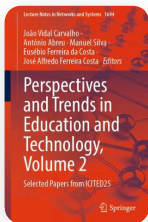


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# The Impact of Using Digital Marketing Tools for the Strategic Visibility of the Organization: A Study in Social Institutions in the Municipality of Vagos

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## Abstract

Digital marketing has become a widely adopted strategy for companies seeking to promote their activities and enhance visibility. This study investigates the impact of digital marketing on third sector social organizations, focusing on how these entities perceive and implement digital strategies. The research involved interviews with organizations based in the municipality of Vagos, aiming to identify the digital tools employed and the extent of their strategic planning in this area. Findings indicate that most social organizations in Vagos lack structured digital marketing strategies. However, there is a strong recognition of the growing importance of digital tools for organizational development and competitiveness. Notably, organizations that have integrated such tools tend to exhibit greater structural consistency and financial sustainability.

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