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Latin Digital Marketing Agency

Some global businesses that were physically present and presumably had loyal customers could not deal with the challenges of the decade's most significant epidemic, COVID-19. Many business had to reduce their size, close temporarily and permanently due to a lack of monetary income. The big companies could easily transition into the digital space by contracting external services or using what they already had but only used a few times. Other visionary entrepreneurs, such as delivery companies, took advantage of their opportunity.

However, small businesses dedicated to serving and selling Latin products, such as restaurants, butcher shops, cafes, ice cream parlours, and even dance studios located in the south of London, specifically in the Elephant and Castle neighbourhood, were severely impacted. As a result, small business owners and entrepreneurs had to close. At this point is where our digital marketing firm, aimed specifically at the Latin American community, can lend a hand and help them transition from the physical to the digital.

By researching our audience's needs, such as customer retention and loyalty, we can provide them with specialized digital marketing services, allowing them to promote their products, services, or brands to their target audience. Today, marketing researchers are paying close attention to the implications of the most recent digital technologies, such as the rise of artificial intelligence (AI) and robotics as substitutes for human workers in customer service (Huang & Rust, 2018). Over the last 15 years, digital media platforms have transformed marketing by providing new ways to reach, inform, engage, sell, know, and provide customer services. Small Hispanic entrepreneurs have social networks like Facebook, Instagram, and TikTok to promote their products and services. However, they

must be use more efficiently or accurately since they mix personal and professional information. Both social media marketing and content marketing in an organization are critical for gaining visibility with a small investment, but only when done by professionals who understand how to reach the right audience. Electronic commerce is another pillar for business growth, but it requires qualified and responsible personnel.

Importance of Entrepreneurial Skills, Traits, and Behaviors for Businesses

Entrepreneurship is creating a business concept, launching it, and running it to meet client needs and generate a profit.

Skills

Economic notion

A rudimentary understanding of economics can be useful in any industry. Key decisions in a business can be from using the tools that the economy gives. Without mentioning a thorough understanding of pricing tactics and market demand.

Data Analysis Skills

According to research, a rising number of organisations (including Uber, Blue Apron, and the behemoth Microsoft) are embracing analytics to better their services and operations and, as a result, produce growth.

According to LinkedIn, analytical reasoning is one of the most sought-after hard talents in today's employment market. Understanding how to summarise data sets, identify trends, and test hypotheses can give an analytical foundation for addressing complex business problems and assisting you in making educated decisions that benefit your firm.

Leadership abilities

Leadership abilities are essential for professional success. Leadership is concerned with the people and vision that drive change.

Developing your leadership skills, in addition to honing your management talents, can be advantageous in any field. These abilities can help you understand how to make your vision a reality and position your team for success, from how to keep calm under pressure to building your own leadership style.

Communication that is effective

Ineffective communication can have disastrous consequences. Professionals in any company setting rely on communication to coordinate efforts and achieve organisational goals.

Understanding and adjusting to the communication styles of others is an important aspect in success, in addition to developing your own talents. Active listening, empathy, and interpreting body language are all important communication abilities.

Networking

Another important business skill that all professionals should master is networking. People in your professional network might be invaluable if you need ideas or guidance on a specific problem or are considering a career shift.

Traits

Creative

Entrepreneurial creativity may be defined as an entrepreneur's ability to conceive novel combinations of previously separate pieces to build a new or improved product/service, a processing practise that adds value above what previously existed in the market or the market. the manufacturing environment (Dayan et al., 2013). You feel compelled to express your creativity by doing something novel and unusual.

Promoter

They come up with the idea for a new business unit, conduct the necessary preliminary work to set it up, and eventually control and manage it.

Moderate risk taker

Some of the most successful entrepreneurs took enormous risks and were rewarded handsomely. They are self-assured and willing to take measured risks. Entrepreneurs are willing to take risks and plunge into an unpredictable future. However, not all risk takers become successful entrepreneurs. Successful entrepreneurs must be willing to gamble time and money on the unknown, but they also keep resources, plans, and bandwidth on hand to deal with the "unknown." When assessing risk, a successful entrepreneur considers if the risk is worth the cost of career, time, and money. And what will you do if this venture fails to yield results?

Determined

To be a successful entrepreneur, you must set clear goals. Growing the firm, growing revenue, and adding new staff all necessitate the proper execution of various micro-goals. This level of workload and challenge discourages many people from pursuing a career in entrepreneurship. To be successful, you must be determined from the start.

Behaviors

Self confidence

They improve the likelihood of owning and operating a firm, even if they do so through several channels. It enhances the likelihood of beginning a business and benefits business survival (Andrea Asoni, 2011).

Clear Objectives

Knowing your goals will help you stay motivated when things get tough and give you something to focus on when unsure what to do next. Three categories of goals: long-term, medium-term, and short-term. You can arrange your days and weeks with unrivalled focus, knowing exactly what you're looking for.

Team Players

Unsuccessful business owners are frequently those who are afraid to hire A-team players. They are threatened or do not provide the required incentives to hire the finest. They will lose any way. You must hire the best to be an unstoppable entrepreneur. Concentrate on those who will fill any gaps you may have and then, this will assist you in assembling the exceptional team required for success.

Bootstrap

When starting a business, limiting overhead and unnecessary expenses is critical to maximise revenues. In the business sector, there is an outmoded assumption that you must "spend money to make money." Yet, the finest entrepreneurs know how to leverage existing resources and have the lowest possible overhead. Committing to costs without complete trust in your business model is a recipe for catastrophe, which is why the smartest entrepreneurs only commit to costs after demonstrating that their business model will succeed.

Motivation

An entrepreneur may encounter frustration from having a unique business idea to making it lucrative and sustainable. During such moments, motivation may keep entrepreneurs on the path to success.

Self-assessment to become an entrepreneur

Entrepreneur

A person who attempts to meet the demands of a consumer through innovative ideas or methods of doing business while making a profit. An entrepreneur's new ideas for adding value to a firm can take many forms, including new items such as variety, new services such as home delivery or credit services, new marketing ideas, new cost-cutting ideas, and many more.

SWOT Analysis	
Strengths	Weaknesses
Computer skills, creativity, and commitment to the success of those around me, whether family or clients.	I have a strong, obsessive need to get things done quickly and off my "to-do" list, and sometimes, my work quality can be affected.
Opportunities	Threats
Currently working and studying business management in this country because it is a great OPPORTUNITY to improve my English. Learn innovative techniques in European business to be able to implement them in my country.	Lack of support. It is hard to go it alone. To achieve good and great things in your life, you need the support of excellent people. My creativity can be affective when I am doing a lots of hours at work.

Individual Skills Audit	
Skills I have	Example
Marketing Design	I learned on my own, then I put it into practice in a small business, currently managing the digital marketing area by creating content.
Skills I would like to improve	How? Example?
English Communication skills	Learning sentences instead of words, listening to native English speakers.

PEST analysis

The PESTLE analysis is a critical tool for corporate strategy and planning. It is a means of assessing your company's business environment and potential impact on its performance.

Political and Legal

Regulations governing licencing.

The country's greatest strength is its political stability.

Current fiscal policy. The architecture of data privacy. A UK-funded expert inquiry has revealed how the Kremlin is deploying a troll factory to disseminate misinformation on social media and in prominent website comment sections.

Economic

The current economic situation in the UK and the inflation/strength of foreign economies in comparison to the UK may have an impact on price/profitability. The United Kingdom has a sophisticated market economy. It plays a significant role in international trade. The London Stock Exchange is in London, one of the world's major financial centres. Consumer expenditure is strong.

Social

Cultural conventions, attitudes towards the product or service, consumer preferences, and age and gender distribution. Will the product be accepted in other countries?

Consumer views and opinions, as well as lifestyle trends and demographics.

Technological

The emergence of innovative technologies that affect the manufacture, marketing, or sale of a product, process automation, and the protection of intellectual property rights abroad.

The risks and benefits of generative AI

The United Kingdom is one of the world's most technologically advanced countries. London is a major financial and technological centre. Companies are always developing new technologies to provide their clients with the finest solutions. Entrepreneurs can do business in the UK because of the advanced technology infrastructure.

People utilising online services for personal, social, and business purposes benefit from the UK's high internet connectivity. It also allows firms to find new clients through digital marketing and social media networks.

Environment

Sustainability, waste management rules and regulations, and the ramifications of green practices/transport pollution.
Net zero position in the supply chain.
Connection to renewable energies. Relationship with recycling and global trash reduction.

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