

A Study on Tycoon India: A Simplified Digital Marketing Solution for Small and Medium Enterprises

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Abstract - Digital marketing is an important part of running a successful business today and has become particularly important for many small and medium-sized enterprises (SMEs), especially given the fact that many of these SMEs have a hard time competing in the digital marketplace because they face significant financial, technical, and operational constraints when using existing tools to sell their products on the internet. There are many digital marketing platforms available today to use for promoting products, however, for most of these platforms, the user of the digital marketing platform has to already have some level of experience before they can successfully use the platform to promote their products.

This research will showcase Tycoon India as an easy-to-use, affordable digital marketing solution for local and regional SMEs. The goal of this study is to demonstrate that there is a platform that allows businesses to promote their products without having any experience with advanced technical skills or needing to pay external agencies to create their promotional content.

Through the use of the Tycoon India platform, SMEs will be able to provide product information and receive help in creating promotional content for social media, such as WhatsApp, Facebook, and Instagram, as well as learn basic how to for posting content and engaging with customers through those platforms. This paper shows that there is a need for affordable and easy to use digital marketing tools.

Keywords: Digital Marketing, Small Business Growth, Online Marketing Strategies, Content Creation, Social Media Marketing, Digital Literacy, Affordable Marketing Solutions, Customer Engagement, Data-driven Marketing, Small Business Empowerment

I. INTRODUCTION

Currently in the digital landscape, it is a struggle for small-to-midsize businesses to efficiently manage marketing activities. In today's world, an online presence has become increasingly important for growth, visibility and stimulating interaction with customers; however, for many smaller businesses, keeping up with the pace of change has turned into a difficult feat to achieve. Unlike larger businesses which typically have fully staffed and funded marketing departments, smaller businesses usually do not have the financial resources (i.e. money) or the time or technical capabilities to accomplish this.

With so many different Digital Marketing Tools available (i.e. Google Ads, Facebook Ads, HubSpot, Mailchimp), these tools can be very feature-rich yet many of these tools are complex and expensive. Many beginners find learning how to use these tools time-consuming and challenging; therefore, many small business owners either use the tools inefficiently or avoid using Digital Marketing altogether, leading to less than optimal (or inconsistent) promotion of the small businesses.

This study introduces Tycoon India as an innovative, simple and affordable Digital Marketing Solution created specifically for the small-to-mid size business owner. The Tycoon India platform allows users to develop and produce promotional content that aligns with the business's products and gives users guidance on how to share that content across various social media platforms, including WhatsApp. The platform focuses on usability and providing easy to understand steps and provides basic support to beginner users.

Overall, this study illustrates how there exists a need for simple Digital Marketing Solutions that enable small-to-

mid size businesses to enhance their online presence and be more competitive.

II. RESEARCH GOALS

The purpose of this research will be:

1. To identify the challenges faced by small businesses and local businesses when it comes to digital marketing.
2. To explore how low cost and user friendly tools can help with promoting businesses online.
3. To investigate the value of features such as templates, AI assistance, and multilingual options.
4. To recommend a simple to use platform (Tycoon India) to improve the promotion of businesses via social media and create an online presence.

III. LITERATURE REVIEW

Author & Year	Study Focus	Key Findings	Relevance to This Study
Davenport & Ronanki (2018)	AI in business	AI helps automate tasks and improve decision-making	Supports use of AI in simplifying marketing tasks
McKinsey & Company (2021)	Personalization in marketing	Digital engagement and personalization are key trends	Shows importance of modern marketing approaches
Adobe Digital Insights (2023–24)	AI in marketing	AI improves content creation and marketing analysis	Supports AI-based content generation
Deloitte Insights (2022)	Martech for businesses	Tools are complex and designed for large firms	Highlights need for simpler tools

World Bank / IFC (2020)	Data-driven marketing	Helps SMEs compete effectively	Supports importance of digital adoption
Pew Research Center (2022)	Social media usage	SMEs rely heavily on social platforms	Justifies focus on social media marketing
Content Marketing Institute (2023)	Content challenges	Consistent content creation is difficult for SMEs	Supports need for ready-made content
Sharabati et al. (2022)	Digital marketing impact	Improves SME performance and visibility	Validates importance of digital marketing
Ul Haq et al. (2025)	AI adoption in SMEs	AI improves performance even with limited resources	Supports AI for small businesses
Aghaei & Kiaei (2023)	LLMs in marketing	Helps in content generation and communication	Supports automated content creation
PubMed Central (2022)	Digital transformation	Marketing practices are changing digitally	Shows need for adaptation
Orion Policy Institute (2023)	AI accessibility	AI levels the playing field for SMEs	Supports accessibility focus
Diva Portal (2023)	AI & creativity	AI enhances marketing creativity	Supports creative content tools

Schwaee et al. (2023)	AI adoption challenges	SMEs face integration difficulties	Highlights usability issues
SSRN (2022)	Marketing automation	Requires technical expertise	Supports need for simple tools
Google Research (2023)	Generative AI	Speeds up content creation	Supports AI-driven workflows
NASSCO M / SME Forum (2022)	Digital adoption in India	SMEs face barriers in tech adoption	Supports Indian SME context
Shopify (2023)	Case study	Simple tools improve promotion	Supports practical solution
Meta (2022)	Facebook Ads issues	SMEs struggle with ad platforms	Supports simplification need
HubSpot (2023)	Digital tools	SMEs lack time and knowledge	Supports beginner-friendly design

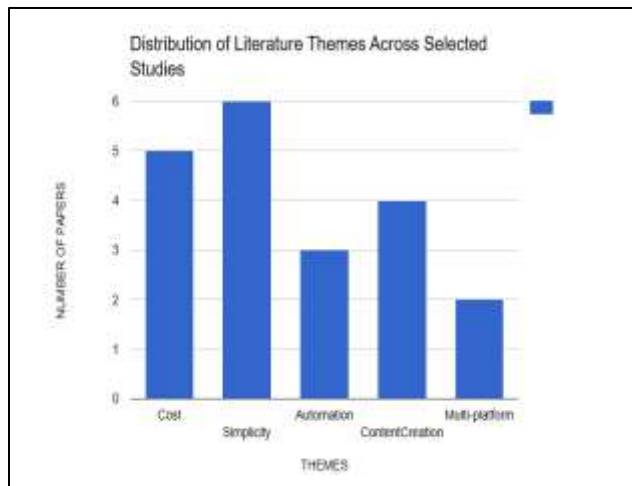


Figure 1. Distribution of Literature Themes Across Selected Studies

IV. RESEARCH METHODOLOGY

This research employs a qualitative, exploratory methodology and is based producton secondary data. The principal objective is to assess how an effective and low-cost digital marketing tool can provide assistance to (small and medium) enterprise (SME) organizations by considering published research and current industry trends.

Data Sources and Selection

The information utilized in this research has been acquired from publicly available resources such as academic journals, industry reports, case studies, government documents, and reputable marketing websites. A total of 20 sources were selected from all of the data available according to four criteria: recent, relevant to digital marketing and SMEs, related to the creation of content, and credible.

Search Strategy

The information was gathered by searching for the appropriate sources through academic sources as well as from large, well respected, reputable companies, such as McKinsey, The World Bank, HubSpot, Google, and Adobe, using the keywords "digital marketing", "artificial intelligence tools", "content creation", and "online promotion".

Data Analysis

The data that was gathered through the above-mentioned research has been grouped into five themes based upon similar characteristics: cost, simplicity/ease of use, automation, content creation, and multi-platform usage. Patterns, insights, and gaps in the data have been identified in order to help grasp/the issues faced by small businesses. Some limitations may exist when relying only on secondary data because of bias in published reports and the inability to validate the reports against real-world examples.

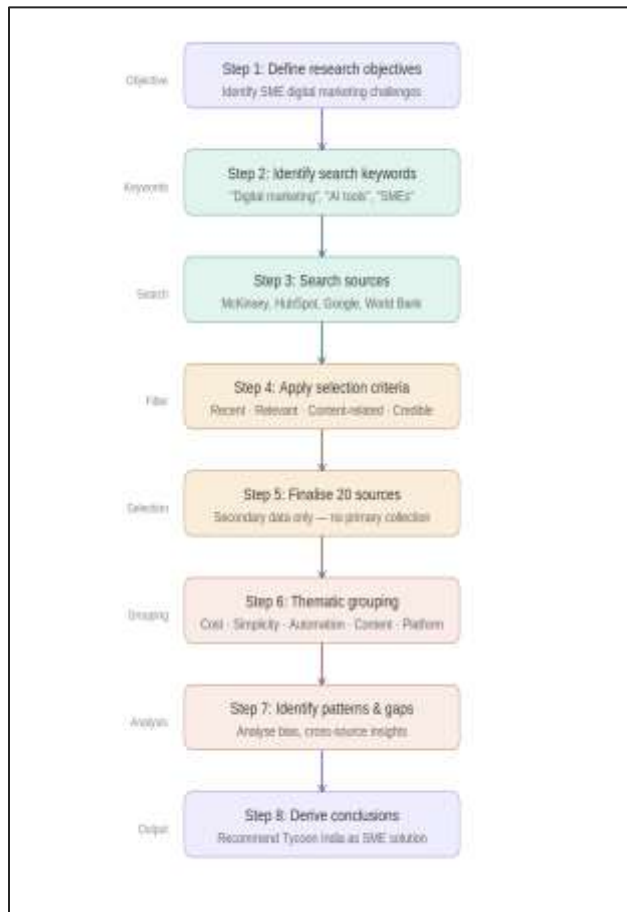


Figure 2. Research Methodology Flowchart

V. BACKGROUND AND ANALYSIS

Tycoon India is envisioned as an easy-to-use digital marketing solution for small/local businesses across the country of India. Many individuals who operate small shops (i.e., shopkeepers) or work from home (i.e., tailors, home bakers, and other service providers) have difficulty comprehending and effectively using digital marketing solutions. Most current solutions available to the market are very expensive, difficult to use, or designed for users with advanced/technical skills/knowledge. As a result, many small business operators do not use digital marketing at all.

Tycoon India was designed to provide a solution to the above problems of helping small business operators promote themselves digitally. We provide an easy and cost-effective means for small businesses to promote themselves to a wide audience. The primary focus of the site is to be easy to use and provide very basic, first-time

users with simple and straightforward guidance on digital tools.

The primary focus of Tycoon India is to provide small business operators with confidence in their ability to promote their business digitally. Tycoon collects product information from each user and provides promotional content using the submitted information, while avoiding advanced features that would increase complexity.

Overview of the Service

A. Content Creation that is Product-Centric

At the initial point of content creation, product information, images and descriptions are collected from local businesses (small businesses). Promotional materials for products that include offers and features of the product are created based on the product information, images, and descriptions provided. This manner of doing things allows local businesses to create a professional presentation of their products on the internet.

B. Promotion of Content on Social Media

Once the promotional content is created, businesses are assisted in posting the created content to social media websites such as Facebook and Instagram. Also, communications through Whats App will be prepared for businesses to provide updates and offers directly to their customers.

C. Understanding How to Use Basic Digital Marketing

Tycoon India is also focused on educating small business owners about digital marketing basics. Simple guidance is provided on activities such as posting regularly to their social media pages, writing product descriptions and maintaining an internet presence.

Through this type of support model small business owners will be able to grow their internet presence without having advanced technical knowledge.

VI. RESULTS & DISCUSSION

Website Interface and Functionality

The user-friendly, simple and clean appearance of the Tycoon India website was created with the purpose of providing small or local business owners with the ability to access digital marketing services. The overall design of the

site will provide clarity, an easy way to find your way through the website, and as little information as possible so that those who are using digital services for the first time will feel comfortable doing so. The Tycoon India website's interface is reflective of Tycoon India's mission in providing simple, affordable and accessible service through soft colors, simple icons, and a clear website for the end user.



Figure 3: Home Page

The Homepage features the title "Tycoon India" with a tagline of "Your Growth Our Mission" showing that this company is aimed at giving support to small businesses. On this homepage, visitors can view very short information about the services offered by Tycoon India. Some examples of these services include Content Creation, Social Media Promotion, WhatsApp Marketing, and SEO. The area "What Tycoon India Helps You With" consists of 4 sets of simple cards, each card containing an icon as well as written content in both English and Hindi languages that will help people new to using this platform understand what Tycoon India can help them with.

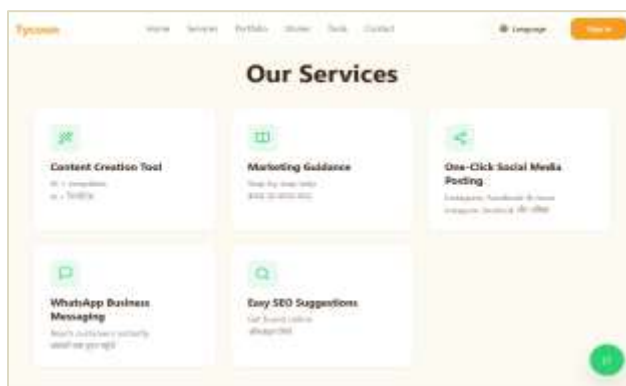


Figure 4: Our Signature Services

This part consists of Tycoon India's core services: Content Creation, Marketing Guidance, Social Media Posting and

WhatsApp Messaging. Each of these can be accessed using a card with an icon, a brief description, and textual translation for each service, which allows for an instant understanding of the content and ease of use by the client. The uncluttered and open layout creates a stress-free environment for new users who are unfamiliar with the tools offered in the tools section; they can easily move around the features and make informed decisions with little chance of getting lost.



Figure 5: Key Value Highlights

Illustrated above is one way to present many of the Tycoon India website's key benefit areas highlighted through presentation of their respective key values. Some of these areas include providing solutions for Indian Small to Middle Sized Enterprises. Users won't need to have a marketing background or computer skills in order to utilise this platform. All benefits are showcased in an easy-to-read format, using basic icons, so that visitors/users can quickly identify the key benefits of the platform. The simple yet organised presentation gives first time users confidence while clearly identifying the advantages of using the platform.



Figure 6: Client Success Stories

Among the various features that are covered in the small business tycoon promotional campaign by Tycoon India to engage with potential customers; there are client success stories that feature testimonials from various small business owners. Many of these testimonials emphasize

how easy it has been to create posts and manage their marketing through WhatsApp and achieve a higher digital presence through the Tycoon platform. Many of these testimonials are presented in bilingual quotations, providing access to all users regardless of their native language, while using a simple card layout provides clarity for the reader and builds confidence in the brand.

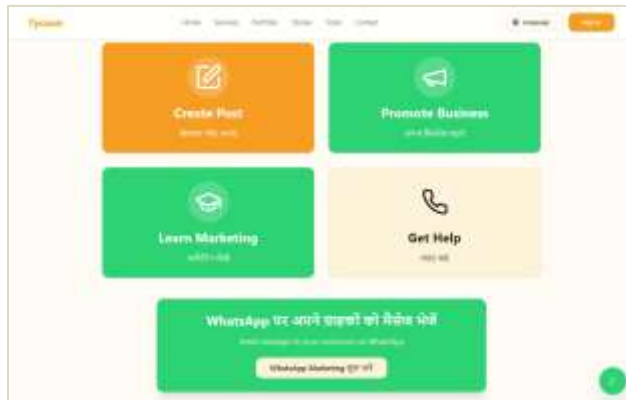


Figure 7: Quick Action Dashboard

The Quick Action Dashboard is important. It gives you fast access to all of the essential tools, such as creating content, promoting your business, learning how to market, and asking for help. Large colour-coded cards enable easy navigation, and the WhatsApp banner gives you a direct way to connect with your customers. Bilingual labels make the Dashboard easy to understand and use for everyone.



Figure 8: Footer Section

The footer includes essential information including About Us, Quick Links, Contact Information, and Social Media Icons. The use of WhatsApp Support makes it simple for users to receive assistance and offers bilingual text to increase accessibility to users at all levels of use, thus facilitating easier navigation.



Figure 9: Sign-Up Page

The new user sign-up page is an easy to use interface that contains an intuitive layout, with clear field types to enable new users to create a Tycoon India account. With a clean interface and a prominent “Create Account” button, this page will provide a simple and straightforward registration process for novice users.



Figure 10: Sign-In Page

The login page is a simple interface that allows users to login to their accounts, or create new accounts, quickly and easily. The email field, password field, and visible “Sign In” button all allow for user-friendly access to accounts.

The website interface above showcases the simplicity with which Tycoon India allows small businesses to market themselves digitally. The effectiveness of Tycoon India as a digital marketing platform was evaluated through an analysis of the features of this tool and will be presented here in the results and discussion.

The results of the current study that examined existing digital marketing tools and needed by small businesses suggest that there are few, if any, digital marketing tools available to small businesses that can be easily used, are affordable, and allow for self-management by non-technical people. Additionally, as demonstrated above, Tycoon India assists small businesses in establishing an online presence regardless of the owner's level of technical knowledge.

Digital readiness of SMEs

There is a great deal of small business effort to establish an Internet presence, however, at this time, only a small number of small business owners have the knowledge or capability to create and then consistently promote their product/service through digital channels. Due to the complexity in using many existing digital marketing tools, many small business owners have difficulties using them to gain an understanding of how to successfully market their business. Small businesses typically only post/advertise during peak seasons or special events in order to limit their marketing expenses. Examples of commonly used digital marketing platforms for small businesses include Google Ads, Canva, and Meta Business Suite and as a result can be overwhelming for those who are just starting out in the digital marketplace. Many small businesses also tend to rely primarily on the social media platforms of WhatsApp, Instagram and Facebook to market their business since these platforms tend to be relatively low-cost marketing sites for small businesses to use.

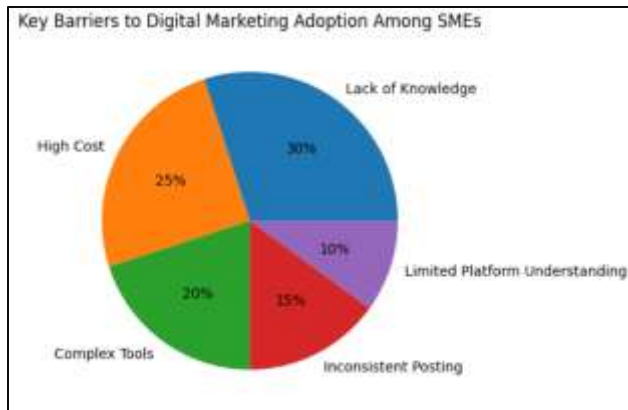


Figure 11. Key Barriers to Digital Marketing Adoption Among SMEs

The chart highlights the barriers that SMEs experience when attempting to digitalize. The key barriers are: lack of knowledge, cost and complicated systems or inconsistency in the way things are being created.

Market position

With the recent growth in popularity of digital marketing via mobile devices and social media among small businesses, there has been an increase in the number of tools available to help small business owners with their digital marketing efforts; however, these tools may be expensive or too complicated for the average small business owner to use, creating a gap in the market for a company like Tycoon India who offers a simple, user-

friendly, and cost-effective way for small businesses to digitally market themselves by providing a step-by-step approach for the user, offering pre-designed templates, and supporting multiple languages.

Discussion

The research clearly demonstrates the growing demand for affordable and easy-to-use digital marketing solutions, and Tycoon India has successfully met this demand through a user-friendly product that will help small business owners create a professional online presence and reach a larger market.

VII. SUSTAINABILITY AND FUTURE

OPPORTUNITIES

With the increasing number of small businesses entering the online world, there is a need for easy-to-use and inexpensive digital solutions. Tycoon India directly assists businesses in successfully implementing digital marketing by eliminating expensive and technical obstacles, making Tycoon India a long-term solution.

Sustainability Characteristics

- Digital promotional tools help reduce reliance on printed promotional materials
- Low-cost membership plans allow frequent and ongoing use
- Can be used with any basic smartphone device
- Local language support helps increase ease of use
- Simple interface helps reduce need for expert assistance

Future Opportunities and Innovations

Tycoon India can be enhanced through adding more advanced AI suggestions, improving video capabilities, adding more WhatsApp features, and providing voice-based assistance. Learning content for the user may also be included as new features. These enhancements will enable Tycoon India to provide a better experience and usability for its users in the long-term

VIII. CONCLUSION

Tycoon India was launched to make digital marketing easier, cheaper, and more accessible for small business owners in India. This study shows us that most SMEs are unable to take advantage of digital marketing, not because they don't want to, but because of the high costs of existing tools, and their overall complexity. Most digital marketing tools on the market today are designed for larger businesses, making it difficult for small shops or home-based businesses to utilize them effectively. Tycoon India will help solve this problem by providing a user-friendly, guided tool for small business owners.

The literature review and market research indicate that small businesses are looking for tools that decrease the time and effort required, as well as provide you with the guidance needed to use them effectively. Tycoon India provides these features within a single, easy-to-use system, such as post creation, WhatsApp marketing, SEO tips, and ready-made templates. The bilingual design and step-by-step support make it easy to use, even if you have limited experience using technology.

Additionally, the project demonstrates how AI can help provide support to small businesses. AI enables users to create content more efficiently, and provides assistance in understanding the basic principles of marketing without requiring the assistance of other individuals. Tycoon India demonstrates what can be achieved with the use of simple, well-designed technology to enable small businesses to successfully grow in today's digital world.

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