

EXECUTIVE SUMMARY

Marketing is one of the key success factors for any organization to promote organization identity, products and services that the organization provides to customers. Considering the traditional marketing concepts and practices that are becoming obsolete with the technological advancement in the 21st century, every organization is looking for ways and means to reach a wider market, leaving aside the mentality of localization to globalization.

Organizations used to traditional marketing concepts refers to types of activities including promotional, advertising or campaigns that has used for years. However, such type of activities has a proven success rate before the digital era. Methods of print advertisements, flyers or pamphlets, billboards, TV, newspaper, referral, radio, etc. was the traditional marketing used then. Nevertheless, traditional marketing was with lots of drawbacks and could not reach to a wider customer base and there were long delays reaching the target market and were not very appealing to the target audience.

Investment in information technology (IT) has been growing at a rapid rate in the last four decades commencing from 1970s, with a huge expenditure by large IT organizations, including IBM, Microsoft, Google, Facebook, Apple Inc. to many others. Expenditure by some of the companies on IT has estimated more than 50 percent of total business expenditure. It was difficult to measure return on IT expenditure due to two major reasons; strategic benefits provided by IT investments are hard to quantify and many circumstances surrounding IT investments are subject to rapid change.

The evolution of IT capabilities led a natural death to traditional marketing and organizations to focus on the digital marketing capabilities to make use of greater benefits. Internet adaptation to everyday life was the single largest event affected marketing over the last three decades. Digital marketing is more about using numerous digital strategies and digital channels in order to establish connections with customers where most spend time online. Digital assets include organization website branding organization, email marketing, digital advertising, social media platforms, digital brochures, blogs, infographics and Short Message Services (SMS).

Social media channels will increase brand awareness and promotes organization's brand and content on social channels. This will create more traffic to the web site and generates

Economic development of any country is widely accepted the role of SMEs contribution as very important. SMEs considered a major force behind Sri Lankan fast developing economy and helps country to achieve sustainable growth. SMEs can established with less capital and as a fact of labour intensive. SMEs help the Sri Lankan economy to address the unemployment problem, which is a major issue in the country and wealth distribution. However, lack of IT initiatives to promote their products to a wider market segment both locally and internationally was a concern to most enterprises.

Capitalizing on this issue, Zeno Innovations (Pvt) Limited were established to reach this wider business segment providing digital marketing capabilities. Good understanding of the business, designing, developing and execution of digital strategy is the core competency of the company. Comprised with a creative strategist and a team of designers with graphics and web capabilities is the core strength of the organization. Managed and directed by the author with his business partner Zeno Innovations (Pvt) Limited was successful to obtain a reasonable number of projects and deliver results to customers as of today. However, being a new enterprise faced with many challenges, such as the level of competition, recruiting and retention right talent, meeting customer demands, winning new projects, credit facilities for supplier and payment collections are few to highlight.

With a strong vision of “**Improving business models to market Sri Lankan businesses**”, and mission “**Zeno’s purpose is to build deep, enduring and valued relationships with our clients, our people, our partners, our investors and all the communities in which we operate**”, Zeno Innovations (Pvt) Limited is progressing towards a successful business journey.