interactivity and personalization techniques. It serves as a complement, rather than as an independent technique.

E. Communicative consistency
This technique implements content structures, based on the message architecture, focused on improving the understanding and reliability of the information present in images, links, videos, posts and other content.

In summary, Digital Marketing is constituted by the following techniques in order of implementation (Herrera, 2017):
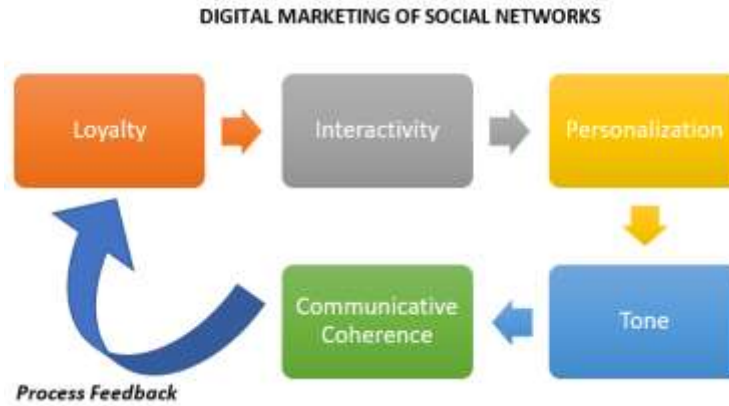
Figure 3. Digital Marketing and its five techniques.

Social Media Digital Marketing can be executed by implementing all of its five techniques or in isolation, although it is recommended to take into account the specific needs of the organization without neglecting those key requirements for its proper functioning, such as: computer equipment, network management capacity and qualified personnel; the latter being the most important of all, since its function lies in the design and readaptation of content according to the change in the response of social network users, derived from the application of new digital strategies; Therefore, a commitment and responsibility in the continuous improvement of the content is required.

3 Methodology and data

The research was carried out in the SME "Rutas Turísticos el Chico" (identified by the acronym "R.T.C."), located in the municipality of Mineral del Chico in Hidalgo, which (since its foundation in 2016) is dedicated to providing tourist services in the form of tours in Turibus, raizer, ATVs, Urvan, events with cultural and seasonal themes, currently having 15 workers integrated in its 3 main departments (General Management, Sales and Marketing), being considered the most important in the town.

Figure 4. Micro and Macro location of "Rutas Turísticos el Chico- retrieved from Image Search Results: map of the Mexican Republic and Retrieved from Image Search Results: Map of the state of Hidalgo with pastel names.

Within the framework of the network theory developed by Meechan (2009, April 21) whose analysis is oriented to the study of social networks as a tool to know and identify patterns of consumer behavior, the digital marketing methodology and its five techniques were applied; loyalty, interactivity, personalization, tone and communicative coherence, likewise, the technique of collecting information was used through a survey called: Content in Social Networks composed of 38 questions of multiple choice, classification, semantic differential, scales, among others; aimed at obtaining information about the preferences of advertising tourism content on social networks such as Facebook and how it influences the perception of the public when acquiring tourist services in the company.

Faced with the massive use of social networks of tourism companies in the country and the world, Rutas Turísticos el Chico implemented in 2019, two means of dissemination in the social network of Facebook, with the purpose of promoting the tourist attractions of Mineral del Chico to which you can have access with the services of the company. The implementation of the Digital Marketing strategy in the social network, focused on potentiating these two initial access points, as well as publishing content such as photographs, videos, lives (live videos) and stories reinforced with elements of message architecture and brand archetypes to introduce promotional content in a subtle, pleasant and reliable way, whose scope is limited to the creation of content of low economic cost due to the scarce availability of resources (economic, technological, material, infrastructure and human), excluding content that requires high-cost equipment (drones and professional cameras), following the distribution raised by digital marketing techniques as follows:

Table 1. Indicators analyzed by each of the five Digital Marketing techniques.

Marketing digital (Application Techniques)	Indicators
Loyalty	Surveys Dynamic *(Content creation)* Rewards *(coupons)* Adding extra services
Interactivity	Content creation *(attraction, promotion)* Digital payment methods (e-commerce)
Customization	Personalized content and services Cross-Selling Customer Service
Tone	Perception surveys Tone audit Brand archetypes
Communicative Coherence	Message architecture Satisfaction survey

The obtaining of statistical data for the preliminary diagnosis and verification of post-intervention results on the status and perception of users regarding content, attention and customer service, was carried out through the design and application of the data collection instrument ("Content in Social Networks") implemented to a sample of 384 customers and / or users of the service and official Facebook page, from the municipalities that demographically and economically are considered most relevant, being: Pachuca de Soto, Mineral de la Reforma and San Agustín Tlaxiaca, excluding Mineral del Monte and Huasca de Ocampo for being direct competitors.

Population sampling was carried out using two inclusion criteria; people between 25-59 years old and the municipality of origin, having a population of 273,112 people. For the calculation of the sample, the formula for finite populations is used, obtaining a sample population composed of a total of 384 people.

Sample Calculation for finite populations

$$n = \frac{Z^2 * p * q * N}{e^2(N-1) + Z^2 * p * q}$$

$$n = \frac{(1.96)^2 * (0.5) * (0.5) * 273,112}{(0.05)^2(273,112-1) + (1.96)^2 * (0.5) * (0.5)}$$

$$n = 384$$

Figure 5. Determining the sample size.

Subsequently, it was determined by means of a stratified probabilistic sampling, the proportion of people to be analyzed by each of the three municipalities, which was obtained by calculating the constant (nH), which results from dividing the sample obtained among the study population. The above calculate stratified population divided as follows:

Table 2. Sample size stratified by municipality (MEX).

Municipalities	Number of people tested
Pachuca de Soto	214
Mineral de la Reforma	145
San Agustín Tlaxiaca	26
Total	**384**

In 2022, the activities of the intervention program for the implementation of Digital Marketing focused on the Facebook page of the company R.T.C. began, said program was divided into three phases of work: Diagnostic detection and Analysis, development and intervention; the latter being a stage of permanent application.

The purpose of the implementation of Digital Marketing, emanates from achieving a primary objective: to achieve an improvement in the income of the tourism company, through the strategic creation of multimedia content, aimed at improving the attraction, interaction and loyalty of customers and users through dynamics, benefits and customer service to strengthen the positioning of the company in social networks and in its physical establishment.

In the diagnostic detection and analysis phase, the questionnaire Content in Networks - composed of 9 sections - was applied to 384 analysis units, using the SPSS program for the statistical treatment of information. This phase allowed to know the perception and preferences of customers and users about the content published on the official Facebook page (whose conclusions are detailed in the results section). The descriptive statistics and the findings obtained from it, allowed to generate a SWOT matrix (analysis of strengths, weaknesses, threats and opportunities) that provided the support for the establishment of strategies according to digital marketing and its five techniques, tending to provide a solution to the income problem of the study company.

Below are the intervention strategies under the methodology of digital marketing, used to provide attention to the problems of the company.

Table 3. Establishment of digital marketing strategies.

Detection of intervention strategies	
Loyalty	**Tone**
Two dynamics a month and a gift a coupon through Facebook	Increase customer interactivity with posts with a warm tone.
Customer Satisfaction Survey	Disseminate information of high impact and relevance, with illustrative images.
Provide extra services, to the tour	
Interactivity	Highlight relevant publications, applying a cheerful and / or humorous tone.
Feed the page with publications about the promotions and services of the company.	
Offer electronic payment methods to users.	**Communicative coherence**
Customization	Publications with a consistent language of greater trust between the page and customers
Improving Customer Service Packages	Implementation of a link on the Facebook page to provide direct information.
Use Cross – Selling technique in online sales	
Implementation of surveys for the continuous improvement of customer service.	

During the development phase, each of the strategies that make up the intervention proposal was designed and developed according to the areas of opportunity and weakness detected, taking into account the field of action of the techniques of Loyalty, Interactivity, Personalization, Tone and Communicative Coherence to guarantee their optimal functioning. The following were designed: Posts, dynamics, story content, videos, live, surveys, brand archetypes, information architecture contained in images, messages, comments, online sales process, among others; having a total of 13 strategies to execute.

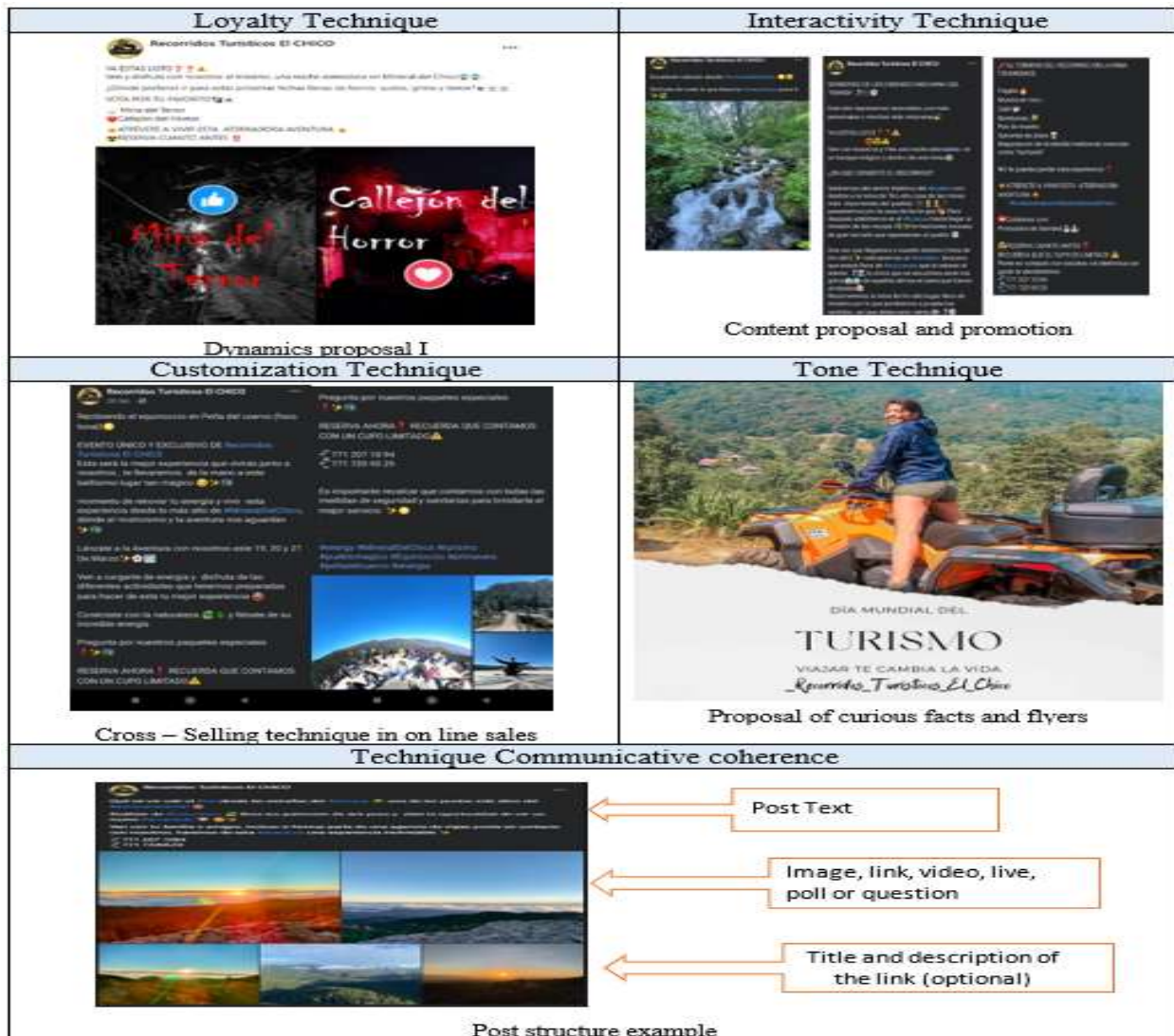Below are representative examples of strategy design:

Figure 6. Evidence of the design of strategies under the methodology of digital marketing.

In the last phase of the Project, the application (or intervention), the execution of each of the strategies began, during a period of 90 days, whose application area was distributed in 3 work areas: Facebook page of the company, Messenger Chat and WhatsApp Business and point of sale. This proposal was formed as follows:

Table 4. Strategic design of the work proposal

Digital Market Technician	Specific intervention strategy
Loyalty	**1. Dynamics:** Contests to win prizes, coupons and benefits. **2. Satisfaction survey:** detection of improvements, repurchase. **3. Added value:** Addition of extra services plus orders.
Interactivity	**4. Content creation: Images,** videos, lives, stories and post with promotional content. **5. Diversification of payment methods:** Electronic and digital payment f Online.
Customization	**6. Package improvement:** Customization of packages and prices. **7. Cross-Selling:** Offer of extra services and promotions.

	8.Service survey: Improvement of routes and attentions.
	9. Brand archetypes: Warm and close tone, in content.
Tone	**10.Surveys and archetypes:** Verbal and written identity of the brand, au valuation.
	11.Tone audit: Tone maintenance in content language.
Communicative	**12.Message architecture:** Clear and concise language in post.
Coherence	**13.Communication channels:** New contact channels.

The following image shows evidence of some of the strategies applied during the third phase of the Project:

Figure 7. Implementation of intervention strategies: Phase III.

4   Analysis of results

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Below are the most relevant results obtained from the diagnostic study, through a descriptive analysis, derived from the application of the designed data collection instrument. It is important to mention that these were obtained before the implementation of digital marketing intervention strategies.

Demographics, use of networks, content preferences and consumption: The average age range of the study population (384 clients) is between 25 and 35 years presenting 32.8%, of which 47.9% are women and 52.1% men, these being the majority group, likewise the last predominant grade of schooling is the baccalaureate with 66.9% of the total population. Regarding the use of social networks, it was found that the most popular are Facebook and WhatsApp with 56.5% and 30.7% respectively, in which 39.1% spend 2 to 3 hours a day, in which they prefer to interact with photos (55.5%), dynamics (42.2%) and data capsules (51.6%).

Around consumption, a large part of users value customer service, since 27.1% of customers consider that the use of satisfaction surveys to improve service is important in the following aspects: recognition of loyal customers with benefits 25% and direct attention in online sales 36.7%. On average, 55.2% of customers consume the company's tourism services 5 to 7 times per year, of which 72.9% have a consumption of less than $ 1,000, with digital means of payment being the most preferred by 52.9%.

- Loyalty: On the added value of the service and its usefulness to the client, it was found that 233 of 384 customers react on average from 0 to 10 times to the posts on the page, product of the few dynamics, on which 37% considered that they should be done 2 to 3 per week. In general, customers are looking for: more activities during the tours 47.5% and customer rewards 86.6%.
- Interactivity: Regarding the information disseminated on social networks, it was found that 44% of customers consider that this influences their purchase decision, in addition 49.7% would make their purchases of the online service if they had access to digital means of payment of the company.
- Personalization: On the packages offered in online sales, 53.7% of customers are dissatisfied with the tourist service provided, generating that 50% consider that the packages should be personalized, in addition, 68% would be willing to pay a higher amount to improve the lived experience.
- Tone: Regarding the tone of the language used in the content of the page, it was found that 41.4% of customers consider it not very warm, in addition 180 of 384 people perceived that the information of the publications is irrelevant and little formal and illustrative.
- Communicative Coherence: About the understanding, accessibility and reliability of communication, 90 of 384 respondents consider that the language used on the page is not clear, being classified as "Very bad", in addition to being considered as unreliable.

To obtain results derived from the implementation of the 13 Digital Marketing strategies, the information collection instrument was applied for the second time to quantify the improvements obtained. Regarding the general data of the study sample, there were no relevant changes in the aspects of demographics, use of networks, content preferences and consumption, except in three cases: the majority gender went from being male to female with 51%, likewise the age range that includes from 25 to 35 grew significantly with 34.9% so that customers are now mostly young, the predominant levels of schooling are baccalaureate and higher education with 46.4% and 16.4% respectively.

The results obtained in each of the five categories of analysis are described below: Loyalty: It was observed that as a result of the increase in dynamics in social networks by 82.8%, the recognition of active customers with offers and discounts by 77.2% and the addition of new activities to tour packages by 47.5% the average reactions of the Facebook page went from 0-10 to 11-20 which denotes the improvement of the published content.

Secondly, the assessment of the quality of service increased by 70%, product of the improvements made thanks to the increase in satisfaction surveys 72.73%, which in turn influenced the intention to reacquire the service in the future, being that 57.03% of customers consider as "Very likely" to consume the services of the company. In general, the Loyalty technique improved the company's income by 150% through successful user loyalty.

- Interactivity: During the period of application of the proposal, it was possible to increase the number of publications (with special emphasis on the promotion of the service) of 15 38, that is, an improvement of 153.33%, as a result of which online sales were increased, for which three digital and electronic payment

channels were enabled (Bank transfer, CoDi and Point of Sale Terminal Payment) that improved revenue by 300% equivalent to $20,000 compared to a previous revenue of zero.

On the other hand, the improvement in the quantity and quality of publications generated a second effect: customers prioritize the information of the publications of the page when making a decision about which services to buy since 339 of 384 customers consider the influence of the Facebook page influences "A lot" in their purchases, so the results in relation to the objective of the intervention project are of high impact.

- Personalization: The most remarkable results of this technique are the Cross-Selling strategy implemented in online sales channels, in which the number of offers and discounts was increased by 133% applied to redesigned packages, which generated a 167% increase in sales of personalized packages. It was observed that an aspect of interest is customer service during the sales process and the improvement of the aspects commented by users in satisfaction surveys, whose number went from 10 to 38 surveys applied, is a key factor to reinforce the quality and listening to customer needs which has a significant impact on their consumption.
- Tone: The application of brand archetypes on the publications of the page was carried out, going from 123 to 167 posts with visual and written modifications oriented to warm, friendly, respectful and understandable language, whose effects are reflected in the results of the applied surveys – which increased by 44% – by registering an increase of 32.33% in the number of visitors attracted by an image and much closer dealings.
- Communicative Coherence: Finally, elements of message architecture were applied to the text written in the posts of the page, images, flayers, stories, etc. to improve the understanding of the information by the clients, which improved the number. Of reactions in publications by 140%, it was found that one of the limitations to increase the company's income was the lack of reliable means of communication for online sales and reservations, so 2 communication channels were implemented (WhatsApp Business and Messenger) that represented an increase in revenue of 200%.

5 Conclusions

The effects of the application of the Digital Marketing methodology generated a substantial increase of 200% on the income of the company "Rutas Turísticos el Chico", going from $ 40,000 to $ 140,000 biweekly. As a result of the techniques and strategies applied, the sources of income were diversified, from being only one (traditional sales at point of sale) it was possible to have three alternatives: Online sales through WhatsApp Business and Sales of tourist packages to travel agencies, which minimizes the future risk of a decrease in visitors who on their own acquire tourist services. Secondly, the Facebook page demonstrated a notable increase in public interaction on social networks through quality publications with more content, brand archetypes, promotional information, dynamics and a friendly and reliable tone towards customers during their dealings with sales staff. Whose effects translate into a greater number of followers, quality and content of the publications and a greater interaction of users and customers, which resulted in a greater positioning in the mind of the consumer, loyalty and permanence of buyers and new customers.

Some barriers that limited the execution of the strategies were the limited availability of technological equipment, such as cameras, computers, drones and other tools for the development of audiovisual content, a situation that arises from the little interest of the company's management in reinvesting part of the profits to the improvement and acquisition of the marketing team. Situation that highlights the little knowledge and value that the company gave to marketing as a tool to improve sales, confirming the initial approach on the lack of knowledge of methodologies in small and micro tourism companies.

The Digital Marketing techniques that registered the greatest results and contributions are those of Loyalty, Interactivity and Personalization, for their remarkable contribution in attracting customers through eye-catching content, attention and satisfaction of customer needs through quality and value services at low cost and a set of dynamics to restart the most loyal consumers. In this sense, innovation and continuous improvement of the quality of content should be encouraged to maintain and increase the advantages obtained in the medium and long term.

The above can be summarized in the following table, which indicates the final percentages of improvement obtained in each of the digital marketing techniques, and how these collaboratively, achieved an impact on the improvement of the company's income.

Table 5. Before and after results of the application of digital marketing strategies

Dependent variable	Revenue	
	Before: $40,000 After: $140,000 (biweekly)	
Independent variable	Digital Marketing Methodology (5 techniques)	
Indicators	**Before**	**After**
Loyalty	73%	265.55%
Interactivity	68%	117%
Customization	57%	182.5%
Tone	11.33%	41.48%
Communicative coherence	89%	214%

Finally, as a result of the implementation of Digital Marketing and its five techniques, a much younger customer segment with highly digitized habits was attracted, however, the demographic factor of the study region composed of the municipalities of Pachuca de Soto, Mineral de la Reforma and San Agustín Tlaxiaca was not foreseen. which have a mostly young population. This finding reaffirms the choice of Digital Marketing as an intervention strategy in the case of the company "Rutas Turísticos el Chico" and raises the obtaining of an important competitive advantage over other companies in the town, which if maintained could generate an important positioning in the tourism market.

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