
The Intellectual and Conceptual foundations of Digital Marketing: Transitioning from Traditional to Digital Approaches

*djokhdem moussa*¹

¹ Ammar Theliji University of Laghouat - Algeria,
mo.djokhdem@lagh-univ.dz
mmoouussa@hotmail.com

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Abstract:

The present study aims to shed light on the intellectual and literary bases and foundations of the premise of digital marketing by exploring the researchers' perspectives and perceptions as well as the arguments they set forward in relation to this important marketing concept in order to organize it in a theoretical and conceptual framework that has the potential for improving it.

Keywords: Digital marketing, marketing concept, digital technologies, traditional marketing.
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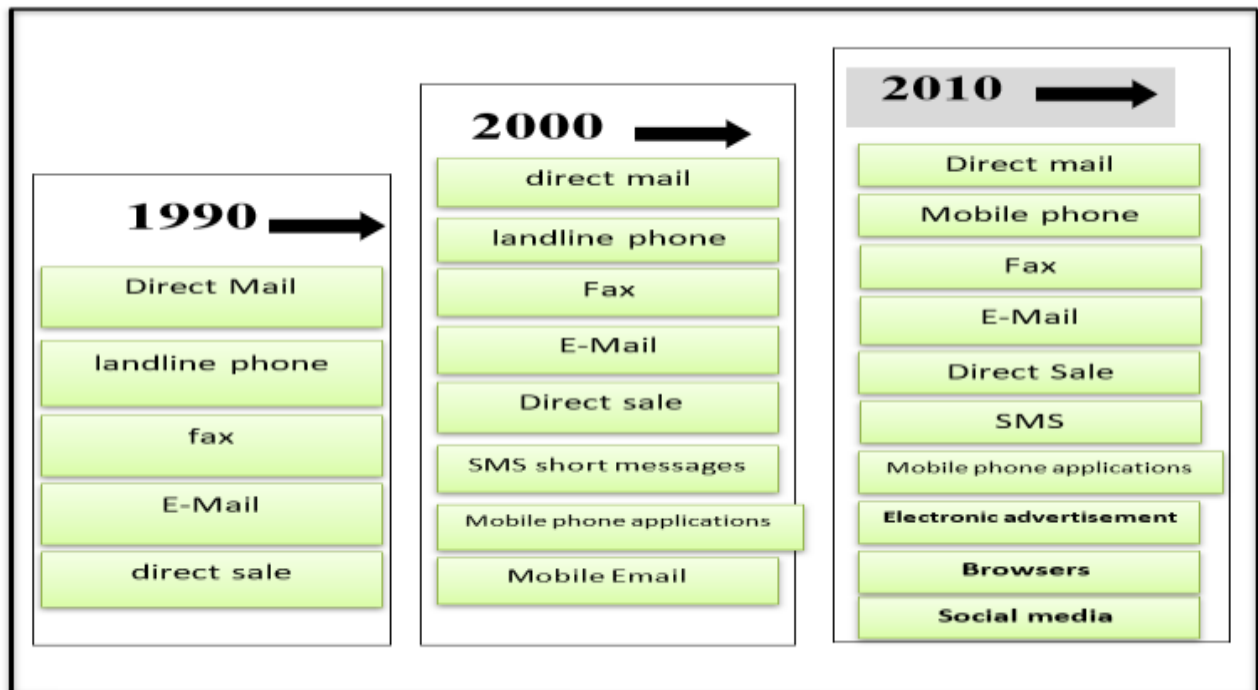
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1. Introduction

Several advanced technological innovations, that have become the defining aspect of the twentieth century, have emerged as a result of the rapid development which the world has undergone in recent decades. Currently, an assortment of innovative and important technologies have emerged, as well as merchandise (goods and services) is increasing, particularly in the area of communications and information, and especially in the case of computer technology, communications, and the Internet, all of which have grown significantly over the past 20 years. Given that it transformed the world into a small village, it made it possible for people and organizations to communicate and engage on a regular basis regardless of place or time. Additionally, this technology has paved the way for advancement in the field of digital or electronic marketing alongside given marketers a variety of newly developed and cutting-edge methods for reaching consumers. The researcher believes that the implementation of digital marketing might significantly change the manner in which individuals function around the world. Due to the fact that the use of (the Internet, phones, e-mail, internal networks, external networks, and mobile phones) alongside other digital marketing tools in business transactions helps to reduce the number of exploiters who target small- and medium-sized enterprises, especially the threats they might encounter. Considering the aforementioned, it is apparent that digital and technology tools, regardless of the type or size of business enterprises, play a critical and necessary role in the implementation of marketing operations.

First: - Historical Background of Digital Marketing

The use of the telegraph in the nineteenth century marked the beginning of the rise of digital marketing. Later, it was bolstered by the development of radio, television, and digital cables, which attained full social acceptance and made digital media the dominant force in the marketing industry. The use of the Internet for marketing purposes by many corporate organizations in the final years of the 20th century considerably aided the development of digital information technology (Ngai, 2003: 24). The publication of (Hanson's) well-known book *Internet Marketing* in 1999 signaled the beginning of a sea change in marketing, which included the switch from analog to digital broadcasting. 2. People and organizations working in the field of marketing now firmly believe that digital tools have the ability to open new markets that are entirely distinct from the existing traditional markets by relying on digital technology. This belief is a result of the rapid development and growth of contemporary media (radio and television, the rising popularity of the Internet, and mobile phones) (Ryan, 2014: 5). Additionally, the advancement of distribution channels, marketing communication tools, and methods must go hand in hand with the development of digital marketing. This innovation helped to pave the road for brand-new customer interaction and communication channels. As a result, the marketing wheel has evolved from traditional marketing methods (direct sales, landline phones, fax machines, and direct mail) through several stages to entirely digital tools (Zahay, 2015: 14). This is because the corporate environment is changing and accelerating.

Figure (01): Stages of development of marketing tools from traditional to digital

Source: Zahay, Debra, " Digital Marketing Management A Handbook for the Current (or Future) CEO ", Business Expert Press, New York, 2015, 14.

Second:- Digital marketing: concept, importance, goals

1- The concept of digital marketing

Notwithstanding the evolution of marketing activities into a new idea that uses digital technology to be more profitable. But rather than rejecting or abandoning old marketing theories, it was able to build on them and use them to generate creative solutions to its challenges by using new tools and techniques known as digital marketing (Al-Zuhairi, 2013: 154). It represents one of the more modern and current marketing concepts, but it still has a lot of murkiness and lack of clarity because of the widespread misconception that this concept's marketing procedure can only be carried out online. Therefore, before providing a precise definition of digital marketing, we must pay attention to the following: (Al-Alaq, 2010: 15-16):

1. Digital marketing operations and functions are carried out through all digital tools (internet networks, intranets, extranets, mobile phones, etc.).
2. Modern marketing includes e-commerce, which is defined as purchasing and selling through electronic means with the Internet as its core component. Digital marketing also encompasses all activities that take place before, during, and after the production of goods or services.
3. One common misconception is that digital trade and digital marketing are the same thing. However, digital trade is just trading over digital channels, whereas digital marketing is a collection of comprehensive, specialized marketing tasks that are not restricted to dealing in products and services exclusively.

According to the literature, the fact that researchers have used so many different names to refer to the concept of digital marketing is one of the biggest challenges it faces (Lipiainen, 2014: 38) such as (e-marketing, interactive marketing, internet marketing, content marketing, viral marketing, e-commerce , electronic business, etc.) (Himanen, Karjaluo 2011: 20). Nonetheless, the most common and used label nowadays is digital marketing.

Table (01) Some contributions of researchers to the concept of digital marketing

the definition	researcher	Concept
1	Kotler& Keller, 2006: 493	All efforts made by the organization to inform buyers, communicate with them, and promote and sell its products through digital channels.
2	Kotler & Armstrong, 2009: 1018	The marketing aspect of the digital business, which includes all the organization's communications to promote and sell its products digitally
3	El-Gohary, 2010: 216	The process of using electronic data and applications To plan and implement conceptual pricing and distribution of products and ideas in order to create exchanges to achieve individual and organizational goals
4	Hawkins & Mothersbaugh, 2010	A marketing strategy that uses digital communications to animate and pass on brand messages among a wide network of buyers.
5	Kian, 2011: 43	Using digital and interactive technologies and information technology to carry out marketing activities for business organizations
6	Ollila, 2012: 10	A strategic process for pricing, promoting and distributing the organization's products, and identifying the needs and desires of its customers through the use of digital media.
7	kot & Koelane, 2013: 3100	The process of promoting products using digital distribution channels to reach consumers in a timely, personal, and effective manner
8	Chaffey & Smith, 2013: 15	Entering the core of electronic business in order to get closer to customers and understand them more, add value to products, and expand Distribution channels and increase sales through digital marketing campaigns using digital media channels Such as search, marketing, online advertising, and other digital channels
9	Grishikashvili et al, 2014: 28	A branch of traditional marketing that uses modern digital channels to communicate with customers and investors about brand and product marketing.
10	Pawar, 2014:14	The art and science of selling products over digital networks, such as the Internet and cell phone networks
11	Duggal, 2015: 738	Interactive marketing of products using digital technologies in order to gain and retain new customers
12	Todor, 2016:51	A comprehensive and measurable term that aims to implement interactive marketing of products using digital channels in order to reach consumers, deal with them, convert them into customers, and maintain them.
13	Jarvinen, 2016: 16	Using digital technologies to create integrated, targeted and measurable communications, which helps win customers and build and maintain deeper relationships with them

Source: - designed by the researcher based on administrative literature.

It is evident by examining the notions in Table (02) that there are various perspectives on this concept. While some of them refer to it as a procedure, others see it as the art and science of selling goods via the Internet. Others perceive it as regulating how the business and its customers interact within the constraints of the virtual world. Despite these variations, it had a number of similar qualities, prominent among them being:

- 1- To keep clients and earn their trust, one must engage with them on a deeper level through communication and interaction.
- 2- Use digital channels to promote and sell the organization's products.
- 3- Striving to achieve common goals for both the organization and the customer.
- 4- Emphasizing the use of digital data and information in the process of pricing and distributing the organization's products.

According to the researcher, digital marketing is the practice of an organization's marketing department directly communicating with clients through digital channels in order to learn about their requirements and preferences and quickly and cheaply satisfy them.

2- The importance of digital marketing

The most notable of these changes is the significant growth in the field of the Internet and digital commerce, especially given that consumers use more of these technologies, it is expected that digital commerce and digital marketing will flourish. Significant developments and changes in the field of information and communications have found new and innovative ways to satisfy the needs and desires of consumers (Ferrell & Hartline, 2011: 278) Considering each organization's level of interest in digital marketing differs depending on its particular characteristics and requirements, different business organizations place varying importance on it. Due to their daily sales of more than \$10 million US, businesses in the electronics industry, like Cisco, view it as being of utmost importance. While it is less significant for other firms (such as those who serve fast food, producers of commodities that are frequently consumed, etc.) because most of their sales are made through conventional distribution channels, it is nevertheless vital for the Internet (sales of computer parts and components) (Abu Naga, 2008: 64). As a result, the following are some justifications for why successful digital marketing is crucial for commercial enterprises (Landry, 2012: 2):

- 1- Digital marketing has future aspirations while traditional marketing methods can only be efficient in the present.
- 2- Digital marketing has become more connected to the Internet than ever before, which means more digital tools are replacing traditional marketing tools.
- 3- Many customers have become accustomed to using current technology, as well as their hopes that businesses will be more successful in this area. While (Grewal & Levy, 2014: 500) added other reasons for the importance of digital marketing:
 - A. Electronic exchange of information between organizations, suppliers, and intermediaries through the exchange of business documents through digital channels.

B. using digital networks to transfer product specs, sales information, and purchase orders between the business and its clients.

C. Negotiating prices and transferring specifications and pictures of some products electronically, as well as how those products are transferred to customers.

According to (Talib, 2013: 302), there are many varied perspectives on the significance of digital marketing, most notably:

1- ***In terms of communications:*** - Digital marketing is a means of transmitting information and delivering products through mobile networks, the international network, or any other digital means of communication.

2- ***In terms of business:*** - It is the process of applying digital technologies in order to complete business operations quickly and automatically.

3- ***In terms of services:*** -It is a means of achieving the goals of clients, managers, and their organizations to lower service costs, boost efficiency, and supply services as rapidly as feasible or make it possible for commercial enterprises to use global communication networks to acquire, sell, and share information among themselves.

Digital marketing additionally serves a crucial role in promotions since it increases the likelihood that a company's marketing department will be able to reach and engage a customer directly. Due to its significance, this kind of marketing has become crucial to the success of contemporary businesses, and it must be incorporated into all of those businesses' activities and operations (Al-Taie & Al-Abbadi, 2009: 92).

From the mentioned above, it can be concluded that digital marketing is important for organizations because of the advantages it offers, as it is a significant way to boost their competitiveness and improve their reputation with customers through

A. Its focus is on reducing the costs of services provided by these organizations.

B. Its constant attempt to make customer service more effective and to deliver it on time and with the necessary speed.

C. Its impact on reducing or removing borders between international markets gives consumers the freedom to explore and enter diverse markets through a variety of digital platforms.

3- Digital Marketing Objectives

Defining objectives for digital marketing is challenging and fraught with issues. It is quite difficult to be assured that these objectives will be accomplished because of both internal and external factors, as well as the accompanying market volatility, as some firms may be exposed to loss in one way or another, hoping to make up for it in the future after it has been for themselves. A positive impression in the consumer's mind is created by the company's distinctive brand (Talib, 2013: 303). As he noted Baltes, 2015: 114), many scholars have studied the purposes of digital marketing, which include the following objectives:

A. - Increases brand awareness

B. - Builds a relationship with the customer based on trust and strengthening loyalty.

- C. - Creates an audience for the organization and works to attract new customers.
- D. - Creates a need for a specific product.
- E. - Product idea testing or business.

Meanwhile (Al-Astal, 2009, 28–29) provided the following synthesis of these aims:

1. improving how the customer perceives the business.
2. Customer care and improving the quality of service provided to him.
3. Finds new ways to attract customers and provide the products they want.
4. Carries out electronic promotion, sale and purchase, and other operations related to the organization's products.
5. extending the reach of marketplaces and working to move them from being regional to international.
6. Reducing marketing costs.
7. Opening new and wide marketing horizons.

Several more objectives were introduced by (Chaffey & Smith, 2013: 22) and (Baker, 2008: 510–511), most notably:

1. expansion of distribution and promotion to increase sales.
2. Adding value to customers by giving them additional benefits via the Internet.
3. Getting acquainted with your customers by interacting and speaking with them.
4. Reducing costs such as (service costs, sales transactions, administrative costs, etc.), which increases the profitability of the organization.
5. Expanding the brand via the Internet by enhancing its value using completely new means (such as email advertising, search engines, ... etc).

supplementary to most enterprises moving towards digital marketing, this was done so that they could benefit from the fantastic opportunities and advantages it offers, especially now that those businesses that set the precedent by adopting this idea have been able to create new competitive rules for themselves and provide their clients with innovative and developed markets that do more for them. from pleasure and luxury by identifying and gratifying their needs and wants (Farida and Shisha, 2011: 5). There are numerous research-based viewpoints about the numerous advantages of digital marketing in the commercial world. It has been identified as follows (Al-Alaq, 2010: 71):

1. Reducing the cost of production, design, shipping, and merchandising to the absolute minimum.
2. Improving marketing planning and intelligence.
3. Providing additional opportunities to serve extremely small market segments.
4. Offering business organizations of all sizes and types equal possibilities to access markets.

As highlighted by (Jalaliyoon & Taherdoost,2014:338), several other aims, including but not limited to

1. Targeting the desired markets by searching for words and audiences.
2. Its results are more measurable.
3. The funds will be transferred for expenditure.
4. Ease of changing or stopping marketing efforts.
5. Lower customer acquisition costs.
6. Creates perfect marketing traffic.
7. make decisions based on accurate information and quality outcomes.

8. Identifying demographic characteristics in order to reach target markets.
9. Social media represents word-of-mouth marketing.
10. Providing instant data and results.
11. Any business size can be accessed.
12. Building direct relationships with clients.

Other advantages were also mentioned by (Todor, 2016; 52–53), the most significant of which are:

1. **Cost:** Digital marketing tools are less costly compared to traditional marketing tools.
2. **Interaction:** - Users can communicate via the Internet at any time they want.
3. **Possibility of impact:** The Internet can reach markets and raise the operational efficiency of small and medium organizations .
4. **Infinite audience:** The network is capable of reaching every country in the globe, but it also helps to plan digital campaigns to connect with regional networks.
5. **Duration:** The information on the Internet is always available.
6. **Active Users Portal Application:** - Products are presented to users via the Internet continuously to choose what they want to consume.
7. **Communication between users:** Users have the opportunity to communicate and freely express their views through digital marketing.
8. **Rich content:** Digital marketing provides virtually unlimited content, as well as the ability to easily update content when necessary.
9. **Easy measurement:** Digital technologies are more measurable than traditional marketing tools.
10. **Adaptation:** It is easy to change the content of the Internet based on user reactions.
11. **Personal:** the capacity of digital marketing to develop promotions and plans in accordance with individual or consumer preferences.

The researcher concludes from the aforementioned that there is compatibility and convergence between the advantages offered by digital marketing and what it seeks to accomplish. You can sum up the goals of digital marketing as follows:

1. **Using digital channels to promote and sell the organization's products.**
2. **the elimination of world boundaries separating marketplaces.**
3. **Opening the way for consumers to shop around the clock and at the time they want.**

Assisting consumers in identifying the prices and models of products available in the global markets and comparing them before making purchases.

Third: Characteristics of digital marketing and its main channels

1- Characteristics of digital marketing

Marketers frequently make a significant error when entering the field of digital marketing, and this error is by using the same strategies for dealing with traditional marketing channels and technologies. While digital technologies bring a new dimension to the table, Marketers must take this into account when determining the best marketing channel for their organizations. According to (Pride & Ferrell, 2014: 318) and (Saadi, 2006: 36), digital marketing is distinguished by the following characteristics:

1. **The ability to direct transmission:** Given that digital channels require website visitors to provide complete information and data about themselves, their needs, and their desires before

making a purchase, businesses are now able to count the number of their customers before they make purchases.

2. **Interaction:** It means communication between the organization and the customer, which makes it easier for him to inform the organization of his needs and desires directly.

3. **Database:** a digital system that can provide an organization with details about its clients, including their wants, needs, and dates of previous purchases. This information can then be used to create fresh marketing offers.

4. **Control:** The client's ability to control the information he gives to the organization, without forcing him to provide information he does not wish to disclose.

5. **Providing information to the customer:** It means enabling the customer to possess more information about the organization's products, with the possibility of comparing them with the products and prices of other competing organizations (Saadi, 2006: 36).

6. **The ability of marketers to contact more than one customer at the same time** (Pride & Ferrell, 2014: 318).

According to (Najm, 2003: 326), digital marketing can be identified by two main characteristics:

1. The structure of digital marketing initiatives, particularly those that are recurring and verifiable, such as marketing research, inventory management, etc.
2. Integration of advertising operations between their own members, as well as with organizations in charge of client retention.

2 - The main channels of digital marketing

The increasing popularity of digital marketing gave companies the opportunity to enhance their marketing channels in order to attract new clients, understand their requirements and preferences, and offer material that encourages more brand engagement. Utilizing digital marketing tools and techniques, then, enables marketers to gain a comprehensive understanding of their target audience, establish close bonds with them, and effectively manage their data and information. It also helps to increase productivity. As a result, the most effective means of obtaining this information are digital marketing channels. The most popular of these channels are listed below (Duggal, 2015:738):

a. E-mail

Sending direct emails to a single individual or group of subscriber list users is the manner in which this channel can be used as a promotional tool (Guide to email marketing, 2012:4). According to Rautanen (2012), email marketing has a number of advantages for companies, such as direct client contact, fostering brand loyalty, and reduced distribution costs. Despite its many advantages, it is criticized for its programs' ongoing production of spam messages and the potential for some users to simply ignore the adverts they include (Ziaaddini & Abarghooie, 2013:918).

b- Websites

To reach the broadest spectrum of users possible, digital marketers use a variety of Internet platforms (including websites, videos, mobile messages, advertising, and other techniques) (Kotler & Armstrong, 2014: 530). Marketing messages can be posted in virtual spaces on websites to draw

Internet visitors. Digital marketing includes online advertising, which is a crucial component (Yurovskiy, 2013: 3).

C- Search Engine Optimization

This approach is the most significant for marketing websites on a vast worldwide network because it implements the most effective procedures that include sound and appropriate methods, techniques, and tactics utilized to serve a lot of website visitors by giving them excellent search engine results. such as Google, Yahoo, and other companies (Jain, 2013: 100). Since the site frequently shows in the list of search results automatically, this aids in spreading it and ensuring that it reaches the greatest number of search engine users possible (Yasmin & others, 2015: 73–74). Businesses use this form of search engine and look for paid advertisements in an effort to increase the visibility of their products (Raghunandan and Parimal, 2014: 7-8).

d- Social media

It has been defined as the process of advertising for businesses on social networking sites. Many businesses use social media to advertise their products by sharing frequent updates and providing exclusive deals (Pawar, 2014:19). It is further defined as a collection of web-based programs that enable users to create and trade digital content, including social networking sites, online forums, and digital games in the virtual and social world. These programs are based on the World Wide Web's ideologies and technological underpinnings. These methods have demonstrated that people want by exchanging knowledge and suggestions regarding the businesses' wares, since the more effective the message is, the more it helps to draw in new clients. Thus, businesses can quickly reach millions of views of their supplied items thanks to social networking platforms like YouTube, Facebook, and Twitter (Pura, 2013: 5-6).

E- mobile phone

There cannot be a universally accepted definition for this type of marketing channel among scholars (Phumisak & others, 2010: 127). Some have described it as user-focused mobile marketing. Others only recognized him through advertisements that were displayed on tablets, feature phones, or other mobile wireless devices. It is important to note that there are many different types of mobile marketing, such as static ads, short messages, multimedia messages, service Multimedia messages, advertisements inside mobile applications or games, etc. The following can be a summary of its top advantages for organizations (Mkto, 2015: 3):

- 1- interacting with customers at any stage of their life phases.
- 2- enhancing consumer demand for the brand's products and improving its reputation.

Fourth: - Digital marketing challenges

Despite the numerous and expansive opportunities that digital marketing presents in light of the trend toward globalization and interest in the digital economy, it faces numerous obstacles that prevent it from being used and exploited by him (Shatiba, 2009: 96). When conducting marketing campaigns through digital platforms, business organizations have numerous difficulties. The most significant of these difficulties are listed below (Raghunandan & Nagtode, 2014: 7):

1. Lack of unified operational and strategic metrics across various digital channels.
2. Difficulty coordinating business operations.
3. Digital promotion is independent and segmented.

4. The services offered by digital marketing in the workplaces of the associated business divisions of the firm are similar to several or many information technology solutions.
5. The inability of organizations to reuse digital assets more than once.
6. Lack of synergy between products and markets associated with digital marketing.

The following difficulties were also listed by (Leeflang & others, 2014: 2) as being the most significant for digital marketers:

1. The inability to exploit and benefit from deep customer insights.
2. The inability to manage the brand and its reputation in the marketing environment in which it plays Social media plays an important role.
3. Difficulty evaluating the effectiveness of digital marketing.

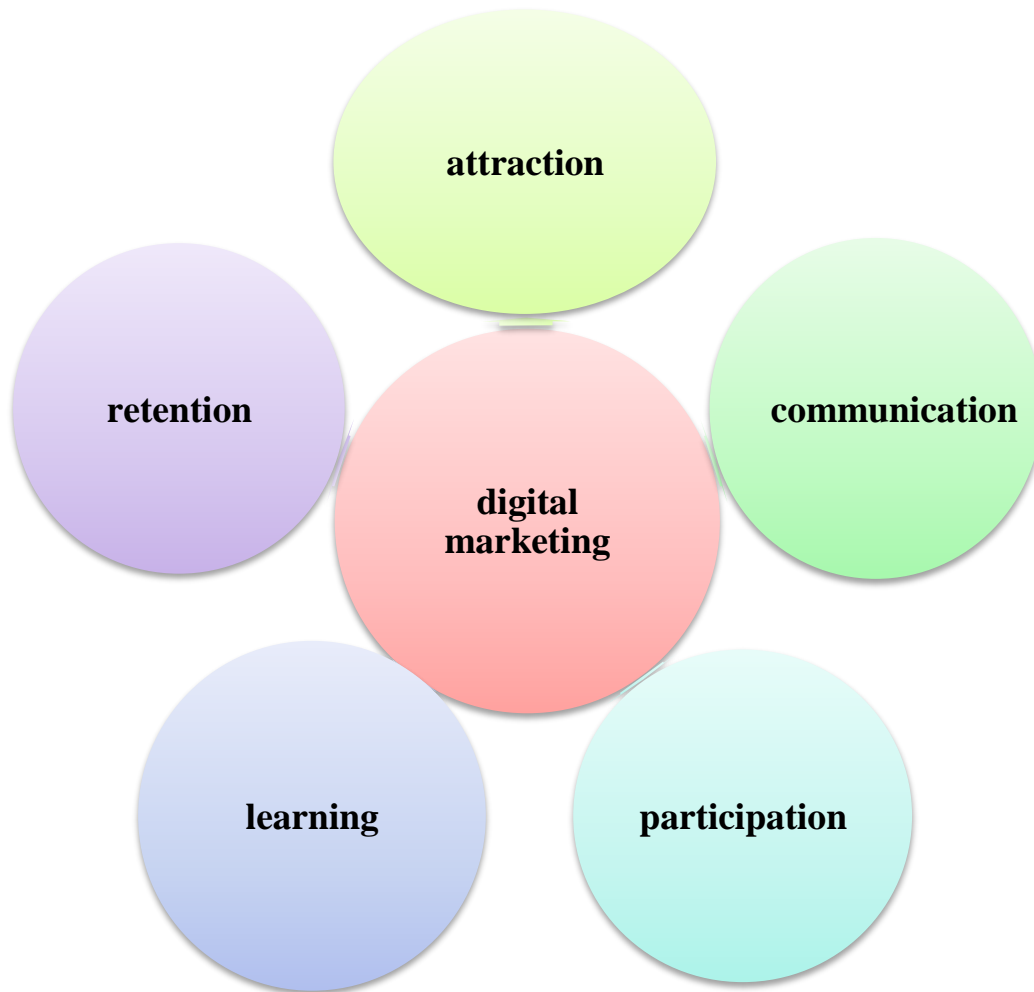
According to (Al-Zoubi, 2009: 383–386), these difficulties are as follows:

1. Organizational and administrative challenges.
2. the expensive setup charges for the website.
3. Evolution of website technologies.
4. Linguistic and cultural challenges
5. Security and privacy challenges.
6. Lack of confidence in electronic payment methods.
7. Challenges specific to developing countries, including:
8. The lack of infrastructure.
9. The lack of clarity on the future vision of the managers of organizations about digital marketing.
10. The high costs of switching to digital marketing.
11. Customers reject the idea of making purchases online because they like to inspect the goods and determine their quality before making a decision.
12. the absence of computers and the Internet's limitations, make it challenging to switch between websites.

Fifth: Dimensions of digital marketing

The components of digital marketing were discussed by numerous scholars and in a variety of administrative literature under numerous and various names. While some simply stated it, some referred to it as digital tactics or strategies. The reason for this is due to the divergence and differing views of researchers and their opinions on these dimensions in accordance with the various directions, goals, and objectives of their research. Some people referred to it as the components of digital marketing, while others called it the elements of digital marketing. The most generally used and acknowledged model for characterizing the aspects of digital marketing, such as attraction, communication, involvement, learning, and retention, is the one proposed by Zeisser (1996). Digital marketing's dimensions are shown in Figure (02).

Figure (02). Dimensions of digital marketing



Source: - Designed by the researcher based on the administrative literature

Below is a description of each of these dimensions so that you are aware of all facets of the independent study variable:

1-attraction

methods for attracting clients and enticing them to the company's online presence (Waitman, 1996: 8). This is accomplished by introducing the organization's brand by including or referencing it in a particular URL or webpage on the Internet, as doing so will help people remember the name of the brand.

The company makes it simple for customers to find its brand on these axiomatic websites, and they play a significant role in luring them to the company's website. For instance, the Al-Hayat hotel chain, which operates across the globe, can be reached via the www.hyatt.com website (Teo & Tan 2002:260).

The most popular tool for attracting customers is reminder sites that display the brand name in the form of a URL, and it is the basic tool for increasing Internet traffic; additionally, it makes it easier

for customers to access the organization's brand without having to browse in search engines, while In terms of popularity or relative relevance, the list of URLs in search engines that feature brand names for corporate entities ranks second. As it frequently categorizes the websites of firms based on the products they offer, this will help to organize and facilitate the digital marketing process.

2-Communication

It is considered to be one of the most significant components required for digital marketing success and is described as the process of sharing knowledge and shared understanding from one people to another (Fred & Lunenburg, 2010: 1). Following the collection of consumer information, the organization's focus will shift to the next step of the digital marketing process, which will involve contact and communication with these customers as well as providing them with extra value. Furthermore one of the most significant advertising possibilities that contribute to the creation of added value for customers is the ability to launch the product and know the reactions to it as soon as possible, and the Internet represents one of the most prominent digital tools that contribute to the achievement and success of this communication (Carpenter, 2000: 40). As a result, business organizations should consider the need to provide products tailored to meet the needs of customers and then contact them personally through someone Digital tools such as e-mail or other means, in order to identify their reactions and the extent of their satisfaction with the products offered by the organization, as many administrative literature has proven the existence of a close and positive correlation between the products provided by the organization and the level of satisfaction with the products provided by the organization. & Tan 2002: 262-263

3-Engagement (customer engagement)

After attracting customers to the company's website on the Internet, they must be involved in the marketing process and get to know their opinions by communicating with them and getting to know their views and preferences in order to create an interaction that contributes to the completion of the business process. To achieve this, business organizations can benefit from the programs Innovative in providing interactive media of value to customers, and examples of these programs include Java programs (1) and animations that attract the attention of the customer, as well as what the organization's website, virtual communities, and forums offer in contact and direct interaction with the customer on the one hand, and customers among themselves On the other hand (Teo & Tan 2002:260-261). Virtual Internet communities, websites, and forums are less common and used for some business organizations, especially those working in the field of food trade or grocery stores, which target the mass market and direct dealings with customers because there is no benefit in establishing these sites and forums in light of their efforts to build their brand. Teo, 2005: 209) As for the researcher, he believes that social networking sites such as Facebook pages, Twitter, YouTube, Instagram, and others are the most used and popular tools by organizations in building a brand name for their brand and enhancing customer loyalty and encouraging them to participate.

4-Learning (knowing customer preferences)

Social media platforms present a myriad of marketing opportunities that contribute to the establishment of positive relationships with customers. By leveraging these platforms, marketers gain access to valuable demographic data and insights into customer attitudes and behaviors. This information can be acquired through customer registrations and transaction records, enabling marketers to obtain a comprehensive understanding of their target audience. Various techniques, including web page tracking devices and similar methods, can be employed to identify customer preferences and desires (Teo & Tan, 2002: 262; Carpenter, 2000: 40-41). The significance of these

practices is underscored by Teo (2005: 208), who confirms that businesses extensively utilize diverse sources to gather crucial information about their customers, and they are as follows:

- 1- Feedback was gathered using online questionnaires and (regular) internet search.
- 2- Web page tracking devices .
- 3- Information obtained from new clients .
- 4- Virtual communities and locations .
- 5- Websites and chat rooms.

5-Retention

Organizations strive to retain clients and encourage them to make repeat purchases on their websites over the Internet in order to develop profitable and long-term relationships with them. As a result, when using the digital marketing strategy, the firm must focus on developing and maintaining favorable relationships with clients, which necessitates definite commitments and resources in the long run (Teo & Tan 2002: 261). Marketers ought to regularly update their new sites by renewing their content or providing dynamic content such as stock price and weather bulletins (Waitman, 1996: 8), as well as installing security devices to protect their customers' privacy, provide rapid downloading of information from their websites, track online purchase orders, and so on. This occurs when a digitally marketed organization is able to provide the information and products that its customers require at the most affordable price and in the shortest possible time, creating an incentive for them to return to the purchasing experience using another digital tool (Teo, 2005: 208).

Conclusion:

The rapid advancement of information and communication technology, as well as the global shift toward the digital world, has prompted current business organizations to seek modern marketing tools and methods capable of keeping up with this advancement and meeting the needs of their current and potential customers efficiently and effectively in order to improve their mental image and foster brand loyalty. Plenty of these institutions, particularly those in the field of communications, have recognized the significant benefits that can be obtained by incorporating the concept of digital marketing into their efforts to achieve their objectives, especially since the majority of their services are electronic and digital. Given that digital marketing tools including the Internet, intranet, extranet, or any form of digital communication are capable of communicating with the organization's customers at all times, as quickly as possible, and at the lowest possible cost, this contributes to improving the quality of the service provided as well as the institution's efficiency and effectiveness in achieving profit and continuity.

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