

**1. Introduction**  
This report discusses the findings of the survey conducted in the year 2023. The survey aimed to explore the impact of digital marketing on small businesses. The results indicate a significant increase in sales and customer engagement since the implementation of digital marketing strategies.

**2. Methodology**  
The survey was conducted using a combination of online questionnaires and interviews with business owners. The data was analyzed using statistical software to identify trends and correlations.

Category	Sub-category	Value
Sales	Q1 2023	120,000
	Q2 2023	150,000
	Q3 2023	180,000
	Q4 2023	200,000
Customer Engagement	Q1 2023	75%
	Q2 2023	80%
	Q3 2023	85%
	Q4 2023	90%

**3. Results**  
The survey results show that 78% of respondents reported an increase in sales since adopting digital marketing. Additionally, 85% of respondents noted improved customer engagement. The most effective digital marketing channels identified were social media and email marketing.

**4. Conclusion**  
Digital marketing has proven to be a highly effective strategy for small businesses. Continued investment in digital marketing is recommended to maintain and further increase sales and customer engagement.