

# Theoretical and conceptual analyzes of marketing strategies: Social media and digital marketing

BOURI NASSIMA<sup>1</sup>

*Laboratoire LARAFIT, Université d'Oran 2, Oran, Algérie*

[nassimabouri@rocketmail.com](mailto:nassimabouri@rocketmail.com)

**Abstract** — The rapid changes in the field of computing, telecommunications and information science have directly affected all fields including the field of marketing.

No need to get products and waste time in blocked parking lots. The purpose of this paper is to shed light on the various theoretical and empirical aspects as well as on the interactions relating to the concepts; social media and e-marketing, based on previous studies and research carried out in this context by all stakeholders.

**Keywords** — e-marketing - e-consumers- e-reputation- social media.

**Résumé** — Les changements rapides dans le domaine de l'informatique, des télécommunications et des sciences d l'information ont directement touché tous les domaines, y compris le domaine du marketing. Plus besoin de se procurer des produits et de perdre du temps dans les parkings bloqués. L'objectif de cet article est d'éclairer les différents aspects théoriques et empiriques ainsi que les interactions relatives aux concepts ; médias sociaux et e-marketing, sur la base d'études et de recherches antérieures menées dans ce contexte par toutes les parties prenantes.

**Mots clés** — e-marketing - e-consommateurs- e-réputation- réseaux sociaux.

## 1. INTRODUCTION

*"From economy to eco-digital"*, this expression encompasses all the process of digitization of economic and financial activities. E-marketing as a sensitive economic function and a new means of creating added value to the various main economic players in commercial and marketing activities: companies, investors, customers, suppliers, financial and banking institutions, and the media. Internet media and more specifically social networks allow the use of marketing techniques and also offer a new approach and new ideas focused on customers in the constant problem of responding as best as possible to their needs as e-consumers. Optimizing digital marketing can be tricky, and a simple definition doesn't necessarily translate into something useful for achieving business goals. Increased technology and newer trends forced companies to change the way they marketed themselves. Email was a popular marketing tool in the early days of digital marketing (Barone. A, 2022)The **e-marketing** is an evolving area destined to a bright future. Indeed, the Internet today represents a real commercial opportunity for companies. The Internet allows the use of traditional marketing techniques but also offers a new approach and new ideas focused on the customer in the constant concern to best meet their needs.

Faced with these economic and technological turbulences, the company as well as all the stakeholders must access the new economy, even the digital economy which refers to all the processes, transactions, interactions and economic activities based on digital information technologies and Communication. The digital economy is the global network of economic and social activities that are activated by platforms such as internet, mobile and sensor networks, including e-commerce. Also activated by efforts to achieve efficiency and productivity in production processes, inventory and knowledge management.

This expression covers very different realities which are linked to socio-economic, technological, and banking activities, and which are based on the internet.

Indeed, banking activities and financial transactions and the granting of credits between economic agents are in common use almost at the global level, with strict regulations, and efficient payment methods in terms of security and traceability. . Electronic payment is a means of payment for different commercial and economic transactions of goods or services via different digital tools and techniques. These payments are indeed based on the Internet while respecting the rules of security and eligibility as well as the procedures put in place for each mode used in order to satisfy all the stakeholders. Algerian banks then took continece of the importance of banking digitization and the integration of the new generation of Internet payment.

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## 2. Definition of e-marketing

E-Marketing is an extraordinary function available to producers and marketers, and refers to activities undertaken by companies to promote the purchase or sale of a product or service via the internet. Digital marketing involves some of the same principles as traditional marketing and is often considered a new way for companies to approach consumers and understand their behavior (Barone. A, 2022).

This function includes advertising, sales, after sales service, and delivery of products to consumers or other businesses through networks which offer very attractive features tailored to marketers. So, it is important today for every business to have an e-marketing strategy to face the fierce and increased competition from the national or international market.

The article emphasizes the issues, the levers, and the management of " E-marketing " which make it possible to promote communication and commercial transactions on the Internet and promote an offer (products or services or ideas) thanks to the technologies of information and communication and the Internet economy.

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"Developed initially as an Internet marketing application, web marketing (or e-marketing) has today become a full-fledged activity. Commonly structured around one or more websites (portal site), web-marketing develops and uses multimedia tools (advertising banner, e-card, newsletter, video, animated film, etc.) and puts into practice a certain number of techniques and methods (SEO optimization, purchasing, mailing, behavioral monitoring study, etc.) to get a message across, sell a product, a service or simply build loyalty among targeted categories of Internet users".

E-marketing is, in its simplified form, the achievement of marketing objectives by electronic means such as websites, email, SEO, video games, SEM, etc. In short, take advantage of electronic media to communicate a message.

Another definition comes from a group of Cisco specialists and goes as follows: e-Marketing is the sum of all the activities that a business does through the Internet in order to find, attract, gain and retain customers.

Electronic marketing is the element of marketing dealing with the planning, pricing, promotion and distribution of products and services on the Internet.

### 3. From electronic marketing to classic marketing

The electronic marketing as we have seen can be defined as the set of means to promote an offer (product & / or services & / or idea) using Internet technologies. E-marketing helps promote communication and transactions on the Internet. "E-marketing not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their customers" (MBA Skool Team, 2013).

Its field of application is twofold: Construction and optimization of websites that meet the expectations of the targeted targets.

Generation of qualified traffic through search engines, advertising or direct marketing on the Internet. In the classic Marketing approach, E-marketing contributes to a real paradigm shift in this discipline: customer-centric Marketing. While classic Marketing is completely focused on the offer, E-marketing is largely customer-oriented, due to the tremendous possibilities offered by new information and communication technologies.

The use of electronic marketing is explained by:

- **Reaching Customers Who Buy Online:** People now frequent the Web on a regular basis.
- **Optimize the company's investment:** Electronic marketing can better target new potential customers and it is more profitable than traditional strategies such as advertising and public relations.
- **Better penetrate a narrow market:** this makes it possible to reach customers who are outside the geographical area of the company

**4. The objectives of E-marketing:** E-marketing is a necessity for organizations due to the strong digitalization of buyers. The main objective of digital marketing is to position the company in front of this audience of buyers and to be able to exploit it to improve commercial performance. We can summarize these goals in the following points:

- E-marketing helps develop customer relationships to build loyalty and retain them.
- Acquiring new customers, the web is a great opportunity to initiate direct contact with consumers.
- Retain good customers, e-marketing helps develop customer relationships to build loyalty and retain them.

- Develop your Image through: banner ads, sponsored links, web affiliation, natural referencing, and social networks.
- Strengthen communication: apart from traditional means of communication.

### 1. The Benefits of Electronic Marketing

The largest communications network available to a small business. No other means of communication allows you to trade from home while giving the appearance of a much larger and more established business. The opportunity to increase communication with the target market using easily accessible techniques: interactive website, email newsletters, online surveys, web diary and focus groups. Print advertising is expensive and only effective in the short term. Online sales techniques - website, banner ad and email - are low cost and may contain more up-to-date information than printed brochures.

## 6. Social media: definition and typologies

### 6.1. Definition

*Social media is based on communication.* It is a medium for the massive dissemination of information. Its primary purpose is to broadcast messages and allow content to be published. Among other things, *the social network aims to put Internet users in touch with each other in order to create communities. The purpose of the social network (the tool) is to create communities and interact between people.* It is a website that allows its users to create a customizable profile page to share and exchange information, photos and videos with its community of friends and network of acquaintances.

### 6.2. Typologies:

**6.2.1. Online communities and forums:** These are communities whose members interact primarily through the Internet. Community members generally share common interests. Most are created by individuals with no business purpose or relationship with companies. Others are sponsored by brands to promote communication between fans and with the brand, through messages and chats on topics related to the products.

**6.2.1. Blogs:** "Web diaries", are discussions or information published on the World Wide Web and made up of text entries (articles). These online journals are usually listed in chronological order. They can be hosted for free on websites like WordPress, Tumblr, and Blogger.

**6.2.3. Social networks:** represent the process of creating, building and maintaining virtual communities and relationships between people online. Social networks allow like-minded people to connect with each other using websites and web applications.

### 6.3. The most used social networks

- **Facebook:** It is a social network that allows you to share any type of content (texts, videos, images, be live, share links, etc.) and lead a conversation with your audiences.
- **Instagram:** One of the most used social media applications, Instagram has 1.2 billion MAU.
- **Twitter:** All events are visible and commented on a second, which gives this platform as much power as it does risks. Tweets have a very short lifespan.
- **TikTok:** With over 700 million **MAUs** worldwide and still has plenty of room for growth.
- **YouTube:** The second largest search engine in the world at this point.

## 7. The e-marketing mix

### 7.1. Product (products or services)

The development of the Internet gives rise to new technologies and to new products and services. We can cite, for example, electronic journals or electronic greeting letters, etc.

A new generation of search tools is dedicated to product research and allows consumers to conduct searches by brand or category, based on intelligent agents who rank products according to the preferences of each individual. The products that stand out from the crowd will be the most visible to consumers from a marketing point of view.

### 7.2. Price

It is an essential element in the act of purchase. Prices therefore require special attention. The price itself is not directly affected by the Internet. On the other hand, the means of payment are with the appearance of new payment systems, electronic wallets.

However, the Internet makes it possible to pursue a more extensive and much more flexible promotion policy. We are also witnessing a very significant development of auction modules.

### 7.3. Distribution

Internet now represents a new distribution channel, Its possibilities are immense both in terms of interactivity and communication, promotion, sales .The Internet is an international network which allows any company to extend its catchment area to the whole world at low cost. Shopping is also possible 24 hours a day, 7 days a week.

### 7.4. Promotion

The media of today and tomorrow, the Internet is a great showcase for businesses. It also offers many possibilities in terms of interactive, targeted, interstitial advertising, etc.

Electronic commerce also offers a multitude of possibilities in the personalization of the offer, the One-to-One, and the development of customer profiles.

### **8. E- marketing and social media: what interactions?**

The Internet has become a great way to communicate and do business. By virtue of its structure and its capabilities, it is the medium of today and tomorrow. Thus, more and more people are connecting and joining the "cyberworld". As a new medium, a new distribution channel, a new source of information, a new source of business..., the Internet requires a new marketing approach: ***e-marketing***.

With the development of the Internet and e-marketing tools, companies now have access to functionalities, services and interfaces that allow them to implement personalized and efficient marketing and communication strategies that do not require the mobilization of resources human, technical and financial too important.

The integration of the company in the field of social networks will allow the managers of the company a better visibility of its economic and competitive environment, and a continuous assimilation in the field of ICT, research & development, technological innovations, and permanent connection.

On the technical level, process automation, ease of use, as well as speed of execution of marketing operations, such as supply and distribution stimuli.

On the marketing side, social media and social networks can bring to the company Low communication costs and time savings, and apart from Traceability; either Communication is often controlled or the Company / Customer interaction is strong, social media generate brand awareness, acceleration of reputation support and the notoriety of the company.

Among other things, social networks have dual effects, they bring advantages, but they can generate disadvantages, such as the absence of confidentiality, and the exposure of false rumors "Bad buzz" explained by the compulsory dependence on technologies, which generates Threats and risks for the products in phase of maturity or decline, in particular following the diversifications and advertising abuses towards the users, and the increased competition, fierce and permanent. This strong subjectivity of Internet users leads the company to bear very high costs linked to research and technological mastery, as well as advertising expenses, which will typically impact its marketing and its reputation on social media.

### **9. CONCLUSION**

Marketing has been one of the activities most "targeted" by the development of information and communication technologies and more particularly of the internet economy. Today, E-

marketing has become a full-fledged activity. Commonly structured around one or more websites (portal site), web-marketing develops and uses multimedia tools (advertising banner, e-card, newsletter, video, animated film, etc.) and puts into practice a certain number of techniques and methods (SEO optimization, purchasing, mailing, behavioral monitoring study, etc.) to get a message across, sell a product, a service or simply build loyalty among targeted categories of Internet users".

E-marketing is a means of creating added value for the various economic players: companies, investors, customers, suppliers, financial and banking institutions and the media. More detailed product information helps customers in the purchasing decision process.

Some of the marketing is done by affiliates on behalf of a business. An email address link to customer service reduces response times and at the same time information processing costs. Therefore, the terms "Internet marketing", "e-marketing" and "interactive marketing" relate to the use of the Internet and related technologies to achieve the goals and objectives of the "marketing" function. Indeed, this tool is an extraordinary means available to marketers. The network of networks offers very interesting features tailored to marketers. So, it is important today for every business to have an e-marketing strategy to face the fierce competition in the market.

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