

Special Issue

Empowering SMEs Through Creative and Innovative Digital Marketing Strategies for Sustainable Growth

Message from the Guest Editor

In today's fast-paced digital landscape, digital marketing plays a pivotal role in fostering the healthy growth of Small and Medium Enterprises (SMEs) into several core businesses. By leveraging cutting-edge strategies and technologies, SMEs can enhance their online presence, reach a wider audience, and drive sustainable business growth. Digital marketing not only helps SMEs to stand out in competitive markets but also enables them to adapt to evolving consumer behaviors and market trends.

Through harnessing the power of social media platforms to exploit data analytics and customized marketing techniques, SMEs can engage with their target in more meaningful ways. With the adoption of creative and innovative digital marketing strategies, SMEs can enhance their competitiveness, foster customer loyalty, and drive long-term success in an ever-evolving marketplace.

This Special Issue of Sustainability explores the transformative impact of digital marketing strategies on SMEs, highlighting their role in driving innovation, fostering customer engagement, and ultimately propelling business success and empowering SMEs for sustainable growth in the digital age.

Guest Editor

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Deadline for manuscript submissions

closed (31 August 2025)



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/205025

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Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in Sustainability, an international open access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full articles) and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Editor-in-Chief

Prof. Dr. Steve W. Lyon

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