# Sustainability, Growth, and Brand Equity with Digital Marketing Tools and Techniques: A study conducted in the context of SMEs in Pakistan

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## ABSTRACT

**Purpose:** The adoption of digital marketing tools and techniques has become necessary for small and medium-sized enterprises in Pakistan to increase their brand equity levels .The purpose of this research is to highlight how modern Pakistani SMEs prioritize sustainability goals and principles, and illustrate how these SMEs plan to adhere to sustainability. The study was conducted in two primary directions, based on the suggested model.

**Design/Methodology/Approach:** We examined the extent to which contemporary SMEs in Pakistan commit to adopting sustainability objectives and values. By performing quantitative data analysis using SPSS software, we attempted to identify the most popular DMTT selections listed in the conceptual model.

**Findings/Results:** The results offer a foundation for contemporary SMEs that pursue sustainability by building and strengthening brand equity through DMTTs.

**Practical Implications:** Enterprises that are more successful with this strategy have lower traditional marketing costs and improved audience-targeting. Therefore, developing a stronger brand has become a top priority for many contemporary small and medium-sized firms (SMEs) in Pakistan, as they work to ensure development and long-term viability. But at the same point, integrating these intricate procedures into the business models presents several difficulties as well such as determining which digital marketing tools and techniques will profit the maximum.

**Originality/Value:** Proposed model shed light on the connections between DMTTs and other important components that can boost SMEs' brand equity and foster growth, while also raising their degree of sustainability.

*Keywords:* sustainability; SMEs; brand equity; digital marketing tools and techniques; DMTTs