

Impact Of Digital Marketing For The Positioning Of Paccari Cocoa In The US Market, 2025.

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ABSTRACT

The impact of digital marketing on the export of Paccari cocoa produced in the city of Quito with respect to positioning in the US market in the year 2025. The objective was to identify the level of influence of the digital marketing strategies used by the Paccari company in the export of cocoa to new markets. Paccari is a prominent Ecuadorian cocoa brand, which has established itself as a global leader thanks to its production of fine aroma cocoa and its sustainable and fair trade practices. It exports approximately 4,000 quintals of cocoa annually, reflecting the high demand and its ability to maintain high quality standards, focused on sustainability and a sustainable value chain that includes direct collaboration with more than 3,500 small farmer families. A descriptive type of research and a bibliographic research method were used. It was concluded that the opportunities for the company are promising in the global premium cocoa market, implementing digital marketing strategies, promoting its growth and competitiveness in the cocoa industry, these skills allow greater visibility and international reach, facilitating the acquisition of new clients. and the loyalty of existing ones through digital platforms.

Keywords: Digital marketing, positioning, export, cocoa

INTRODUCTION

In today's digital age, digital marketing has become an essential tool for businesses looking to expand and position themselves in international markets. This form of marketing offers a number of key advantages, such as the ability to reach global audiences efficiently, the personalization of messages for specific market segments, and the use of data and analytics to optimize strategies and measure results in real-time. For businesses in Quito, Ecuador, digital marketing not only represents an opportunity to increase their visibility in the competitive U.S. market, but also to build and strengthen their brand globally. Digital marketing allows Paccari to highlight its high-quality cocoa product and sustainable practices to an increasingly conscious and demanding audience. Through channels such as social media, email marketing, search engine optimization (SEO), and digital advertising campaigns, Paccari is able to reach consumers, distributors, and retailers in the U.S. with targeted and compelling messages. Stories about the origin of cocoa, artisanal processes and commitment to fair trade and sustainability can be told effectively, creating an emotional connection with consumers and differentiating Paccari from its competitors. In addition, digital platforms allow Paccari to collect and analyze data on consumer preferences and behaviors, making it easier to adapt its marketing strategies to meet the demands of the U.S. market. This includes everything from designing products specific to this market to choosing the most effective distribution channels. Digital marketing is not only a powerful tool to increase Paccari's visibility and sales in the United States, it also provides the flexibility and intelligence needed to respond to market trends and build a strong and internationally respected brand, in an increasingly interconnected world, the ability to use digital marketing effectively is crucial to the success in exporting products such as Paccari cocoa.

According to (Kotler, 1990) they highlight that digital marketing allows a greater segmentation of the market, which facilitates the identification of specific niches for Paccari Cocoa in different countries. This

strategy can boost your positioning by tailoring messages and promotions to local needs and preferences. According to (Contreras, 1994, pp. 19-21), the factors of trade and the international market fostered exports in the 1770s, in an environment where capital and labor were scarce. The value of cocoa exports grew uninterrupted, from the middle of the eighteenth century until the crisis of 1811 they went from an approximate value of one hundred thousand pesos, to about half a million. For producing countries, cocoa is an important economic, social and cultural activity that is developed, for the most part, in Family Farming (FA). Territorial dynamics are influenced by cocoa activity: social fabric, value chain, landscape, territorial planning, among others. In other words, cocoa farming represents a basis for the development of the rural territories in which it is located and is an essential pillar for the promotion of a business development model (Sánchez, 2019.) Cocoa has played an important role in the Ecuadorian economy and history: together with bananas and oil, they constitute the most important triad of primary export products, key elements for Ecuador's articulation with the world economy (Acosta 2006; Larrea Maldonado 2006; Henderson 1997) According to (Miller, 2009) these bioactive compounds help fight free radicals and protect cells from oxidative damage. The antioxidants present in cocoa outperform those of other antioxidant-rich foods such as green tea and red wine. This is due to the high concentration of catechins and epicatechins, which are capable of neutralizing a wide range of free radicals, thus reducing the risk of chronic diseases related to oxidative stress. In addition, regular consumption of cocoa can improve antioxidant levels in the body, providing a sustained defense against cell damage. According to (Porter & Heppelmann, 2014), the use of digital technologies allows companies to reach global audiences more effectively. Paccari has used social media platforms such as Instagram and Facebook to showcase its products, tell its sustainability story and highlight its international awards. This online presence has allowed Paccari to reach consumers in distant markets and create an emotional connection with them, increasing its global recognition and prestige. Digital marketing is used by companies as a strategy to market and advertise products and services through websites, social networks, blogs, etc., this is a new way of promoting products apart from traditional media. (Editorial Team, 2007). The characteristics identified are that digital marketing allows access to larger markets and expand to any part of the world, as well as reaching smaller and more specific user groups for more efficient marketing. Internet. Para (Kotler & Armstrong, 2003) emphasize how digital marketing has revolutionized the ability of companies to reach international markets. For cocoa, this involves utilizing social media, SEO, and email campaigns to highlight the unique characteristics of premium cocoa, such as its origin and sustainable production methods. These strategies help capture the attention of quality-conscious and ethical U.S. consumers. According to the analysis of (Wilcox, 2019), digital marketing strategies allow you to reach global audiences more efficiently and economically. Wilcox notes that the use of social media and e-commerce platforms has transformed the way small and medium-sized cocoa companies present their products to the U.S. market, allowing for greater visibility and reach without the high costs associated with traditional marketing methods. In addition, (M & Méndez, 2020) they stress that digital marketing facilitates the creation of a solid brand and product differentiation. These authors argue that, through the use of multimedia content, blogging, and influencer collaborations, cocoa companies can tell compelling stories about the quality and origin of their products. This strategy is particularly effective in the U.S. market, where consumers value transparency and sustainability. Authenticity in brand storytelling not only attracts consumers, but also encourages loyalty and repeat purchases. On the other hand, (Rea Paredes & Chonata Naranjo, 2023) emphasize the role of segmentation and personalization in digital marketing campaigns. Using data analytics tools and targeted advertising, businesses can identify and target specific niches within the U.S. market. This approach allows cocoa exporters to tailor their messages and promotions to resonate with different consumer segments, thereby increasing the effectiveness of their campaigns. Gómez and Paredes conclude that this precision in segmentation is key to maximizing the return on investment in digital marketing.

In addition, (Cedeño & Josué, 2022) explore how e-commerce platforms have revolutionized cocoa exports. They highlight that marketplaces such as Amazon offer an already established infrastructure that facilitates the entry of new products into the US market. Presence on these platforms not only improves product accessibility but also provides sales and consumer behavior analysis tools. These tools allow exporters to adjust their marketing and distribution strategies in real-time, thus optimizing their market performance. Finally, (Día & Badaraco, 2015) examine the importance of analytics and metrics in digital marketing for cocoa export. They argue that using advanced analytics allows companies to monitor the effectiveness of

their campaigns in real-time and make adjustments based on hard data. The ability to measure key performance indicators (KPIs) such as web traffic, conversion rates, and social media engagement, provides a deep understanding of which tactics are working and which need improvement. This adaptability is crucial to staying competitive in a market as dynamic as the United States. Barriers to trade in products must be reduced because they cause many difficulties for people who want to do so, according to the Ministry of Economy. "All this leads to lower employment, fewer possibilities for public administrations to obtain income and, at the same time, to be able to implement certain measures that favour economic development in the country" (COMERCIO, 2015, p. 1)

Tariff barriers have caused economic development to decrease because there are difficulties for exporters when they want to sell their products in international markets. The importance of exporting Paccari cocoa lies in a combination of strategic and economic factors, the United States is one of the largest consumers of chocolate globally, which represents a significant opportunity for cocoa producers like Paccari to access a market with a high demand for quality products. In addition, the U.S. market increasingly values high-quality, sourced chocolate, making Paccari cocoa, with its unique characteristics and distinctive flavor, an attractive product for discerning, quality-conscious U.S. consumers.

Exporting Paccari cocoa to the United States can generate significant economic benefits for producers, opening up new revenue streams and diversifying their export markets, thereby reducing dependence on a single market and increasing long-term economic stability." (Ministry of Agriculture and Livestock, 2022, p.4). Establishing strong relationships with distributors and retailers in the United States is critical to ensuring wide product distribution and a presence at key retail outlets. This may involve strategic partnerships with established distribution companies and participation in in-store promotion programs to increase visibility at the point of sale." (América Economía, 2015, p.6).

MATERIALS AND METHODS

The methodology used included bibliographic and descriptive research which play complementary and fundamental roles in the analysis of the impact of digital marketing on the export of Paccari cocoa for its positioning in the international market. Literature research provides a solid foundation of theoretical and empirical knowledge about digital marketing, international trade and the cocoa sector. This allows the research findings to be contextualized and the conclusions to be grounded in the relevant academic and professional literature. The descriptive research offers quantitative data on specific variables related to the impact of digital marketing on the export of Paccari cocoa. This can include digital campaign performance metrics, sales data analysis, and international customer surveys to assess brand recognition and product perception. This research provides a comprehensive view of the impact of digital marketing on the export of Paccari cocoa for international market positioning, understanding, exploration of new ideas, theoretical support, and data analysis.

RESULTS AND DISCUSSION

The survey was applied to a total of 63 workers of the Paccari company, residents of the city of Quito, province of Pichincha. This methodological approach allowed detailed information to be obtained on the demographics of the respondents and their answers to the questions posed, which facilitates a complete and accurate analysis of the results obtained. Of the total respondents, 100% have stated that they are familiar with digital marketing as a sales strategy, we could say that the workers giving a high rating, suggests a solid basis for the implementation of digital marketing strategies. Thus generating a high export demand since the strategies used to publicize the product are clear, concise and easy to capture.

The digital marketing channels that are currently used to promote the export of the product in the international market obtained the following data, 46% of the people surveyed give a high rating to online advertising since the technological world is currently very advanced, on the contrary, 41% gave a regular rating to marketing through social networks and 13% of these people have a very low opinion about knowledge marketing. The workers of the Paccari company for different reasons prefer to carry out their advertising online as a first option since this way they obtain better consumer capture. With the application of the survey aimed at the workers, it was possible to show that the production, marketing and distribution of Paccari cocoa is carried out temporarily, since it is a product that is made through a sowing so a certain time is required to obtain the product. The findings of this study highlight the importance of digital

marketing in cocoa export, as well as the key challenges and strategies in this process. Despite the obstacles faced, digital marketing offers significant benefits for cocoa producers and exporters, allowing them to effectively reach global audiences and increase demand for their products.

The analysis of the impact of digital marketing on the export of Paccari Cocoa from the city of Quito for positioning in the U.S. international market is a relevant topic today, since cocoa is one of Ecuador's main exports and its impact on the national economy is significant. The city of Quito, recognized for the quality of its Paccari cocoa, faces the challenge of promoting and positioning its products in the competitive international market. Digital marketing emerges as a strategic tool to address this challenge and capitalize on opportunities in the international market. The effective implementation of digital marketing strategies can further strengthen the position of Paccari de Quito cocoa in the U.S. market, generating employment and contributing to the economic development of the city and its surroundings.

Cocoa is known as "fine aroma cocoa" or the "golden seed" due to its high quality and exceptional organoleptic characteristics. Ecuador is famous for producing cacao varieties that stand out in the international market for their unique flavor and aroma. Cacao in Ecuador has a long history and is an integral part of the country's culture and economy. The export of cocoa from different parts of the world, including countries such as Ecuador, mainly in the city of Quito has experienced significant growth in recent years, as well as has generated a significant impact on the local economy, providing employment and income for farmers and workers throughout the cocoa value chain. In addition, cocoa is valued for its cultural importance and its role in global gastronomy, reinforcing its position as an emblematic crop of tropical regions and a vital source of livelihood for many communities. From an analytical perspective, it is essential to consider the factors that have led to the increase in cocoa exports. The exceptional quality of this crop, its versatility in local and international gastronomy, and the promotion and marketing initiatives have been decisive in this process. In addition, cooperation between producers, government agencies, and private sector actors has played a key role in expanding export markets and improving digital marketing practices. Likewise, local producers have received training and technical assistance to improve their digital marketing strategies. While digital marketing has facilitated the dissemination of Paccari cocoa and the generation of demand in international markets. The export of Paccari cocoa is mainly concentrated in demanding and high-value markets, where the quality and sustainability of the product is appreciated. Some of the main destinations for Paccari cocoa exports include the United States, Europe (especially countries such as Switzerland, Belgium, and Germany), and Asia (such as Japan and Singapore). These markets have a strong demand for premium and organic cocoa products, making Paccari cocoa, with its reputation for high quality and sustainability, highly valued in these regions. Growing demand from these countries has allowed local producers to expand their reach and access wider and more diverse markets. This expansion has brought with it new business and employment opportunities for farmers and workers related to cocoa production. In addition, the international recognition of the quality of Ecuadorian cocoa has strengthened the country's position as one of the main suppliers of this product in the global market. As a result, positive and sustainable economic growth has been generated in the cocoa industry, contributing to the development of the local economy. Considering the impact of digital marketing on the export of Paccari cocoa for its positioning in the international market, it is essential to recognize the need for a comprehensive strategy to make the most of global opportunities. This involves not only implementing responsible farming practices, but also designing and executing an effective digital marketing strategy. Players involved in the cocoa industry need to understand that success in international markets is closely tied to a strong presence on digital platforms. By harnessing the potential of digital marketing, business opportunities in new markets can be significantly expanded and brand visibility increased globally. In addition, it is crucial to explore and diversify export destinations, thereby reducing dependence on a single market and taking advantage of emerging opportunities in different regions of the world. To achieve these goals, it is necessary to strengthen digital marketing capabilities, including staff training and investment in appropriate digital technology and tools. Likewise, collaboration with international organizations and participation in international events and fairs are key to establishing contacts and promoting Paccari cocoa internationally. In summary, the impact of digital marketing on the export of Paccari cocoa requires a comprehensive approach that ranges from strategic planning to effective execution on digital platforms. Only through these combined efforts will it be possible to solidly position Paccari cocoa in the international market and ensure its sustained growth in the long term.

CONCLUSIONS

To compete in the international market, it is essential to master international negotiation processes, thus facilitating trade transactions between countries. This involves understanding the rules and regulations that govern international trade and highlighting the characteristics and benefits of cocoa to be exported, seeking mutually beneficial economic agreements. Each negotiation must consider geographical, economic, political and social aspects of the countries involved, which influences the economic development of the producing and farming regions. It is crucial to focus on cocoa quality, its origin and production standards, as well as on promoting sustainable and ethical practices. This strengthens competitiveness in the international market and contributes to local and global economic growth. To compete in the international market, it is essential to master the negotiation processes, understand trade regulations, and highlight the benefits of exported cocoa. In every negotiation, it is crucial to consider the geographical, economic, political and social aspects of the countries involved.

Factors influencing international negotiation, exports, and economic growth are key to expanding the commercialization of cocoa in the international market, benefiting farmers and improving social conditions. A thorough understanding of the product to be exported is essential for successful negotiation, facilitating expansion into new markets and increasing revenues for associations dedicated to its export. This process promotes a positive cycle of economic and social development in farming communities. Government policies should promote and prioritize the production of Andean crops such as cocoa. This would facilitate better coordination between the actors in the supply chain and improve efficiency in marketing, ensuring the quality of the exported product. By focusing on supporting these crops, the agricultural economy will be strengthened and competitiveness in the international market will be fostered, this will open up opportunities for sustainable and beneficial economic growth for cocoa-producing communities. A well-designed export plan for cocoa is essential, as through distribution, promotion, production and pricing strategies, new markets can be accessed. This not only benefits cocoa farmers, raising their socioeconomic level, but also strengthens the local economy. By expanding cocoa's presence in the international market, growth and development opportunities are generated for farming communities, driving sustainable and equitable progress. Taking advantage of the growing concern for the environment and human health is key to expanding the cocoa market. By offering nutrient-rich products such as, consumers who are aware of their well-being are attracted. This strategy not only expands domestic markets, but also opens up opportunities in the international market. It is essential to capitalize on this trend, promoting the nutritional and environmental benefits of cocoa, which drives economic growth and sustainable development.

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