TICs and Marketing as a Driving Strategy for SMES in Amealco

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Abstract: Marketing in combination with ICTs is a tool of great importance and scope that companies must consider to remain present and current in the labor market. It is examined and analyzed how useful it is to implement these tools to grow SMEs in the municipality of Amealco de Bonfil. The research is based on quantitative data obtained from 18 SMEs belonging to the municipality of Amealco de Bonfil in the State of Querétaro. The data analyzed suggest that for SMEs it is necessary to include Marketing and Information and Communication Technologies in their work systems to grow within the market. The text aims to show the advantages and benefits that are obtained with studies of this professional nature in the business sector, in addition, it seeks to describe existing strategies already implemented in large and small companies to facilitate the management of these in SMEs and discover the scope and achievements they have in their business.

Key words: crecimiento, estrategias, mercadotecnia, pymes, TICs
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1. Introduction

Currently, companies have dedicated themselves to implementing strategies for attacking direct and indirect competition instead of looking for actions that help improve society's image of business. In this context, the objective is to identify, analyze and verify whether to apply marketing strategies in conjunction with information and communication technologies within SMEs in the municipality of Amealco de Bonfil, they are adequate and timely to improve their relationship in the business sector. There are many studies that deal with marketing and companies, however, it is necessary to demonstrate the importance of knowing the consequences and results that are obtained when combining TICS with Marketing within the business activity of each small business, as well as the effect that internal factors have on the profit margin.

The application of information and communication technologies within the area of marketing has been transforming over the years and making the growth of society easier, generating great economic and social transformations. To observe the seriousness of the problem about the lack of application of Marketing and Information and Communication Technologies, the world in which we live is increasingly globalized and therefore the competition between them is greater. People increasingly have a higher level of education and coupled with this, worldwide is going through the digital era, a situation that companies are facing, so the task of marketing and ICT is to help organizations to They can make better decisions. It is a fact that the use of new technologies, which have given rise to the digital age in conjunction with scientific advances, have been able to

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produce great changes in our way of perceiving life. In the case of Mexico, and according to Villafranco (2017), there are more than 4.2 million economic units, of which 99.8% are small and medium enterprises, represent 52% of GDP and generate 72% of the country's employment, today more than ever, technology is a fundamental part for these enterprises to continue on track; and it is estimated that only 6% of SMEs in Mexico use information and communication technologies.

Since SMEs in the municipality of Amealco de Bonfil do not have adequate training within this area, it would help improve the quality of life and people by creating strategies to make local businesses more competitive and able to meet the needs of their consumers, achieving its organizational objectives. This research work will help small and medium enterprises in the municipality of Amealco de Bonfil creating an adequate profile for each of the businesses studied with the possible strategies for a good economic development in the course of work. Faced with this situation, there are questions that arise from this problem, which are oriented towards: What are the businesses that predominate in the municipality? Is there any interest of the merchants to update their business by applying marketing tools and tickets? What are the types of marketing that help small and medium-sized businesses the most? Will the profitability of SMEs increase with the use of marketing and the application of information and communication technologies?

It is important to study the impact of marketing and ICT for the evolution that the municipality of Amealco is having, since following its appointment as a magical town tourism has increased and this makes it necessary to help SMEs to stay at the forefront, prepare them so that they face the great demand that is presented day by day, and most importantly, it is not necessary to drop them, but to seek their growth as more stable and sustainable entities in the long term.

2. Marketing

2.1 Marketing Evolution

Marketing is a discipline that has a historical foundation that cannot be ignored; its origin does not occur by chance, it corresponds rather to a process of evolution given within the economic development of humanity (Ballesteros, 2008). For marketing it all started around the year 1450, when the German Johannes Gutenberg invented the printing press, which allowed the mass dissemination of printed texts for the first time in history. Sometime later in 1730, the first magazines emerged as media and a new way of announcing and sharing information among society (Jaramillo, 2016)

The marketing bases in the United States according to Santoyo (2014) were established in the colonial era, when the first European settlers traded with the Native Americans. Some settlers became retailers, wholesalers and street traders. However, large-scale marketing did not begin to take shape in that country until the beginning of the industrial revolution, in the second half of the nineteenth century. Since then, marketing has evolved in three successive stages:

- **Product orientation stage:** Where companies have a product guide and focus on the quality and quantity of offers, while assuming that customers look for and buy well-made products at a reasonable price.
- **Sales orientation stage:** where the global economic crisis of the late 1920s changed the way things are seen. As developed countries emerged from depression, it became clear that the main economic problem was no longer how to manufacture efficiently, but rather how to sell production. This stage is

characterized by great confidence in the promotional activity to sell the products that the company wanted to manufacture. During this period, advertising consumed most of the resources of a company and the administration began to respect and grant responsibilities to sales executives.

- **Market orientation stage:** In this, companies identify what customers want and adapt all their activities to meet those needs as efficiently as possible. Using such an approach, companies do not simply sell, marketing is included in the planning of the company in the short and long term.

The 4P's model of E. Jerome McCarthy that was born in 1960 included: product, place, price, promotion. And in the 70's the model began to need a little more, of which 3 new P's were added to the group of originals: people, processes and physical evidence (Guibert, 2015). Marketing has advanced significantly since its inception, one of its advances was the moment in which the knowledge about social behavior was merged with those already held in this area. This was the step to look for our niche market, start listening to you, know your needs and tastes, to finally meet your expectations. But the most significant advance was undoubtedly the move from marketing to the digital world. Everything that was known about marketing was applied to digital media and that is where digital marketing is born. This term was first used in the 1990s. With the evolution of technologies and the advancement of the online world, digital marketing is increasingly sophisticated (Porto, 2016).

2.2 Evolution of marketing in Mexico

In 1325 the Aztecs founded the great Tenochtitlan, the way it was marketed was through the Pochtecas or merchants who sold their products in the markets or tianguis, a term that is still used to date. The tianguis were large squares that gathered a large number of merchants who showed their merchandise to the buyers, these tianguis were separated by different turns (Fischer & Espejo, 2011). Upon the arrival of the Spaniards and with the emergence of the colony, trade evolved in three important stages:

- The first stage from 1521 to 1810 that period covers from the conquest to independence, at which time the Spanish commercial monopoly in America is almost completely destroyed. This period was characterized by the exploitation of mainly silver metals, which were exported to Europe (Fischer & Espejo, 2011).
- The second stage covers from 1810 to 1880, modern economic imperialism begins, during this stage the benefits of trade went to England (Fischer & Espejo, 2011).
- The third stage covers 1880 to date, where the benefits of trade have mostly been for the United States of America, trade at this time intensified as markets were built with greater advantages for the consumer public, such as In fact, it had a more uniform distribution, which allowed greater comfort (Fischer & Espejo, 2011).

On the other hand, in 1890 the Cuauhtémoc brewery was founded in Monterrey, which, together with other factors such as the railroad and the commercialization of cotton with England, allowed an industrial outbreak in the northwest of the country. The ads of their brands "XX. Dos X", "Sol" and "Tecate" are more than known in the world beer market. Another example is that in 1923 "canned La Costeña" was born from the acquisition by its founder of a grocery store called "La costaña", located on the Guadalupe road, CDMX. Currently its products are exported to more than 50 countries in the world thanks to a solid marketing base that makes use of the combination of different channels (Merca2.0 Editorial Board, 2016). Then, in 1941, television advertising emerged in the United States, with a commercial from the Bulova watch company. It is said that commercial television appeared in our country until 1951 to become one of the most fruitful ways for advertising and

marketing. From this point on, marketing developed along with mass media and technology. The telephone gave way to telemarketing: the press for the sale of interior space; the radio to the publirreportajes; the television to the commercial guidelines (Merca2.0 Editorial Board, 2016).

2.3 Marketing Strategies

In the sense that marketing identifies unmet needs and desires, defines, measures and quantifies the size of the market and its profit potential and also indicates which segments of the company serve best to design and promote appropriate goods and services. This distinguishes seven marketing strategies that are necessary for the knowledge of any marketer (Garibay, 2018):

- The maximum quality in the product: try to associate the brand with a quality image, so that, when it reaches the mind of the consumer, it immediately relates to this aspect.
- Market niches: The Millennials and "X" generations theme marketers around the world have popularized segmentation; It is also true that many neglect market niches and for Kotler it is proven that such strategies are successful.
- Low cost: it is not to reduce costs, but to apply this strategy in the areas of the company in order not to deteriorate the expectation that the client has.
- Unique experience: this second strategy seeks to ensure that the client lives an exceptional, unique and different experience, which will make the client willing to pay more money for a product or service similar to that of the competition.
- Reinventing the business model: reflect and try to reinvent the business model taking into account doing things different from what has been done.
- Innovation: is that the brand is constantly launching products that assume that it is one step ahead, associates it with innovation and reinforces it against the competition.
- The best design: the products with design constitute such a fruitful segment that more and more companies concentrate on this strategy that precisely prioritizes the inclusion of unique and prominent graphic elements (Garibay, 2018)

2.4 Types of Marketing

2.4.1 Social Marketing

In 1950, the proposal arose in the United States to apply the principles of commercial marketing, used for the sale of goods and services, for the dissemination and acceptance of ideas and services, as well as to apply this technology in the solution of some social problem. Since its inception it has been seen as a social change management technology, where the design and implementation and control of programs aimed at increasing the acceptability of a social idea or practice are combined. Being the possible application of this in social activities, whose sphere of belonging are not commercial areas (Garcia, 2014). Among the steps that must be followed for the creation and implementation of a social marketing program, the following can be mentioned:

1) Define the objectives of social change.
2) Analyze the attitudes, beliefs, values and behaviors of the group to whom the plan is directed.
3) Study communication and distribution procedures.
4) Develop a marketing plan.
5) Build a marketing organization to execute the plan.
6) Evaluate and adjust the program to be more effective (Garcia, 2014).

Social marketing is primarily a marketing area, whose methodology is based on research and meet needs of social, human and spiritual. (Garcia, 2014). This type of marketing reflects the current condition of marketing, which more than ever makes it possible to take companies to more concrete and lasting levels of relationship with their internal and external public and with society in general. Kotler and Levi argue that the notion of social marketing includes the use of all marketing tools, in the search for a change in behavior (Giuliani, 2012). This suggests that the study of social marketing deepens the study of traditional marketing to the extent that it analyzes the context of the individual, living in society. When analyzing the context, there is a possibility that positive transformations will occur, which can change the reality of the same individual and of the local society to improve them (Giuliani, 2012). Social marketing can be understood as a business strategy that aims to create a positive image of the company, is attentive to social action opportunities that have the greatest notoriety, or with the greatest resolution potential. In other words, it can be used for business actions to support certain social causes, where it is appropriate for the company to be known for its direct support for certain social causes and while such support is used to promote the same company (Giuliani, 2012).

2.4.2 Strategic marketing

Focused on the medium and long term. Being a methodology of analysis and knowledge of the market, with the objective of detecting opportunities that help the company to meet the needs of consumers in a more optimal and efficient way, than the rest of competitors. The strategic marketing aims to meet unmet needs that represent profitable economic opportunities for the company. The marketing professional when working on the strategic part of marketing, must discover new markets to address, analyze the attractiveness of these markets, evaluate the life cycle of the products with which they will work, study their competitors and also have to find a competitive advantage that lasts over time and of course difficult to imitate by the competition (Espinosa, 2016). In this sense, Espinoza (2016) highlights some functions that should be considered in strategic marketing, which are:

1) Analyze new habits and consumer trends
2) Study the competitors.
3) Observe the evolution of demand.
4) Detect new customer needs.
5) Study opportunities and market threats.
6) Create a sustainable competitive advantage.
7) Study our abilities to adapt the company to the market.
8) Define the marketing strategy that allows to achieve the objectives that the company has set (Espinosa, 2016).

Based on the above ideas, strategic marketing seeks to generate actions that improve the current situation of SMEs, which may be affected by competition and the changes that technology brings, because if a company does not evolve based on the demands of reality, you can hardly remain present in the workplace to meet the needs of consumers.

2.4.3 Shopping marketing

It is a technique that helps companies develop their products according to the needs of the market and obtain a demand for current goods, while trying to encourage interest in new goods. It consists in building the demand, taking into account the supply, the means and the solutions that are arranged at a certain juncture. It is, in short, how the purchasing function can meet our needs in the market (Lopez, 2018). In this sense, López (2018) wonders why we can apply marketing techniques to the purchasing function, and his answer is as follows:

- Markets constantly change.
- Increased competition pressure in sales markets.
- The margin is reduced, which threatens the potential performance of companies.
- There is an obligation for action in all functional sectors of the company.
- The global planning of the company is not called by a global plan, but by the integration of all detailed plans.

Marketing is undoubtedly a tool that improves the situation of any corporate, regardless of its size and turn to which it is dedicated. Given this, López (2018) says that the keys to making purchasing marketing effective are:

- Clearly interpret the needs
- Correctly identify potential sources of supply
- Be rigorous and systematic in the documentation of consultation, follow-up of offers and comparison of them
- Have decision power
- Run away from traditional schemes and preconceived ideas
- Do not use marketing regularly as a means to pressure our regular suppliers.

Another fundamental aspect that should be considered in marketing is purchasing marketing, whose main characteristic is to generate that consumers carry out consumer actions based on the needs that marketing arouses in them, that is, they must consume everything they consider can serve at the time or that may occupy in some future.

2.4.4 Marketing Mix

It is a tool to serve the client. It is formed, from the marketing point of view, by a set of variables controllable by the company, commonly referred to as a marketing mix; product, distribution, communication and price. In this mix the service is incorporated as a fifth element, considering that the value package offered is composed of benefits where the service is a component of added value that can constitute a competitive advantage, since customers act stimulated by the search for value (Peñaloza, 2005). Today it is a common practice in all types of organizations to raise their marketing efforts around 4P, we can ensure that these are the great marketing paradigm. Therefore, a primary responsibility of the marketer is to achieve and maintain a marketing mix that provides the market with greater satisfaction than those offered by competitors. In addition, the financial results of an organization are based on how powerful its marketing mix is (Fischer & Espejo, 2011). The ultimate goal of the marketing mix is the achievement of the transaction, and consumers were nothing more than people who were part of large differentiated segments with similar tastes (Sanchez A. L., 2015). The marketing mix is based on the implementation of the 4p to offer products and services developed based on the queries demanded by real and potential customers. It must be taken into account that the success of a company lies in the way it sells what it has and the promotions it manages to generate an attractive price that convinces the consumer to acquire what it consults.

2.4.5 Viral Marketing

The first time the term viral marketing came up was in an article in the OC Use magazine in 1989, about the adoption of Macintosh SE. The term viral marketing is usually attributed to Steve Jurvertson and Tim Draper, two venture capitalists who, in 1997, wrote an article entitled "Viral marketing" in which they described the practice of the free email service Hotmail, consisting of adding their own advertising to outgoing mail from its users. In this way consumers were "infected" with an advertising message, which was passed from one consumer to another as

a surge of the flu virus. On the other hand, the first to lay the foundations of what we now call viral marketing was the professor of viral culture at the University of New York (Aguilar, Gutierrez, & Payo, 2014). Electronic media and new communication technologies, especially internet, are named as the main means of transmission of messages between contacts, among its main advantages are:

1) Low investment rates (costs) necessary to develop a campaign.
2) Ability to reach a large number of people.
3) Information is transmitted and spread easily and quickly.
4) Reach of consumer groups geographically dispersed.
5) Flexibility in terms of content and formats
6) Exponential increase in message forwarding by users voluntarily
7) Improvement in the reach of the target audience, since those who forward messages know who of their acquaintances will be more akin to reading and accepting their message (Aguilar, Gutierrez, & Payo, 2014).

But like any existing process, disadvantages are also generated within viral marketing, which are:

1) Relative lack of control over the message and its distribution, depending on the location.
2) Possible alterations in the message along the broadcast chain
3) Message blocking by virus and SPAM protective filters
4) It can be perceived as an intrusion into the social networks of users
5) Difficulty of campaign planning
6) Inappropriate use of road marketing can be counterproductive by creating unfavorable attitudes towards a company, brand or product.
7) Dissatisfaction with the company, brand or product can multiply the effects of the negative mouth-ear (Aguilar, Gutierrez, & Payo, 2014)

Viral marketing is designed to spread the more exponentially the better, the "mouth-ear" does not have such a rapid expansion nor are the mechanisms available to facilitate or increase this expansion among recipients. It simply arises. In a viral marketing campaign there is no spontaneity. Everything is configured to try to generate that contagion and make it as wide and fast as possible. Sometimes you get it and most of them don't. However, the intention of the spread of the message and the expansion by the public is clear from the beginning (Pymes, 2019). Practically, viral marketing seeks to generate advertising actions where, through advertising attrition, the minds of potential consumers can be penetrated, that is, to offer products and services through various means so that the public does not have the opportunity to refuse, because when they glimpse Advertising actions everywhere will end up buying what is promoted at the moment.

2.4.6 Conqueror Marketing Conquistador

Douglas (2002) mentions that conquering marketing is a marketing strategy that involves constantly seeking new customers, offering discounts and rebates, as well as making promotions that encourage new business. In this sense, conquest marketing implies a different vision of what marketing is understood as a response to the demand of the market itself, which now sees the consumer not only as a person with needs, but also with an internal way that complements what that already exists, contributing a new dimension. Without giving up resources or imagination, marketing conquers part of what should be the origin of any business project: the entrepreneur and his motivations. Traditional training focused on SMEs separates the mission and vision of the business project, marketing conquers part of them, making them the main inspiring source of the strategy to be developed and the

tactics to be implemented (BrandMedia, 2018).

2.5 Influence of Marketing on Society

Marketing has entered a lot in today's society, it has become a process that allows to know and meet the needs of the consumer. Today we talk about the importance that marketing has come to acquire in the daily life of both people and companies and, in fact, since Mr. Kotler's first studies and assertions to date, his evolution has been immense and constant. It has also been an important factor in raising the quality of life of people, because through marketing companies can detect the needs or desires of consumers and based on the information collected they are able to create, develop and offer the products and services that are desired or needed, with the price that people require and in places where consumers are more likely to look for it and thus facilitate its acquisition; without neglecting the necessary company-client communication through the different means of promotion and dissemination available without which it would be impossible to identify the benefits or characteristics of the products offered by the different brands (Hernandez, 2012). There is no doubt that at present the strong marketing campaigns of us have turned human beings into consumerists; the quality or quantity have lost a relative significance of which the fact of having the latest market has taken hold, in the same way the impact that marketing has had has an impact on your mood, anxiety and concern for acquiring the latest Elements that have emerged in the market go hand in hand with the different advertising strategies used by large and small merchants (Digital Server, 2012). Today, marketing seeks to reach a certain end, which in this case is to increase sales and profits, and educating the community for consumption, showing what is the best option and telling you what is that consumer society, which represents an ideal world. But more than anything, there is no doubt that companies and organizations need to have the ability to meet their customers and satisfy them with superior competitive offers, in exchange for a profit or benefit (Thompson, 2018).

2.6 Marketing Tools

However, marketing needs certain tools that help you better discern the actions that SMEs need to grow within the workplace and generate greater customers and profits, regardless of the competition that exists. In this sense, Navarra Emprende (2019) says that, in marketing, communication tools are often considered, forming among all what is called the communication mix:

1) Advertising
2) Sale promotion
3) Direct marketing
4) Public relations
5) Sales force

The marketing tools mentioned above are actions that if used correctly will cause businesses to increase their sales, improving their profits and consolidating successfully in the business sector.

2.6.1 Publicidad

It is the best known communication tool. It is about presenting and promoting an idea or a service to achieve the desired end and that can be very varied: inform, increase sales, build loyalty, create a brand image, wake up needs, persuade the consumer, etc. Advertising can be given in various media and formats: television, press, internet, billboards, sporting events, etc. Generally its effect occurs in the long term. A television campaign begins to take effect in the purchase a month or two months; That is why the sun cream is announced in spring and not in summer or children's toys some time before Christmas (Navarra Emprende, 2019). For its part, Lozano (2015)

mentions that the characteristics of the marketing tools are that it is a social communication system used by the mass media with the intention of convincing an audience to carry out an attraction, reports on products and services, and fully or partially finances the media and has great social and cultural influence. Finally, Lozano (2015) mentions that the types of advertising that should be considered for any corporate are the following:

- Explicit: According to its purpose it can be Commercial (sell), Institutional (inform or prevent), Political (ideological). According to the chosen media, it can be Press (mass public, its forms are: advertisement, publicity or comment), Radio (the announcement is called wedge), Television (spot and publicity, sponsorship and static advertising), Exterior (resources used in posters, billboards, advertising, banners), Direct (circulars, brochures), Miscellaneous (points of sale where promotions, shop windows, promotional items with legends, t-shirts) are made. According to the way the ad is treated by being classified as Direct (the objective and the rational predominate as: "Try and buy") and Indirect (They seek to seduce the receiver as: "For lovely people").

- Not explicit: it is divided into Undercover Advertising (when certain objects appear in diverse programs or in movies or in famous people) and Subliminal Advertising (those hidden messages that the eye or ear does not perceive, but if the message is captured).

Practically, advertising is the main instrument to generate empathy with consumers, that is, based on it, it seeks to persuade others to get them to acquire the products or services offered in the market, creating the idea that They need and will get multiple benefits once they are consumed.

2.6.2 Sale Promotion

Sales promotion is a competitive weapon that has become more important over time, especially in retail companies, there have been many definitions that have been given of the term, one of them argues that it is a tool that helps the promotion of a product or service through incentives and/or activities (R., 2016). Sales promotion is a type of stimulus that provides an additional incentive to buy a product or service for a limited period of time and previously communicated. This concept is defined as the direct stimulus that offers an additional value or incentive of the product to the sales force, to distributors or to the final consumer with the main objective of obtaining an immediate sale (Coy, 2016). Some of the sales promotion tools that apply to consumers can be mentioned:

- **Coupons:** A coupon is a marketing tool that allows a customer to redeem for a benefit such as discounts or gifts. One of the best uses that can be given to coupons is for the increase of subscribers: people who receive a discount coupon in exchange for their contact information (Jose, 2017)

- **Samples:** A sample involves the delivery of a product to consumers to use and consume, and thus be able to create a sense of trust with it. Most of the samples are delivered free of charge and usually come as a set of discounts or coupons for future purchases (Ale, 2015)

- **Discounts:** Discounts are the reductions that apply to the regular price of a product or service that is performed for a certain period of time (R., 2016)

- **Contests:** Contests are about competitions that are held between consumers or customers, and where the winner or the winners are given some prize related to the product offered so that it becomes true to the brand (R., 2016)

2.6.3 Direct Marketing

Direct marketing is a type of advertising campaign that seeks to trigger a result in a specific audience. To give a couple of examples, it can be a visit to an ecommerce (e-commerce) or complete the form of a page,

requesting brand information. This marketing method is highly effective and one of the easiest to measure. A discount is created for an online store and the code has been disseminated to activate the promotion via email by means of a cookie or pixel, it will be possible to know how many users have made use of the discount (Cyberclick, 2019).

For Obeso (2017), direct marketing is one that speaks directly to a particular group of people. Its objective is to generate an action, for example, to make a purchase, to enter a site, to call a number to receive information, or to fill out a form. Very good segmentation is required in order to reach people who may be really interested and offer them valuable information. Otherwise we can become intrusive and generate a harmful image for our brand. One of the aspects that has motivated the growth of direct marketing is its ability to directly reach the target audience, obtaining relevant information and, from it, building lasting relationships, has a double objective of activities:

1) Create the relationship: Direct marketing on many occasions, tries to make its target audience respond directly and immediately to the proposal that the company presents.

2) Maintain and improve the relationship: more and more, however, direct marketing programs intend to establish stable and lasting links with those who have already established initial contact, although this has taken place through other commercial channels.

In this sense, the main characteristic of direct marketing is that direct communication between the company and the consumer is used. For example, phone calls, web page with the possibility of participation, mobile phone, etc. The company seeks to get in touch with the consumer, either to give information or to retain or sell, but always with the aim of receiving an instant response (Navarra Emprende, 2019). Given that the current trend is towards more targeted or even one-to-one marketing, more and more companies are adopting direct marketing, either as a primary marketing approach or as a complement to another approach (Thompson, 2013).

2.6.4 Public Relations

These are planned and systematic activities that the company uses to create, maintain and improve the image, relationship and trust towards the general public (Navarra Emprende, 2019). Public relations act in the field of persuasive communication, so they have more or less direct relationships, with other communicative disciplines, such as advertising, propaganda or misinformation. Public relations have been manifesting as a communicative activity between an organization and its public in the search for understanding and mutual benefit, it is a communication activity that establishes processes of adaptation with the organization's audiences in a reciprocal manner (Castillo, 2010). Public relations allow us to recognize who are the external clients or external public, which are of interest to the organization, what are their main characteristics, their tastes, preferences, habits, needs, expectations, satisfaction and customs; where they are located geographically, when and how they can be approached. The essential function of public relations in the creation and maintenance of corporate identity and image focuses on the generation of communication and innovation. Through internal Public Relations (PR) plans, members evaluate new ideas, methods and procedures to solve the problems; These internal customer participation processes affect the strength of the corporate identity (Wilhelm, 2009).

2.6.5 Sales force

This is the information and persuasion work carried out by sales professionals, that is, sellers or merchants (Navarra Emprende, 2019). The figure of the seller of the company, is vital for the performance of this activity, since by performing their work they contribute to increase profits and obtain high rates of customer satisfaction. The seller is the link point that represents the product supplier and connects it with the customer. The sales force is,

therefore, the human capital that performs the sales management, who receives close information from the customer and listens to their approaches, allowing to know their needs; becoming a key point of any organizational improvement process (Leon, 2013).

3. Information and Communication Technologies (ICTs)

By making a historical account of the emergence of technology, it could be established that it originated from the time of the lower Palaeolithic — 600,000 years A.C., when man began to convert natural resources into simple tools, such as the carving of sharp stones to make incisions in the skin of a dead animal in order to eat it (Calandra, 2009). For 5,000 years, Egyptians and Sumerians begin to register information on transportable physical media, which allow communication between human beings, thus beginning the era of ICT. These supports have evolved through the history of man in relation to industrial, technical and scientific advances, maintaining communication as a common thread in each of them despite the change in language (Calandra, 2009). The acronym "computing" was coined in France, in 1962 as a computer. It was formed from the conjunction of the words information and automate, to give an idea of the automation of information that is achieved with computer systems (Avila, 2013). The ICT began with the so-called information society and have played a decisive role in changing social, cultural and economic dynamism. The development of ICT has led to this information society, since an environment has been proposed that was different from what was before the twentieth century (Avila, 2013). In the last two centuries, after the agricultural revolution, technology and science generate new supports and ways of transmitting knowledge. The first major change is the development of the telegraph with codes and "wires" (Calandra, 2009). In the second half of the last century a new revolution in communications began, generating the aforementioned term knowledge society, based on the new communication technologies of global scope and instant access, benefited by the development of artificial communication satellites, the that allow the transmission of radio, television and data codes almost instantaneously to anywhere on the planet (Calandra, 2009). In this sense, Sánchez (2008) explains that Information and Communication Technologies are the technologies that are needed for the management and transformation of information, and in particular the use of computers and programs that allow creating, modifying, storing, Protect and recover that information. Any support, physical or virtual, that stores data and codes in a transportable way, and that these allow establishing communication between human beings, could be considered as information and communication technology (ICT) (Calandra, 2009). In general, we could say that ICTs revolve around three basic means: information technology, microelectronics and telecommunications; but they do not do it in isolation, but what is more significant in an interactive and interconnected way, which allows to achieve new communicative realities (Belloch, 2012).

3.1 Use of ICTs in SMEs

ICTs are a key element to make work more productive: they streamline communications, support teamwork, manage stocks, perform financial analyzes and promote products in the market (Manene, 2011). Technology makes it easier for management to implement online communication and coordination, necessary to induce flexibility and adaptability in companies. ICT facilitates the work of presenting the product to customers and getting sales in many possible ways, as an example: email as it can send you a complete catalog of the products offered, a congratulation or a good newsletter. Another example is the website where products are easily displayed on the internet. Information technologies have become an integral component of business processes, products and services that help a company gain a competitive advantage in the global market (Manene, 2011). At present, ICTs

are a determining factor in the productivity of companies, whatever the company is and has the size it is. Although it is a very small company, even if it is a single person, there are a number of basic ICT services that any company must have: internet connection, email, internet domain and web page. These four basic services are the minimum for any company, since they greatly expedite common actions that all companies perform, and serve as the basis for using other more advanced services. These basic ICT services speed up access to information and communication with customers and suppliers, the promotion of services and the brand image, with a low cost advantage (Manene, 2011). Although the use of information and communication technology is a key factor in productivity, its use is not widespread among small and medium enterprises (SMEs). These companies need to incorporate technology into their business strategies in order to be more productive and increase their efficiency. SMEs have different needs that make them resort to the use of ICT, in general, these needs seek to improve some of the company's processes, it is a fact that they need to incorporate technology into their business strategies in order to be more productive and increase its efficiency level (Manene, 2011).

4. Small and Medium Enterprises (SMEs)

Flores (2009) mentions that an SME is that economic unit of production and decision that, through the organization and coordination of a number of factors, seeks to obtain a benefit by producing and marketing products or providing services in the market. Likewise, Luna (2013) says that an SME is any small-sized organization that results in qualitatively different financing and management than those disseminated in texts normally linked to large ones. Talking about SMEs not only consists in mentioning the great advantages or benefits that they generate, but there are difficulties that can reduce the proper functioning of companies. Luna (2013) explains that the most common deficiencies that may arise are the following:

- Restricted access to funding sources
- Low levels of human resources training
- Limited levels of innovation and technological development
- Low penetration in international markets
- Low productivity levels
- Low association and administrative capacity.

Today, governments in developing countries recognize the importance of SMEs for their contribution to economic growth, job creation, as well as regional and local development (COEPES, 2015). Micro, small and medium enterprises, have a great importance in the economy and in employment at national and regional level, both in industrialized countries and in those of lesser degree of development (INEGI, 2009). Currently, the largest contribution of SMEs to the economy is on the employment side. That is where we must strengthen the promotion actions, to guarantee decent employment in them, and in which they have a development option, also skills to accelerate their growth, facilitate their formalization and join the tax base. They will strengthen the productive apparatus, the tax base and value chains (Financial, 2014).

5. Situation of SMEs in the Municipality of Amealco de Bonfil

The challenges of the SMEs in Queretana are to increase their productive, competitive capacity, visibility and number of certifications. These face deficiencies in their organizational, financial, marketing and formal recognition structure. Markets are constantly in conflict with technological innovation, so more and better

equipment is needed to improve productivity (Cano, 2018). If Amealco SME owners are trained on the use of information and communication technologies and on marketing as a whole, these two can help make their production capacity, profitability and recognition quality. Currently the municipality of Amealco de Bonfil acquired the title of magical town. This allows that place, which houses the largest population in the state, combat poverty and improve their living conditions, a situation that becomes an opportunity to boost it. This is a town with high poverty rates, whose 95% of its population is indigenous, which, among other occupations, is dedicated to the manufacture of handicrafts and the production of ashlar for construction, naturally that its attractions are not left behind both in gastronomy and the natural beauties that surround the municipality (Quino, 2016).

But what is a magical town? This appointment comes from a regional program established by the Mexican government, since 2000, it aims to diversify and professionalize the national tourism offer, which as everything operates centrally and under the enclave model with predominantly beach destinations. They are localities that have symbolic attributes, legends, history, transcendent facts, everyday life, in short, magic that emanates in each of its socio-cultural manifestations and that nowadays means a great opportunity for tourist use (Santibañez, 2012). Most of these magical towns have a lot of potential for tourist exploitation in multiple areas ranging from boutique hotels, eco-lodgings, regional food restaurants, handicraft production and marketing, excursions and guided visits to places of interest, for example (Santibañez, 2012). Now, it can be said that the businesses that they exercise within the municipality of Amealco de Bonfil enter the tourist business. For which they have to improve their processes, operations and competitiveness, since they represent a high impact on the economic activity of the municipality.

6. Method

This research is oriented towards the creation of knowledge, with the objective of analyzing the implementation of marketing tools in combination with ICTs to implement them in SMEs within the municipality of Amealco, with the intention of profiling strategies that allow a better development within of the market in order to generate greater profitability. A non-experimental design will be used that will be applied according to the period and sequence in a longitudinal or evolutionary way. The approach that will be used will be quantitative using the survey technique.

These SMEs were randomly selected according to a probabilistic sample, the methods of these samples are those that are based on the principle of equi-probability. That is, those in which all individuals have the same probability of being chosen to be part of a sample and, consequently, all possible samples of size (n) have the same probability of being selected. Taking into account that the universe is 1244 registered SMEs, and after applying the formula, it gives us a total of 18 SMEs to study. The following table details the SMEs that will be studied in the municipality of Amealco de Bonfil, Querétaro.

Table 1   Businesses and Owners Surveyed

No.	Business name	Name of the owner or legal representative
1	Multiservicios Ecollantas	Germán Pérez González
2	Balance	Rosa María Zepeda Piña
3	Forrajera el Sol	Blanca Estela Jiménez Perusquia
4	Glamour	Adriana Reséndiz Alcántar
5	Tortas Gigantes	José Nahum Pérez Mejía
6	Rústico Café y Pan	Denise Hernández Velázquez

7	Hotel José María	José Octavo Ramírez
8	Frutería y Abarrotes "La loma"	Rubén Arias Montoya
9	Grupo Director Albatros S.A. de C.V.	Mauricio de la Luz García Nolasco
10	Ing. Arq. Mauricio García Nolasco	Mauricio de la Luz García Nolasco
11	Peter Print & Cut	Pedro Pérez Yañez
12	Forrajera Nutri Alba	Rigoverto Rivera León
13	Imprenta Central	Massiel Garduño Pinott
14	Consultorio de Fisioterapia	Cristina Zepeda Piña
15	Livercool Bazar	Fidel Miranda Becerril
16	Blue Magic Crossfit	Josué Sanabria Obregón
17	Carranza 57	Sheila Álvarez
18	CiberStattion La Loma	Rogelio Ruíz Sánchez

7. Results

The results obtained from the application of the survey and the analysis of the content that the research instrument threw to know the marketing strategies that should be applied to SMEs in the municipality of Amealco de Bonfil to improve their sales, achieve growth and they can remain in the labor market.

In the Figure 1, questions the viability of using marketing in business, so 94% of Amealco entrepreneurs consider that it is feasible to use this tool and the remaining 6% argument that marketing is not needed to improve marketing business sales.

In relation to Figure 2, Amealcenses entrepreneurs were questioned if the use of marketing in their businesses can help improve their sales, and 100% said that using this tool will improve the financial situation of the industry, a situation that causes curiosity because In the graph above, 6% of respondents commented that it is not feasible to implement marketing in their businesses.

Figure 3 explains the different options of marketing tools that Amealcense entrepreneurs can use, and 89% of respondents argued that social networks are the best option to improve business sales, and the remaining 11% said that Flyers are the ideal option to publicize your business and improve your income.
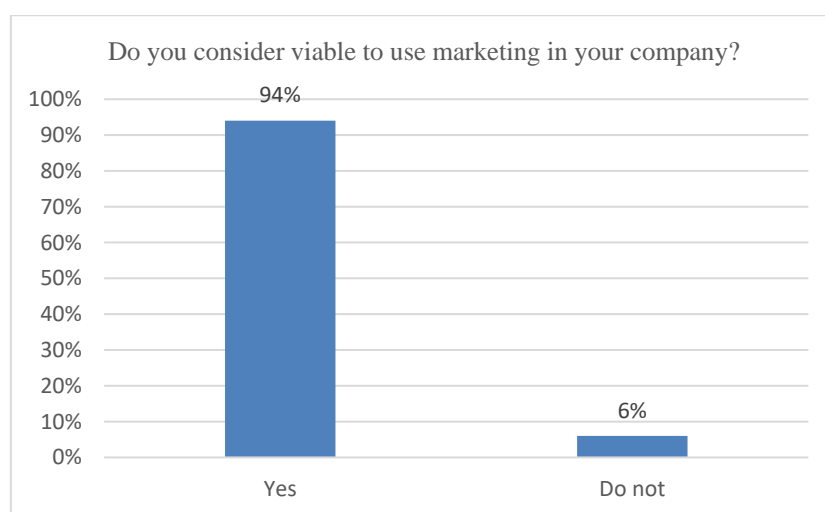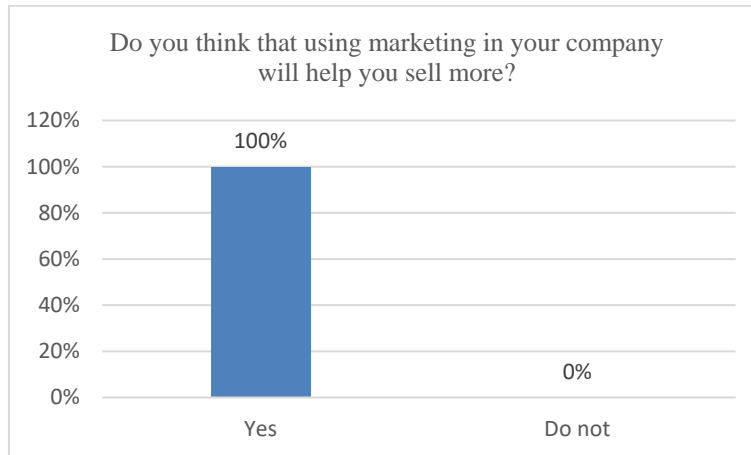

Figure 1   Feasibility of Marketing

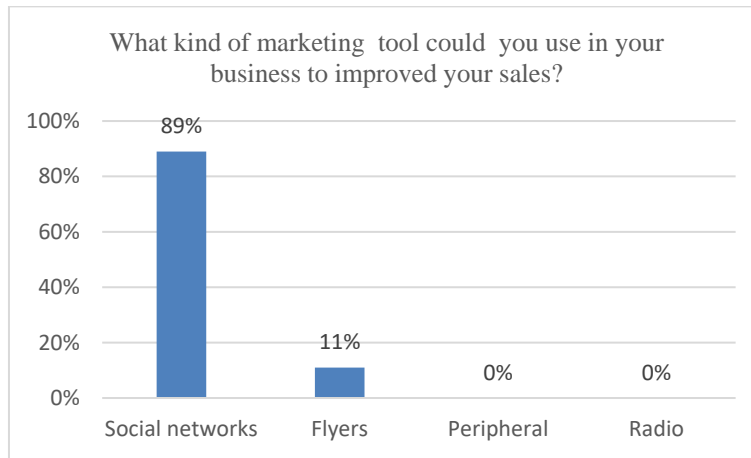**Figure 2   Implementation of Marketing in the Company**

Figure 3   Type of Marketing Tool

With regard to Figure 4, SME owners were asked about the possibility of using ICT in their company to help improve their performance within the labor market, and 94% of respondents stated that their use benefits them considerably, and the remaining 6% said they do not need the ICTs to improve their company.
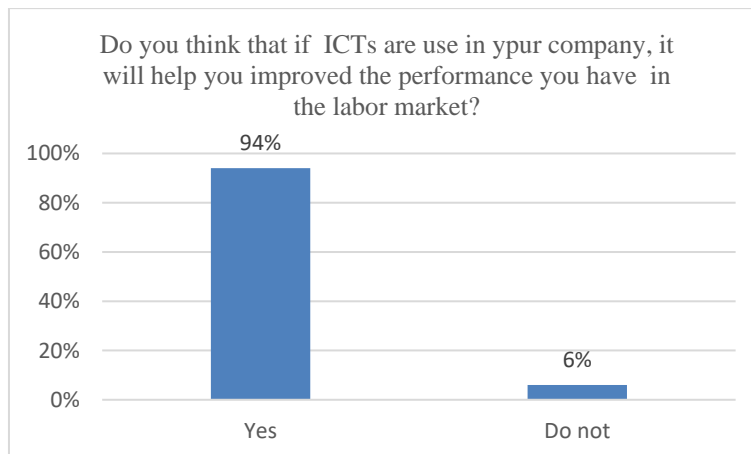

Figure 4   Use of ICT

With respect to Figure 5, a list was given with 3 branches referring to information and communication technologies where their components are detached, and the responses of entrepreneurs were oriented as follows: 67% state that networks such as fixed telephony, internet and cell phone are what they would use in their business, 22% said they would use terminals such as computer and web pages within their business, and the remaining 11% would use the services of tics such as email , mobile services and electronic commerce to improve the situation of your corporate.
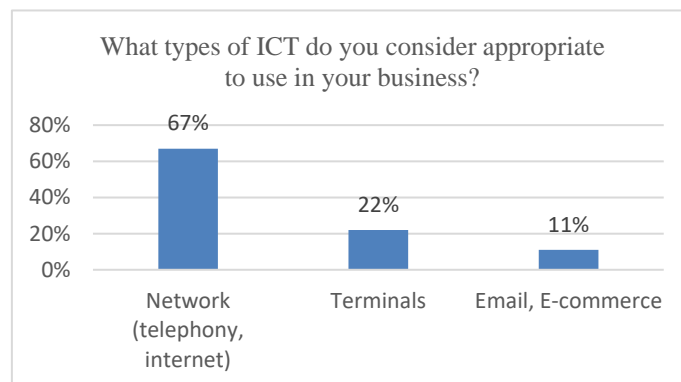

Figure 5   Types of ICTs to use in the company

Finally, in graph 6, it is questioned whether the combination of marketing tools and ICTs would improve the situation of SMEs in Amealco and 94% of Amealco businessmen said that the union of these two strategies would benefit them to improve the situation of their company, and the remaining 6% said they do not need these techniques to increase their sales.
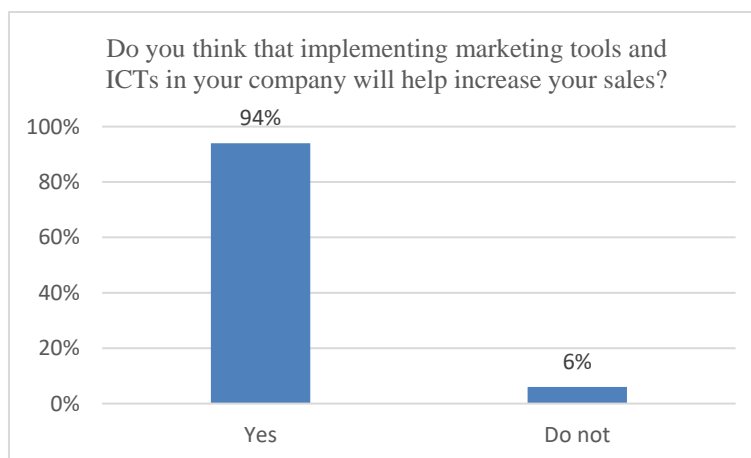

Figure 6   Use of Marketing and ICT in the Company

8. Conclusions

During the development of this article, we sought to analyze the marketing tools and information technologies in the administration of small and medium enterprises within the municipality of Amealco, with the intention that the Amealcense businesses may have greater development opportunities and be more profitable The strategies that are proposed for the Amealco SMEs to apply them and can elucidate the benefits they will obtain in the short, medium and long term are:

- Fan page
- Allow customers to know them
- Attractive incentives
- Have contact with customers
- Surprise consumers
  - ✦ Create an exclusive newsletter for customers
  - ✦ Deliver a welcome kit
  - ✦ Keep you informed
  - ✦ Give something unexpected
  - ✦ Communicate offers and promotions first
  - ✦ Respond immediately
  - ✦ Give free publicity
  - ✦ Reward loyalty
- Adopt positioning strategies for the business.

These strategies serve because they seek to directly and indirectly impact Amealco SMEs where they begin to receive financial remuneration through the various skills that entrepreneurs must implement, taking into account that these marketing strategies facilitate the use for owners in combination with ICTs achieving greater productivity, profitability and quality standards. In this tenor the hypothesis is verified where it was explained that the introduction of marketing and ICT tools create a strategy that generates growth within the market for SMEs in the municipality of Amealco, because after having applied the research instrument, the results They showed that Amealco SMEs are interested in modifying their customer attraction strategies, they are looking to get closer to technology and what they need is for someone who is an expert in the subject to guide them to modify their expertise implemented so far.

On the other hand, the possibility of training the owners of Amealco's small businesses in the use of marketing and ICTs is sought so that they attract more customers, modifying their way of working to increase their sales by having a continuous improvement, therefore, it is recommended to future SME entrepreneurs within the municipality of Amealco de Bonfil, who have an interest in this research, as well as in the integration and adaptations of marketing strategies in conjunction with information and communication technologies in the process of Work of the Amealcenses businessmen. Another recommendation for small businesses in the municipality of Amealco de Bonfil, in the state of Querétaro is that they use marketing properly, that their establishment speaks well, projecting how the products offered by each SME are being sold to the customer and how it presents its business both in maintenance, hygiene, order and accessibility.

In this tenor, for advertising in the premises it is important to apply marketing, invest in a good external signage, an excellent luminous or striking attention, displays according to what the merchant is more comfortable and accessible, flyers those who spoke within the investigation, uniforms for employees with the name of the business, among others. One more recommendation given is the use of strategic alliances, which is to learn to work together with other SMEs, achieving objectives and goals, being one of the best marketing strategies taking into account the merger and acquisitions, however, this tool It is a strategy that is not very applied because many traders consider their competition unfair and do not collude the idea of joining with someone outside, but if they can put it into practice, what they should do is, for example, recommend each other, share client portfolio and budgets for that together they can grow and maintain an economic stability that allows them to continue in the

business sector.

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