

## ABSTRACT

The study conducted in Dar es salaam to assess the digital marketing application on small and medium enterprises. The specific objectives of this study were to asses ways that could be used to increase their social media outreach so as to expand their business, to explore the SMEs social media interactions with their customers, also to assess the kind of information they provided on social media on the basis of concrete and timeliness of their information. Mixed approach was used in the study were both qualitative and quantitative data were collected, the study used both purposive and simple random sampling technique to obtain the sample. The sample size that used during the study is 120 were by both small and medium enterprises were involved. Questionnaire, interview and focus group discussion were used to collect data from the field. The study uses quantitative technique of analyzing data and then presented in tables accordingly as obtained from the field. The findings revealed that, almost 56% they aware on the presence of social medias and they use social media to know products and services as well as purchasing, almost 81% of sampled population they use Digital platforms to understand about the prices of products and services, almost 79% of 120 sample population they purchase online ones or twice per month, more than 50% they follow on social media for products or services they use, more than 65% of sample population shows that they have already encountered online theft before, 30% they said sometimes digital marketing it reduce costs while total of 18% of sample population they said totally online platforms they not reduce their purchasing costs. Total of 49% they agree that online marketing reduce the purchasing costs. By considering the agree and strong agree total percentages makes the application of digital market on small and medium enterprises become success in Dar-es-salaam, for the development of SMEs, financial institutions should provide loan to SMEs at an affordable interest rate and less collateral security also managers should adopt new way of combining human effort with new technological development, but lack of creativity and fear of the unknown hinders the small and medium enterprises innovation towards competitive global technological driven business.