



THE DIGITAL EMPOWERMENT OF WOMEN ENTREPRENEURS: NAVIGATING THE ONLINE LANDSCAPE FOR SUCCESS

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Abstract

The advent of the digital age has dramatically altered the global economic scene and brought with it previously unheard-of chances for people to participate in business endeavors. For women, who have encountered numerous challenges in the conventional business sector, this shift has been vital. Social media and the digital arena have played a vital role in facilitating the emergence, establishment, and the growth of women-owned enterprises with relative ease compared to ever before. Such a revolution introduces a break-point in thinking in terms of acknowledging women entrepreneurs as a prominent factor driving social innovation and economic growth. Women's entrepreneurship in the United States ("US") and Canada has expanded tremendously, with over 13 million women-owned businesses in the US alone, these enterprises collectively contribute trillions of dollars to the nation's economy each year.¹ This blog would unfold some insights about how women's entrepreneurship across the world has evolved through digital platforms and social media, specifically in the vibrant Indian context, as well as how the regional landscape in India has evolved.²

I. Social media success stories: Empowering Women in Business

Social media platforms have transformed the way women entrepreneurs conduct business and become essential tools. The overwhelming majority of female business owners say they use social media on a daily basis to increase their visibility, interact with clients, and efficiently market and sell their goods and services - often for

little or no money.³ With previously unheard-of control over their brand narrative and customer interactions, this has genuinely transformed the entrepreneurial landscape for women. For instance, social media entrepreneurship is giving women in Tunisia new opportunities to launch and expand their companies, demonstrating the platforms' versatility and global reach.⁴

II. Instagram: Visual Storytelling and Brand Building

Visual appeal has made Instagram a powerful force for women business owners who need to tailor their audience and create awareness about their brands. By building a warm connection with followers, motivational figures such as Marie Forleo, CEO of MarieTV, employ Instagram to upload motivational content, share fans' behind-the-scenes insight into their routines, and spill the beans about upcoming episodes on their shows. By engaging in direct conversation with her audience regarding their businesses, Rising Tide Society founder Natalie Franke employs the platform to emphasize community over competition. In a similar vein, brand strategist and business coach Amber Lilyestrom shares content on Instagram that encourages women to start and grow profitable companies. Melyssa Griffin, creator of the Pursuit with Purpose podcast, offers a close-up look into her personal life along with instructional content to help entrepreneurs reach their greatest

³ Elizabeth Wells, *Preparing Women to Thrive in the Digital Economy*, Cherie Blair Found. for Women (blog), <https://cherieblairfoundation.org/news-list/thriving-in-the-digital-economy/> (last visited Aug. 8, 2025).

⁴ Muhammad Ahsan Fayyaz, *The Transformative Role of Digital Technologies in Female Entrepreneurship in Africa: A Focus on E-Commerce, Fintech, and Agritech*, 1 *Medtigo J. Pharmacology* (Dec. 16, 2024), <https://journal.medtigo.com/the-transformative-role-of-digital-technologies-in-female-entrepreneurship-in-africa-a-focus-on-e-commerce-fintech-and-agritech/> (last visited Aug. 8, 2025).

¹ Shaliya Dinsha & Suchithra Devi S., *Policy Analysis – Support for Women Entrepreneurship in Digital Platforms*, 30 *IOSR J. Hum. & Soc. Sci.* 25, 25–34 (2025), <https://www.iosrjournals.org/iosr-jhss/papers/Vol.30-Issue1/Ser-5/E3001052534.pdf> (last visited Aug. 8, 2025).

² Brandon Breath, *The Rise of Women Entrepreneurs in 2024*, E-Source Says (Jan. 2024), <https://bbreath.esourcecoach.com/the-rise-of-women-entrepreneurs-in-2024/> (last visited Aug. 8, 2025).

potential.⁵ Instagram also has a wide range of successful women business owners, such as Isabel Salas, the creator of a telemedicine app specifically for Latina women, Nicole Pallado, a campaigner for women's empowerment and body positivity, and Maudy Ayunda, co-founder of an Indonesian skincare company.⁶ Using quality professional photos and graphics to attract and share their brand's story, making their profile rich with short bios and calls to action, tapping into the captivating ability of videos and reels on Instagram, writing engaging and short captions with the proper hashtags, and reviewing their analytics from time to time to make adjustments are all core strategies for female entrepreneurs to maximize their use of Instagram.⁷

III. Facebook: Community Engagement and Market reach

Facebook is another essential platform for female entrepreneurs because of its wide audience and community-building tools. Social networking on Facebook has had a big impact on consumer marketing strategies by enabling companies to better understand the needs of their customers and efficiently disseminate creative information. For instance, Luisa Zhou has built a strong community for her products, helped out in Facebook groups, and engaged actively with them to promote her online coaching business.⁸ Her account is an excellent example of how Facebook groups can be leveraged to build leads, directly interact with potential customers, and establish oneself as an authority within a specific niche. Pooja Dhingra, owner of India's favorite Le15 Patisserie, has also managed to connect to her audience on social media sites like Facebook, turning followers into repeat customers through communication and active posts. This shows the power of Facebook to enhance market coverage and create brand

advocacy for women-owned companies, even for niche local markets such as India.⁹

IV. Breaking Geographical Barriers: Digital Platforms expanding Market access for women

One of the most transformative impacts on women's entrepreneurship is the ability of online platforms to transcend geographic boundaries, allowing women to reach customers well beyond their local communities and even tap into international markets with a level of ease that was once unimaginable. Through their inherent qualities, digital media allow women to establish their positions in the worldwide marketplace at minimum initial expense, which would be impossible for conventional business frameworks. Even with mobility and infrastructure challenges, e-commerce platforms including Jumia and Takealot in Africa have gone a long way to provide female entrepreneurs with new markets beyond their immediate geographical horizons, allowing them to engage in global trade. Similarly, global e-commerce platforms like Amazon and eBay have made global commerce accessible to all by allowing women entrepreneurs to offer their products and services to a huge customer base that spans countries. In this regard, the role of payment gateways cannot be overstated. By facilitating safe and easy transactions in various currencies and regions, such digital platforms enable women entrepreneurs to access a truly global market.¹⁰ With this global reach, women entrepreneurs have access to a level playing field that makes it possible for them to compete globally and not for increased sales alone. It is also reflected in platforms like Shopify, Etsy, Jiji, and Jumia, where women can start their informal businesses online with lower startup costs while servicing a global clientele outside the traditional physical marketplace.¹¹ As argued, such virtual access to markets becomes a transformative experience for women entrepreneurs, especially in developing economies, where they have to confront significant physical barriers such as inadequate transportation, limited internet connectivity, and restricted access to safe marketplaces.

⁵ Lindsay Kramer, *15 Inspiring Instagram Accounts Every Entrepreneur Should Follow*, Vistaprint: Bus. Growth Hub (June 26, 2025), <https://www.vistaprint.com/hub/inspiring-instagram-accounts-for-entrepreneurs> (last visited Aug. 8, 2025).

⁶ Jérémy Boissinot, *Top 20 Women Entrepreneurs on Social Media in 2025*, Favikon Blog (Jan. 21, 2025), <https://www.favikon.com/blog/top-women-entrepreneurs-on-social-media> (last visited Aug. 8, 2025).

⁷ Jessica Becker, *Are You a Female Entrepreneur? Use These Marketing Strategies to Stand Out on Instagram*, BIGVU Blog (Apr. 27, 2023), <https://bigvu.tv/blog/are-you-a-female-entrepreneur-use-these-marketing-strategies-to-stand-out-on-instagram> (last visited Aug. 8, 2025).

⁸ Luisa Zhou, *How I Grew My Business from 0 to \$1.1 Million in 11 Months*, Luisa Zhou (updated June 28, 2025), <https://luisazhou.com/blog/how-i-grew-my-business/> (last visited Aug. 8, 2025).

⁹ *Thriving Home-Based Businesses: Inspiring Success Stories of Women Entrepreneurs*, Women's Tabloid Mag., <https://womentabloid.com/thriving-home-based-businesses-inspiring-success-stories-of-women-entrepreneurs/> (last visited Aug. 8, 2025).

¹⁰ Fayyaz, *Supra* note 4.

¹¹ Monica Wanjiku, *The Rise of Women Entrepreneurs: Thriving in a Digital-First Economy*, Fuzu (Mar. 28, 2025), <https://www.fuzu.com/forum/article/the-rise-of-women-entrepreneurs-thriving-in-a-digital-first-economy> (last visited Aug. 8, 2025).

V. India: A dive into opportunities and challenges

Women entrants in the digital sector in India are confronted with an array of diverse challenges and long-term concerns. In the midst of all the advancements through platforms like the Women Entrepreneurship Platform (WEP) launched by NITI Aayog and the broader Digital India initiative, various women are still confronted with serious obstacles. These consist of insufficient availability of capital, digital illiteracy, and century-old culture-based obstacles. Poor mentorship programs and insufficient networking opportunities together with prevailing gender stereotypes make it even more challenging for women to establish and build their businesses. Ugly realities indicating routine gender bias, women's limited access to collateral restricts their ability to obtain financing, managing business and family comitants, coping with convoluted legal and regulatory contexts, and mitigating mobility and safety concerns are some of the major challenges of 2025 which are faced by women entrepreneurs in India. Social pressures typically place family obligation ahead of professional aspirations, hence making the transition into entrepreneurship that much harder.¹² Internet platforms, nevertheless, offer a glimmer of hope for Indian women entrepreneurs despite such formidable hurdles. Such platforms that enhance the visibility of brands and consumers through online shopping malls and social media offer an excellent means of reaching a much larger audience than would be possible for conventional brick-and-mortar organizations.¹³

VI. Conclusion

In conclusion, social media and digital platforms have developed into effective instruments for empowering female business owners around the world. They offer previously unimaginable opportunities for prosperity by breaking traditional boundaries and gaining more audience. Women's entrepreneurship has vast potential through digital technology, in spite of challenges, particularly in nations such as India. Business will be increasingly driven by technology and female-led in the future if every effort is being

continued to boost digital literacy, resource access, and support networks.

¹² Rahul Kumar, *Women Entrepreneurs in India: Key Challenges and How to Overcome Them in 2025*, IndustryWired, <https://industrywired.com/tech/women-entrepreneurs-in-india-key-challenges-and-how-to-overcome-them-in-2025-8855155> (last visited Aug. 8, 2025).

¹³ Toshani B, *The Rise of Female Entrepreneurs in India: Challenges, Inspiration & Success Stories*, GoDaddy Res., <https://www.godaddy.com/resources/in/advocacy/inspiring-stories-of-7-female-entrepreneurs-in-india> (last visited Aug. 8, 2025).